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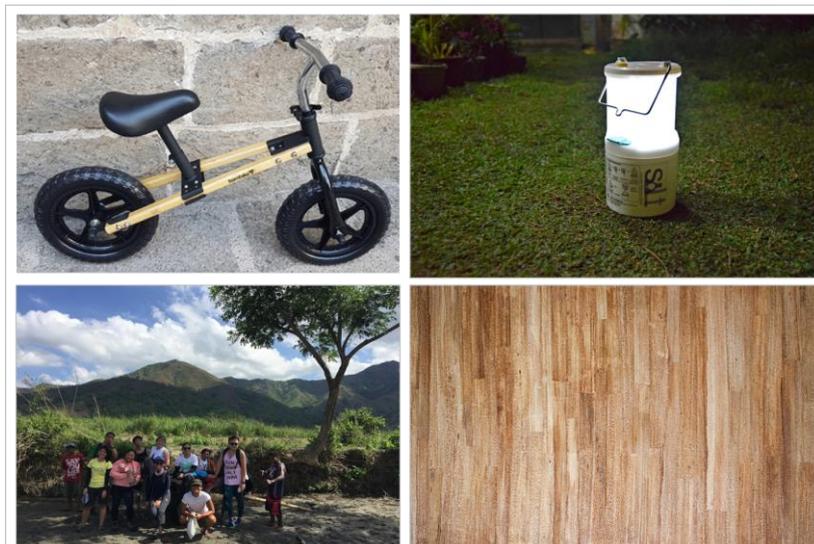
AJC, JDP, and DCP ready to establish a design promotion platform

On 27 March 2020, the ASEAN-Japan Centre (AJC), Japan Institute of Design Promotion (JDP), and the Design Center of the Philippines (DCP) signed a Memorandum of Understanding (MOU) to promote cooperation and collaboration in the field of design promotion. This MoU will enable mutual recognition to exist between Japan's and the Philippines' design award mechanisms, thus creating business partnership opportunities between Japanese and Filipino designers to produce products/services that will drive industrial growth and enrich people's lives.

In FY2017, the AJC launched a two-year regional program entitled "ASEAN Design Selection" in collaboration with JDP's annual Good Design Award. The objective of the program was to promote creative industries in ASEAN by reinstating products and services with "good design" as well as a positive social impact. ASEAN's Micro, Small and Medium Enterprises (MSMEs) that participated in this program were also able to enhance their products and services marketability to meet the Japanese consumers' preferences and forge collaboration with Japanese companies.

In FY2018, 22 products/services out of a total of 261 ASEAN applicants from 10 ASEAN Member States were awarded the Good Design Award: ASEAN Design Selection¹ and showcased in Tokyo, Japan. Out of 22 products/services, which were awarded, four (4) were from the Philippines; Bambino by Bambike, SALt Lamp by SALt, Banana Stalk Wallpaper by Red Palm Ventures, and the Social Tourism platform by Make a Difference (MAD) Travel².

The AJC recognizes that creative industries are increasingly becoming an important economic growth engine in ASEAN. As part of the AJC's commitment to promoting exports from ASEAN to Japan, it will continue to support the Philippines in establishing a collaborative program between DCP (GDA PH) and G Mark, while promoting Filipino products and services in Japan.



The award winners of ASEAN Design Selection 2018 from the Philippines.

Top: Bambino by Bambike / SALt Lamp by SALt

Lower: Make a Difference (MAD) Travel / Banana Stalk Wallpaper by Red Palm Ventures

¹ Outline of the Good Design Award: ASEAN Design Selection 2018 winners is available on the JDP's website. (<https://www.g-mark.org/activity/2018/asean.html?locale=en>)

² Their promotional videos are available on the AJC's website. (<https://www.asean.or.jp/en/trade-info/20200609/>)

<< ASEAN-Japan Centre (AJC) >>

An intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

URL: <https://www.asean.or.jp/en/>

<< Japan Institute of Design Promotion (JDP) >>

A Japanese design institution dedicated to the promotion of design. Since 1969, JDP has been organizing the internationally recognized Good Design Award program or more commonly known as G Mark (🌀). Recipients of the Good Design Award are granted use of the G Mark symbol, which is synonymous with high quality and good design.

URL: <https://www.jidp.or.jp/en/>

<< Design Center of the Philippines (DCP) >>

The Philippines' leading design agency committed to cultivating creativity, value creation, and innovation. In 2019, DCP launched the Good Design Award Philippines (GDA PH), a biennial design excellence recognitions system that seeks to discover outstanding design works that address social problems and enrich the quality of life in the Philippines.

URL: <https://designcenter.ph/>

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