

March 10, 2023  
ASEAN-Japan Centre

**AJC to Host the “Golden Bridge Short Video Campaign”  
Commemorating the 50<sup>th</sup> Year of ASEAN-Japan Friendship and Cooperation:  
A Grand Prize Winner will be Invited to Tokyo or One of the ASEAN Countries**  
Entry Period: Mar 10 – Jun 10, 2023 (JST)



Entries can be submitted by posting on Instagram

The ASEAN-Japan Centre (AJC) has launched the "Golden Bridge Short Video Campaign" on Instagram targeting the people of ASEAN Member States and Japan today. Those who wish to join the campaign will create a short video (15-30 sec) and post it on Instagram with #GoldenBridge and #ASEANJapan50 and other required information. Entries made from Friday, March 10 until Saturday, June 10, 2023 (JST) will be accepted. To encourage many creators interested in the future of ASEAN-Japan relations, exchanges of people, tourism etc. within ASEAN Member States and Japan to join the campaign, prizes for the Grand Prize include an invitation to Tokyo or an ASEAN country (country and city, and details to be announced in due course).

The campaign aims to inspire the people of the ASEAN Member States and Japan (11 countries in total) to feel each other's culture and spirituality through the videos, and to inspire and unite the people who will build the future of ASEAN and Japan and point the way to sustainable social development and the future. We hope that the videos will express the new mindsets and visions of the future that are important for ASEAN countries and Japan.

One to four winning entries from each country will be selected by the campaign secretariat and a panel of judges. The jury will consist of H.E. Masahiko KIYA, Ambassador of the Mission of Japan to ASEAN, and H.E. Haji Shahbudin Haji Musa, Ambassador of Brunei Darussalam to Japan (Chairperson of the ASEAN Tokyo Committee, January-June 2023). All winning entries will be screened at the AJC's pavilion at the WDO World Design Assembly Tokyo 2023 to be held in Tokyo in October 2023, and the names of the winners will be published in "The ASEAN" magazine periodically published by the ASEAN Secretariat. In addition, the AJC will edit the winning entries and produce a short video "Open the Golden Future" to commemorate the 50th Year of ASEAN-Japan Friendship and Cooperation. The video will be played at events organized by the AJC as an image movie that inspires the vision of the future ASEAN-Japan relations.

Entries will be accepted via Instagram. Entrants enter by creating a video based on one of the two designated themes ("Golden Moment, Beautiful Spirits" or "Golden Connection, Heart-to-heart") and posting it on

Instagram with the hashtags #GoldenBridge and #ASEANJapan50, as well as other required information. Entries can also be made using Instagram Reels. For details, please refer to the entry guidelines on the campaign announcement page on the website for the 50<sup>th</sup> Year of ASEAN-Japan Friendship and Cooperation.

**The website for the 50th Year of ASEAN-Japan Friendship and Cooperation**

**URL:** <https://aseanjapan50.jp/>

**About “Golden Bridge Short Video Campaign”**

**URL:** [https://aseanjapan50.jp/information/goldenbridgecampaign\\_video/](https://aseanjapan50.jp/information/goldenbridgecampaign_video/)

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