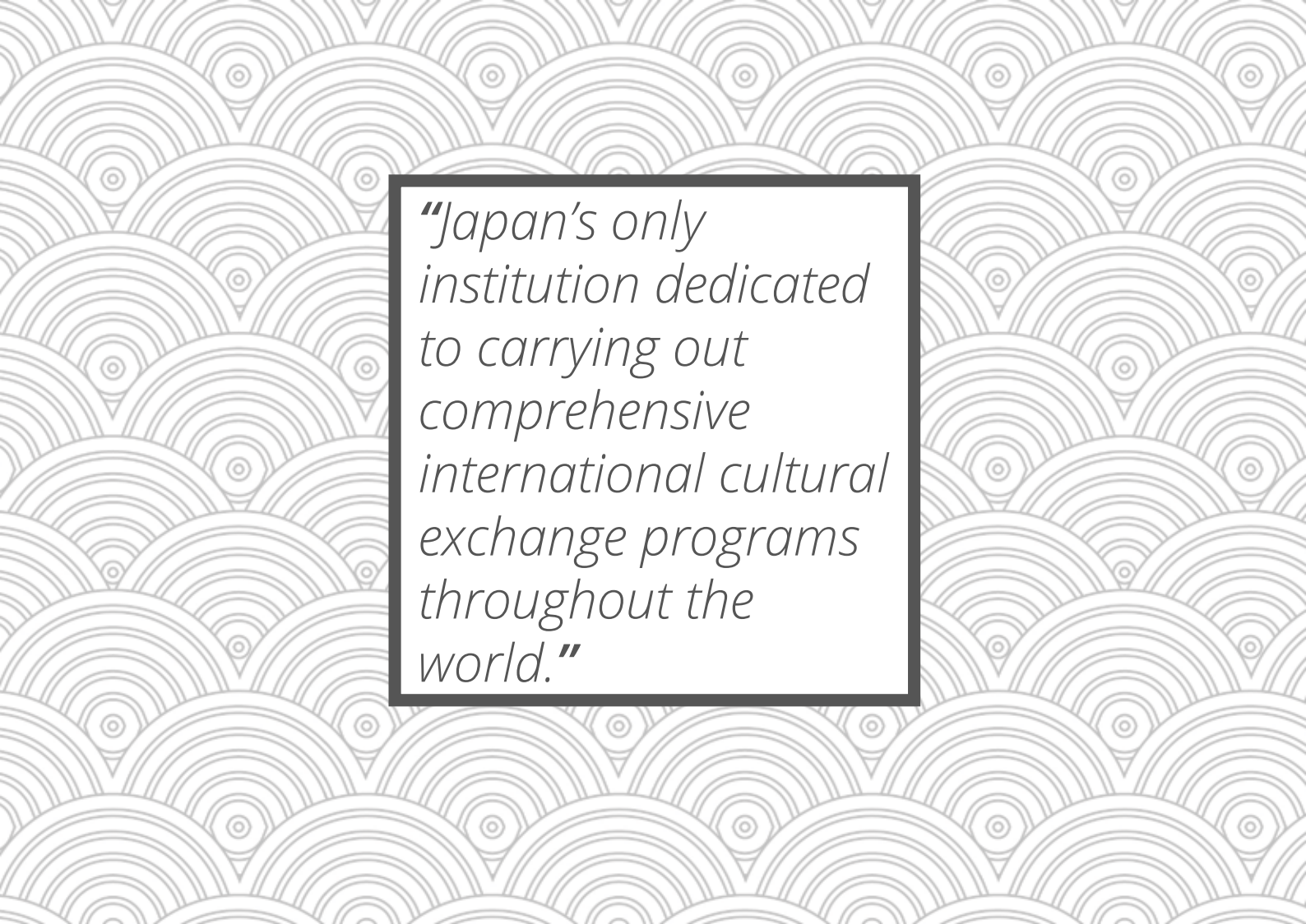




# 2016

**THE JAPAN FOUNDATION, MANILA**  
20<sup>TH</sup> ANNIVERSARY



*"Japan's only  
institution dedicated  
to carrying out  
comprehensive  
international cultural  
exchange programs  
throughout the  
world."*

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# FOREWORD



On the occasion of the Japan Foundation, Manila's 20th anniversary, I am pleased to thank everyone – individuals, as well as organizations – that have been engaged in our programs and have extended cooperation to our activities. Through the years, the Japan Foundation, Manila (JFM) has supported the exchange and dialogue of numerous artists, scholars, students and other professionals between Japan and the Philippines, strengthening the ties between our two nations further.

In his contribution to the *New York Times* on August 13, 2013, Philippine National Artist for Literature Prof. F. Sionil Jose wrote, "I was uneasy meeting with the Japanese, and thought I would never be able to have a social relationship with them. Since then, however, I have made Japanese friends..."

Japan continuously endeavors to have a close relationship with the Philippines despite unfortunate historical memories. In 2014 - 184,204 Filipinos visited Japan, and 463,744 Japanese visited the Philippines. The numbers increase every year.

Today, opportunities abound in the engagement of interactive arts and cultural exchange activities for people of both countries. People-to-people relations are fundamental to cultural exchange. Thus, I firmly

believe that individual exchange between people in diverse fields and the strengthening of networks are the bases for a cohesive bilateral relationship.

The 20th anniversary of JFM and the celebration of *60 Years of Philippines-Japan Friendship* allow us to renew our sincere commitment to foster mutual understanding and develop a harmonious and prosperous relationship between Japan and the Philippines.

The Japan Foundation established the Asia Center in April 2014 to strengthen exchange activities with Asian countries. We strongly believe that cultural exchange activities should be multi-dimensional, which consequently inspires everyone involved in carrying out collaborative efforts as a fruit of successive cultural exchanges.

The Philippines takes on the chairmanship of the ASEAN in 2017, the same year that ASEAN celebrates its 50th anniversary. We look forward to working closely with the Philippines in fostering common understanding and coexistence among ASEAN people.

**HIROYASU ANDO**  
*President*  
*Japan Foundation*

**GREETINGS**



As the Japan Foundation, Manila (JFM) celebrates its 20th anniversary, I am pleased to extend our sincere gratitude to everyone: individuals who, as well as organizations which, have continuously supported our educational and cultural endeavors.

When JFM was established in 1996, its primary aim was to introduce Japanese culture through a variety of cultural exchange programs so as to deepen mutual understanding

between Filipinos and Japanese.

Two decades is a milestone. It is significant to note the positive changes that JFM has undertaken in the last two decades, like the expansion of programs, projects and activities, for instance. JFM is an active component in an ever-globalizing society, where the flow of people and information has become enormous and borderless. The significance of cultural exchange has become multi-dimensional. JFM is responsive to the trends and needs of the time. On top of knowing and understanding each other, there is a meeting of the minds, collaboration and creativity in accomplishing a lasting people-to-people relationship.

Responding to the conclusion of the Japan-Philippines Economic Partnership Agreement (JPEPA), JFM has been conducting the *preparatory Japanese Language Training Program* for Filipino nurse and caregiver candidates since 2010 at the Technical Education and Skills Development Authority (TESDA).

It is heartwarming to note that Their Imperial Majesties visited, and extended encouragement and gratitude to the Filipino candidates last January.

I feel that the present relationship between Japanese and Filipinos is the closest and the friendliest ever; 20 years would indeed be a milestone if JFM could be considered for having contributed – even just partially – to the strengthening of goodwill and friendship between our nations.

In 2014, with the establishment of the Japan Foundation Asia Center to strengthen exchange activities of Japan across Asia, the field of activities of the JFM naturally became more diverse and encompassing.

Within the 20-year history of the JFM's existence, I initially took the position of assistant director from 2000 to 2005. Last year, I was privileged to have been reassigned to Manila, this time as JFM's director. It was a homecoming indeed: "Wow Philippines," back to the warm hospitality of Filipinos!

I really would like to thank my "lucky stars" that I am once again in the Philippines for the significant observance of the *60 Years of Philippines-Japan Friendship* and the *20th Anniversary of the Japan Foundation, Manila*. Thus, as JFM's director, it is with strong determination for me and for us to fulfill the responsibilities in contributing further to the bond of friendship between our two peoples.

In closing, we again extend our sincere gratitude for the 20 years. *Maraming salamat po sa inyong lahat*. We indeed look forward to countless years of goodwill, mutual understanding and friendship.



**HIROAKI UESUGI**

*Director*

*The Japan Foundation, Manila*



My warmest felicitations to the Japan Foundation, Manila (JFM), as it celebrates 20 years of presence in the Philippines! It is both an honor and a pleasure to be working alongside JFM in enhancing goodwill and mutual understanding through the promotion of cultural exchange between Japan and the Philippines.

Through the years, there have been various efforts to bridge Japan and the Philippines through economic and

political cooperation as well as cultural exchange. Since its establishment, JFM's role in advancing cultural exchange has been crucial.

As a hub for Japanese-language education in the Philippines, JFM has raised the number of *Nihongo* or Japanese language learners, and enhanced the quality of Japanese-language education by offering various programs, including training courses for *Nihongo* teachers both here and in Japan.

*The Japanese Language Proficiency Test (JLPT)* is held twice a year in three major cities to accommodate the growing number of takers of the test. Learning the Japanese language has also become more attractive and challenging through activities like the *Nihongo Fiesta* and the annual speech contest.

Furthermore, JFM's cultural exchange programs have made it easier for Filipinos from all walks of life to access and appreciate Japan's rich fusion of traditional and contemporary culture. For instance, the yearly

*Japanese film festival or EIGASAI* is heavily anticipated by the public. JFM has also brought top Japanese musicians, performers and works of art to the Philippines for Filipinos to enjoy.

With the growing popularity of Japanese culture especially among the youth, the field of Japanese Studies also continues to grow in the Philippines. JFM supports Filipino Japanese Studies scholars by offering fellowship programs. Academic conferences and symposia in the country are also supported by JFM to help promote awareness on Japan-related topics.

With the newly-strengthened strategic partnership of Japan and the Philippines, new opportunities have opened up in Japan for Filipinos, and Japanese-language education has become more crucial than ever.

The Japan Foundation, Manila has worked together with the Technical Education and Skills Development Authority (TESDA) in offering Japanese language courses to prepare Filipino

nurses and care workers bound for Japan. In their state visit to the Philippines earlier this year, Their Majesties the Emperor and Empress of Japan even met and encouraged the course participants.

I sincerely congratulate the Japan Foundation, Manila for everything it has achieved in the past two decades. I hope that it continues to be instrumental in furthering the bond between our two countries, especially as we celebrate *60 years of Japan-Philippines friendship*.



**KAZUHIDE ISHIKAWA**  
*Ambassador Extraordinary and  
Plenipotentiary of Japan to the  
Philippines*

# THE JAPAN FOUNDATION, MANILA TIMELINE



<sup>2</sup>The Japan Foundation Manila Office (JFMO) was established. Its name was later changed to the Japan Foundation, Manila (JFM).



<sup>4</sup>JFM celebrated **50 Years of Philippines-Japan Friendship** with the governments of the Philippines and Japan (represented by the Embassy of Japan.)



<sup>6</sup>JFM started hold training programs for High School teachers.

1972

1996

1998

2006

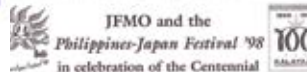
2007

2009

<sup>1</sup>The Japan Foundation was established as a special legal entity under the Ministry of Foreign Affairs of Japan.



<sup>3</sup>JFM and the Philippines-Japan Festival '98 joined the celebration of the Philippine Centennial with various events.



<sup>5</sup>The JFM Library was opened to the public at the first floor of Pacific Star Building in July.





<sup>8</sup>JFM transferred its office and library to the 23rd Floor of Pacific Star Building to accommodate a growing team and more activities.



<sup>10</sup>The Japan Foundation Asia Center was established.



<sup>12</sup>JFM celebrates its 20th Anniversary along with the commemoration of 60 Years of Philippines-Japan Friendship.

2011

2012

2013

2014

2015

2016

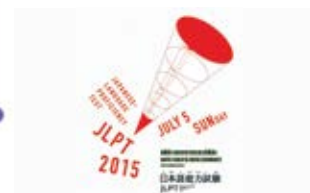
<sup>7</sup>JFM started the Preparatory Japanese-Language Training for Filipino Candidates of Nurses and Certified Care Workers under the EPA.



<sup>9</sup>JFM celebrated the 40th Anniversary of Japan-ASEAN Friendship.



<sup>11</sup>JLPT was formally administered twice a year (July and December).



# THE DIRECTORS OF THE JAPAN FOUNDATION MANILA



**Yukio Oshida**  
(1996 – 1998)



**Motohisa Shimizu**  
(1998 – 2003)



**Naoaki Uchiyama**  
(2003 – 2005)



**Tsutomu Suzuki**  
(2005 – 2010)



**Shuji Takatori**  
(2010 – 2015)



**Hiroaki Uesugi**  
(2015 – present)

# THE JAPAN FOUNDATION



The Japan Foundation was established in 1972 by special legislation in the Japanese Diet. It became an independent administrative institution in October 2003. It is Japan's only institution dedicated to carry out comprehensive international cultural exchange programs around the world. It aims to deepen mutual understanding between

the people of Japan and other countries/regions through various activities and information services that create opportunities for interactions among people.

The Japan Foundation has a global network consisting of its Tokyo headquarters, the Kyoto office, and 24 overseas offices in 23 countries. It also has two Japanese language institutes: the Japan Foundation Japanese Language Institutes in Urawa and Kansai.

The Japan Foundation also operates programs in partnership with Japanese embassies and consulates, Japanese language institutions, and cultural exchange organizations inside and outside Japan.

## THE JAPAN FOUNDATION, MANILA

The Japan Foundation, Manila (JFM) was established in 1996 as the 18th overseas office of the Japan Foundation. It facilitates cultural and intellectual exchanges between Japan and the Philippines including the promotion of Japanese-language education and the administration of the *Japanese Language Proficiency Test (JLPT)* in the Philippines twice a year.

Since 2014, JFM has expanded its activities and programs to cover the increasing cultural exchange between Japan and Southeast Asia, particularly through the Japan Foundation Asia Center.

JFM implements various programs under the three focused areas of the Japan Foundation:

- *Arts and Cultural Exchange*
- *Japanese Studies and Intellectual Exchange*
- *Japanese-Language Education Overseas*

It also provides funding/fellowship/support for cultural and people-to-people exchanges as well as collaborative projects through its Grants Programs. These programs cover projects from local or Filipino individuals and/or organizations that aim to promote Japanese arts and culture, language and intellectual exchanges, as well as projects that involve international collaboration with Japan and other Asian countries.

# ARTS AND CULTURAL EXCHANGE

*Towards a shared culture*

The Japan Foundation, Manila (JFM) works not only to promote Japanese arts and culture in the Philippines but also to develop a shared culture between the two countries. Through various programs, we convey Japan's rich culture and its myriad arts reflecting both Japan's heart and mind.

The Arts and Culture Exchange programs aim to give people a chance to relate to Japan even beyond the language barrier and to give Japanese people deeper appreciation for Philippine arts and culture through people-to-people exchanges. JFM also collaborates with other international cultural organizations in the Philippines for a variety of arts and culture programs.

**JFM ORGANIZES VARIOUS ACTIVITIES UNDER THIS FOCUS, INCLUDING THE FOLLOWING:**



Art Exhibitions



Lectures, workshops and demonstrations on Japanese arts and culture, including literature, food and fashion



Concerts



Theater Performances



Film festivals and other screenings

# OUR PROJECTS

## FILM

## PERFORMING ARTS

## EXHIBITIONS

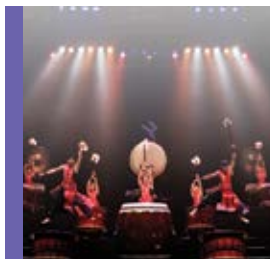
## POP CULTURE



<sup>1</sup>Eigasai: The Japanese Film Festival



<sup>2</sup>International Silent Film Festival



<sup>3</sup>Yamato: Drums of Japan, 2010



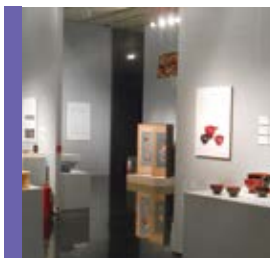
<sup>4</sup>Manga Realities, 2011



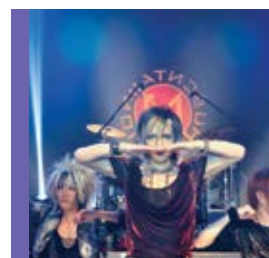
<sup>5</sup>Media Art Kitchen, 2013



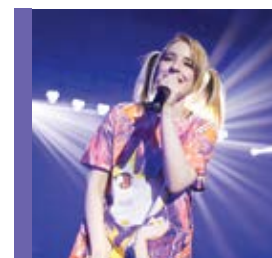
<sup>6</sup>Earth Manual Project, 2014-2015



<sup>7</sup>Beautiful Handicrafts of Tohoku, 2015



<sup>8</sup>Uchusentai Noiz, 2013



<sup>9</sup>Spinning Manila: J-Pop Live!, 2016

# JAPANESE STUDIES AND INTELLECTUAL EXCHANGE

*Towards deeper mutual understanding*

To deepen the understanding of Japan abroad and to maintain good relations between Japan and other countries, JFM provides grant programs for Japanese Studies organizations, as well as fellowships for scholars and researchers who wish to conduct further studies about and in Japan.

JFM offers intellectual and grassroots exchange programs such as collaborative research projects and dialogues that seek to deepen the understanding of critical issues that confront the world and to seek measures in solving such issues.



With the Japan Foundation Asia Center, JFM's intellectual and grassroots exchange programs have expanded to connect more people in Asia beyond Japan and the Philippines.

## PROGRAMS

- Grant Programs to Japanese Studies organizations
- Fellowships for scholars and researchers conducting studies on Japan
- Support programs for international collaborative projects and dialogues

## Japanese Studies Institutional Support



<sup>1</sup>*Tracing the Contours of A Rapidly Changing East Asia: Issues and Perspectives, conducted by De La Salle University, 2016*

## Japanese Studies Fellowship



<sup>3</sup>*The Japan Foundation Fellows' Reunion, 2012*

## Asia Leadership Fellow Program

## Intellectual Exchange Support



<sup>4</sup>*Conference-Workshop of Asian Composers on Reconfiguring Music, Nature and Myth, 2015*



<sup>2</sup>*Understanding Japan Through IAI-DO, conducted by the Ateneo de Manila University, 2016*



<sup>4</sup>*Asia Leadership Fellow Program, 2014*



<sup>5</sup>*Developing Sustainable and Resilient Rural Communities in the Midst of Climate Change: A Challenge to Disaster Preparedness and Mitigation Strategies, 2015*

# JAPANESE-LANGUAGE EDUCATION OVERSEAS

## *Towards greater communication*

Language education helps amplify the understanding of a society's culture while also helping the learner appreciate their own. To further create a shared culture between Japan and the Philippines, JFM offers a variety of Japanese-language education programs that help foster greater understanding of the Japanese language.

JFM develops programs in consonance with the educational environment, policies and objectives of concerned government entities and educational institutions it works with in the Philippines.

## PROGRAMS & PROJECTS

### COURSES FOR JAPANESE LANGUAGE LEARNER AT JFM



JFM offers courses for Japanese language learners from beginner to intermediate level with the JF standard

1

### JAPANESE LANGUAGE TEACHERS' TRAINING



2



3

Since 2009, JFM has trained **94** high school teachers in cooperation with the Department of Education (DepEd). Also, JFM holds teachers' training courses and forums to gain new knowledge and to encourage among teachers.

## JAPANESE LANGUAGE PROFICIENCY TEST



4



5

JLPT has been offered as a reliable means of evaluating and certifying the Japanese proficiency of non-native speakers. JFM conducts JLPT in Manila, Cebu and Davao twice a year. In 2015, there were a total of **6,169** applicants.

## PREPARATORY JAPANESE-LANGUAGE TRAINING FOR FILIPINO CANDIDATES OF NURSES AND CERTIFIED CARE WORKERS UNDER EPA



6

JFM provides the candidates with six months of training in the Japanese language and understanding Japanese social culture before their further language and professional training in Japan. From 2011 until May 2016, about **1,200** candidates have completed training.

## EVENTS FOR JAPANESE LANGUAGE LEARNERS



7



8

JFM annually conducts *Nihongo Fiesta* with *Nihongo Speech Contest* and *Nihongo Quiz Bee for High School Students*

## CONDUCTING SURVEY

JFM conducts surveys of Japanese-language education in the Philippines. According to the survey in 2012, the Philippines has **32,418** Japanese-language education learners, ranking as the 10th largest number of learners in the world. In 1998, there were only 7,183 learners.

# THE JAPAN FOUNDATION ASIA CENTER

The Japan Foundation Asia Center was established in April 2014 as a specialized unit of the Japan Foundation. It aims to connect people, expand networks and develop cultural programs across Asia. In cooperation with the Japan Foundation's overseas offices, the Asia Center pursues and supports various forms of activities between Asian communities through projects in various fields including music, theater, film, sports, dance, visual arts, people-to-people exchange, Japanese-language education and other academic exchanges.

## Mission

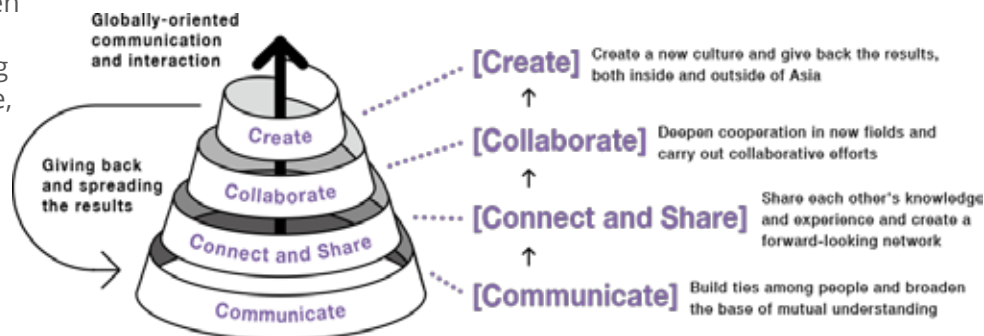
The Asia Center is part of the new policy for Asian cultural exchange announced by the Japanese government in December 2013 at the *ASEAN-Japan Commemorative Summit Meeting* held in Tokyo. This policy is known as the *WA Project – Toward Interactive Asia through Fusion and Harmony*. It is inspired by the concept of an Asia filled with mutual learning, support and understanding.

Looking forward to the *Tokyo Olympics* and *Paralympics* in 2020, the Asia Center will engage in a diverse range of activities to

promote and strengthen cultural exchange between Japan and other countries of Asia. Through these, the Asia Center shall nurture a sense of empathy and co-existence among people in Asia, further developing symbiotic relationships.

## CONCEPT

The Asia Center seeks to realize the four Cs to foster a sense of common feeling and co-existence among the people of Asia.  
([www.jfac.jp/en](http://www.jfac.jp/en))



# OUR PROJECTS



Film

Performing  
Arts

Music

Dance

Visual Arts

Intellectual  
Exchange

Japanese-  
Language  
Education

<sup>1</sup>Asia Center x Tokyo  
International Film  
Festival

<sup>2</sup>Performing  
Arts Meeting in  
Yokohama (TPAM)

<sup>3</sup>Asian Youth Jazz  
Orchestra

<sup>4</sup>Dance Dance Asia

<sup>5</sup>Condition Report  
(Curatorial  
Workshop)

<sup>6</sup>Hopes and Dreams  
(HANDS!) Project  
(Disaster Education)

<sup>7</sup>NIHONGO Partners

# PHOTO CREDITS

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## Timeline of JFM

- 1 – Old Official Logo of The Japan Foundation
- 2 – *Office Inauguration*, 1996, The Peninsula Manila, Makati City
- 3 – “JFMO and the Philippines-Japan Festival ‘98 in celebration of the Centennial,” *JFMO News* 2, no. 1 (1998): 1-2
- 4 – *50 Years of Philippines-Japan Friendship Souvenir Sheet*, Philippine Postal Corporation, 2006
- 5 – *The Japan Foundation, Manila Library*, 2007
- 6 – *Teacher Training for Course on Japanese for High Schools*, 2009, Makati City
- 7 – *Opening Ceremony of JPEPA Japanese Language Training Program for Nurse Candidates*, 2011, TESDA, Pasay City
- 8 – *The Japan Foundation, Manila Reception Area*
- 9 – Official Logo of the 40th Anniversary of Japan-ASEAN Friendship
- 10 – Official Logo of the Japan Foundation Asia Center
- 11 – *JLPT Poster*, 2015, [www.jlpt.jp](http://www.jlpt.jp)
- 12 – Official Logo of 60 Years of Philippines-Japan Friendship

## Arts and Culture Exchange

- 1 – *ELGASAI: The Japanese Film Festival*, 2015, Shangri-La Plaza, Mandaluyong City
- 2 – *9th International Silent Film Festival in Manila*, 2015, Shangri-La Plaza, Mandaluyong City
- 3 – *Yamato: Drums of Japan*, 2010, Tanghalang Nicanor Abelardo, Cultural Center of the Philippines, Manila
- 4 – *Manga Realities*, 2011, Ayala Museum, Makati City
- 5 – *Media Art Kitchen*, 2013, Ayala Museum, Makati City
- 6 – *Earth Manual Project*, 2015, Museo Iloilo, Iloilo City
- 7 – *Beautiful Handicrafts of Tohoku*, 2015, Ayala Museum, Makati City
- 8 – *Uchusentai Noiz*, 2013, Sky Dome, SM North, Quezon City
- 9 – *Spinning Manila: J-Pop Live!*, 2016, Whitespace Manila, Makati City

## Japanese Studies and Intellectual Exchange

- 1 – *Tracing the Contours of a Rapidly Changing East Asia: Issues and Perspectives*, 2016, Bayleaf Hotel, Intramuros, Manila
- 2 – *Understanding Japan Through IAI-DO*, 2016, Ateneo de Manila University, Quezon City
- 3 – *The Japan Foundation Fellows’ Reunion*, 2012, Makati Shangri-La Hotel, Makati City
- 4 – *Dinner of Fellows, Asia Leadership Fellow Program*, 2014, Japan
- 5 – *Conference-Workshop of Asian Composers on Reconfiguring Music*, Nature and Myth, 2015,

Lyceum of the Philippines, Manila  
6 – *Developing Sustainable and Resilient Rural Communities in the Midst of Climate Change: A Challenge to Disaster Preparedness*, 2015, Crowne Plaza Hotel, Quezon City

## Japanese-Language Education Overseas

- 1 – *Marugoto*, 2016, Makati City
- 2 – *Sensei no Wa (Teacher Trainings)*, 2015, Makati City
- 3 – *Philippine Nihongo Teachers’ Forum*, 2016, Makati City
- 4 – *Japanese Language Proficiency Test*, 2015, De La Salle University, Manila
- 5 – *JLPT Poster*, 2016, [www.jlpt.jp](http://www.jlpt.jp)
- 6 – *EPA Program*, 2015, Manila
- 7 – *Nihongo Speech Contest*, 2016, Shangri-La Plaza, Mandaluyong City
- 8 – *Nihongo Quiz Bee for High School Students*, 2016, Shangri-La Plaza, Mandaluyong City

## The Japan Foundation Asia Center

- 1 – *Asia Center x Tokyo International Film Festival*, 2015, Tokyo, Japan
- 2 – *Hideo Maezawa, TPAM – Performing Arts Meeting in Yokohama*, 2016, Yokohama, Japan
- 3 – *Asian Youth Jazz Orchestra*, 2015, Meralco Theater, Pasig City
- 4 – *Tadamasa Iguchi, Dance Dance Asia*, 2015, Setagaya Public Theater, Tokyo, Japan
- 5 – *Condition Report*, 2015, University of the Philippines, Diliman, Quezon City
- 6 – *Hopes and Dreams (HANDS!) Project*, 2015, Chiang Mai, Thailand
- 7 – *NIHONGO Partners*, 2015, Manila



# MESSAGES



**F. (Francisco) Sionil Jose** is a Pablo Neruda Centennial Awardee, 2004; a Ramon Magsaysay Awardee for Journalism, Literature and Creative Communication Arts, 1980; and a National Artist for Literature, 2001. He is also the founder of The Philippine Center for International PEN (Poets, Playwrights, Essayists, Novelists), and is publisher of the Solidaridad Publishing House.

## ***A SALUTE TO THE JAPAN FOUNDATION***

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Like most Filipinos of my generation, I had very little knowledge of Japan. I was a senior at the high school department of the Far Eastern University (F.E.U.) in Manila when the Japanese attacked Pearl Harbor in Hawaii on December 8, 1941. All classes were suspended the following day.

I had difficulty understanding how a small country like Japan could wage war on a superpower like the United States. Through those three years of brutal occupation, I tried to know more about our new colonizer.

I finally went to Japan for the first time in 1955, when Japan was still very poor. Having seen the Japanese at work, how they prevailed over their loss, my hatred of them slowly turned into an understanding of their enduring virtues.

That understanding was greatly assisted by the Japan Foundation which – through the years – has invited me to Japan for various programs, the best of which was a six-month study grant to research on Artemio Ricarte, the Philippine revolutionary general who spent 30 years in exile in Japan. He had refused to pledge allegiance to the U.S., and returned to the Philippines with the Japanese army in 1942.

Those six months in Japan afforded me deep insights into Japanese history, into the rivalries in its Armed Forces, and the eventual power grab by the militarists. In those six months that I talked with elderly Japanese who survived the war – with academics and writers – I came to understand the wellsprings of Japanese nationhood and power, and the role of the Emperor as a unifying element in society. Most of all, I grasped how Japan modernized after the Meiji Restoration in 1868 and why the Japanese are disciplined even in agonizing calamities like the recent earthquakes and tsunamis that have devastated the country.

With its excellent programming, the Japan Foundation has – through the past decades – brought to Manila a very good variety of the best of Japan's performance arts. We heard in Manila the best *koto* musicians who played that classical instrument in a virtuoso manner not many Japanese themselves have heard and seen. Contemporary stage presentations – the *butoh*, for instance, was performed before an amazed audience at the Cultural Center of the Philippines. Drummers and jazz musicians illustrated how modern and neat Japanese music could be. The performances of these visitors were augmented by movie festivals, flower arrangement demonstrations, and of course, the teaching of the Japanese language.

However, I still wish the Japan Foundation would broaden its program so it could reach more Filipinos in the higher levels of learning. More Japanese writers, academics, intellectuals and scientists should visit the Philippines to interact with their Filipino counterparts. This is important if we Filipinos are to know more about the wellsprings of Japanese thought.

Today, Japanese exports dominate the global market. Japanese cars preen in all the world's major cities. Japanese restaurants are now universally accepted because Japanese food is healthy. Japanese literature is translated into so many languages and Japanese culture has itself become familiar even in far corners of the world.

All these are results of superior craftsmanship and aggressive trade, a very significant reason which – I am sure – the Japanese have learned from the trauma of their loss in World War II.

I am not unaware of Japan's dark side. Far more significant to me is not Japan's economic success but the insights in development which it explicitly illustrates particularly to countries like ours, which is bogged down in archaic tradition and political dystopia.

Japan successfully exports not just its products, but its own inspiring narrative as well. Here is a country with finite resources, with only 20 percent of arable land. But the purposeful Japanese are driven and they have made their beautiful country

prosperous, peaceful and ethical.

*This message also appeared in **SUKI**, the official newsletter of JFM for Arts and Culture, and Intellectual Exchange ("Anniversary Series," Volume XIX, Issue 3, February 2016).*



## CCP-JAPAN ARTISTIC PARTNERSHIP



**Raul M. Sunico** is the President of the Cultural Center of the Philippines and Dean of the University of Santo Tomas Conservatory of Music. He is also with the Klassikal Music Foundation, Philippine High School for the Arts, Foundation for the Musical Filipino, Youth Development Organization of the Philippines, and the Sunico Foundation for Arts and Technology.

The artistic and cultural collaboration between the Philippines and Japan has always been a robust one, reflecting the more encompassing scope covering the diplomatic relations between the two countries. It continues to blossom today, especially as the variety of artistic and cultural activities have grown in number.

As the nation having the clear edge in financial resources, Japan has expectedly and generously shared its

artists, facilities, and technical expertise with the Philippines, the results and benefits of which are clearly felt in our communities.

In November 2010, the Japan Foundation extended an invitation to me, in my capacity as the Artistic Director of the Cultural Center of the Philippines (CCP), for a two-week, fully-sponsored travel to Japan in order to gain first-hand exposure to its cultural and artistic activities, as well as to meet

with the directors of arts institutions to share common experiences.

Part of The Japan Foundation's *Invitation Program for Cultural Leaders*, the trip was an opportunity to strengthen ties and explore new collaborations with Japan. The hospitality accorded me was extraordinary, where I had the freedom to choose the places to visit, the shows and exhibits to watch, and the important arts and culture personalities to meet and discuss common concerns with.

The CCP has been active in collaborating with the Embassy of Japan and JFM in the past few years. In 2006, JFM launched the *Philippines-Japan Friendship Year* with the CCP with a presentation titled *Taiko! Tambo!* This featured the acclaimed Yamato ensemble of *taiko* drummers blending theater and musical arts in tightly-synchronized and expressive percussion numbers, with the special participation of the Negros Drumbeaters from La Carlota.

In 2010, the Embassy of Japan, JFM, CCP, UP Film Institute, and

*ClickTheCity.com* co-presented **EIGASAI: 100 Years of Kurosawa**, a two-week festival commemorating the 100th birth anniversary of the late great Japanese filmmaker, Akira Kurosawa.

In celebration of the **40th Year of ASEAN-Japan Friendship and Cooperation** in 2013, a series of productions were held at the CCP, including the solo performance of mime artist Naoki Iimuro entitled **Time of Mime 2** in February and a staging of the theatrical production entitled **The Restaurant of Many Orders** based on the same titled novel of poet and author Kenji Miyazawa in October. It is the story of “nature vs. human,” featuring contemporary dance, various vocalizations and several masks that allowed the actors to go back and forth between animals and humans.

In the same month, a concert that featured WASABI, a traditional Japanese instrumental band, was organized. WASABI is composed of Ryoichiro Yoshisa on *Tsugaru shamisen*, Hiromu Motonaga on bamboo flute, Naosaburo Biho on Japanese drum and Shin Ichikawa on *koto*.

Capping the festivities was the presentation of the **MAU: Japan-ASEAN Dance Collaboration**, which featured the Kelantanese dance from Malaysia, the stylized Mindanao dance from the Philippines, the Balinese traditional dance from Indonesia, the *Kabuki dance* from Japan and the Chinese liyuan opera from Singapore. It was choreographed by Fujima Kanjuro VIII, the Grandmaster of the 300-year old Fujima School of Kabuki.

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*The strong Japanese cultural presence in the country reflects the depth of diplomatic relations between the Philippines and Japan. Cultural diplomacy, which has – until recently – been taken for granted in international negotiations, remains a silent yet potent force in strengthening peace and global security.*

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For one, there is a universal appeal for the culture of nations to be disseminated and appreciated by one another, especially since there is practically nothing controversial about promoting one another’s culture and traditions.

Furthermore, the arts often serve as diplomatic cushion in times of conflict and unresolved negotiations. As the major cultural coordinators of their respective countries in the Philippines, JFM, together with the Embassy of Japan, and the CCP, have forged a continuing partnership in arts and artists exchange, ranging from areas of performance and visual arts, to literature, history and technical support.

The years of diplomatic relations between our two countries have greatly healed the memories and vestiges of the Second World War, and cultural diplomacy has significantly contributed to this healthy atmosphere.

*This message also appeared in SUKI, the official newsletter of JFM for Arts and Culture and Intellectual Exchange (“Anniversary Series,” Volume XX, Issue 1, June 2016).*



**Ambassador Benjamin F. Sanvictores,**  
Executive Trustee, The Philippine-Japan Foundation  
friendship.

## **STILL TRAVELLING AFTER A 73-YEAR JOURNEY**

I was 15 years old in 1943 when my father asked me if I was willing to join a select group of young Filipinos to study in Japan under a program called *Nanpo Tokubetsu Ryugakusei* (Special Foreign Students from the Southern Areas). Perhaps my youthful impetuosity disregarded the perceived dangers of travelling at the height of World War II, and to live in the land of the “enemy” at that.

On the contrary, I was excited to be one of 27 young Filipino *pensionados* (and the youngest, too) that left for Tokyo on board the *Miike Maru* which brought us from Manila to Takao (Kaoshiung), then to Moji where we disembarked; and by rail from Shimonoseki to Tokyo (a train ride that took 24 hours!). Thus began what would eventually turn out to be a destined journey alongside highlights of Philippines-Japan relations.

In 1951, I joined my father in running a small trading company after I graduated from the University of Santo Tomas (U.S.T.) with a degree

in Industrial Technology, major in Chemistry. Our business gradually developed as we dealt and partnered with the likes of Mitsui & Co., Mitsubishi Group, Taihei Machineries, Kawamoto Pump, Kaneko Machineries, Gingu Trading and a few others.

From 1971, returning Philippine Ambassador to Japan Jose S. Laurel III began to lead the creation of various associations towards friendly relations between Japan and the Philippines including:

- *The Philippines-Japan Society* (1971)
- *The Philippines-Japan Economic Cooperation Committee* (PHILJEC, 1972)
- *The Philippines-Japan Friendship Foundation* (PJFF, 1974)
- *Philippines-Japan Ladies Association* (PJLA, 1975)
- *Philippine Federation of Japan Alumni* (PHILJEFA, 1976)
- *Philippine Institute of Japanese Language & Culture* (PIJLC, 1992), and
- *Nihongo Center Foundation* (NCF, 1997)

Through those years and in all these associations, I was privileged to have shared the vision of close, friendly Philippines-Japan relations. In 1977,

PHILJEFA initiated the establishment of the ASEAN Council of Japan Alumni (ASCOJA) based primarily on deeply-rooted personal relations and shared experiences of the wartime *Nantoku* (alumni of the *Nanpo Tokubetsu Ryugakusei*) from Indonesia, Thailand, Malaysia, Singapore and the Philippines.

In 1986, I was appointed by President Corazon Aquino as Deputy Chief of Mission of the Philippine Embassy in Tokyo. Until 1993, I was privileged to have assisted in state visits of Presidents Aquino and Fidel Ramos to Japan, while they observed the growth and development of relations between the Philippines and Japan, in terms of trade, Official Development Assistance (ODA), among others.

Forward to 1996, when the Japan Foundation, Manila (JFM) was established. Both the PIJLC and the NCF became its ready partners in the promotion of *Nihongo* training in the Philippines. Perhaps marking this relationship between the NCF and JFM was the appointment of NCF as deputy in conducting the *Preparatory Nihongo Training* for about a third of candidate

nurses and care workers prior to their deployment to Japan under the Japan-Philippines Economic Partnership Agreement (EPA), an agreement that continues to this day.

More recently, JFM, in partnership with PHILJEFA, organized and hosted the *21st Conference of the ASEAN Council of Japan Alumni* in Manila from October 2 to 4, 2015.

From the prism of the 60th anniversary of diplomatic relations between our two countries, I would describe my role in this relationship through the years as a steady and exciting progression of colors: starting out drab, gray, and almost dark; then slowly assuming shades of green, then red, and finally, a burst of colors in full array and splendor. Significant in those colors are the distinct shades of violet of the Japan Foundation, representing its leading role in promoting international cultural exchange.

Such is how our two countries' ties – economic, academic, diplomatic, socio-civic, cultural – are now gleaned. So close as to be called a “strong strategic partnership.” Throughout

my involvements with Japan, whether in business, professional, diplomatic or civic terms, I am gratified to have been able to see my own children and their many Filipino colleagues, as well as the next generation of compatriots traversing a similar journey from paths where we started and have left off. They have also forged partnerships and friendships with the Japanese people.

And so, as I reflect on my 73-year journey, this elderly sage can see more avenues opening, greater vistas to view, and deeper friendships to share in the ongoing, enduring story of Philippines-Japan relations.

*This message will also appear in SUKI, the official newsletter of JFM for Arts and Culture and Intellectual Exchange (“Anniversary Series,” Volume XX, Issue 2, October 2016).*



*Dr. Wilfrido Villacorta was Ambassador to the ASEAN and was the ASEAN Deputy Secretary-General. He was a delegate to the 1986 Constitutional Commission. He is Professor Emeritus at De La Salle University, where he was Dean of Liberal Arts and Senior Vice-President for External Relations.*

## **A COMMON POSTWAR LEGACY OF PEACE**

The first foreign country I visited was Japan. That was in 1959, when I was a third-year high school student. My parents brought me to Tokyo, Kyoto and Nara. Our family holiday left a lasting impression on me.

In 1952, with the end of the Allied occupation, Japan recovered its status as an independent state. The Hiroshima Peace Memorial Museum was opened in 1955. It was during my 1959 visit when I watched with interest the *Peace Memorial Ceremony* on television. Japan was then still recovering from the ravages of the war.

In 1950, Japan's GDP per capita was US\$1,873. The Philippines' GDP per capita was US\$1,293, second only to Japan, and ahead of Thailand, Indonesia and China. It was the period of rapid economic growth between 1955 and 1961 that led the way to the Japanese economic miracle.

Years later, as a professor, I was invited to several conferences in Japan. In 1980, I was an exchange professor in our longtime partner-institution, Waseda University.

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*As Dean of the College of Liberal Arts of De La Salle University - Manila (DLSU-Manila) in 1983, I launched the first Japanese Studies degree program. I wanted to share with the students my interest in Japanese society and culture. The academic program, which has been supported by the Japan Foundation until now, attracted the biggest number of majors.*

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When I was granted a six-month research grant by the Japan Foundation in 1993, I had the opportunity to conduct an in-depth study of Japanese foreign policy. I was based at the Institute of Developing Economies (*Ajia Keizai Kenkyujo*). My study produced a monograph titled *The Political Economy of Japan's Foreign Policy towards ASEAN Countries*. In addition to library research, I was able to interview officials of the Ministry of Foreign Affairs and Ministry of International Trade and Industry, businessmen, and leading academics such as Shujiro Urata, Ippei Yamazawa, Susumu Yamakage, Akira Takahashi, and Masashi Nishihara.

I also did a survey at five leading universities in Tokyo of attitudes of students towards internationalization, ASEAN and nationalism. I found out that the majority of respondents were open to internationalization and were for a peaceful, non-militarized Japan.

The other survey that the Japan Foundation funded was *Perceptions of Japan and the Japanese by Filipinos and Indonesians: An Intergenerational Study*. The book, which I co-authored with Dr. Bachtiar Alam, Director of Japanese Studies at the University of Indonesia, came out in 2002. The sample was composed of Filipino and Indonesian middle-class respondents. The survey results indicated a remarkable similarity among Filipino and Indonesian respondents in perceiving Japan as a reliable economic partner whose presence is beneficial to their countries.

These findings were a source of inspiration about the bright prospects of continuing good relations between Japan and the Philippines. I shared them when I was the main speaker at the *21st Conference of the ASEAN Council of Japan Alumni (ASCOJA)*

last October 2015 and the keynote speaker at the *34th Conference of the Philippines and Japan Economic Cooperation Committees (PJ ECC)* in February this year.

The peoples of our two countries have a common abhorrence of war. Chapter II, Article 9 of Japan's constitution states that "...Aspiring sincerely to an international peace based on justice and order, the Japanese people forever renounce war as a sovereign right of the nation and the threat or use of force as means of settling international disputes."

It is notable that the Philippine Constitution highlights as well the peace imperative: "The Philippines renounces war as an instrument of national policy, adopts the generally accepted principles of international law as part of the law of the land and adheres to the policy of peace, equality, justice, freedom, cooperation, and amity with all nations." (Article II, Section 2)

Nuclear weapons are banned in both our countries. Japan observes the "Three Non-Nuclear Principles," i.e. a

prohibition against the possession and production of nuclear weapons and against allowing third parties to bring such weapons into the country.

We, Filipinos, have constitutionalized the ban against nuclear weapons in our fundamental law. Section 8 under Article II (State Policies) stipulates that "the Philippines, consistent with the national interest, adopts and pursues a policy of freedom from nuclear weapons in its territory."

The wartime trauma is engraved in the consciousness of Filipinos and Japanese. It is clear from our recent experiences that the real threats to humanity are climate change and natural disasters, poverty, nuclear proliferation, terrorism, pandemics and transnational crime. Our policy-makers owe it to our young and future generations to give priority to combatting these threats.



**Ambeth R. Ocampo** is a member of the Advisory Board of the Japan Foundation Asia Center, and is a professor at the Department of History of the Ateneo de Manila University. He was Chair of the National Commission for Culture and the Arts (NCCA) from 2005 to 2007 and Chair of the National Historical Commission of the Philippines (NHCP) from 2002 to 2011.

I was eight years old when I first visited Japan with my parents for *Expo '70* in Osaka. I did not know back then that Japan and Japanese culture would slowly, and eventually, form part of my professional life.

The period between my childhood memories and my actual engagement with Japan was bridged and nurtured in the last two decades by the Japan Foundation, Manila.

I first heard about JFM through their festivals of contemporary Japanese cinema that built on my childhood exposure to black and white Samurai films. Free screenings of Japanese anime reminded me of my Martial Law childhood and how censorship deprived children of my generation of *Voltes V*. From film, I advanced

through lectures and other events promoted by JFM that developed into a lifelong appreciation for *Noh*, a taste for manga, and a liking for *taiko* drum performances. The Japan Foundation, Manila opened its doors two decades ago and caught the crest of the run-up to the *Centennial of Philippine Independence* and the centennials of other significant events in Philippine history by creating partner events that formed part of my continuing education.

I am just one of many Filipinos whose lives have been touched by its programs and can only hope that it stays another two decades to remain a bridge not just between Japan and the Philippines, but a bridge that connects our peoples through culture and understanding.

# SPECIAL MESSAGE



**YUKIO OSHIDA**

Founding Director, 1996

Japan Foundation Manila Office, now known as Japan Foundation, Manila

Sincere congratulations on the 20th anniversary of the founding of the Japan Foundation, Manila! It was exactly 20 years ago when I was assigned to be its first director. The inaugural ceremony was held at the Peninsula Manila on June 18, 1996, in the honorable presence of then Foreign Affairs Secretary Domingo Siazon and many other distinguished guests.

After a few congratulatory greetings and speeches, invited guests were treated to the staging of excerpts from Tanghalang Pilipino's musical adaptation of Jose Rizal's *Noli Me Tangere* and *El Filibusterismo*. That auspicious occasion kick-started JFM's various successful activities in the Philippines. Everyone looked joyful and optimistic about what was to come in the near and distant future.

Since I joined the Japan Foundation nearly 40 years ago, I had always wanted to return

the favor to the Philippines, even half of what I had received from my teachers and friends as one of the former exchange students at the Ateneo de Manila University (ADMU).

Although I am hesitant to presume that I had lived up to their expectations, I believe that with the help of my dedicated colleagues and the Embassy of Japan, I was at least able to blaze a new path for my successors.

In the first publication of *JFMO News* of the Japan Foundation Manila Office (JFMO) nearly 20 years ago, I stated "Despite the economic connection, do our people know and understand one another better? Do we like and trust each other? There seems to be something twisted in a relationship that is more preoccupied with pecuniary considerations. We believe that there is more to Philippines-Japan relations than this. In our humble and unique way, we want to redress the situation through the enhancement of cultural understanding." I hope that the Japan Foundation has played its due part in this endeavor.

In my first year with the foundation, we held such cultural events as the *Mari Fujiwara Cello Concert*, *Shintaiso* (rhythmic gymnastics), *Avant-garde Butoh* (dance), *Kazutoki Umezu Jazz Concert*, *Japanese Film Festival*, to name just a few. Most notably, we actively participated in the three-month long *Philippines-Japan Festival*.

On the Japanese language and studies side, we had *Nihongo Speech Contest*, *Japanese Language Proficiency Test*, three workshops by two Japanese language specialists, lectures by three Japanese Studies professors, and also provided various grant and fellowship programs.

Compared to two decades ago, the relationship between the Philippines and Japan has deepened and expanded in various fields, including people-to-people exchanges. I am currently engaged in the Japanese-language education of Filipino and Indonesian nurses and care workers who wish to work in Japan. In Japan, they are well-received and highly praised by many stakeholders including senior citizens in need of their help, because they are professional, friendly, and warm-

hearted. Many Filipino tourists are coming to see local areas as well as big cities. Not a few Japanese students are learning English by means of Skype – and more often than not – the teachers are Filipinos!

I am optimistic about the future of Philippines-Japan relations. More and more people go to live and work in each other's countries. The time to find ways and means to co-exist as close neighbors beyond cultural and linguistic barriers, has come. I sincerely hope that JFM will continue to play a central role in furthering cultural ties between our two countries.





**Mrs. Cecilia Aquino**, Senior Program Officer,  
Pioneer Employee of JFM

***“Yes, I have aged – indeed, it has been 20 years” – C.E.J. Aquino***

# CONVERSATION

*In 20 years, JFM has undergone many changes: the location of its office, the turnover of its staff members, the creation of new projects/programs, and so on. Amid all the changes, one remains constant: Mrs. Cecilia E.J. Aquino.*

*Here, Mrs. Aquino, the “mother of JFM,” shares her experience of working under the cultural arm of the Japanese government in the Philippines – The Japan Foundation, Manila (JFM)*

## ***When and how did you start working at JFM?***

I took up International Studies in university where one of the foreign language courses I had was *Nihongo*. After graduation, I worked as a cultural assistant at the Japan Information and Cultural Center (JICC), where I was in charge of the library, and *Nihongo Gakko* (Japanese language school) of the Embassy of Japan in the Philippines.

In 1996, the year before the embassy transferred to its current location on Roxas Boulevard in Pasay City, The Japan Foundation, Manila (JFM) was established and I was one of its pioneering employees, together with six other Filipino colleagues.

*What is your role at JFM? Could you give us a glimpse of your everyday office life?*

I am the Senior Program Officer; I am in charge of Japanese-language education and administration. I also coordinate grants and provide assistance on Japanese Studies programs – and to some extent – on other cultural programs where I work closely with local counterpart organizations and academic institutions.

Today, the JFM has relatively grown with 30 employees who report on a regular basis and a few more part-time staff. I like the “internationalized” working environment. Somehow, it is a daily dose of cultural exchange itself – an immersion program where cultural knowledge is transmitted and labor is shared in various activities.

*You have been working with the Japanese for a few decades now, what is your impression of the Japanese?*

They are courteous, polite and professional in their dealings. They are disciplined and hard working. I also admire their promptness which I have tried to practice myself. A 9:00 a.m.

appointment is actually at 8:50 a.m. Filipinos who will work with Japanese people or companies should keep this in mind; and a “no” is often implied, so one should be careful with that.

Indeed, I value these desirable traits of the Japanese and it certainly makes working in a foreign organization both a pleasure and an honor.

*What can you say about the past and present directors and assistant directors of JFM, your “bosses?”*

From Mr. Yukio Oshida, JFM's first director, and Mr. Hiroyuki Kojima, the first assistant director – both of whom deserve to be recognized as the right men to have led JFM in its baby steps – to Mr. Hiroaki Uesugi, who was former assistant director and is its current director, and assistant directors Mr. Tetsuya Koide and Mr. Taro Naritomi – I can say that each of them has valuable characteristics that make them unique lead persons of JFM. We have had the Japanese gentleman, the Philippine specialist, the “sailing smoothly” director, the considerate, the energetic and the smart, the jolly good fellow returnee, and even the one with

a pleasant personality and the IT man – JFM's own breed of Ambassadors of Goodwill!

*Any word of advice to younger colleagues?*

If you love your work and would like to keep it, avoid intrigues/idle talk. Keep matters on a professional level.

*Twenty years? No regrets. For me, what could be better than working with an organization that adheres to goodwill through cultural exchange, mutual understanding and appreciation?*

## The Japan Foundation, Manila 20th Anniversary Logo

For 20 years, JFM has continuously promoted arts, cultural and intellectual exchanges between Japanese and Filipinos, as well as Japanese-language education in the Philippines. Indeed, it has grown to become one of the leading cultural institutions that bridge the cultures of the Philippines and Japan. The 20th Anniversary Logo illustrates this through the unique use of the colors that are associated with both countries. The red circle marks the "rising sun" of Japan. The blue and red stripes as well as the three yellow stars symbolize the Philippines. At the same time, the three stars also symbolize the three pillars of JFM: arts and cultural exchange, Japanese studies and intellectual exchange and Japanese-language education overseas. The square shape of the logo emphasizes the mutual understanding between Japan and the Philippines promoted through the efforts of JFM. The waves demonstrate that JFM will continue to flow and bring the Japanese and Filipino cultures and their peoples together.

The Japan Foundation, Manila



**1996 - 2016**



**JAPAN**FOUNDATION