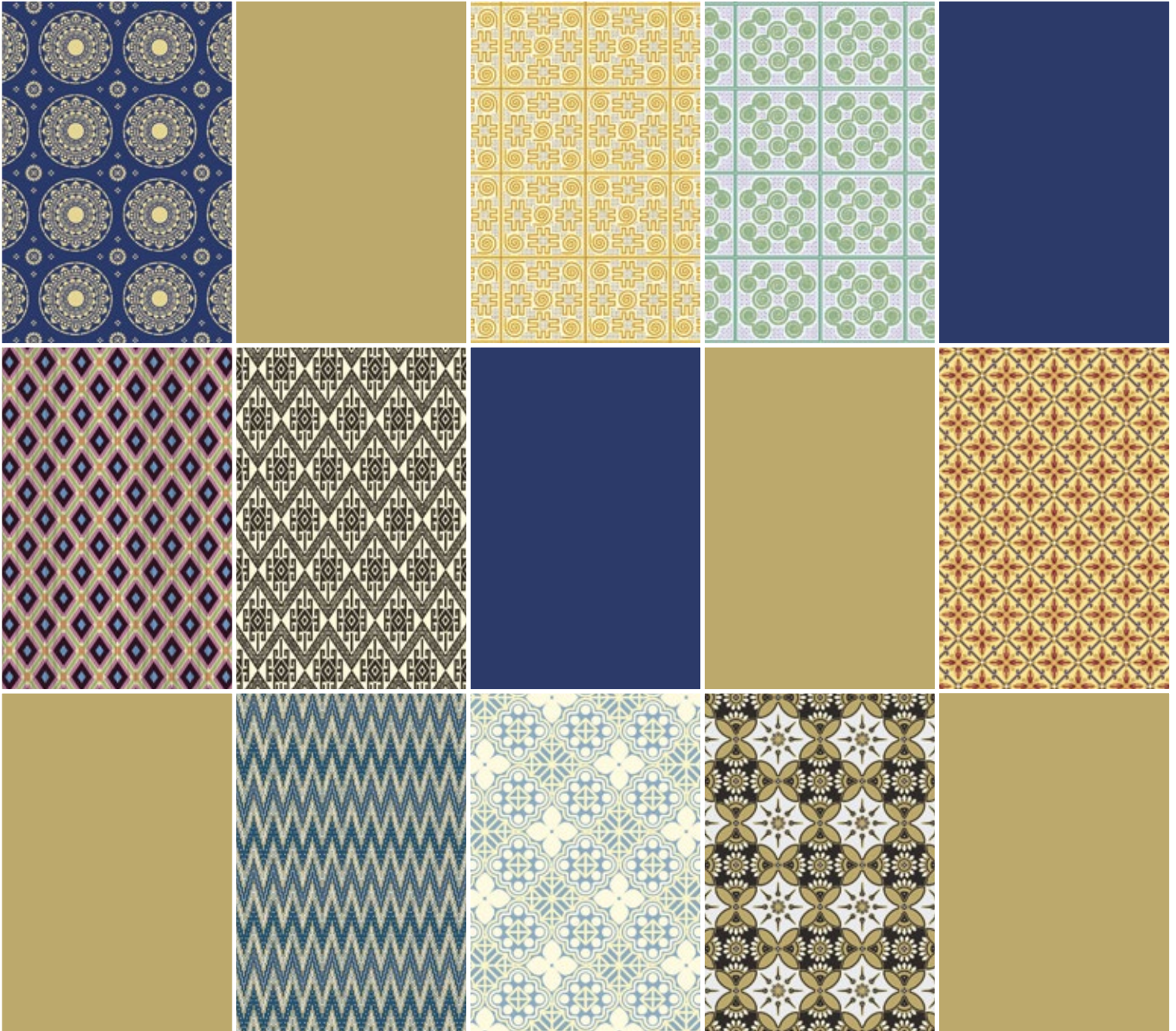




ASEAN-JAPAN
CENTRE


ANNUAL REPORT OF THE ASEAN-JAPAN CENTRE FOR FISCAL YEAR 2019: RESULTS AND IMPACT ANALYSIS



ANNUAL REPORT OF THE ASEAN-JAPAN CENTRE FOR FISCAL YEAR 2019: RESULTS AND IMPACT ANALYSIS



2019 HIGHLIGHTS



« I would like to thank the ASEAN-Japan Centre and the team behind the organization of this event for inviting me and giving me this chance to be with you ... to share not only the progress the ASEAN Member States have made in integrating their markets to form the ASEAN Economic Community but also my thoughts and insights on the partnership between ASEAN and Japan ... »

H.E. Dato Lim Jock Hoi, Secretary-General of ASEAN, at the ASEAN-Japan: Partnership for Growth Seminar, Tokyo, 15 May 2019.

« The ASEAN-Japan Centre has truly played an instrumental role in fostering the valuable relationship between ASEAN and Japan. I also believe that the AJC serves as a useful bridge to facilitate the flow of cooperation coming from this strategic partnership. »

H.E. Haji Shahbudin Haji Musa, Ambassador Extraordinary and Plenipotentiary of Brunei Darussalam to Japan, in the letter addressed to the Secretary General of AJC, dated 31 March 2020.

« The great support from the ASEAN-Japan Centre made the (Lao Investment) mission successful, and I was very much impressed by the professionalism and devotion of your staff. »


H.E. Dr. Kikeo Chanthaboury, Vice Minister, Ministry of Planning and Investment of Lao PDR, at the opening of the Laos Economy and Investment Dialogue, Okayama, 28 October 2019.

« I believe that our MSMEs have benefitted from their participation in these programmes through the exposure, knowledge, and the networking opportunities the programmes have provided them. I hope that the partnership between the ACCMSME and the AJC continues to strengthen in our efforts to produce globally competitive, innovative and resilient MSMEs. »

Ms. Destry Anna Sari, Chair of ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME), in the letter addressed to the Secretary General of AJC, dated 1 July 2019.

« The AJC has been very supportive of the ASEAN Tourism Agenda and has aligned itself effectively to the ASEAN Plus Three Tourism Cooperation Work Plan. Malaysia as the country coordinator has experienced great synergy in working with AJC to make this program a success. »

Hon. Datuk Mohamaddin Bin Ketapi, (then) Minister of Tourism, Arts and Culture of Malaysia, at the opening of the ASEAN-Japan Tourism Investment Seminar, Osaka, 23 October 2019.



« I would like to express my high evaluation and appreciation for the past and ongoing cooperation between AESAN-Japan Centre and the Ministry of Tourism of Cambodia ... »

H.E. Mr. Pak Sokhom, Secretary of State of Tourism, High Representative of H.E. Dr. Thong Khon, Minister of Tourism of Cambodia, at the opening of the Advanced Training on Japanese Language Skills for Tourism Professionals in Cambodia, Phnom Penh, 9 September 2019.

« I would like to express my sincere thanks to AJC for organizing this important seminar for business people in Cambodia. Value chains through business linkages are critical for development of industry in Cambodia, it helps not only to develop the production but also to facilitate trade and attract additional investment. »

H.E. Bun Chanthy, Undersecretary of State Ministry of Commerce of Cambodia, at the opening of the workshop on Benefitting from Value Chains through MSME Linkages, Phnom Penh, 29 January 2020.

« By focusing on the issues behind-the-border would help promoting trade in this (health and social services) area. This is also consistent with AJC's policy recommendations proposed in the study. »

Mrs. Achara Soontawnkrut, Minister (Investment Promotion), Thailand Board of Investment Tokyo Office, at the Services Trade Forum in Tokyo 2019 - Health and Social Services, 26 November 2019.

« Malaysian Investment Development Authority (MIDA) with close collaboration with AJC had organised various activities ... throughout 2019. Through these collaboration, MIDA is able to provide accurate and comprehensive information on business opportunities ... We are looking forward to continuously working together with AJC to support the expansion of Japanese companies in Malaysia as a launch pad into other ASEAN and global markets. »

Mr. Riduan Rahman, Director, Malaysia Investment Development Authority (MIDA) Tokyo Office, at the opening of the Trade and Investment Mission to Japan, Tokyo, 29 November 2019.

CALENDAR FOR FY2019

MAJOR SUBSTANTIVE ACTIVITIES

- High-level Dialogue between ASEAN High-Ranking Officials and Japanese Investors (throughout the year)
- Ministerial-level Policy Dialogue for CLMV (throughout the year)
- Networking with Japanese Investors in Local Cities of Japan (throughout the year)
- Business Promotion Seminars (throughout the year)
- ASEAN Regional Programs: Topical Lecture Series (throughout the year)
- Participation in Tourism Events (throughout the year)
- ASEAN Introductory Classes at Elementary Schools (throughout the year)
- ASEAN Tourism Awards Japan 2019 (throughout the year)
- ASEAN Japan Day, Viet Nam (4 Jun.)
- Seminar on Educational Travel to ASEAN, Japan (5 Aug.)
- ASEAN 52nd Anniversary Symposium, Japan (26 Aug.)
- "Tourism for All" Accessible Tourism Workshop, Thailand (15-18 Sep.)
- Advanced Training on Japanese Language Skills for Tourism Professionals, Cambodia (9, 11 & 12 Sep.)
- Tourism Investment Seminar in Osaka, Japan (23 Oct.)
- Good Design Award Exhibition Inspection at Tokyo Mid-Town, Japan (31 Oct.)
- Technical Workshop on Gastronomy Tourism, Japan (17-23 Nov.)
- CLMV Support Program: Export Capacity Building, Viet Nam (18-20 Nov.)
- ASEAN Services Trade Forum 2019 in Tokyo, Japan (26-27 Nov.)
- Inbound Promotion: Technical Visit to Chichibu City, Japan (22 Jan.)
- Benefiting from Value Chains through MSME Linkage Workshop, Cambodia (29-30 Jan.)
- Training Program on Interpretation, Myanmar (9-12 Feb.)
- ASEAN-Japan Women Entrepreneurs' Linkage Program (AJWELP), Brunei Darussalam (10-13 Feb.)
- Seminar on Japanese Market to Promote Exports from CLMV, Cambodia (13-14 Feb.)

1 April
2019

PARLIAMENTARY ACTIVITIES

15 April, Hiroshima, Japan

The 13th Meeting among the Secretaries General of ASEAN-China Centre, ASEAN-Japan Centre and ASEAN-Korea Centre



23 April, Tokyo, Japan

The 1st Executive Board Meeting for FY2019

4 June, Hanoi, Viet Nam

AJC hosted a session of Aging Population and New business opportunities under ASEAN-Japan Day 2019

11 June, Tokyo, Japan

The 2nd Executive Board Meeting for FY2019

19 June, Kuala Lumpur, Malaysia

AJC session at the 93rd Meeting of the ASEAN Coordinating Committee on Services (CCS)

15 August, Kuala Lumpur, Malaysia

AJC session at the 74th Meeting of the ASEAN Coordinating Committee on Investment (CCI)

8 October, Tokyo, Japan

The 3rd Executive Board Meeting for FY2019

10 October, Bogor, Indonesia

AJC session at the 75th Meeting of the ASEAN Coordinating Committee on Investment (CCI)

23 October, Manila, the Philippines

AJC Session at the 94th Meeting of the ASEAN Coordinating Committee on Services (CCS)

13 & 15 January, Bandar Seri Begawan, Brunei Darussalam

ASEAN Tourism Forum (ATF)

Tourism Ministers, National Tourism Organizations' representatives and tourism stakeholders of the ASEAN Member States and others, including China, Japan, and the Republic of Korea, participated in the meeting.



16 January, Bandar Seri Begawan, Brunei Darussalam

The 14th Meeting among the Secretaries General of ASEAN-China Centre, ASEAN-Japan Centre and ASEAN-Korea Centre

20 February, Tokyo, Japan

The 4th Executive Board Meeting for FY2019

30 March, Tokyo, Japan

The 39th Annual Meeting of the Council by Correspondence

The 39th Council Directors' (CD) Meeting, chaired by H.E. Mr. Myint Thu, Council Director for the Republic of the Union of Myanmar and Ambassador of Myanmar to Japan, was organized by correspondence in March 2020 due to the COVID-19 pandemic.

The tabled agenda items were limited to the election of the bureau and the budget for FY2020; and all member states provided full or provisional approval to the tabled items. It was agreed that the remaining agenda items as well as those with provisional approval to be discussed at the ad-hoc Council which would be convened at a later date.

FISCAL YEAR 2019

31 March
2020

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I. DEFINING THE NEW CENTRE: KNOWLEDGE INSTITUTE

Over the past five years of reform, the Centre set its strategic vision and operational strategies (box 1) and has undertaken restructuring both administratively (in terms of organization, hierarchy, and operational procedure) and substantively (in terms of work programmes). This resulted in a new structure for the Centre effective September 2018. Since then, the Centre has moved towards achieving its vision. This fiscal year (April 2019–March 2020) covers a full year of the reform results, though the last one to two months were seriously affected by the COVID-19 pandemic.

The Centre has completed 22 substantive programmes and 2 public relations activities for FY2019. All of the substantive programmes were undertaken by one or more clusters, each of which is discussed in subsequent sections in light of the Centre's core values of relevance, quality, efficiency and effectiveness/impact (box 1).

BOX 1. STRATEGIC VISION AND OPERATIONS OF THE CENTRE

Vision

A regional centre of excellence in trade, investment, tourism and exchanges of persons

Mission Statement

Trade, investment, tourism and person-to-person exchanges for sustainable development in ASEAN and Japan

Operational Strategies

One team: Work as one; Deliver as one

Strategic approaches: Core-product-oriented approach; IT-enhanced approach; Network approach

Principles of intervention: Core competence; Ahead of the curve; Demand-driven

Core values: Relevance; Quality; Efficiency; Effectiveness/impact

Although we need more time to see whether the reform has produced concrete results, if the success of the reform is measured by impact and outcome, various indicators show some improvement. The number of media clippings about the Centre reached 1,760 in FY2019, 2.4 times higher than in FY2015 when the current reform started. Moreover, as a result of the efforts to raise the Centre's profile in ASEAN Member States, foreign media accounted for 42% of the Centre's total media exposure in FY2019, the highest achieved in the last five years, and this shows a more balanced outreach between Japan and ASEAN. The number of visitors to the Centre's website also rose significantly after we renewed the website in FY2018 aiming to reach the wider public. In fact, the number doubled in FY2019 to over 18,000/month compared to the previous year. The number of activities undertaken in this fiscal year was 172, 19 more than in FY2015 despite the months lost to the pandemic.

When the Centre achieves its vision and implements its activities with operational strategies in mind as described in box 1, it will have evolved to become a knowledge-based and expertise-filled institute. The Centre must continuously demonstrate its usefulness in responding to requests from its member states and be accountable to the stakeholders and taxpayers of all member states. The Centre must distinguish itself from other national and international organizations of a similar nature. Being small in terms of both human resources and financial resources, which will constrain the number and the volume of activities, the Centre should focus

more on knowledge-intensive activities than on event-oriented activities, which do not produce an accumulation of assets within the Centre and its stakeholders. What the Centre should aim to become is a knowledge institute.

A knowledge institute uses mainly knowledge and expertise when offering services. Each activity should be more focused, requiring specialized skills: both knowledge and expertise on the subject (trade, investment and tourism), and the creativity to conceptualize and produce activity based on human capital and information technology. Such an institute requires knowledge workers.

Knowledge workers are high-level workers who apply theoretical and analytical knowledge to develop products and services,¹ relying more on human capital and its best combination with physical capital (e.g. materials, manuals). Such knowledge can be acquired through formal training and through experience. Therefore, knowledge is a created asset of the Centre.

In order for the Centre to become a knowledge-based organization, two important strategies come forward: one for communications and one for human resources. These two strategies will be developed by the Centre's administration over the course of the next fiscal year. In the meantime, all staff members of the Centre will work and deliver as one on the basic understanding that it will become a knowledge institute comprising knowledge workers. How knowledge can be utilized efficiently and effectively depends on how human resources are utilized and managed. As the Centre accumulates expertise and knowledge, they are used to build human and institutional capacity.

Communications strategy. The Centre should be a communicating organization. Relevant information should be provided in a timely fashion to policymakers, the private sector, academic and research organizations, parliamentarians and the wider public through traditional means as well as e-tools, including social media, as a two-way interaction rather than a one-way delivery and dissemination of information. This basic stance towards communication is important for cultivating a knowledge-based organization. If the Centre is strategically different from other national and international organizations, it needs to focus on enhancing the visibility, quality and credibility of the Centre's activities. As the Centre moves from event-dominated activities to issues-based activities, the communications strategy should also reflect the results and impacts of these activities.

The Centre's communications strategy should also reflect the Centre's mandate that the substantive department is working under. With the reform, the Centre is now flexible enough to tackle emerging issues faced by ASEAN and Japan, particularly in response to requests from the Council of Directors and Executive Board to work on activities that contribute to diplomatic initiatives between ASEAN and Japan, and to challenges and opportunities faced by ASEAN.

The communications strategy should enhance the Centre's visibility and the impact of its activities through integrated methods of modern engagement and dissemination, and well-targeted outreach. It is important for the Centre to let stakeholders and the general public know that the Centre is changing to become a more useful and impactful organization.

Human resources management (HRM) strategy: HRM operationalizes staff to utilize their knowledge and competency best to benefit the Centre. The HRM of the Centre can be defined as the administrative discipline of hiring and developing knowledge workers so that they can best contribute and become more valuable to the knowledge-based organization. HRM includes recruitment and selection of staff, performance management, staff development and learning, and staff well-being. For the future of the Centre, as knowledge workers who constitute a knowledge institute, managing knowledge is a central theme of HRM.

¹ Peter Drucker, *The Landmarks of Tomorrow*, 1959.

HRM deals with people and the workplace. HRM no longer plays a traditional personnel role only. It is expected to add value to the use and deployment of employees and increase the impact for the Centre. Knowledge workers are expected to exercise more impact than manual labourers or desk clerks. Recruiting and avoiding high turnover of knowledge workers and qualified staff will ensure the availability, access and sharing of knowledge. This will help maintain the competitiveness and enhance the productivity of the Centre.

Knowledge can be explicit or tacit, and individual or collective. Various forms of knowledge should be well communicated externally and managed well in-house. The former requires a communications strategy and the latter an HRM strategy. Both are inseparable for the strategic direction of the future of the Centre. They become more important as the Centre moves towards becoming a knowledge-based organization with an increasing number of knowledge workers.

II. RESULTS AND IMPACT ANALYSIS

PROGRAMME 1:

Multi-Disciplinary Research on ASEAN for Sustainable Development

This project aims to increase awareness on the various ASEAN issues with a multi-disciplinary approach. The Centre invites ASEAN ambassadors in Japan to share their views on multi-faceted issues related to ASEAN with Japanese business community by organizing a series of Ambassador lectures.

The Centre also provides secretariat services for the ASEAN Study Group in Tokyo, a group of ASEAN experts including academia, businesspersons, and government officials to discuss socio-economic topics in ASEAN. The number of members reached 160. In addition, the Centre addresses emerging issues in ASEAN, such as environmental, social and governance (ESG) investment, by conducting analytical work and organizing seminars.

Activities implemented and outputs in FY2019

- Six ASEAN Study Group meetings were organized with each session attended by around 30-50 people. The participants discussed the current issues on ASEAN economy such as labour mobility from ASEAN to Japan, impact of US-China trade disputes on ASEAN, and etc.
- Three Ambassador (Viet Nam, Myanmar and Cambodia) lectures were organized and around 400 people joined in total. At the lectures, the latest economic situation and information were shared with Japanese businesspersons.
- Organized a session in the ASEAN-Japan Day in Viet Nam. In session 4, "Aging population and new business opportunities", where the Centre was a moderator, the participants as well as the presenters shared the business opportunities in the aging societies.
- ASEAN 52nd Anniversary Symposium was organized with the ASEAN Committee in Tokyo and the ASEAN Secretariat, which focused on the active ageing in ASEAN. The Symposium was attended by 177 people including ASEAN policymakers and diplomats, ASEAN Centres in China and Korea, Japanese businesspersons, and people from academia and media. Dr. Aladdin Rillo, Deputy Secretary-General (DSG) of ASEAN, delivered keynote speech on the progress of AEC Blueprint 2025.
- ADBI-AJC joint conference on ESG Investment was organized and 79 academia and businesspersons joined the Conference.



Ambassador lecture for Viet Nam (His Excellency Mr. VU Hong Nam at the podium)



Ambassador lecture for Myanmar (His Excellency Mr. Thurain Thant Zin at the podium)

CORE VALUES

Relevance

- In support of ASEAN's efforts to continue to raise the profile and awareness of ASEAN, the Centre provides the avenue for ASEAN Ambassadors to deliver first-hand information on ASEAN [In line with APSC Blueprint 2025, A.1.5.iii, C.2.2.v., D.2.2. Raise the presence and awareness of ASEAN. AEC Blueprint 2025, C.90.v, D.5.].
- The project also organizes the meetings for the study groups to discuss and to provide the opportunities for stakeholders to learn and acquire knowledge on the subject areas [In line with ASCC Blueprint 2025, E. Dynamic.].
- The Centre conducts a research on ESG issues to reflect the increase demand for ESG related investments.

Quality

- The quality of the ambassador lectures is ensured by working closely with embassy staff and optimizing available resources.
- The quality of the study group is ensured by the profile and reputation of participating members.
- The quality of the ESG report is ensured by consultation with stakeholders.

Efficiency

The Centre works closely with ASEAN embassies and relevant stakeholders in Japan and jointly organize events as much as possible.

Effectiveness and Impact

- The Centre works closely with ASEAN embassies in Japan and other stakeholders including ADBI to implement the project. The participants acquire first-hand information on ASEAN. The activities enhance the reputation of the Centre as a knowledge hub for ASEAN.
- The Centre organized a session in the ASEAN-Japan Day in Viet Nam: "Aging population and new business opportunities". In the session, participants (stakeholders) in ASEAN countries including Viet Nam had a better understanding of the recent aging society in ASEAN and how to take the advantage of it.
- The report of ESG Investment was utilized at ADBI-AJC Joint Conference on ESG Investment in November 2019.
- Discussion on the progress of AEC Blueprint 2025 with Dr. Aladdin Rillo, DSG of ASEAN Secretariat, was organized at the ASEAN Study Group in August 2019.



Ambassador lecture for Cambodia (His Excellency Mr. UNG Rachana at centre right)



ASEAN Japan Day in Viet Nam (panelists at the session organized by the Centre)

PROGRAMME 2:

Value Chains, SMEs and AEC

The Centre aims to provide insights into the relevance, impact and patterns of value added trade and global value chains (GVCs) across ASEAN and its Member States and in selected industries. For this purpose, the GVC database was launched in FY2016 by the Centre in cooperation with other organizations such as Eora and the United Nations Conference on Trade and Development (UNCTAD), and it has been continuously updated. Sixteen technical reports are scheduled for publication over a few years: one paper on each Member State (10 in total); five on industries (automobile, electronics, textiles and clothing, agribusiness, and tourism) and one on the region as a whole. Ten papers (a regional perspective, Brunei Darussalam, Cambodia, the Philippines, Singapore, Thailand, tourism, automobiles, textiles and clothing, and agribusiness) have been published as of 31 March 2020. Some of the findings and policy recommendations have been presented at ASEAN meetings including the ASEAN Coordinating Committee on Investment (CCI).

Activities implemented and outputs in FY2019

- The Centre was invited to participate in the CLMVT Forum in Thailand in June 2019, as a result of the Centre's seminar on GVC in Thailand held in Bangkok in FY2018. Around 120 people joined the Forum including Thai Prime Minister.
- Some of the findings and policy recommendations in the reports have been presented at the 75th CCI in Indonesia, which was participated by around 30 people. After the presentation, participants requested for follow-up presentations on GVCs.
- The Centre was invited to Thailand as a presenter and panel discussant in Regional Conference on Navigating the New Normal in ASEAN Plus Three Economies and presented Trade War and its Impact on ASEAN+3 GVC, which was attended by around 50 people.
- GVC on tourism and automobiles industries and the Philippines were presented at the 76th CCI on 25 February in Yangon, Myanmar.
- Three GVC technical papers on automobiles, textiles and clothing, and agribusiness were completed.
- The Centre was invited to the High-level Symposium on Intra-ASEAN Trade and Investment on 10 January 2020 to make a presentation on GVCs in ASEAN.
- The Centre organized a seminar on GVC in Textile and Clothing Industry in February 2020 in Cambodia. 70 people attended.



Three GVC technical papers (automobiles, textiles and clothing, and agribusiness)

CORE VALUES

Relevance

- The project is relevant to the mandates of the Centre to promote trade, investment, tourism, and exchange of people through research and policy analysis.
- The project is also relevant to the realization of ASEAN Economic Community Blueprint 2025 and sustainable and inclusive development.

Quality

- The project quality is assured by experts, researchers, and government officials, especially from both ASEAN and Japan.
- The quality of data and information is assured through the usage of well-established database of other research institutes and international organizations, namely OECD, UNCTAD, to name a few.
- The Centre's database is established in collaboration with the Eora and UNCTAD.

Efficiency

- The project efficiently utilizes the database compiled by the Centre's staff members.
- The Centre's database is established in collaboration with the Eora and UNCTAD.
- All activities are carried out by a few staff members of the Centre and a few experts.
- Results of the GVC papers are discussed at ASEAN meetings to maximize the impacts among ASEAN countries.

Effectiveness and Impact

- Proposed evidence-based and policy-oriented country reports that contain policy recommendations on how to maximize benefits from and minimize negative effects associated with greater participation in GVCs.
- Consultation meetings and seminars were organized for government officials and private sectors in the countries concerned.
- The Centre was invited to the CLMVT Forum in June 2019 in Bangkok, as a result of Centre's seminar on GVC in Thailand in FY2018.
- The Centre shared the research result of GVC in textile and clothing industry with exporters in Cambodia and government officials of CLMV at the seminar in Cambodia in Feb 2020.
- The report of GVC in Cambodia and GVC Regional was distributed at the workshop for SME linkage in Feb 2020.



Regional Conference on Navigating the New Normal in ASEAN Plus Three Economies in Thailand

PROGRAMME 3:

Promoting Services Trade

In view of the fact that services trade is important for the further integration of ASEAN, by the end of FY2019 the Centre completed nine technical papers and organized six seminars on nine service sectors, namely trade in professional services, R&D services, telecommunication services, computer and related services, courier services, transport services, tourism services, and two social services - education services and health and social services. The technical papers on promoting trade in respective services, including policy recommendations discussed at the seminars, have contributed to the ASEAN Economic Community process in the area of the ASEAN Framework Agreement on Services (AFAS) and ASEAN Trade in Services Agreement (ATISA). Many of them were discussed at ASEAN meetings including Coordinating Committee on Service (CCS).

Activities implemented and outputs in FY2019

- Held two Seminars on Trade in Services at the 93rd CCS in Malaysia and the 94th CCS in the Philippines. The seminars were joined by more than 100 policymakers in total from 10 ASEAN countries. After the presentations, participants requested for follow up presentations on trade in services.
- Organized ASEAN Services Trade Forum 2019: Health Services (Tokyo). 107 participants, including 26 ASEAN officials, participated in the Forum aiming to increase Japanese private sector's interests in investing in health services in ASEAN.
- Two technical papers on services trade on education services and health and social services were completed.



Two papers on promoting social services trade (education services and health and social services)



The 94th Coordinating Committee on Services in the Philippines

CORE VALUES

Relevance

Two technical papers on services trade on educational services and health and social services are closely linked to the Japan-ASEAN initiatives, such as Japan-ASEAN Environment Cooperation Initiative and the Asia Human Well-Being Initiative.

Quality

The quality of the technical reports and seminars are ensured by working closely with external experts on respective industries, relevant ministries both in Japan and ASEAN, as well as ASEAN Secretariat.

Efficiency

- The technical papers are produced based on the thorough research on existing studies on the topic.
- The Centre works closely with ASEAN Secretariat to present the findings of the study at CCS to optimize the dissemination of findings as well as maximize the project's impact.

Effectiveness and Impact

- The Centre works closely with other international organizations such as UNCTAD and ASEAN Secretariat to collect relevant data on trade in services.
- The Centre works together with relevant organizations in Japan, including the governments, private sectors and research institutes in order to align its research activities with the Japanese policy priorities and interests of private sectors.
- 100% of the participants in the meetings where the Centre's policy recommendations were discussed reported that they are either "very useful" or "useful" to further liberalize trade both in education and health and social services.



Services Trade Forum in Tokyo



Services Trade Forum in Tokyo

PROGRAMME 4:

New Forms of Trade between Japan and ASEAN

Non-equity modes (NEM) of trade are becoming a new trend in global trade. As this type of operation by firms intensifies regional integration, the Centre promotes this new form of trade by measuring its scale, understanding the phenomenon and providing policy suggestions on how to maximize benefits from and minimize risks with NEM operation between the ASEAN Member States and Japan. The focused NEM modes are international subcontracting, international franchising, contract farming and licensing. Since 2018, five country papers on NEM have been published. The outputs and results are shared with all stakeholders including the ASEAN Coordinating Committee on Investment (CCI), resulting in increasing awareness towards NEM and formulating appropriate policies on NEM in trade.

Activities implemented and outputs in FY2019

- The Centre's work on NEM was discussed at the 74th CCI in Malaysia where 30 policymakers from 10 ASEAN countries discussed the role of NEM.
- Three NEM technical papers on Cambodia, Lao PDR and Myanmar were published in FY2019.



NEM on Cambodia, Lao PDR and Myanmar



The 74th Coordinating Committee on Investment in Malaysia

CORE VALUES

Relevance

The project collects data on NEM activities and develops mechanisms to facilitate NEM markets in key industrial sectors, which contributes to a comprehensive policy framework in ASEAN that supports the expansion of trade in the ASEAN region.

Quality

The quality of the technical reports and seminars are ensured by working closely with external experts on respective industries, relevant ministries both in Japan and ASEAN, as well as ASEAN Secretariat.

Efficiency

- The technical papers are produced based on the thorough research on existing studies and field work on this topic.
- The Centre works closely with line ministries in respective country and ASEAN Secretariat to present the findings of the study at CCI to optimize the dissemination of findings as well as maximize the project's impact.

Effectiveness and Impact

- The latest NEM related issues are identified by all stakeholders to find possible solutions to consider.
 - The Centre works together with stakeholders in respective country to collect relevant data on NEM trade.
-



The 74th Coordinating Committee on Investment in Malaysia

PROGRAMME 5: ASEAN Information Map

The Centre produces ASEAN information map, which is a statistical booklet that provides up-to-date and essential information and data covering trade, investment, tourism and people-to-people exchanges, to keep stakeholders informed of the evolution of ASEAN integration.

Activities implemented and outputs in FY2019

- The map was distributed to more than 1,000 business persons, government officials and academia/students with total distribution of more than 31,000 since its launch in FY2014.
- Updated version of ASEAN Information Map was completed, and 6,600 copies were printed.



ASEAN Information Map

CORE VALUES

Relevance

- The project is relevant to the mandates of the Centre to promote trade, investment, tourism, and exchange of people through data dissemination.
- The project is also relevant to the realization of ASEAN Economic Community Blueprint 2025.

Quality

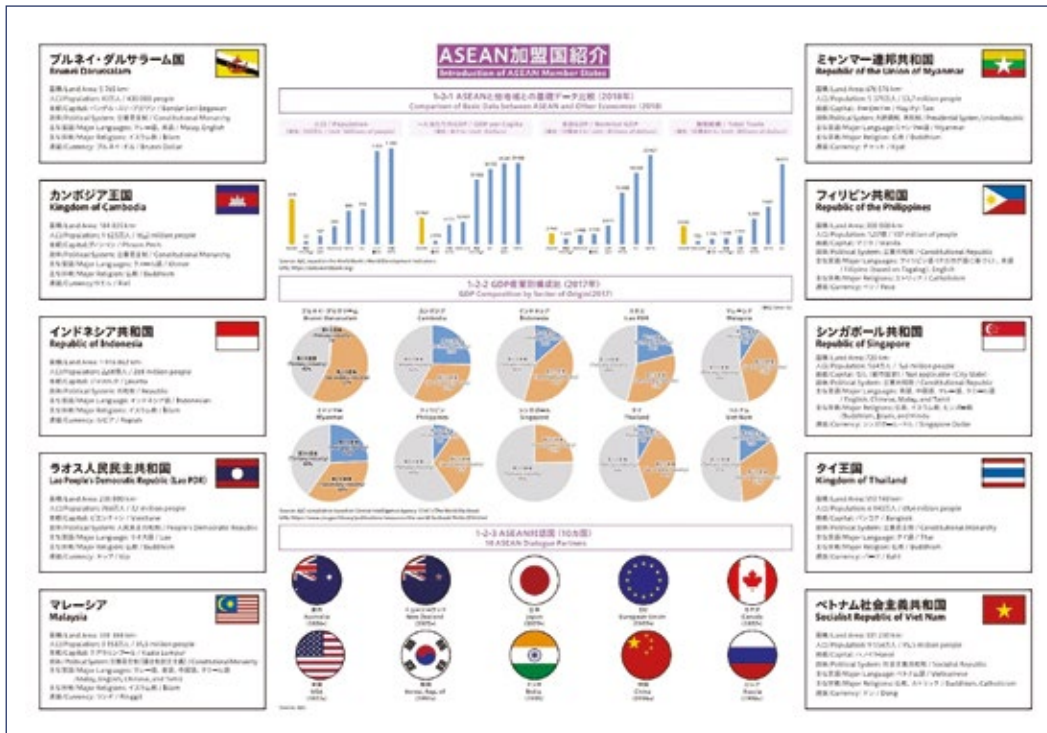
- The project quality is assured by experts, researchers, and government officials, especially from both ASEAN and Japan.
- The quality of data and information is assured through the usage of well-established database of other research institutes and international organizations, namely the World Bank, UNCTAD, IMF to name a few.

Efficiency

- The project efficiently utilizes the past database compiled by the Centre staff members. The project also mainly utilizes the high-quality secondary data and information.
- More than 200 indicators and diagrams over 30 years are compiled by only a few staff members.
- A series of briefing session have been done with nearly zero costs.

Effectiveness and Impact

- Since the launch in FY2014, cumulatively more than 31,000 copies have widely been distributed to academics, businesspersons, academia and government officials in Japan, ASEAN, and other countries.
- The Centre receives good testimonials continuously from businesspersons as well as academia about the usefulness of the ASEAN Information Map.



ASEAN Information Map

PROGRAMME 6:

Study on Japanese Market to Promote Exports from CLMV

The Centre launched a new programme this year to conduct a market study as well as an analysis on rules and requirements on how to export selected products with high export potential from CLMV (Cambodia, Lao PDR, Myanmar and Viet Nam). It aims to facilitate information sharing between Japanese importers and potential exporters in CLMV, and introduce new export opportunities from CLMV to Japan through workshops.

Activities implemented and outputs in FY2019

- The result of the Revealed Comparative Advantage (RCA) analysis was shared with CLMV governments at the workshop in Viet Nam, which was attended by around 40 people from CLMV.
- A more detailed presentation covering exports of HS 61 and 62 products from CLMV was shared with 70 people from the textile and clothing industry in Cambodia, as well as government officials from Trade Promotion Organizations (TPOs) of CLMV to address issues such as sourcing of inputs and product design capacity for the export of textile and clothing products.



Seminar on Export Potential from CLMV to Japan



Seminar on Export Potential from CLMV to Japan

CORE VALUES

Relevance

Knowledge shared under this project enhances practical and institutional capacities for CLMV private sectors and provides opportunities to deepen relationships and mutual cooperation between the Japanese private sector including Japanese importers and potential exporters in CLMV.

Quality

- The project quality was assured by experts from both CLMV and Japan. The quality of data and information is also assured through CLMV's relevant ministries, resource persons and the Japanese private sector including an importer association in Japan.
- About 70% of participants increased their satisfaction with the questionnaire at the seminar for Viet Nam in February.

Efficiency

- The project efficiency was ensured by using the latest data information compiled by the Centre. The project mainly utilizes quality secondary data and information.
- Cooperation between the Centre and relevant agencies/organizations is ensured through seminars and consultation meetings.
- The outputs of the project are effectively integrated with other projects of the Centre such as CLMV Export Capacity Building (programme 10) and Investment Policy Analysis for Institutional Capacities by TI (programme 13).

Effectiveness and Impact

- The Centre worked together with stakeholders to collect relevant data on textile and clothing which were selected by RCA as high export potential products from CLMV to Japan. CLMV companies with better understanding and knowledge about Japanese markets can process and implement better export strategies.
- The Centre shared a result of RCA research with exporters in Viet Nam and government officials of CLMV at the workshop.
- The Centre will share the data with Japanese importers at the request of CLMV.



Technical visit to Garment Manufacturers Association in Cambodia

PROGRAMME 7:

Benefiting from Value Chains through MSME Linkages

This is a multi-year programme specifically designed for MSME in CLMV (Cambodia, Lao PDR, Myanmar and Viet Nam) countries to take advantage of value chain opportunities in their respective countries to:

- a. Help develop the domestic industry by upgrading local start-up MSMEs meet international standards;
- b. Deepen the MSME involvement and strategic interest of transnational corporations (TNCs) established in the country;
- c. Encourage local procurement by TNCs and facilitate import substitution when possible;
- d. Provide policy advice on improving the environment for sustainable business linkages; and
- e. Share effective international business linkage strategies with various stakeholders.

Activities implemented and outputs in FY2019

- A 3-day workshop was held in Cambodia: “Entrepreneurship Development for Business Linkages” Workshop, 29-30 January 2020 with 92 participants; and the “Creating Environment for Linking MSMEs with Japanese Companies” Workshop, 31 January 2020 with 100 participants.
- Eight information sharing sessions were organized on global value chains (GVCs), criteria to form a successful business linkage with Japanese companies, Japan’s investment strategies, and best practices from Malaysia’s government business linkage programme.
- Three Cambodian TV media organizations covered the event (TVK, CNC, and Bayon TV).



Workshop in Cambodia

CORE VALUES

Relevance

- This programme is based on the research conducted on GVC (programme 2).
- AEC 2025 is envisioned to increase ASEAN's competitive edge in moving the region up the GVCs into higher technology and knowledge-intensive manufacturing and services industries.
- Enhance the internationalization of MSMEs by developing support schemes for market access and integration into GVCs including promoting partnership with TNCs to increase market access and opportunities.

Quality

- The quality is assured by having experienced and knowledgeable speakers from the government, international organizations and private sector, including the Centre, GIZ, JETRO, Chamber of Commerce and Japanese companies.
- "Entrepreneurship Development for Business Linkages" Workshop, 29-30 January 2020
- Questionnaire result on the quality of the workshop: Very satisfied (74%), Satisfied (26%).
- "Creating Environment for Linking MSMEs with Japanese Companies" Workshop
- Questionnaire result on the quality of the workshop: Very satisfied (72%), Satisfied (28%).

Efficiency

- The workshop provided knowledge for both government officials and entrepreneurs on GVCs and business linkage.
- The back-to-back workshop minimized cost and maximized the impact.
- Based on the questionnaire provided after each workshop:
 - 63% of the local companies (MSMEs) said they want to participate in government-supporting business linkages with Japanese companies
 - 62% agreed they would like the Cambodian Government to create a linkage program to support business linkage between MSMEs and Japanese companies.
 - 40% of Japanese companies expressed willingness to provide technical support and training to MSMEs to strengthen their capacity or linkage ability once the government-supporting linkage program is created.

Effectiveness and Impact

- The programme encouraged the Cambodian Government to consider establishing the industrial linkage programme in consultation with local SMEs and foreign companies, in particular Japanese companies.
- The Centre will work with the Cambodian Government to develop a suitable business linkage program for FY2020.



Workshop in Cambodia

PROGRAMME 8:

Pilot Programme on Linking ASEAN SMEs with Japanese Companies

This programme identified Malaysia's successful business linkage programme as a suitable example for CLMV countries. The report developed will outline:

- The best practices of business linkages in Malaysia; and
- A general business linkage model between Japanese companies and local SMEs for CLMV countries.

Activities implemented and outputs in FY2019

- Review of the business linkage programme and policies in Malaysia to identify a suitable business linkage program for CLMV countries.
- Report on Business Linkage Models in Malaysia for SMEs, covering a policy-making structure, types of programme to support Malaysian SMEs and a general model of a business linkage model for CLMV to customize.



Report on Business Linkage Models in Malaysia for SMEs

CORE VALUES

Relevance

The business linkage programme is a derivative from work on GVCs (programme 2). Weak interrelation between foreign companies and local companies is one of the main causes of weak GVC participation by SMEs in many ASEAN Member States. Hence, it would be useful to do groundwork for creating a business linkage model for ASEAN Member States wishing to develop their own national business linkage program.

Quality

Malaysia's linkage programme is among the most advanced in ASEAN. Malaysia's linkage programme is appropriate for knowledge-sharing with other countries in the region.

Efficiency

- Research and the study were conducted by an appropriate Malaysian researcher.
- The deliverable work is maximized within the available budget.

Effectiveness and Impact

- The report produced will be utilized for the FY2020-related programme.
 - The outcome from the programme will be combined to provide technical assistance to CLMV countries so they can develop their own national business linkage programs.
-

PROGRAMME 9:

Promoting Trade in Creative Industries

In cooperation with the Japan Institute of Design Promotion (JDP) that organizes the Good Design Award (commonly known as “G-Mark”), the programme aims to promote creative industries in ASEAN through the use of “good design” and encourages MSMEs to enhance their product/service designs to create new value that increase the marketability of ASEAN products in Japan.

In FY2017, the Centre made a preliminary selection of products/services in each ASEAN Member State. In FY2018, 22 products/services were awarded the “Good Design: ASEAN Design Selection Award 2018”. In FY2019, the Centre encouraged the establishment of national design award platforms to promote design innovation and development in six ASEAN Member States (Brunei Darussalam, Cambodia, Lao PDR, Malaysia, Myanmar, and Viet Nam).

Activities implemented and outputs in FY2019

- Provided continued support to the 22 winners of the “Good Design: ASEAN Design Selection Award 2018” to access the Japanese market.
 - The four winners from the Philippines merited recognition at the inaugural Philippines National Good Design Award. Subsequently, the Design Centre of the Philippines (DCP) with the Centre’s assistance produced promotional videos for their products to promote them to the Japanese business community.
 - Yayasan Spedagi Lestari, Indonesia visited Ecology Diversity Synergy (EDS) to collaborate in enhancing the production of their 2018 Gold Award winning product: bamboo bikes.
 - NSF and One Tech from Malaysia recorded sales at the International Furniture Fair/Interior Lifestyle Living Tokyo (IFFT) 2019 amounting to US\$212,800 and had 46 business meetings with Japanese companies.
 - MAD Travel from the Philippines introduced its services through seminars and participation at the Tourism Expo 2019.
- Encouraged the establishment of national design award platforms to promote design innovation and development in six ASEAN Member States (Brunei Darussalam, Cambodia, Lao PDR, Malaysia, Myanmar, and Viet Nam)
 - Established formal cooperation between the Centre, JDP and the six ASEAN Member States via separate MoUs before providing relevant assistance in establishing the national design award.
- Reviewed Philippines Good Design Award
 - A recognition link between the Philippines Good Design Award and G-Mark is missing due to the differences in criteria and methods for screening and evaluating winners. An MoU between the Centre, JDP and DCP was necessary to begin the mutual recognition process between JDP and DCP.



Promotional video of four winners from the Philippines

CORE VALUES

Relevance

In support of the AEC Blueprint 2025 and the Five Principles of Japan-ASEAN Diplomacy; to increase and promote trade and investment, including flows of goods, money, people, and services.

Quality

Create business opportunities by achieving a global standard quality of design through this project.

Efficiency

Ensure cooperation between each ASEAN Trade Promotion Offices and JDP:

- MoU between Ministry of Industry and Commerce Lao PDR, JDP and AJC on Establishing a Platform for Design Development, effective on 27 March 2020
- MoU between Design Center of the Philippines, JDP and AJC effective on 27 March 2020 (to create a recognition link between the Philippines Good Design Award and G-Mark)

Effectiveness and Impact

Based on the feedback received from the 22 winners of the Good Design: ASEAN Design Selection Award 2018 as of December 2019:

- Twelve winners (55%) answered that annual sales including exports increased 4-50% after receiving the G-mark in FY2018.
- The average sales increase of 12 winners (55%) was 20.3% as of December 2019, together with an increase in job creation and value-added for the winning products.
- Seven winners (32%) made innovations and improvements to the products.
- Two winners (9%) have successfully accessed the Japanese market.



Launching event of Philippines National Good Design Award

PROGRAMME 10:

CLMV Support Programme: Export Capacity Building

This is a four-year regional programme launched in FY2016 to support the private sectors in CLMV (Cambodia, Lao PDR, Myanmar and Viet Nam) by strengthening their product development and knowledge on how to export to Japan. This programme also aims to:

- Increase the export capacity within CLMV private sectors;
- Provide CLMV companies with the knowledge necessary for international trading; and
- Enhance the competitiveness of CLMV products in the international market by proposing marketing strategies.

In FY2016, the Centre implemented the project on agriculture/food-related products in Cambodia, followed by Lao PDR on agro products in FY2017. In FY2018, the project was implemented in Myanmar, inviting exporters from the textile and handicraft industries. In FY2019, the final workshop was held in Viet Nam in November 2019. Based on market research and analysis, the workshop focused on textiles and garments. Besides, trade promotion seminars for Japanese importers and businesspeople were also conducted, where the latest information on export products and on the possibility of exporting in CLMV countries was disseminated.

Activities implemented and outputs in FY2019

- A coordination meeting with CLMV trade promoting officers: 19 November 2019.
 - CLMV officers reviewed the outcome of previous workshops and proposed new focused areas for each country. Cambodia and Viet Nam would focus on the digital business, whereas Lao PDR would so so on agro products and Myanmar on SMEs.
- A one-and-a-half day workshop focusing on textiles and garment was held in Ho Chi Minh City, Viet Nam: 18-19 November 2019
 - 35% of participants reported that they would increase exports to Japan afterward.
 - 80% of participants acquired a better understanding on how to export to Japan and product development/Japanese market requirements.
- Two trade promotion seminars were organized at the ASEAN-Japan Hall
 - Myanmar Trade Promotion Seminar, 12 December 2019, with 62 participants and 98% satisfaction level with the overall program.
 - Viet Nam Trade Promotion Seminar, 17 February 2020, with 57 participants and 98% satisfaction level with the overall program.

(CLMV Trade Promotion Seminars planned in FY2019 at the ASEAN-Japan Hall was postponed due to COVID-19.)



Workshop on export capacity building in Viet Nam

CORE VALUES

Relevance

Providing the latest export knowledge to CLMV countries to strengthen their export capacity to reduce the development gap in ASEAN.

Quality

A survey was conducted at the end of each program to ensure the objectives of the programme were met. The level of participant satisfaction with the overall program was 94%.

Efficiency

Close collaboration between the Centre and CLMV Trade Promotion Organizations. For the seminar in Viet Nam, the Centre collaborated with VietTrade, Ministry of Industry and Trade of Viet Nam.

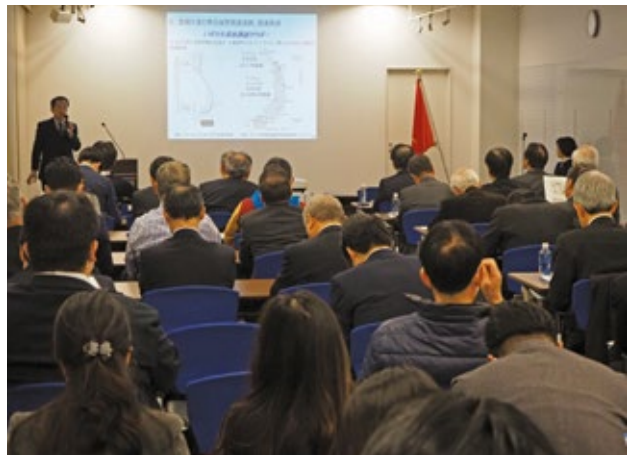
Effectiveness and Impact

Outcomes reported 6 and 12 months after each workshop:

- Cambodia: 1 company (rice crackers) signed a contract with a Japanese company, and 1 company (pepper) reported it had increased its export volume to Japan.
- Lao PDR: 2 coffee producers reported they increased their export volume. In total 18% of the companies that participated in the program have expanded exports or started to export to Japan.
- Myanmar: 16% of the participating companies recorded increased exports to Japan.
- Viet Nam: Participating companies did not record any increase in sales due to the spread of COVID-19.



Myanmar Trade Promotion Seminar



Viet Nam Trade Promotion Seminar

PROGRAMME 11:

Outsourcing Business Promotion (non-equity modes)

As a derivative of the NEM project, this is a new programme launched in FY2019 that aims to develop new modes of trade that promote complementation among ASEAN and Japanese manufacturers. In this programme, bilateral promotional seminars will be organized on specific outsourcing sectors based on individual ASEAN Member State's competitive advantages.

Activities implemented and outputs in FY2019

- Eight outsourcing-related business promotion seminars and meetings on seven specific sectors were organized with a total of 611 participants.
- More than 350 business meetings were conducted.
- Five planned seminar and business meetings were canceled due to COVID-19.



Lao PDR's promotion of coffee contract farming

CORE VALUES

Relevance

- The High-Level Task Force on ASEAN Economic Integration (HLTF-EI) acknowledges the need to integrate industries across the region to promote regional outsourcing.
- Intensified economic integration across the ASEAN Member States can be seen as the key to delivering increased ASEAN efficiency and attractiveness for outsourcing activities designed to exploit ASEAN's proximity to large emerging regional markets.
- Accelerated implementation of the AEC should mean ASEAN could offer Japan the opportunity to source in one region "the full package" of goods and services across the whole value-added spectrum.

Quality

- The quality of seminars and business meetings is ensured by working closely with ASEAN Trade Promotion Officers and optimizing available resources.
- The quality is also assessed by questionnaires surveys by participants and testimonials from ASEAN Member States.

Efficiency

The Centre works closely with ASEAN Trade Promotion Officers and relevant stakeholders in Japan and jointly organizes events as much as possible.

Effectiveness and Impact

- ASEAN and Japan have a better understanding on new business opportunities in global and regional outsourcing available and the means to access them.
 - Forge non-equity business-to-business relationships with entities open to collaborating with local ASEAN companies and correctly positioning themselves within the local ASEAN business ecosystem.
-



Business matching meeting in Malaysia

PROGRAMME 12:

Knowledge-Building for Company Strategy-Making Process

(1) ASEAN REGIONAL PROGRAMMES

The Centre presents up-to-date information on the ASEAN Economic Community and its sub-regions at the ASEAN-Japan Hall. In addition, the Centre also conducts lectures on current ASEAN issues and challenges, such as logistics, fintech, taxation, markets, human resources, legal systems and dispute settlement, the environment, information and communications technology (ICT), halal products, and FDI for inclusive and sustainable development.

Activities implemented and outputs in FY2019

- Eighteen seminars and lectures on current ASEAN issues were organized with a total of more than 2,000 people participating.
- Three seminars and lectures were canceled due to COVID-19.

(2) NETWORKING WITH JAPANESE INVESTORS IN LOCAL CITIES

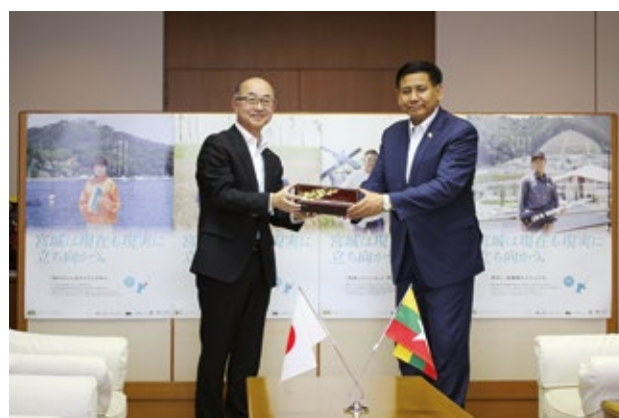
The programme provides opportunities for ASEAN officials to further enlarge their network linkages with relevant business organizations and investors in local cities of Japan. Information on the latest ASEAN trade and investment policies is directly disseminated to local business communities. Supporting activities such as business meetings and local company visits further develop these relations.

Activities implemented and outputs in FY2019

- Eight seminars, dialogue meetings, and networking events were carried out with ASEAN officials to further expand their networks with relevant business associations and investors in local cities across Japan.
- Two seminars, dialogue meetings, and networking events were cancelled due to COVID-19.



Seminar on Business Opportunities in Malaysia with MIDA
(H.E. Dato' Azman Mohamad, CEO of MIDA)



Myanmar Ambassador networking in Sendai City, Miyagi Prefecture
(Mr. Shinya Endo, Vice Governor of Miyagi Prefecture (left) and
H.E. Ambassador Myint Thu (right))

CORE VALUES

Relevance

(1) ASEAN REGIONAL PROGRAMMES

- Up-to-date information on ASEAN economic integration and business information is directly shared with the Japanese business community including SMEs.
- ASEAN-themed events are linked with: AEC Blueprint 2025 II. A. 1. Trade in Goods, A. 4. Financial Integration, Financial Inclusion, and Financial Stability, B.3. Strengthening Intellectual Property Rights Cooperation, B.8. Sustainable Economic Development, B. 9. Global Megatrends and Emerging Trade-Related Issues, C. 1. Transport, Information and Communications Technology, III. C. Communications 90. i. ii. iii. & v., regional projects and events contribute to investment promotion and regional economic integration of ASEAN.

(2) NETWORKING WITH JAPANESE INVESTORS IN LOCAL CITIES

- Establishment of networks in Japan for ASEAN Member States to find new potential investors and know what Japanese investors are looking for in line with AEC Blueprint 2025 III. C. Communications 90. ii.
- Through discussion and networking with local investors, ASEAN Member States' high-ranking officials could share the potential and problems in order to enhance their investment environment, and this contributes to AEC 2025 II. A.3. Investment Environment 15. iv.

Quality

- The quality of seminars, business meetings, dialogue meetings and networking is ensured by working closely with ASEAN Trade Promotion Officers and optimizing available resources.
- The quality is also assessed by questionnaire surveys from participants and/or from ASEAN Member States.

Efficiency

- Close collaboration between the Centre, ASEAN Member States and the ASEAN Secretariat.
- Provision of up-to-date information to the local Japanese business community.

(1) ASEAN REGIONAL PROGRAMMES

- Cost performance of organizing themed events at the ASEAN-Japan Hall.
- Timing and reliability of the activity conducted.

(2) NETWORKING WITH JAPANESE INVESTORS IN LOCAL CITIES

Focus on specific and new policy information sharing to avoid duplication of similar seminars organized by other agencies, such as JETRO and JCCI.

Effectiveness and Impact

The activities enhance the reputation of the Centre as a knowledge hub for ASEAN matters.

(1) ASEAN REGIONAL PROGRAMMES

Presentation of official information on AEC and ASEAN business environment as well as knowledge of experts directly to the Japanese business communities.

(2) NETWORKING WITH JAPANESE INVESTORS IN LOCAL CITIES

Delivery of official information directly to the Japanese local business community and establishment of official linkages between ASEAN and the Japanese local business communities.

PROGRAMME 13:

Investment Policy Analysis for Institutional Capacities

(1) HIGH-LEVEL POLICY DIALOGUE MEETINGS BETWEEN ASEAN HIGH-RANKING OFFICIALS AND JAPANESE INVESTORS

High-level bilateral policy dialogue meetings provide an opportunity for high-ranking ASEAN officials to present the latest investment policies, incentives and opportunities directly to Japanese stakeholders including potential and existing investors and SMEs. These dialogue meetings also provide an opportunity for ASEAN officials to better understand Japanese investors' expectations and challenges. The programme aims to develop strategic policy proposals for specific ASEAN investment policies that will facilitate Japanese investment in ASEAN.

Activities implemented and outputs in FY2019

- Two high-level policy dialogue meetings between ASEAN high-ranking officials and Japanese investors were organized with a total of more than 500 participants.

(2) MINISTERIAL-LEVEL POLICY DISCUSSION PROGRAMME FOR CLMV

With the objective of narrowing the development gap in ASEAN, the Centre allocates additional resources specifically for CLMV (Cambodia, Lao PDR, Myanmar and Viet Nam) to organize bilateral ministerial policy dialogue meetings with Japanese government officials and business-related entities focusing on specific industries or/and investment policies. Policy recommendations are then prepared after each policy dialogue meeting and provided to the respective CLMV countries.

Activities implemented and outputs in FY2019

- Four high-level policy discussions between ASEAN high-ranking officials and Japanese investors were organized with of a total of more than 800 participants.
- Two high-level policy discussions and two-way interaction were cancelled due to the spread of COVID-19.



Singapore Investment and Dispute Resolution Forum with Ms. Lim Seok Hui, Chief Executive Officer of the SIAC (far left)



Malaysia High-Level Trade and Investment Dialogue with H.E. Dato' Azman Mohamad, CEO of MIDA (center)

CORE VALUES

Relevance

- High-ranking ASEAN officials are able to better understand the perspective of Japanese investors regarding the industrial and investment policies of ASEAN Member States.
- Initiated a focused policy discussion on what improvements are necessary to enhance ASEAN's attractiveness as an investment destination in line with the AEC Blueprint 2025 II. A.3. Investment Environment 15. iv.
- Encouraged bilateral policy discussions between ASEAN and Japanese investors to promote ASEAN's integration initiatives and how businesses can benefit from these initiatives, in line with AEC 2025 III. C. Communications 90. ii.

Quality

- The quality of policy dialogue meetings is ensured by working closely with ASEAN Investment Promotion Officers and optimizing available resources.
- The quality is also assessed by questionnaires surveys from participants and testimonials from high-ranking officials from ASEAN Member States.

Efficiency

- The Centre works closely with ASEAN Investment Promotion Officers and relevant stakeholders in Japan.
- Focus on specific/new industrial and investment policies in order to avoid duplication of similar seminars organized by other agencies, such as JETRO and the Japan Chamber of Commerce and Industry (JCCI).

Effectiveness and Impact

- Policy recommendations by participating stakeholders for the ASEAN high-ranking officials.
- Official up-to-date information was given directly to the Japanese business community.
- Close collaboration between the Centre and ASEAN Member States.
- The activities enhance the reputation of the Centre as a knowledge hub for ASEAN.



Lao Investment Dialogue and Networking inviting H.E. Dr. Kikeo Chanthaboury, Vice Minister of Ministry of Planning and Investment (fourth from left in the front row)

PROGRAMME 14:

Dissemination and Outreaching

The Centre continuously updates the ASEAN trade and investment information on its website and publications in an effort to further boost awareness and promote exports from ASEAN to Japan and investment opportunities in the ASEAN Member States.

Activities implemented and outputs in FY2019

- Disseminate information regarding ASEAN trade and investment-related events through an email magazine distribution database with more than 20,000 subscribers.
- The Centre has supported 28 trade and investment related events organized by other agencies through circulation in the email magazines and providing staff assistance.
- Five lectures on different requested topics by the Trade and Investment cluster staff members for the association members of Japan Scientific Instruments Association (JSIA), Osaka Prefectural Manufacturing and Industrial Association (OPMIA) and Japan-Myanmar Economy and Investment Centre (JMEIC).



ASEAN Update seminar series "Myanmar Outlook 2020"
(H.E. Mr. Ichiro Maruyama, Japanese Ambassador to Myanmar (right) and Prof. Toshihiro Kudo of GRIPS (left))

CORE VALUES

Relevance

- Dissemination of relevant information on ASEAN Member States such as trade and investment policies and incentives and relevant laws and regulations updates.
- Promoting awareness through regular updates on economic activities and opportunities using online communication, print and other media mechanisms, including social media, in line with AEC Blueprint 2025 on Communications.

Quality

- The quality of website information is ensured by working closely with ASEAN Trade and Investment Promotion Officers and utilizing available resources.

Efficiency

- Cost performance of website.
- Reliability of dissemination of materials.

Effectiveness and Impact

- Reaching out to stakeholders via the website and dissemination of materials.
 - By accessing the Centre's website, investors have the benefit of up-to-date official information and various web linkages to relevant FDI agencies in ASEAN.
 - Notification via the Trade and Investment cluster's email magazine subscription with more than 20,000 subscribers.
-

PROGRAMME 15:

Workshop on Sustainable Tourism

Under this programme, the Centre provides opportunities for management-level tourism stakeholders in the ASEAN Member States to update their knowledge of Japanese sustainable tourism. The Centre has implemented the programme under the themes of community-based tourism, accessible tourism, and agritourism in recent years. In FY2019, the programme focused on gastronomy tourism and invited tourism stakeholders in the ASEAN Member States to Wakayama Prefecture from 17 to 23 November 2019.

Activities implemented and outputs in FY2019

- Gastronomy Tourism Workshop from 17 to 23 November 2019 in Wakayama, Japan.

The participants learned about successful cases of gastronomy tourism in Wakayama, Japan through visits to different sites in Wakayama to develop a deeper understanding of the area's gastronomy tourism attractions. The programme was also aimed at diversifying tour products and vitalizing communities in the ASEAN Member States by discussing ways to develop their gastronomy tourism and to preserve their unique food culture and environment.

- Number of participants: 12
- Number of lectures/presentations/activities: 14
- Number of instances of media coverage: 144



Gastronomy workshop in Wakayama prefecture



Gastronomy workshop in Wakayama prefecture

CORE VALUES

Relevance

- To support the ASEAN Tourism Strategic Plan (ATSP) 2016-2025.
- Raise the capacity and capability of human capital of ASEAN Member States.
- Joint declaration on Gastronomy Tourism by ASEAN Tourism Ministers (January 2018).

Quality

- Arranged qualified experts to deliver presentations during the workshop.
- The programme was prepared and implemented with the full support of the Wakayama Prefectural Government and Wakayama University.

Efficiency

- Used the Centre's network with government and industry stakeholders to arrange the programme.
- Worked closely with ASEAN NTOs to select the suitable participants.

Effectiveness and Impact

- The participants deepened their understanding of gastronomy tourism in Wakayama.
 - Results of questionnaire surveys on participants (immediate): 92% replied that the workshop was useful for deepening their understanding of gastronomy tourism.
 - Results of the follow-up questionnaire survey on participants: 19 measures had been taken after the program, and 80% replied that more gastronomy tourism products and services have been created.



Visit to fish market

PROGRAMME 16:

Training Programme on Interpretation

Interpretation is a communication approach that addresses management needs and resource considerations to offer an essential guideline for the development of quality visitor services at heritage sites or facilities, and can be described as a strategic tool for operation and management of the sites. Since FY2017, the Centre has been conducting a training programme on interpretation in ASEAN Member States. In FY2019, it was conducted in Bagan, Myanmar in February 2020 for site managers of heritage sites and/or management-level officers from national tourism organizations in the ASEAN Member States with the following objectives:

- a. To provide information on how interpretation can improve the sustainability of the sites and to attract more visitors, while preserving and protecting heritage sites.
- b. To provide information on how to practice interpretation: a handbook on interpretation was distributed to stakeholders to further disseminate information on interpretation.

Activities implemented and outputs in FY2019

- One Interpretation Training Session in Bagan, Myanmar.
 - Number of participants: 17 participants from site managers of heritage sites and officers from national tourism offices from eight ASEAN Member States.
 - The programme's four-day training included a series of lectures on interpretation by Japanese experts, an inspection visit to the Bagan area, and a workshop.
 - Number of interpretive programs designed during the training: 11
 - The participants designed and presented either an interpretive programme or an action plan aiming to apply the interpretive methods into their respective heritage sites in the ASEAN Member States to contribute to the development of sustainable tourism.
- Interpretation Handbook "Interpretive Guide for Sustainable Tourism" was issued in collaboration with a licensed international interpretation trainer of the National Association for Interpretation.



Training program on interpretation in Bagan

CORE VALUES

Relevance

- Raise the capacity and capability of human capital of ASEAN Member States (ATSP 2016-2025).
- Ensure safety and security, prioritize protection and management of heritage sites (ATSP 2016-2025).

Quality

- Arranged qualified experts for the programme.
- The participants were officers in charge of the management of heritage in the respective countries.

Efficiency

- Utilized the Centre's network with industry stakeholders to arrange the program.
- Used the Centre's handbook on interpretation effectively.
- Worked closely with ASEAN NTOs.

Effectiveness and Impact

Result of the post-activity survey:

- The participants improved their knowledge on the concept and definition of interpretation.

The participants who answered "strongly agree" to the statement "I have a clear understanding of interpretation" increased to 65% from 23% after the training.

- The participants became more confident in suggesting an interpretative programme after the training. While 17% of participants answered "strongly agree" to the statement, "I am capable of suggesting an effective interpretative programme to heritage sites" prior to the training, 100% of participants answered that they either "strongly agree" or "agree" to the same statement after the training.



Training program on interpretation in Bagan

PROGRAMME 17:

Theme-based Tourism Promotion

The Centre conducted activities on timely topics and themes to enhance inbound and outbound tourism between the ASEAN Member States and Japan.

Activities implemented and outputs in FY2019

- Seminar on Educational Travel to ASEAN on 5 August 2019 in Tokyo with 96 participants where 8 lectures/presentations were provided.
- Tourism for All Workshop on 17 September 2019 in Pattaya (co-organized with Ministry of Tourism and Sports of Thailand) with 95 participants where 7 lectures/presentations were provided.
- Participated in Educational Travel Seminars in Tohoku and Nagoya.
- Technical visit to Chichibu, Saitama on 22 January 2020 with 11 participants who participated in 5 activities.



Seminar on Educational Travel to ASEAN

CORE VALUES

Relevance

- Invited relevant participants from schools and the tourism industry in Kanto area (educational travel seminar).
- Coordinated closely with NTOs and other presenters to prepare quality presentations (educational travel seminar).
- Arranged a qualified speaker from Japan (tourism for all).
- Worked closely with the ministry to reach the right participants (tourism for all).

Quality

- Invited relevant participants from schools and the tourism industry in Kanto area (educational travel seminar).
- Coordinated closely with NTOs and other presenters to prepare quality presentations (educational travel seminar).
- Arranged a qualified speaker from Japan (tourism for all).
- Worked closely with the ministry to reach the right participants (tourism for all).

Efficiency

- Utilized the Centre's network with industry stakeholders to arrange program.
- Worked closely with ASEAN NTOs and ministry.
- Worked closely with ASEAN embassies and other stakeholders in Tokyo (technical visit to Chichibu).

Effectiveness and Impact

- The participants learned what ASEAN can offer as an educational travel destination.
- The participants deepened their understanding of accessible tourism in the ASEAN Member States and Japan.
- The participants became familiar with the tourism attractions of Chichibu.
- Result of questionnaire survey (seminar): 45% strongly considered ASEAN as a destination for their future educational program / 52% replied ASEAN was one of the options.



Technical visit to Chichibu, Saitama Prefecture

PROGRAMME 18:

Outreach/Tourism PR Activities

Participation of the Centre in major meetings and events, organization of events at ASEAN-Japan Hall, and organization of ASEAN Tourism Awards Japan with the following objectives:

- To strengthen relations with the ASEAN Secretariat and national tourism offices (NTOs).
- To raise the Centre's profile.
- To highlight ASEAN's tourism attractions to the Japanese public and the tourism industry.
- To award excellent and quality tour products to ASEAN destinations with the aims of diversifying tour products and further showcasing ASEAN as an attractive tourism destination.

Activities implemented and outputs in FY2019

- Attended three meetings and four events i.e. ASEAN NTOs Meeting in Cambodia in July 2019, the Greater Mekong Sub regional Working Group Meeting in Cambodia in November 2019 and ASEAN Tourism Forum in Brunei Darussalam in January 2020. It also participated in major tourism events in Japan, i.e. Kanku Tabihaku, Cambodia Festival, Thai Festival and Tourism EXPO Japan.
- Organized "The 2nd ASEAN Tourism Awards Japan". There were 78 entries and 22 instances of media coverage.
- Enhancement of the website and publications, and tourism.
- Conducted four tourism/cultural events at the ASEAN-Japan Hall.



ASEAN Tourism Awards Japan

CORE VALUES

Relevance

- Intensify promotion and marketing (ATSP 2016-2025).
- Diversity tourism product (ATSP 2016-2025).

Quality

- Prioritized the Centre's participation in meetings/events with stakeholders and quality audience/visitors.
- Approached influential stakeholders to call for quality award entries (tourism awards).
- Organized events at ASEAN-Japan Hall to align with the Centre's mandate and reach its objectives.
- Updated website and Instagram in a timely way to deliver information on tourism attractions and the Centre's tourism activities.

Efficiency

- Maximized opportunities to have discussions with stakeholders when attending meetings.
- Worked closely with event organizers and embassies/NTOs.
- Utilized website, Instagram and press releases in an effective and timely way.

Effectiveness and Impact

- The Centre's profile was raised among tourism stakeholders in the ASEAN Member States including the travel industry in Japan.
- Seminar participants/visitors of events became familiar with ASEAN's tourism attractions and latest information.
- The travel industry in Japan was motivated to produce quality tour products.
- A follow-up questionnaire survey was conducted on awarded companies.



Tourism EXPO Japan

PROGRAMME 19: CLMV Tourism Promotion

With the conviction that tourism contributes to narrowing the development gap in the ASEAN region, the Centre promotes CLMV (Cambodia, Lao PDR, Myanmar and Viet Nam) tourism through:

Strengthening sub-regional tourism development and narrowing intra-ASEAN sub-regional gaps; and

Providing up-to-date information on Japan's overseas travel market and the characteristics of Japanese travelers.

Activities implemented and outputs in FY2019

- Advanced Training on Japanese Language Skills for Tourism Professionals on 9 September 2019 in Phnom Penh, 11 & 12 September 2019 in Siem Reap with 147 participants where they received 9 lecturers/presentations.
- Promotion of CLMVT and the Centre Instagram at a major bookstore in Shibuya, Tokyo from 16 to 27 March 2020 (28 & 29 March had to be cancelled due to COVID-19).



CLMV promotion at TSUTAYA bookstore



Advance language training for Japanese Speaking Tourist Guides in Cambodia (Phnom Penh)

CORE VALUES

Relevance

- Intensify promotion and marketing.
- Raise capacity and capability of human capital (ATSP 2016-2025).

Quality

- Arranged qualified speakers with good knowledge of Japanese language and Japanese travel market/travelers.
- Recruited suitable seminar participants by working closely with the Ministry of Tourism.
- Chose a highly popular area and venue to conduct the CLMVT promotion to reach a younger generation.

Efficiency

- For the training, worked closely with the Ministry of Tourism of Cambodia.
- For the CLMVT promotion, worked closely with the event venue and advised how to project CLMVT attractions properly to the public.

Effectiveness and Impact

- Japanese language training
Stakeholders improved their knowledge and skill to cater to Japanese tourists.
 - Results of questionnaire surveys: 99% participants strongly or somewhat agreed that the programmed helped them understand better the needs of Japanese travelers.
 - Result of the follow-up survey: over 95% of participants answered that they strongly agree or agree to the statements:
 - 1) the program helped them understand more the needs of Japanese travelers, and
 - 2) the program improved their communication with Japanese clients compared to before the training.
- CLMVT promotion
More people were familiarized with the attractions of CLMVT and the Centre.
 - The Centre's Instagram followers increased by 25%.



Advance language training for Japanese Speaking Tourist Guides in Cambodia (Siem Reap)

PROGRAMME 20:

ASEAN Tourism Investment Seminar

This is a collaborative project between three ASEAN Centres and it was proposed by the ASEAN Member States at ASEAN Tourism Forum, in which ASEAN Centres in China, Japan and the Republic of Korea organized a seminar in conjunction with a major tourism event in the respective countries with the following objectives:

To present the potential of tourism investment in ASEAN to Japanese investors.

To build network and business linkages between Japanese companies and ASEAN investment and tourism promotion officials.

Activities implemented and outputs in FY2019

- Organized the ASEAN Tourism Investment Seminar in Osaka on 23 October 2019, in conjunction with the Tourism EXPO Japan 2019 in Osaka, and there were 88 participants.
 - Number of investment projects introduced: 32
 - Number of bilateral meetings between ASEAN Member States and Japanese investors: 15



Tourism Investment Seminar

CORE VALUES

Relevance

Attract tourism investments (ATSP 2016-2025).

Quality

- Arranged a presentation to provide practical information by closely communicating with ASEAN Member States.
- Partnered with influential organizations to implement the seminar efficiently and effectively.

Efficiency

Worked closely with Malaysia, the lead country coordinator of the seminar, and other ASEAN Member States.

Effectiveness and Impact

Provided practical information to potential investors in the Osaka area.



Tourism Investment Seminar (YB Datuk Mohamaddin bin Ketapi, former Minister of Tourism, Arts and Culture of Malaysia (center of the front row), and representatives of National Tourism Organizations/government agencies of the ASEAN Member States, ASEAN-China Centre and ASEAN-Korea Centre)

PROGRAMME 21: Exchange Programme for Women

The Centre launched the ASEAN-Japan Women Entrepreneurs Linkage Program (AJWELP) in FY2016. This programme is designed to present various approaches for empowering women entrepreneurs, as well as provide them with a platform for meeting up with private companies that could become their supporting companies, mentors and/or technical/academic partners, and help them support each other by sharing knowledge and resources. Ten selected finalists from the ASEAN Member States make presentations and forge linkages with these supporting companies to help them realize their potential, in addition to receiving practical advice directly from mentors. This programme is designed to enhance people-to-people exchanges; to encourage women empowerment; and to strengthen partnership and cooperation with members of MSMEs through relevant means of support.

Activities implemented and outputs in FY2019

- The 4th AJWELP in Brunei Darussalam from 10 to 13 February 2020, co-organized with Darussalam Enterprise (DARE).

Provided customized two-day workshop to participants during the period as well.

- Number of participants: 23
- Number of cases of support offered to finalists: 80
- Number of instances of media coverage: 88



Workshop

CORE VALUES

Relevance

- In support of AEC Blueprint 2025, D1 Strengthening the role of MSMEs.
- Paragraph 69. V. Promote entrepreneurship and human capital development particularly for the youth and women.
- In support of ASEAN Strategic Action Plan for SME development (SAPSMED) 2016-2025.

Quality

Coordinated with relevant organizations to select quality participants.

Efficiency

Worked closely with stakeholders and partners.

Effectiveness and Impact

- Provided opportunity for ASEAN entrepreneurs to exchange views and establish a network.
- Evaluation by participants as to whether they are able to overcome challenges and set to grow.
- In the post-activity survey, more than 95% of participating entrepreneurs answered that the AJWELP experience was “extremely/very helpful” to pursue their entrepreneurship, and also said AJWELP is “extremely/very helpful” for ASEAN women entrepreneurs.



Presentation by finalists



Participants of the 4th AJWELP

PROGRAMME 22:

Exchange Programme for Youth

The Centre continued to focus on youth exchange by organizing various activities, including ASEAN introductory classes for Japanese elementary school students with the following objectives:

- a. To enhance exchanges of persons among ASEAN-Japan youth.
- b. To provide opportunities for Japanese children to learn the culture and other basic facts of the ASEAN Member States.
- c. To popularize knowledge on ASEAN from the children of Japan's new generation to create mutual understanding and to promote an international way of thinking in Japan.

Activities implemented and outputs in FY2019

- ASEAN introductory classes at elementary schools in Kanto area.
 - Number of schools: 19
 - Number of students who took classes: 2,289
- "ASEAN Travel University" with TABIPPO, online travel media focusing on youth travelers.
- "Outbound Project: Let's go to Thailand" with JSTA (Japan Student Tourism Association).
- Participated in "Summer Homework & Research" event.
- Trained lecturers on ASEAN introductory classes.
- Participated in university events.
- Organized the ASEAN travel contest for university students.



"ASEAN Travel University" with TABIPPO

CORE VALUES

Relevance

In support of ATP ASEAN Work Plan on Youth 2016-2020, Sub-goal 3: Enhance awareness and appreciation of ASEAN community through mutually beneficial people-to-people exchange programme.

Quality

- ASEAN students to deliver impactful presentations or lectures at schools.
- Involved experts i.e. university professors, tourism organization representative, and airlines to prepare and implement activities.
- Highlight the ASEAN Member States as the recommended travel destination for the younger generations.

Efficiency

- Worked closely with student groups and stakeholders.
- Utilized network with ASEAN students in Japan.

Effectiveness and Impact

- Provided opportunities for Japanese elementary school students to know about the ASEAN Member States directly from ASEAN nationals.
- Encouraged Japanese elementary school students to learn more about the ASEAN Member States.
- The Centre received numerous letters from students.
- Number of instances of media coverage: 7 including a TV program by NHK World.
- Encouraged Japanese university students to choose the ASEAN Member States as their travel destination.



Lecturers of ASEAN Class



ASEAN Class

PR ACTIVITIES

1. MEDIA COVERAGE



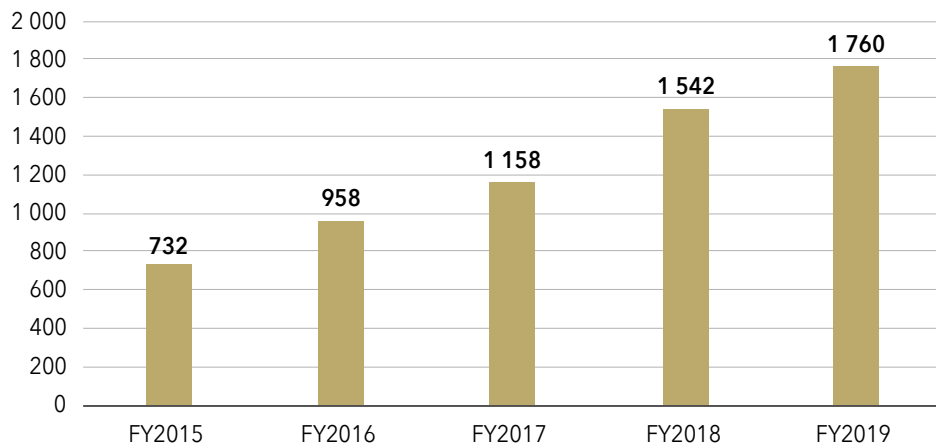
Samples of media coverage in FY2019

Extensive media coverage of the Centre’s activities has enhanced the visibility of the Centre and its activities among the wider public, both in Japan and ASEAN Member States. Thirty-seven newspaper articles, 4 TV programs, 13 magazine articles, 1,706 websites and other media resources featured the Centre or its activities a total of 1,760 times during FY2019.

One highlight of the Centre’s media exposure in FY2019 was a TV program on ASEAN-Japan relations produced by NHK International in association with ASEAN broadcasters. The program featured an interview with Secretary General Fujita and introduced one of the Centre’s activities: ASEAN Introductory Classes in Japanese Elementary Schools. Broadcast by NHK World-Japan in November 2019 in around 160 countries and regions worldwide, the program contributed greatly to raising the profile of the Centre.

Further to promoting its activities, the Centre regularly issues press releases. In FY2019, a total of 39 (Japanese: 24, English: 15) were issued. In addition, as part of efforts to reach out to ASEAN media organizations and the public to raise the Centre’s profile in the region, the Centre placed advertorials in the Bangkok Post in November 2019 and the Viet Nam News in January 2020; in FY2019, foreign media comprised 42% of the Centre’s total media exposure, the highest level of foreign media exposure the Center has achieved in the last five years.

NUMBER OF TIMES COVERED BY THE MEDIA



INSTANCES OF MEDIA COVERAGE

Number of times covered by the media					
Media source	FY2015	FY2016	FY2017	FY2018	FY2019
Newspaper	120	95	66	84	37
TV & Radio	17	9	26	3	4
Magazine	23	16	12	16	13
Website & Others	572	838	1 054	1 439	1 706
Total	732	958	1 158	1 542	1 760

Number of times covered by foreign media					
Media source	FY2015	FY2016	FY2017	FY2018	FY2019
Newspaper	5	18	15	14	5
TV & Radio	10	3	4	2	4
Magazine	4	1	0	0	3
Website & Others	35	150	259	363	733
Total	54	172	278	379	745
Share of foreign media (%)	7.4	18.0	24.0	24.6	42.3

Note: Does not include the articles/reports mentioning AJC as a supporter of the event for FY2015-2017. Only those which are identified by AJC.

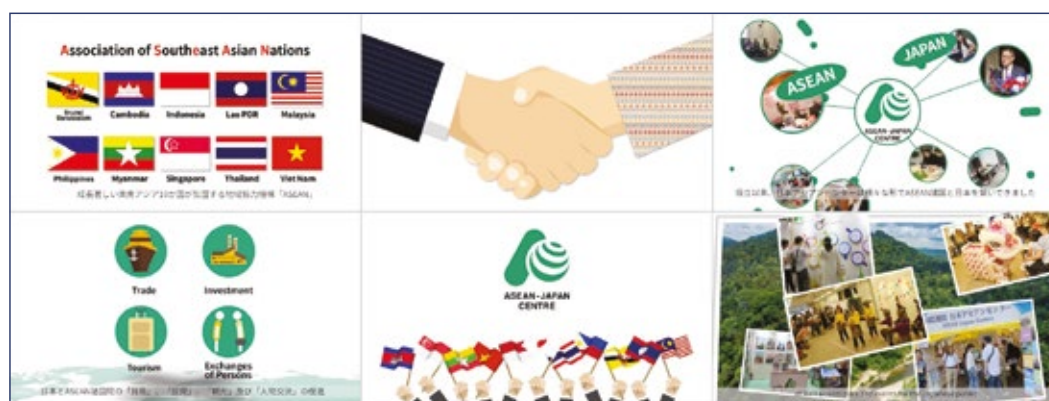
2. VISUAL COMMUNICATION AND BRANDING

Website and SNS

The number of visitors to the website doubled in FY2019 (over 18,000/month) compared to the previous fiscal year since the Centre strengthened the use of its website by renewing the top page design and started to use social media more actively in FY2018. As for the use of social media (Facebook, Twitter, LinkedIn and YouTube), the Centre collaborates with other related organizations to reach out to a wider audience and to gain recognition.

Promotional tools

The Centre produced a four-minute promotional video both in English and Japanese in order to showcase its activities efficiently. It is not only added to the website and social media page to introduce the Centre but is also used in the activities of the Centre.



Promotional video of the Centre



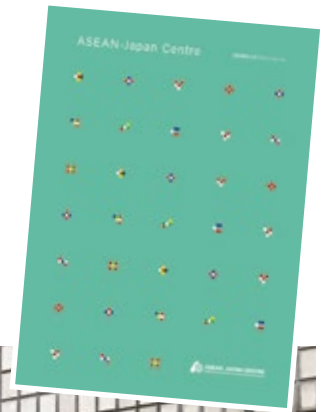
As one of its promotional tools, the Centre has been producing plastic folders to distribute to students who visit the Centre as well as the general public at external events. In FY2019, the Centre renewed the design of the folders with an illustration of a cultural map of ASEAN Member States celebrating their diversity.

The illustration was drawn by a Malaysian illustrator.

The plastic folder

Renewal of window graphics and leaflet

In FY2019, the Centre renewed its window graphics in the ASEAN-Japan Hall/General Information Corner and leaflet, aiming to create a more accessible impression of the Centre through visual communication. The design includes 11 graphic motifs, each symbolizing a national flag of ASEAN Member States and Japan.



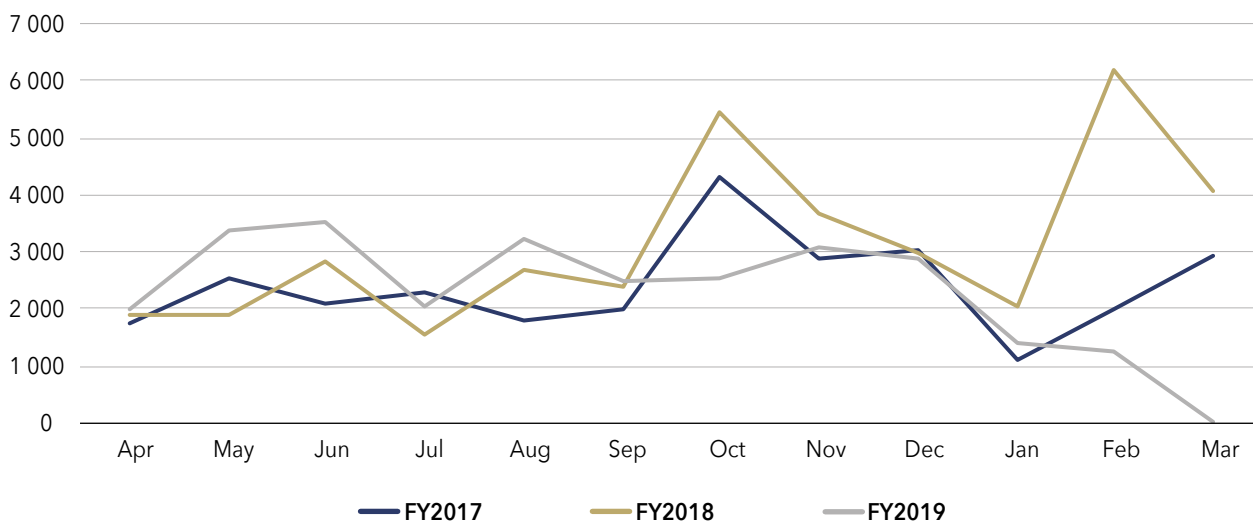
The same graphic design is used for the window and leaflet cover

3. ASEAN-JAPAN HALL

The ASEAN-Japan Hall is symbolic of the partnership between the ASEAN Member States and Japan. The Centre has made efforts to fully utilize the hall for events and activities to promote ASEAN-Japan relations. In FY2019, 27,804 people visited the hall in total, or on average 187 people per workday.

Due to the spread of COVID-19, the hall was closed from 28 February to 31 March 2020.

NUMBER OF VISITORS TO THE ASEAN-JAPAN HALL

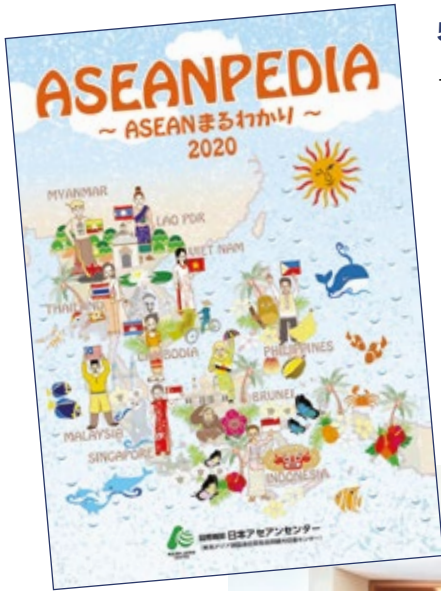


Year	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
FY2017	1,730	2,515	2,116	2,286	1,778	1,976	4,320	2,907	3,027	1,083	1,995	2,928	28,661
FY2018	1,873	1,894	2,811	1,573	2,679	2,376	5,461	3,690	2,966	2,063	6,209	4,055	37,650
FY2019	2,001	3,396	3,530	2,021	3,253	2,471	2,529	3,094	2,868	1,379	1,262*	0*	27,804

*Closed partly or fully due to the pandemic of COVID-19.

4. SUPPORTING EVENTS

The Centre also supported 98 activities organized by other agencies in FY2019. The Centre has proactively involved itself in many of these activities, recognizing that they indicated part of the direction the Centre should consider taking in the future.



The pamphlet

5. HOSTING GROUP VISITS

The Centre has been hosting group visits for years as part of promotional activities. It has provided various learning programs on ASEAN and the Centre for these visitors. For example, the Centre has devised a learning program on ASEAN matters for Japanese young people, using the pamphlet "ASEANPEDIA." The program has become popular among Japanese schools. As a result, the Centre hosted 54 groups, a total of 842 visitors, from throughout Japan in FY2019. The Centre believes that hosting group visits can effectively promote ASEAN and the Centre to young people, including those in smaller towns in Japan, and thus it would strengthen the partnership further.



Visit by CLMV Young Diplomats (17 February 2020)



Briefing to a JENESYS group (22 January 2020)

6. ON-SITE ASEAN LECTURES

The Centre has been conducting on-site ASEAN lectures for external organizations and universities, as one of its outreach efforts. In FY2019, it participated in a symposium organized by Keizai Koho Center (Japan Institute for Social and Economic Affairs) as well as a workshop hosted by Konrad-Adenauer-Stiftung Japan office, and also conducted lectures at Saitama University.



Symposium by Keizai Koho Center (21 November 2019)



Lecture at Saitama university (25 April 2019)

7. THE 13TH TRIPARTITE MEETING AMONG THE THREE CENTRES

The Centre hosted the 13th Tripartite Meeting among the Three Centres (the Centre, ASEAN-China Centre (ACC) and ASEAN-Korea Centre (AKC)) in Hiroshima on 15 April 2019. It was the first Tripartite Meeting among the Three Centres to be held in a regional city of Japan, in cooperation with the Hiroshima ASEAN Association. The Centre took the opportunity to introduce the Hiroshima ASEAN Association to ACC and AKC as a pioneering organization that promotes cooperation among government, industry and academia to further strengthen the partnership between a regional city and ASEAN.



Three Secretaries-general of ACC, AJC and AKC with Dr. Aladdin D. Rillo, Deputy Secretary-General of ASEAN for ASEAN Economic Community (AEC) (second from the left) (15 April 2019)



The 13th Tripartite Meeting among the AJC, ACC and AKC (15 April 2019)

ASEAN NATIONAL ACTIVITIES (APRIL 1, 2019-MARCH 31, 2020)

Every ASEAN Member State has the authority at its own discretion to fully utilize the annual budget under the chapter “ASEAN National Activities” for its own promotional activities, either in Japan or in the ASEAN Member States concerned.

In FY2019, an amount of JPY4,138,800 was allocated for respective ASEAN Member States to undertake its promotional activities in consultation with the Centre as follows.

COUNTRY	PROMOTIONAL ACTIVITIES
Brunei Darussalam	<ul style="list-style-type: none"> Organizing a seminar and inspection on Brunei Darussalam as a potential destination for school study tours Organizing a seminar on promoting Bruneian products and businesses through SNS Collection of data from the general public on Brunei Darussalam as a tourist destination Printing of a promotional material
Cambodia	<ul style="list-style-type: none"> Organizing the 2nd Cambodia Silk Festival Organizing the Sustainable Development Goals (SDGs) in 1st Kampong Thom Charity Marathon Organizing a study mission program on investment facilitation and aftercare
Indonesia	<ul style="list-style-type: none"> Participating in the 5th International Biomass Expo 2020
Lao PDR	<ul style="list-style-type: none"> Enhancing the role of the Lao PDR in regional and international economic integration Organizing a workshop on how to gain benefits from the ASEAN-Japan Economic Comprehensive Partnership Agreement (AJCEP) Organizing a seminar on enhancing the development of Lao brand Organizing a training on capacity building in tourism marketing and promotion for tourism private sectors in Xiengkhouang Province Organizing a training on capacity building in tourism marketing and promotion for tourism private sectors in Champasak Province
Malaysia	<ul style="list-style-type: none"> Organizing a benchmarking visit to Japan's Centre of Innovation (COI) and Japan's leading companies to learn of best practices and monitoring mechanism to be emulated in Malaysia's Industry 4.0 implementation Organizing an individual business matching between Malaysian and Japanese companies in Tokyo during Trade & Investment Mission (TIM) to Japan 2019 Organizing a business networking and promotion of Malaysia International Halal Showcase (MIHAS) 2020 at the Grand Ginza, Ginza Six, Tokyo Participating in Malaysia Fair 2019 at Shinjuku Central Park Organizing the Japan Long Stay Fair and Seminar 2019 Producing a special online information/promotion page on Melaka, Malaysia
Myanmar	<ul style="list-style-type: none"> Organizing a training on capacity building for public-private partnership (PPP) Organizing a Japanese market social media campaign Organizing a training on effective investment aftercare services strategies and investment agreement
Philippines	<ul style="list-style-type: none"> Operating the Experience the Philippine Zone at the Philippine Festival 2019 Participating in the Global Festa 2019 Organizing the Power Hour I: Talk on opportunities and challenges for SMEs in the golden age of Philippine-Japan relations
Singapore	<ul style="list-style-type: none"> Re-printing of 46,000 copies of Japanese Singapore official guide Implementing study project to learn the food related technology in Japan Translation and printing of Singapore sustainable development story booklet
Thailand	<ul style="list-style-type: none"> Organizing a Thai coffee promotion campaign in Japan Creating Thai agricultural cartoon characters
Viet Nam	<ul style="list-style-type: none"> Producing trade and investment books in Japanese version Organizing a buying mission from Japan to Viet Nam Supporting to organize Viet Nam trade and investment seminar and business matching in Sapporo, Hokkaido Producing a VIETRADE's leaflet in English Producing a handbook for exporting fresh litchi to Japan

III. USE OF FY2019 BUDGET

The total amount of the budget for FY2019 was JPY557,338,764 including the special fund amounting to JPY30,077,764 which was transferred from the unappropriated balance for FY2017 by the decision of the 38th Annual Meeting of the Council.

The unappropriated balance for FY2019 was JPY69,789,285.

The annual audit for FY2019 was conducted by an external auditing firm. For detailed accounts of budget and expenditures, see the "Financial Statements for the year ended March 31, 2020". (https://www.asean.or.jp/ja/wp-content/uploads/sites/2/FY2019_FS_Final.pdf).

The Annual Report on Revenues and Expenditures of the ASEAN-Japan Centre for FY2019 was approved by the Council by correspondence on August 11, 2020.

ANNEXES

ANNEX A

List of Council Directors (as of March 2020)

COUNTRY	NAME	POSITION	GOVERNMENTAL ORGANIZATION
Brunei Darussalam	Dr. May Fa'ezah Ahmad Ariffin	Permanent Secretary (Economy)	Ministry of Finance and Economy
Kingdom of Cambodia	H.E. Mr. Sim Vireak	Director-General	General Department of ASEAN, Ministry of Foreign Affairs and International Cooperation
Republic of Indonesia	Mr. Dody Edward	Director General	National Export Development (DGNED), Ministry of Trade
Japan	Mr. Hiroshi Ishikawa	Director-General	Southeast and Southwest Asian Affairs Department, Ministry of Foreign Affairs
Lao People's Democratic Republic	Mr. Latsamy Keomany	Director-General	ASEAN Department, Ministry of Foreign Affairs
Malaysia	Mr. Mohd Zahid Abdullah	Senior Director	ASEAN Economic Integration Division, Ministry of International Trade and Industry (MITI)
Republic of the Union of Myanmar	H.E. Mr. Myint Thu	Ambassador	Embassy of the Republic of the Union of Myanmar in Japan
Republic of the Philippines	Mr. Robespierre L. Bolivar	Deputy Chief of Mission	Embassy of the Republic of the Philippines in Japan
Republic of Singapore	Mr. Tan Soon Kim	Assistant Chief Executive	Enterprise Singapore
Kingdom of Thailand	Mr. Somdet Susomboon	Director General	Department of International Trade Promotion (DITP), Ministry of Commerce
Socialist Republic of Viet Nam	Mr. Vu Ba Phu	Director General	Vietnam Trade Promotion Agency (VIETRADE), Ministry of Industry and Trade

List of Executive Board Representatives (as of March 2020)

COUNTRY	NAME	POSITION	GOVERNMENTAL ORGANIZATION
Brunei Darussalam	Mr. Ian Maidin	Second Secretary	Embassy of Brunei Darussalam in Japan
Kingdom of Cambodia	Mr. Hang Sochivin	Commercial Counselor	Royal Embassy of Cambodia in Japan
Republic of Indonesia	Ms. Rima Cempaka	Counsellor for Economic Affairs	Embassy of the Republic of Indonesia in Japan
Japan	Mr. Mondo Yamamoto	Director	Regional Policy Division Asian and Oceanian Affairs Bureau Ministry of Foreign Affairs
Lao People's Democratic Republic	Mr. Bounnhong Boutthavaong	Minister Counsellor and Deputy Chief of Mission	Embassy of Lao People's Democratic Republic in Japan
Malaysia	Mr. Niqman Rafee M. Sahar	Director	Malaysia External Trade Development Corporation (MATRADE), Tokyo Office
	Mr. Riduan Rahman	Director	Malaysia Investment Development Authority (MIDA), Tokyo Office
Republic of the Union of Myanmar	Ms. Nandar Win	Economic Counselor	Embassy of the Republic of the Union of Myanmar in Japan
Republic of the Philippines	Ms. Leah Victoria C. Rodriguez	First Secretary and Consul	Embassy of the Republic of the Philippines
Republic of Singapore	Mr. Sean Ong	Regional Group Director Japan and Korea	Enterprise Singapore, Tokyo Office
Kingdom of Thailand	Mr. Kittiwat Patchimnan	Minister (Commercial)	Office of Commercial Affairs Royal Thai Embassy in Japan
Socialist Republic of Viet Nam	Mr. Ta Duc Minh	Commercial Counsellor	Embassy of the Socialist Republic of Viet Nam in Japan

ANNEX B

CENTRE'S ORGANOGRAM IN FY2019



(as of 31 March 2020)



(ASEAN Promotion Centre on Trade, Investment and Tourism)

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