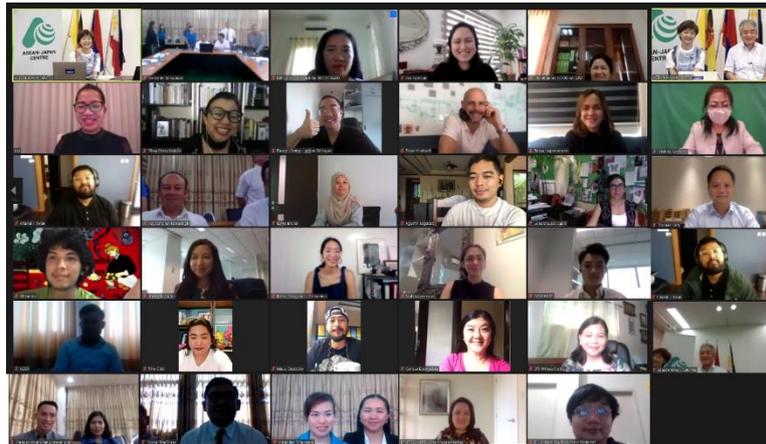


September 18, 2020

**AJC and JDP to promote cooperation and collaboration
between Japan and ASEAN Member States in the field of design:**
an online seminar and workshop on Japan's Good Design Award Evaluation Process



On 16 September 2020, the ASEAN-Japan Centre (AJC) and the Japan Institute of Design Promotion (JDP)¹ organized an online seminar and workshop on Japan's Good Design Award evaluation process, attended by 42 participants representing the government and private agencies from the creative industries in Brunei Darussalam, the Lao PDR and the Philippines - the first three countries in ASEAN that made commitments to establishing or refurbishing the country's own design award platform with AJC and JDP.

In 2017, the AJC launched a multi-year regional program entitled "ASEAN Design Selection" in collaboration with the JDP's Good Design Award. The objective of the program was to promote creative industries in ASEAN by recognizing products and services with "good design" as well as a positive social impact. In 2018, 22 products/services out of a total of 261 ASEAN applicants from 10 ASEAN Member States introduced by AJC were awarded the Good Design Award: ASEAN Design Selection and showcased in Tokyo, Japan.

The webinar and online workshop were conducted as follow up activities for ASEAN Member States that have signed or is in the process of signing the Memorandum of Understanding (MOU) with the AJC and JDP to establish a good design award mechanism through promoting cooperation and collaboration in the field of design. The MOU will also enable to mutually recognize Japan's and the respective ASEAN Member State's national award mechanisms, thus creating business partnership opportunities between Japanese and designers from ASEAN Member States to produce products/services that will drive industrial growth and enrich people's lives.

The webinar provided the three ASEAN Member States a better understanding of the specification requirements for establishing a national design award mechanism in collaboration with the JDP. The workshop also gave participants a practical simulation of conducting and organizing a design evaluation screening process. The workshop ended with a closing address by the Secretary-General of ASEAN-Japan Centre, Mr. Masataka Fujita. He extended his appreciation to all participants for their continued support, commitment, and dedication to ensuring this program's success.

¹ 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 (G). 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.iidp.or.jp/en/>

Japan's Good Design Award has already created collaborative programs with Thailand, Singapore and Indonesia. Other ASEAN Member States that has not yet established their own National Good Design Award mechanism associated with JDP are Cambodia, Malaysia, Myanmar and Viet Nam, all of which are expected to work with AJC, to start with MoU.

The AJC recognizes that creative industries are increasingly becoming an important contributor to GDP growth and employment in ASEAN. As part of the AJC's commitment in promoting exports from ASEAN to Japan, the Centre will continue to support ASEAN Member States to establish their own National Good Design Award mechanism associated with the JDP's prestigious Good Design Award. This collaboration will provide opportunities for ASEAN goods and services access the Japanese market.

<< 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/>

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