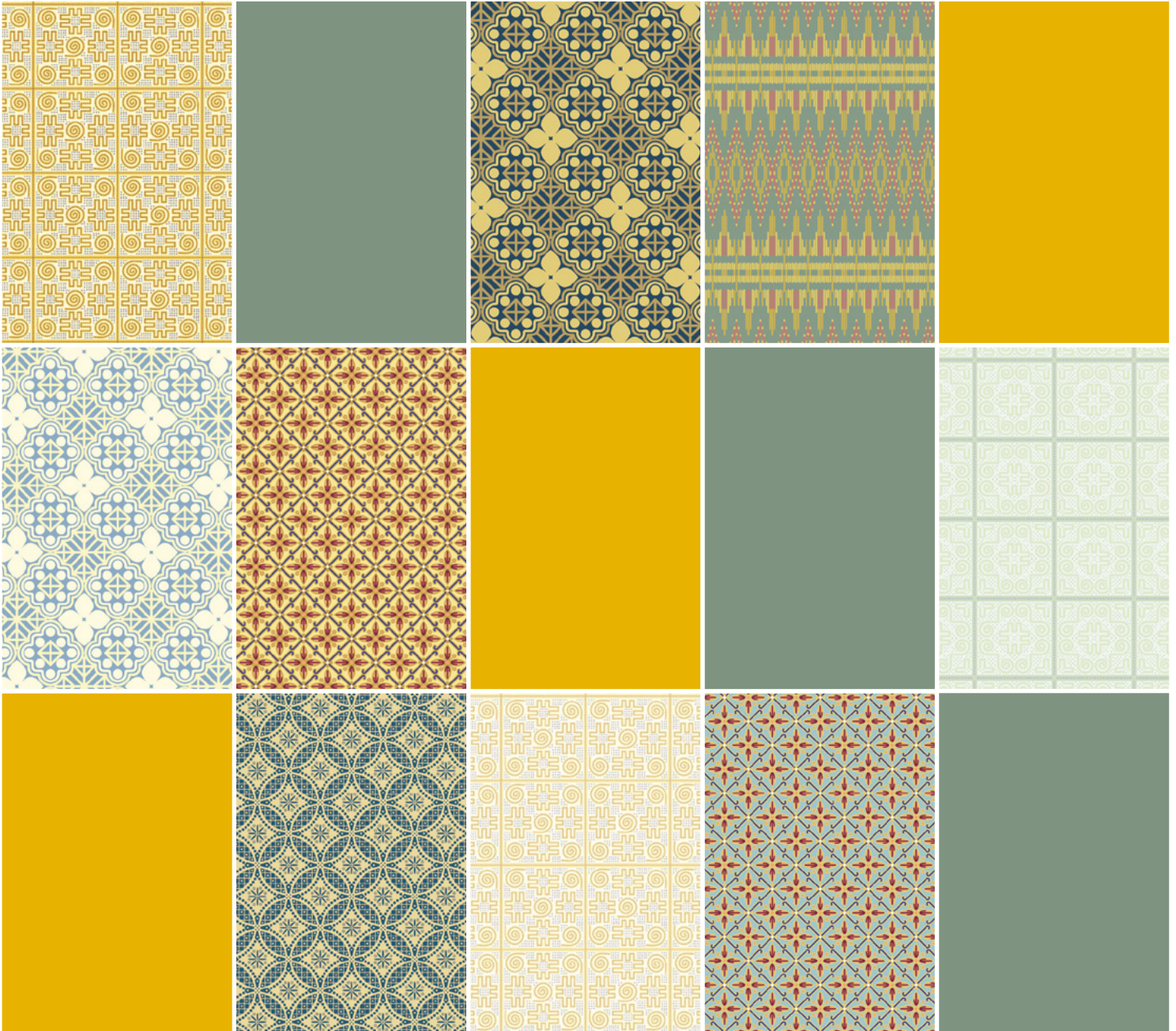


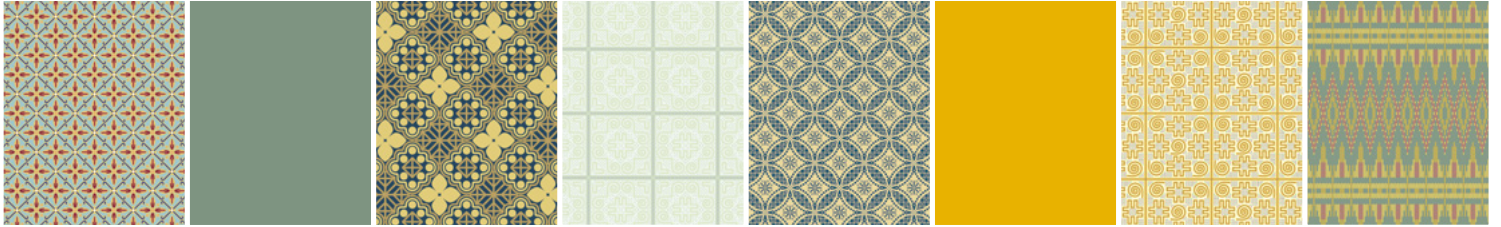


ASEAN-JAPAN
CENTRE

ANNUAL REPORT OF THE ASEAN-JAPAN CENTRE FOR FISCAL YEAR 2020: RESULTS AND IMPACT ANALYSIS



ANNUAL REPORT OF THE ASEAN-JAPAN CENTRE FOR FISCAL YEAR 2020: RESULTS AND IMPACT ANALYSIS



2020 HIGHLIGHTS

« The Embassy of Malaysia would like to thank the Secretary General of AJC, Mr. Masataka FUJITA and his team, for the opportunity to share insights on the latest business/economic trends in Malaysia amid the coronavirus pandemic and also thank all the participants who were actively engaged throughout the lecture. »

H.E. Dato' Kennedy Jawan, Malaysian Ambassador to Japan on SNS post addressed to the Secretary General of the Centre, 5 November 2020.

« Thank you for sending the collection of papers which ASEAN-Japan Centre published in FY2020, which are very useful. It appears that the Centre will engage in research topics involving RCEP in FY2021, and it will be a pleasure to cooperate in various ways. »

Mr. Kazushi Shimizu, professor of Kyushu University, Faculty of Economics, Department of International Economic Studies and Business Administration, International Economy Analysis (served as the facilitator of the Resilience GVC webinar) in an email, dated 9 April 2021.

« Moreover, there are also Filipino companies that have existing production capacities which you can partner with through various production manufacturing agreements. These companies have been undertaking these manufacturing arrangements with Japanese partner-companies and have demonstrated their capability to deliver. This is the reason why I truly value the recommendation of the ASEAN-Japan Center thru its Secretary General, Fujita-san, on Non Equity Modes (NEM) of investment. »

Dr. Ceferino Rodolfo, Undersecretary of the Philippine Department of Trade and Industry at opening of the Corporate Recovery and Tax Incentives for Enterprises (CREATE) Bill and Strategic Investment Priority Plan (SIPP), 25 March 2021.

« I commend the ASEAN-Japan Centre for advancing the role of youth in addressing marine plastic waste and providing a platform for future leaders to engage in discussions on global environmental issues. »


H.E. Dato Lim Jock Hoi, Secretary-General of ASEAN in the letter to the Secretary General of the Centre, dated 17 September 2021.

« The Ministers commended the vital roles played by the ASEAN-China Centre, ASEAN-Japan Centre and ASEAN-Korea Centre in promoting tourism, people-to-people and cultural exchanges between ASEAN and the Plus Three countries throughout 2020. »

Joint Media Statement from the 20th Meeting of ASEAN Plus Three (China, Japan and Republic of Korea) Tourism Ministers held on 5 February 2021.

« We commended the ASEAN-Japan Centre for its significant role in promoting trade, investment, and tourism, people-to-people exchanges between both sides. »

Chairman's Statement of the 23rd ASEAN-Japan Summit Viet Nam, 12 November 2020.



« Department of Trade Promotion of the Lao government acknowledges that many programs and projects that AJC has supported and provided technical assistance over the years have significantly contributed to the development of the Lao PDR's trade. For years 2020-2021, under the coronavirus (COVID-19) outbreak, AJC has also continued to support technical assistance, especially "Programme Linking Lao Micro, Small & Medium Enterprises (MSMEs) with Transnational Corporations (TNCs) including Japanese Companies in the Value Chain"...The program has produced a strategic paper for the government to formulate own program to integrate MSMEs into Value Chains business linkage programme that will be developed under AJC assistance. »

Mr. Xaysomphet Norasingh, Director General of Department of Trade Promotion, Ministry of Industry and Commerce of Laos in the letter addressed to the Secretary General of the Centre, dated 12 April 2021.

« With great support provided by ASEAN-Japan Centre, the Webinar and Online business matching: Promoting Japan-Vietnam Trade on the 9th September, 2020 was successfully organized with the participation of nearly 270 Japanese Enterprises and 10 Vietnamese Industrial Parks and has created the opportunities for these enterprises to meet and discuss the co-operation opportunities in doing business. The program has also received positive responses from enterprises of the two countries participating in this event. »

Mr. Vu Ba Phu, Director General, Vietnam Trade Promotion Agency, in the letter addressed to the Secretary General of the Centre, dated 14 September 2020.

« VINASA and VJC would like to express our thanks and gratitude to you for spending your precious time helping us to organize this event. We believe that your kindness and support are huge contribution to the whole program's success, immensely helping promoting business cooperation in the software industry and IT services among enterprises in Vietnam and Japan. You are truly appreciated. »

Mr. Le Quang Luong, Chairman, Vietnam - Japan IT Cooperation Committee, in the letter addressed to the Centre, dated 17 November 2020.

« We commended the efforts of the ASEAN-China Centre, ASEAN- Japan Centre and ASEAN-Korea Centre to promote trade, investment, tourism, culture and people-to-people and cultural exchanges between ASEAN and the Plus Three countries. We were pleased to note that the three Centres had established regular consultation meetings and called for the Centres to enhance linkages among them by exploring possible joint projects in areas of common interests. »

Chairman's Statement of the 23rd ASEAN Plus Three Summit
Viet Nam, 14 November 2020.



CALENDAR FOR FY2020

MAJOR SUBSTANTIVE ACTIVITIES

- SME Business Promotion (throughout the year)
- Knowledge-Building for Company Strategy-Making Process (throughout the year)
- Travel Promotion for Consumers (throughout the year)
- ASEAN Introductory Classes at Elementary Schools/ Online (throughout the year)
- ASEAN Tourism Materials Webinars and other webinars for tourism industry (throughout the year)
- ASEAN 53rd Anniversary Online Symposium (20 Aug.)
- Webinar and Online Workshop on Japan's Good Design Award Evaluation Process (16 Sep.)
- Online Training Program on Interpretation (5, 6 & 9 Oct.)
- Malaysian Ambassador Lecture (5 Nov.)
- AJWELP eMasterclass (11, 16, 19 & 30 Nov. and 11 Dec.)
- Webinar on Establishing a Good Design Award Platform in Cooperation with Japan G-Mark (12 Nov.)
- High-level Investment Policy Presentation of Myanmar Minister of Investment and Foreign Relations (23 Dec.)
- "Resilient Global Value Chains for ASEAN" Webinar (25 Jan.)
- Philippine Ambassador Lecture (9 Feb.)
- Hybrid Workshop on Business Linkage Program Development for Lao PDR, Lao PDR (16-17 Feb.)
- ASEAN-Japan Online Forum on Trade in Environment Services (24-25 Feb.)
- Global Talk Session (in conjunction with LED Kansai), Osaka (8 Mar.)
- High-level Investment Policy Presentation of Thailand Secretary General of Board of Investment (11 Mar.)
- High-level Investment Policy Presentation of Vietnam Director General of Foreign Investment Agency (12 Mar.)
- Launch of Future Leaders' Declaration on ASEAN-Japan Cooperation on Marine Plastic Waste (16 Mar.)
- High-level Investment Policy Presentation of Brunei Minister of Finance and Economy (17 Mar.)
- Indonesian Ambassador Lecture (23 Mar.)
- High-level Investment Policy Presentation of Philippine Department of Trade and Industry Undersecretary and Board of Investment Managing Head (25 Mar.)
- ASEAN Design Products Webinar (29 & 31 Mar.)

1 April
2020

FISCAL YEAR 2020

31 March
2021

PARLIAMENTARY ACTIVITIES

- 21 September Online**
52nd ASEAN National Organisations (NTOs) Meeting (Consultation Session with External Parties)
- 14 October, Online**
ASEAN National Tourism Organisations (NTOs) Meeting on the Mid-Term Review (MTR) of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025
- 22 October, Online**
The 15th Meeting among the Secretaries General of ASEAN-China Centre, ASEAN-Japan Centre and ASEAN-Korea Centre
- November, by Correspondence**
The ad-hoc 39th Annual Meeting of the Council for FY2019 by Correspondence
- 9 December, Online**
AJC Session at the 96th Meeting of the ASEAN Coordinating Committee on Services (CCS)
- 2 February, Online**
The 53rd Meeting of ASEAN National Tourism Organisations (NTOs), ASEAN Tourism Forum (ATF)
- 3 February, Online**
The 1st Executive Board Meeting for FY2020
- 4 February, Online**
The 24th ASEAN Tourism Ministers' Meeting, ASEAN Tourism Forum (ATF)



- 24 March, Online**
AJC Session at the 97th Meeting of the ASEAN Coordinating Committee on Services (CCS)





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I. CREATED ASSETS THAT DETERMINE ATTRACTIVENESS AND CAPABILITY OF THE FUTURE CENTRE

How can the Centre continue to demonstrate its strength? What are its strategic assets? These are the questions which the administration of the Centre has been trying to answer for the past six years under the incumbent Secretary-General. Stakeholders always request the Centre to conduct reforms to make it more relevant, more efficient and more impactful by implementing quality activities. The Centre has responded to such requests and introduced three types of reforms – administrative reform, substantive reform and structural reform – over the past six years.¹ We are finding an answer to these questions. It is created assets that determine the usefulness and the future of the Centre. The previous Annual Report calls for the Centre to become a knowledge institute. Knowledge is a created asset. Created assets are the key to a knowledge-based institute and the survival of the Centre.

The competitive advantages of the Centre should derive from the capability to supply and/or efficiently utilize assets not easily available elsewhere or not available as cheaply. “Assets” refer to resources capable of generating a stream of future beneficial impactful activities. These are two kinds. The first are natural assets, which comprise natural or given endowments such as unskilled labour and resource endowments. The second are created assets which derive from the upgrading of these natural assets. These latter assets may be tangible or intangible and include knowledge, experiences, as well as those pertaining to skilled manpower such as professional, managerial, technological and entrepreneurial skills.

The ownership of such assets alone does not lend itself to formulation and implementation of quality activities. In order to derive benefits from such assets the Centre must utilize them in conjunction with both intangible created assets (such as managerial and technical manpower) and tangible created assets (such as manuals, publications and data). The evolution of the competitive advantages rests on the extent to which it is possible to create or acquire new assets, or more effectively utilize existing assets.

As in the international economic transactions, clients of and people interested in the Centre use and work with the Centre to find new or expanding existing markets, and gain efficiency in their work and businesses, as well as a better understanding of each other through cultural exchanges between ASEAN and Japan. They are increasingly looking for the Centre’s intangible assets such as knowledge, ideas, concepts, communications, coordination, networks, rather than financial resources and activities based on such resources. This is also a reflection of the general trend in aid countries towards smaller official development assistance (ODA) and grants which can be well substituted by the investment and the involvement of the private sectors.

Created assets for the Centre refer to those which are created newly and added on to the existing tangible and intangible assets, and those which are not easily replicable by other organizations. These assets include those inherited in the institute and those accumulated in human capital and resources. The Centre as a would-be knowledge institute produced a number of intellectual works, which are presented by more than 40 publications, all of which are evidence-based and policy-oriented papers. Over the past six years, the Centre has produced 7-8 publications every year, providing concrete policy recommendations for all member states of the Centre, particularly in the following areas:

¹ In the past five annual reports, this reform path was explained in the Introduction under the titles of “The overall setting: transition to a new Centre” (FY2015 Annual Report), “Transition to a new reality” (FY2016 Annual Report), “Facing the reality” (FY2017 Annual Report), “Centre’s reform: creative destruction for a new Centre” (FY2018 Annual Report), and “Defining the new Centre: knowledge institute” (FY2019 Annual Report).

Services trade. There are ten sectors: Trade in Professional Services; Trade in Research & Development Services; Trade in Telecommunication Services; Trade in Computer and Related Services; Trade in Courier Services; Trade in Maritime, Air, Rail and Road Transport Services; Trade in Tourism Services; Trade in Health Related and Social Services; Trade in Education Services; and Trade in Environmental Services.

Global value chains (GVCs). There are 17 papers altogether. A series of 16 papers dealing with GVCs in each ASEAN member state and five sectors (Automobiles; Electronics; Textiles and Clothing; Agribusiness; and Tourism) as well as one regional paper for ASEAN as a whole. One special paper on resilient GVCs was prepared in response to COVID-19.

Non-equity mode (NEM) of operations. Transnational corporations (TNCs) are engaged in not only equity investment (foreign direct investment), but also the non-equity mode of investment, the latter of which has potential in ASEAN and needs to be within a proper policy framework for trade and investment. Ten papers have been prepared, one for each ASEAN Member State.

Trade, investment and tourism for sustainable development. The Centre has mainstreamed sustainable development for the past six years in all activities. Among these activities, the Centre has specifically identified and devoted its efforts to investment in SDGs and sustainable tourism. The former includes investment in ESG (environment, society and governance) and impact investment, and leads to investment in low carbon economies. The latter is a handbook on interpretation for sustainable tourism.

All of these research and policy areas are strategically chosen. In the area of trade, services rather than goods face challenges regarding further liberalization, while the trade of this sector has potential to grow within ASEAN and between ASEAN and Japan. GVCs have become a determinant in furthering economic development as emphasized in the ASEAN Economic Community Blueprint 2025. With increasing globalization and regionalization in ASEAN, TNCs expand means of international transactions beyond conventional means of trade and investment and venture into the non-equity mode of operations. At the same time, ASEAN has to pay more attention to sustainable development.

While created assets can be produced through publications which epitomize and reveal the Centre's intellect, these assets can be also accumulated within human resources. Centre's staff members have acquired knowledge and expertise that can be passed over to Member States as technological and skill transfers. These activities include capacity building projects targeting particularly CLMV (Cambodia, Lao PDR, Myanmar and Viet Nam) countries in order to narrow the development gap between these countries and other ASEAN countries. Institutional capacity building is realized by directly working with the governmental institutions to input the elements essential for stronger organizations. Knowledge and expertise gained through experience and research accumulated into resources of staff members is a powerful tool for the Centre. Created assets provide the means of the Centre to survive and become stronger.

The Centre is full of expectations and at the same time full of challenges. Challenges include implementation of activities under tighter budgets because of shortages of public funds due to the pandemic, and fatigue of globalization that results in diversion of the public attention to domestic affairs. These challenges affect both the number and the quality of activities, and change the contents of activities to be implemented.

These challenges can be turned into opportunities and provide thrust for the future of the Centre at a level higher than before. Assets created and experience gained over the past 40 years through its activities determine the value of the Centre. Holding its unique position as one of the sectoral ministerial bodies for ASEAN as stipulated in the ASEAN Charter provides the Centre with opportunities to continue to work with all Member States to overcome the challenges.

II. KEY PERFORMANCE INDICATORS (KPI) OF WORK PROGRAMMES FOR FY2020

TITLE	KPI (IMPACT INDICATORS)
WORK PROGRAMME 1: Multi-disciplinary Research on ASEAN for Sustainable Development	<ul style="list-style-type: none"> • Three ASEAN Ambassador lectures were organized attracting around 500 people. On average, 93% of feedback survey respondents rated the lectures as “useful” or “very useful”. • Four ASEAN Study Group meetings were organized, which were attended by 50 members, on average.
WORK PROGRAMME 2: Value Chains, SMEs and AEC	<ul style="list-style-type: none"> • Five evidence-based and policy-oriented studies on global value chains (GVCs) – Lao PDR, Myanmar, Viet Nam, electronics, and a special report on resilient GVCs – were produced. These papers were presented at the ASEAN CCI (Coordinating Committee on Investment) meetings. • The Resilience GVC paper was presented in a webinar attended by around 200 participants with 98% of feedback survey respondents rating the webinar as “useful” or “very useful”. • There were 1,441 total downloads of GVC papers for FY2020.
WORK PROGRAMME 3: Promoting Services Trade	<ul style="list-style-type: none"> • Produced a technical report on environmental services with policy options and recommendations that were given an average feasibility rating of 6.5 (on a range of 1 to 10) by ASEAN government representatives. This was presented to the ASEAN CCS (Coordinating Committee on Services) together with the report on the health services forum held in FY2019. • The FY2020 ASEAN Services Trade Forum on Environmental Services featured: (i) the participation of about 60 government representatives from 10 ASEAN Member States; (ii) the participation of about 100 Japanese companies; and (iii) 19 government-to-business meetings participated in by 8 Japanese companies. 93% of feedback survey respondents rated the forum as “useful” or “very useful”.
WORK PROGRAMME 4: New Forms of Trade between Japan and ASEAN	<ul style="list-style-type: none"> • The two country papers on NEM covering Indonesia and Malaysia were finalized for publication and the first drafts of the NEM papers covering Brunei Darussalam and Singapore were completed to provide policy recommendations to individual ASEAN Member States and the CCI.
WORK PROGRAMME 5: ASEAN Information Map	<ul style="list-style-type: none"> • About 1,400 copies of the ASEAN Information Map were distributed including downloads. Three videos on the Map were completed in FY2020.
WORK PROGRAMME 6: Study on Japanese Market to Promote Exports from CLMV	<ul style="list-style-type: none"> • (Subsumed in work programme 12: SME Business Promotion.)
WORK PROGRAMME 7: Capitalizing Value Chains for CLMV MSMEs	<ul style="list-style-type: none"> • One hybrid workshop was organized on 16-17 February 2021 and an online meeting with the Lao government was conducted on 23 March 2021, based on the study on the programme linking Lao MSMEs with TNCs including Japanese companies. 93% of participants felt that they were more aware of the importance of MSME linkages and value chain participation; and 87% of participants are now considering linking with a Japanese foreign company.

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TITLE	KPI (IMPACT INDICATORS)
<p>WORK PROGRAMME 8: CLMV Business Linkage Model Development Program</p>	<ul style="list-style-type: none"> Two online meetings (15 February 2021 and 26 March 2021) with Cambodian government officials were organized to discuss the way forward for establishing the linkage programme in Cambodia. Both meetings were based on the study report entitled: "Industrial Linkages in Cambodia". Cambodia considered initiating a pilot programme for industrial linkage for agribusiness.
<p>WORK PROGRAMME 9: Promoting Trade in Creative Industries</p>	<ul style="list-style-type: none"> In addition to Lao PDR and the Philippines, Brunei Darussalam signed the MoU between the Centre, the Japan Institute of Design Promotion (JDP), and their lead government agencies responsible for creative industry in this FY. An online workshop on the good design evaluation process and a webinar on establishing a Good Design Award Platform with participants of 42 and 70, respectively, contributed to establishing country's design awards. Four ASEAN Design Products Webinars conducted in March 2021 through coordination with design centers in the Philippines, Indonesia, and Malaysia disseminated best practices to 125 participants in total, including eight instances of coverage in the media.
<p>WORK PROGRAMME 10: CLMV Support Program: Export Capacity Building</p>	<ul style="list-style-type: none"> The Hybrid seminar on Development on Export Business in the Digital Era for Viet Nam in October 2020, including online consultation on e-commerce business attracted 125 participants. 85% of participants achieved their objectives by attending the workshop. It also provided a handbook on e-commerce in the Vietnamese language. One webinar for Japanese importers to promote CLMV non-traditional products was conducted in August 2020. The Online workshop on Strengthening Tourism and Related Industry Value Chain for Myanmar planned to implement on 5 March 2021 was cancelled due to technical difficulties.
<p>WORK PROGRAMME 11 (I): ASEAN 2020 and Support to Promote Regional Integration in ASEAN: ASEAN Symposium</p>	<ul style="list-style-type: none"> The 53rd ASEAN Anniversary Symposium "Beyond COVID-19: Moving into The New Normal", co-organized with the ASEAN Committee in Tokyo and the ASEAN Secretariat, was participated in by more than 400 people with 98% of respondents being satisfied with the Symposium. H.E. Dato Lim Jock Hoi, Secretary General of ASEAN, delivered the keynote address focusing on ASEAN's response to the COVID-19 pandemic.
<p>WORK PROGRAMME 11 (II): ASEAN 2020 and Support to Promote Regional Integration in ASEAN: Future Leaders' Declaration on ASEAN-Japan Cooperation for International Marine Plastic Waste</p>	<ul style="list-style-type: none"> The Future Leaders' Declaration on ASEAN-Japan Cooperation for International Marine Plastic Waste was launched on 16 March 2021 by 22 students selected from Japan and all 10 ASEAN Member States with the ASEAN Secretary General giving the welcome remarks and the 2015 Nobel Laureate in Physics, Professor Takaaki Kajita, an inspirational message. The Declaration Ceremony attracted 160 public viewing participants on the day itself and reached around 660 by the end of FY2020. 98% of the feedback survey respondents rated the Declaration Ceremony as "useful" or "very useful" and 91% stated that the event enhanced their interest in marine plastic waste and other environmental issues. To assist the fellows in the preparation of the declaration, three webinars were held on November 14 and 21 and December 12, 2020 with Professor Kajita, Professor Atsuhiko Isobe of Kyushu University, and representatives of the Japanese Ministry of Environment, Japan International Cooperation Agency (JICA), Japan Clean Ocean Material Alliance (CLOMA), and Kitakyushu Asia Low Carbon Society as resource speakers.

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TITLE	KPI (IMPACT INDICATORS)
<p>WORK PROGRAMME 12: SME Business Promotion</p>	<ul style="list-style-type: none"> • Five bilateral promotional online seminars were organized for Brunei Darussalam (food), Indonesia (coffee and sea food), Singapore (e-commerce) and Viet Nam (medical/health sanitary products). Six online business meetings were organized on specific sectors for Indonesia (coffee, seafood, palm oil), Philippines (manufacturing), Singapore (e-commerce) and Viet Nam (medical/health sanitary products), resulting in more than 185 business matches. The webinars had over 1,000 participants. On the average, more than 92% of feedback survey respondents rated the activities as “useful” or “very useful”. • Six trade feasibility studies were conducted for Cambodia (pepper), Lao PDR (cassava powder), Malaysia (food for the elderly), Myanmar (coffee), Philippines (animation) and Thailand (ready-to-eat foods).
<p>WORK PROGRAMME 13: Knowledge-Building for Company Strategy-Making Process</p>	<ul style="list-style-type: none"> • Eleven online seminars on ASEAN regional issues such as ASEAN Economic Community, digitalization, fintech, E-commerce, entomophagy, politics and economy, and 19 online seminars on specific topics in ASEAN Member States such as taxation, city development, political and economic scenarios were conducted to increase knowledge for a total of about 6,000 participants so they can undertake overseas business. On average, more than 96% of feedback survey respondents evaluated the webinars as “useful” or “very useful”.
<p>WORK PROGRAMME 14: Investment Policy Analysis for Institutional Capacities</p>	<ul style="list-style-type: none"> • Six online high-level policy discussions (Brunei Darussalam, Malaysia, Myanmar, Philippines, Thailand, and Viet Nam) were organized with a total of about 1,250 participants. • 14 sectoral investment feasibility reports (including Brunei: aquaculture; Laos: Green energy, Manufacturing, Agriculture, Urban business in Vientiane, IoT, E-commerce; Cambodia: New industries with high value-add products, SMEs in all sectors, Agro-industrial production, Agriculture, Tourism, Textile, Industries serving regional production lines) as well as one impact investment report on ASEAN were produced to promote investment on sustainable development.
<p>WORK PROGRAMME 15: Information Dissemination and Outreach</p>	<ul style="list-style-type: none"> • The Centre’s officers participated in four lectures on trade and investment between ASEAN and Japan as resource speakers. • The Centre supported 22 trade and investment related events. • The Centre updated the database on ASEAN Special Economic Zones (SEZs). • Email magazine subscribers increased by 3,000, from some 20,000 to over 23,000 to which 79 e-invitations were sent.
<p>WORK PROGRAMME 16: Workshop on Sustainable Tourism (Tourism Crisis Management)</p>	<ul style="list-style-type: none"> • The Centre supported a webinar on tourism crisis management, jointly organized by the Japan Tourism Agency and the UNWTO Regional Support Office for Asia and Pacific on 25 February 2021. The ASEAN Secretariat delivered the keynote speech at the webinar by the Centre’s invitation. The webinar was viewed by 150 people. 79% of survey respondents answered that it had deepened their understanding of tourism crisis management of ASEAN.

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TITLE	KPI (IMPACT INDICATORS)
<p>WORK PROGRAMME 17: Training Programme on Interpretation</p>	<ul style="list-style-type: none"> • One online 3-day training programme on interpretation was organized for site managers of heritage sites and officers from national tourism offices from eight ASEAN Member States. After the training, 100% of questionnaire respondents stated that they understood interpretive guiding. • 94% of the participants assessed the Centre's newly published "Workbook on interpretive planning for ASEAN Tourism and Concept of Interpretation" and the previous year's "Interpretive Guide for Sustainable Tourism" as "very useful" for them and tourist guides as well as site managers. • The number of downloads of the workbook in FY2020 was 60.
<p>WORK PROGRAMME 18: Theme-based Tourism Promotion</p>	<ul style="list-style-type: none"> • The Centre organized six webinars for tourism industry in Japan about the latest tourist development in ASEAN. On average, 80% of the participants replied they will consider organizing tours to Brunei Darussalam, Cambodia or Viet Nam post COVID-19. • The Centre produced 6 short video clips of drone-shot ASEAN destinations. The videos were viewed 21,249 times (from 20 Nov. 2020 - 31 March 2021). • The Centre also produced 10 videos to introduce noodles dishes of ASEAN countries, which were viewed 3,170 times in total (from 17 Feb. - 31 March 2021). • 1,000 copies of booklet on educational travel to CLMV were distributed to middle/high school teachers.
<p>WORK PROGRAMME 19: Outreach/Tourism PR Activities</p>	<ul style="list-style-type: none"> • Ensuring Japan's importance as tourism sources, ASEAN's views were taken into account in the future formulation of tourism projects during four significant online-tourism-related meetings. • The Centre delivered a presentation during "New Normal in Tourism and Creating Travel Bubble" a webinar organized by ASEANTA (ASEAN Tourism Association) on 25 June 2020, viewed by about 4,000. • A webinar to introduce the nature of Sabah, Malaysia was organized to the Japanese general public on 29 November 2020. 92% of questionnaire survey respondents agreed the webinar had deepened their understanding of the nature of Sabah.
<p>WORK PROGRAMME 20: CLMV Tourism Promotion</p>	<ul style="list-style-type: none"> • A Mekong travel event at the Umeda Tsutaya Books was organized in Umeda (Osaka) from 14 - 27 September 2020. The event reached 13,737 people, with 205 engagements on Instagram. The event information was also sent to 102,866 email subscribers of T-card holders, and 24,022 accessed to the Centre's Instagram account, creating 61 engagements. • CLMV segment-specific survey was conducted on Japanese females in 20s-30s. The findings from the survey provided information useful for CLMV tour product developers as well as stakeholders in CLMV for their promotion.

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TITLE	KPI (IMPACT INDICATORS) (Concluded)
<p>WORK PROGRAMME 21: ASEAN Tourism Awards Japan</p>	<ul style="list-style-type: none"> • A series of ASEAN webinars named “ASEAN tourism material webinar” was organized for the Japanese tourism industry to provide information on new attractions of ASEAN Member States and COVID-19 measures taken in the respective countries in December 2020 for 1,254 persons in total. According to the questionnaire survey, 93% answered that they were able to better understand ASEAN Member States’ tourism material and 74% said they would like to plan/sell package tours to ASEAN when travelling abroad becomes possible again. 91% answered they understood the ASEAN Member States’ measures taken against COVID-19. • Through digital promotion (daily posts on Instagram), the IG followers increased to 3,151 (as of 31 March) from 927. • 1,040 responses from Japanese people were collected for the ASEAN overseas travel awareness survey. The findings from the survey provided information useful for ASEAN tour products developers as well as stakeholders in AMS for their promotion.
<p>WORK PROGRAMME 22: Exchange Programme for Women</p>	<ul style="list-style-type: none"> • A total of five industry-specific special online training sessions “AJWELP eMasterclass” for past AJWELP (ASEAN-Japan Women Entrepreneurs’ Linkage Programme) participants and women startups in ASEAN Member States and Japan were organized. A total of 159 women entrepreneurs participated in the programme. 95% said they found the training sessions would be helpful for their pursuit of entrepreneurship. • Three ASEAN female entrepreneurs representing the AJWELP alumnae presented remotely at the global talk session “A new day with ASEAN women startups” in conjunction with LED Kansai. LED Kansai is a prominent women startups support event co-organized by Osaka Business Development Agency and METI Kansai, that attracted a 638-strong audience on the event day and 3,600 views on YouTube. 93% of the talk session live viewers answered there were positive learnings from the programme, and provided feedback via the questionnaire.
<p>WORK PROGRAMME 23: Exchange Programme for Youths</p>	<ul style="list-style-type: none"> • ASEAN introductory classes were conducted in 14 schools (including seven online classes, and one outside of Kanto area) for 1,522 students in total. • Two online events were conducted with the Japan Student Tourism Association with a total of 208 participants.
<p>PR</p>	<ul style="list-style-type: none"> • There were a total of 1,776 instances of media coverage. Foreign media comprised 49% of the Centre’s total media exposure, resulting in a balanced proportion with domestic media, and the highest share the Center has achieved in the last five years.

III. RESULTS AND IMPACT ANALYSIS

PROGRAMME 1:

Multi-Disciplinary Research on ASEAN for Sustainable Development

PROGRAMME DESCRIPTION

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

The Centre also collaborated closely with the ASEAN Study Group in Tokyo, a group of about 160 ASEAN experts which included members of the academia, businesspersons, and government officials, to discuss socio-economic topics in ASEAN.

ACTIVITIES CONDUCTED IN FY2020

- One online Ambassador Lecture by Malaysian Ambassador to Japan, H.E. Dato' Kennedy Jawan, on "COVID-19: Challenges and Way Forward - Malaysia's Challenges and Prospects in Corona" had around 200 attendees; 6 participated in the one-on-one question and answer (Q&A) session with the Ambassador after the webinar.
- One online Ambassador Interview with Philippines Ambassador to Japan, H.E. Jose C. Laurel V, on the Philippines-Japan Relations had 114 attendees; four participated in the one-on-one Q&A session with the Ambassador after the interview.
- One online Ambassador Lecture by the Indonesian Ambassador to Japan, H.E. Heri Akhmadi, on "Omnibus Law on Job Creation: New Investment Opportunities for Japanese Business People" with 200 attendees; seven participated in the one-on-one Q&A session with the Ambassador after the webinar.
- Four online meetings of the ASEAN Study Group were organized. Topics discussed included AEC, COVID-19, Thailand's Political Economy and RCEP.



ASEAN Ambassador Lecture Series: Malaysia (H.E. Dato' Kennedy Jawan)



ASEAN Ambassador Lecture Series: Philippines (H.E. Jose C. Laurel V on the right)

CORE VALUES

Relevance

- The Centre provided the avenue for ASEAN Ambassadors to deliver first-hand information on ASEAN in support of ASEAN's efforts to continue to raise the profile and awareness of 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 programme also organized study groups for organizations/researchers in Japan to provide the opportunities for stakeholders to learn and acquire knowledge on the subject areas [In line with ASCC Blueprint 2025, E. Dynamic.]

Quality

- The quality of the three Ambassador Lectures was measured by feedback survey results of which more than 93% of the respondents rated the lectures as useful or very useful.
- The quality of the study group was ensured with the participation of experts on ASEAN matters.

Efficiency

- The efficiency of this programme was ensured with the Centre working directly or jointly organizing webinars with ASEAN embassies and relevant stakeholders in Japan.
- The three ASEAN Ambassador lectures were attended by around 500 people.

Effectiveness and Impact

- The Centre worked closely with ASEAN embassies in Japan and other stakeholders in implementing the programme. The participants acquired first-hand information on ASEAN through an online platform. The programme enhanced the reputation of the Centre as a knowledge hub for ASEAN and Japan matters.
- From Malaysian Ambassador to Japan, H.E. Dato' Kennedy Jawan - *"The Embassy of Malaysia would like to thank the Centre for the opportunity to share insights on the latest business/ economic trends in Malaysia amid the coronavirus pandemic and also thank all the participants who were actively engaged throughout the lecture."*
- From the Philippine Deputy Head of Mission Robespierre L. Bolivar - *"I wish to extend our appreciation for giving us the opportunity to promote trade, investment, tourism and infrastructure development using Ambassador Jose C. Laurel V's extensive business experience and personal ties to Japan"*.
- From Indonesian Ambassador to Japan H.E. Heri Akhmadi - *"First and foremost, I would like to thank the ASEAN-Japan Centre for inviting me to deliver a lecture in the presence of such a distinguished audience. Let me also take this opportunity to reaffirm the embassy's commitment to working closely with the ASEAN-Japan Centre to further promote mutually beneficial ties between Japan and the South-East Asian countries."*
- Matters discussed at the ASEAN Study Group were integrated and reflected into the Centre's programmes helping to keep the Centre ahead of the curve.

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 17 (Partnerships for the Goals) by forging cooperation with ASEAN embassies in Japan and the ASEAN Study Group to promote trade and investment in ASEAN which are essential for growth in the region.



ASEAN Ambassador Lecture Series: Indonesia (H.E. Mr. HERI Akhmadi at the center)



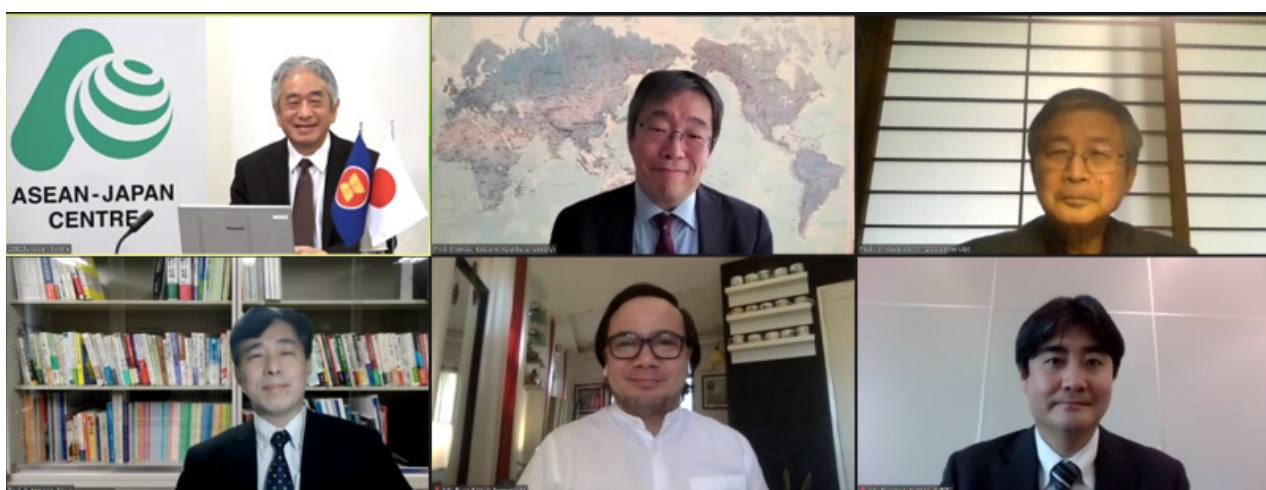
PROGRAMME 2 : Value Chains, SMEs and AEC

PROGRAMME DESCRIPTION

The Centre aimed 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 created in FY2016 and is continuously updated. It was built upon efforts made by other organizations such as Eora and the United Nations Conference on Trade and Development (UNCTAD). Based on the database, 16 technical reports will be produced over a few years: one paper for each country; five industry papers (automobile, electronics, textiles and clothing, agribusiness, tourism) and one paper on the region as a whole. Four papers (Lao PDR, Myanmar, Viet Nam, and electronics) were completed in March 2021. In response to the spread of COVID-19, the Centre has produced an additional paper on GVC that provides resilience against the crisis and contributes better to the sustainable development of ASEAN.

ACTIVITIES CONDUCTED IN FY2020

- Published the “Resilient Global Value Chains for ASEAN and its Relationship with Partner Countries” in October 2020. Presentations on the paper were made during the “Philippines-Japan Business Investment Virtual Forum 2020” and the “Philippine 2020 National Export Congress”. An online seminar was conducted on 25 January 2021 to share the results of this research with businesspersons in ASEAN and Japan to help them build resilient supply chains.
- Published GVC paper on Viet Nam in May 2020.
- Published GVC Myanmar paper in February 2021
- Published GVC Lao PDR paper in March 2021
- Published GVC Electronics paper in March 2021
- The first drafts of the GVC papers on Indonesia and Malaysia have been completed.



Webinar on “Resilient Global Value Chains for ASEAN and its Relationship with Partner Countries”

(Upper row from left) SG Fujita, Dr. Kazushi Shimizu, Professor of Kyushu University, Mr. Koichi Ishikawa, Research Fellow, Asia University)

(Bottom row from left) Dr. Seiya Sukegawa, Professor of Kokushikan University, Mr. Ryan Patrick Garcia-Evangelista, Philippines Country Director and Southeast Asia Regional Coordinator of the Center for International Private Enterprise (CIPE) and Chairperson of the Corporate Governance Committee of the Philippine Chamber of Commerce and Industry (PCCI), Mr. Hideaki Fujisawa, Director, Trade Policy Bureau, Asia and Pacific Division, Ministry of Economy, Trade and Industry Japan

CORE VALUES

Relevance

- The programme was relevant to the mandates of this Centre to promote trade, investment, tourism, and exchange of people through research and policy analysis.
- The programme was also relevant to the realization of the AEC Blueprint 2025 and sustainable and inclusive development.
- GVC papers were presented at the meeting of the ASEAN Coordinating Committee on Investment (CCI).
- The ASEAN Secretariat requested the Centre to write a paper on GVC Resilience.

Quality

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

Efficiency

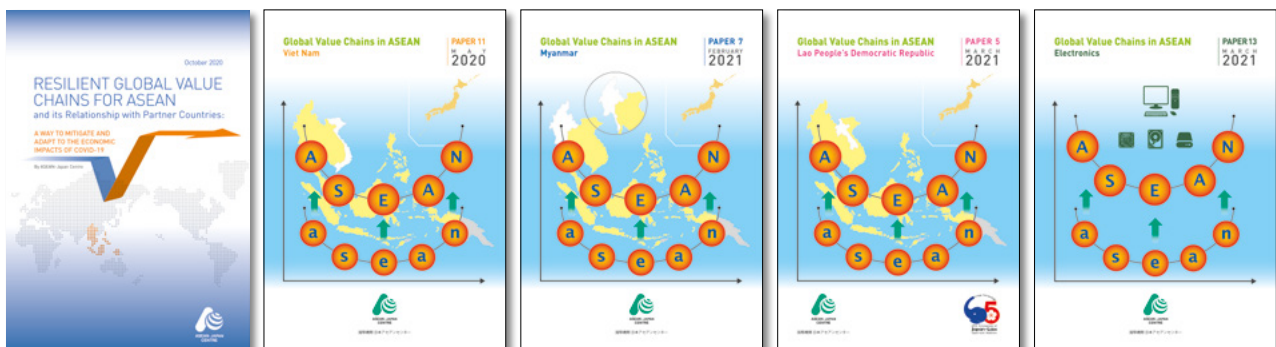
- The programme efficiently utilized the database compiled by Centre's staff members.
- All activities were carried out by a small number of members of the Centre and experts.
- The Resilience GVC paper was presented in a webinar attended by around 200 participants.
- There were 1,441 total downloads of GVC papers for FY2020.

Effectiveness and Impact

- Evidence-based policy recommendations on how to maximize benefits from and minimize negative effects associated with greater participation in GVCs were proposed and discussed in consultation meetings and webinars with relevant government officials and private sectors in ASEAN Member States.
- 98% of feedback survey respondents rated the webinar as useful or very useful.
- The paper on resilient GVCs provided policy recommendations on how to build resilient GVCs particularly during this time of the COVID-19 pandemic.
- From Professor Kazushi Shimizu, Professor, Kyushu University Faculty of Economics, Department of International Economic Studies and Business Administration, International Economy Analysis (who served as the facilitator of the Resilience GVC webinar) - *"Thank you for sending the collection of papers which ASEAN-Japan Centre published in FY2020, which are very useful. It appears that the Centre will engage in research topics involving RCEP in FY2021, and it will be a pleasure to cooperate in various ways."*

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 12 (Responsible Consumption and Production) by providing policy recommendations on how ASEAN governments, businesses and industries can help build more efficient production and supply chains.



Five GVC technical papers published in FY2020 (Resilient GVC, Viet Nam, Myanmar, Lao PDR and Electronics)

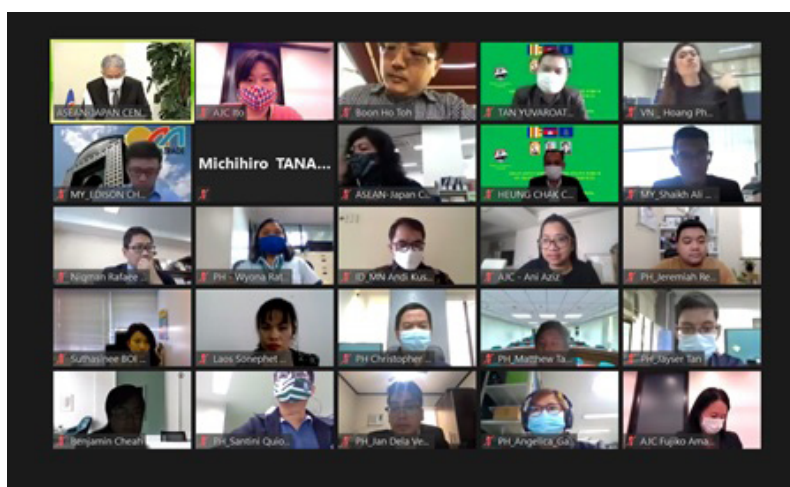
PROGRAMME 3: Promoting Services Trade

PROGRAMME DESCRIPTION

In view of the fact that services trade is important for the further integration of the ASEAN, the Centre continued to produce technical papers on promoting trade in services. The technical papers which included policy recommendations discussed at the seminars, have contributed to the AEC 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 ASEAN Coordinating Committee on Services (CCS).

ACTIVITIES CONDUCTED IN FY2020

- Presentation to the 96th CCS Meeting held on 9 December 2020 of the results of the ASEAN Services Trade Forum on Health and Social Services.
- Technical report on Environmental Services completed.
- Conducting of the Services Trade Forum on Environmental Services on 24 and 25 February 2021.
- Presentation to the 97th CCS Meeting held on 24 March 2021 of the technical report on Environmental Services and the results of the ASEAN Services Trade Forum on Environmental Services.



Day 1 of Online Trade Services Forum on Environmental Services including SG Fujita and various government representatives from the ASEAN Member States

CORE VALUES

Relevance

- The programme was closely linked to the Japan-ASEAN initiatives, such as the Japan-ASEAN Environment Cooperation Initiative and the Asia Human Well-Being Initiative.

Quality

- The quality of the technical reports and seminars was ensured by working closely with external experts in respective industries, and relevant ministries both in Japan and ASEAN as well as the ASEAN Secretariat.
- 93% of feedback survey respondents rated the Environmental Services Forum as useful or very useful.

Efficiency

- The technical papers were produced based on thorough research on existing studies and new data.
- The Centre worked closely with the ASEAN Secretariat to present the findings of the study at CCS to optimize the dissemination of findings as well as maximize the programme's impact.
- The Environmental Services Forum was attended by 60 government representatives from all 10 ASEAN Member States and 100 Japanese companies, and generated 19 government-to-business meetings with eight Japanese companies.

Effectiveness and Impact

- The Centre worked closely with other international organizations such as UNCTAD and ASEAN Secretariat to collect relevant data on trade in services.
- The Centre worked together with relevant organizations in Japan, including the government, private sector and research institutes in order to align its research activities with the Japanese policy priorities and interests of the private sector.
- The policy options and recommendations in the technical report on Environmental Services were given an average feasibility rating of 6.5 (on a range of 1 to 10 with six being possible to implement within certain period of time) by ASEAN government representatives.

SDG CONTRIBUTION

Contributed to the achievement of the SDGs number 6 (Clean Water and Sanitation) and 11 (Sustainable Cities and Communities) by providing ASEAN Member States with policy recommendations on how to take advantage of market access opportunities made available through free trade agreements (FTAs) and facilitate actual trade flows in environmental services to improve delivery of safe and affordable drinking water, improve sanitation and waste disposal and contribute to the attainment of a more sustainable environment.



Conducting Trade Services Forum on Environmental Services online

PROGRAMME 4:

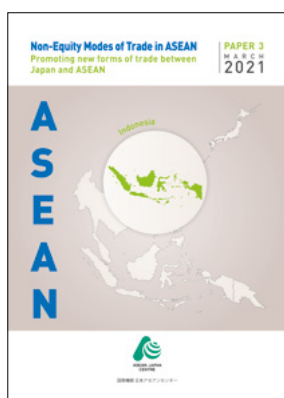
New Forms of Trade between Japan and ASEAN

PROGRAMME DESCRIPTION

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 promoted 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 were international subcontracting, international franchising, contract farming and licensing. The outputs and results were shared with all stakeholders including the ASEAN Coordinating Committee on Investment (CCI), resulting in an increasing awareness towards NEM and the formulating of appropriate policies on NEM in trade.

ACTIVITIES CONDUCTED IN FY2020

- Two country papers on NEM covering Indonesia and Malaysia have been finalized for publishing.
- The first drafts of the NEM papers on Brunei Darussalam and Singapore have been completed.



"Promoting New Forms of Trade between Japan and ASEAN Paper 3: Indonesia"

CORE VALUES

Relevance

- The programme collected data on NEM activities and developed mechanisms to facilitate NEM markets in key industrial sectors, which contributed to a comprehensive policy framework in ASEAN that supports the expansion of trade in the ASEAN region.

Quality

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

Efficiency

- The technical papers were produced based on thorough research on new data and field work.
- The Centre worked closely with line ministries in respective countries and the ASEAN Secretariat to present the findings of the study at CCI to optimize the dissemination of findings as well as maximize the programme's impact.

Effectiveness and Impact

- The policy recommendations in promoting NEM as new ways to increase trade and investment were evidence-based.
 - The Centre worked together with stakeholders in respective countries to collect relevant data on NEM trade and operations.
 - Testimonial from the Philippine Department of Trade and Industry Undersecretary Ceferino Rodolfo: *"Moreover, there are also Filipino companies that have existing production capacities which you can partner with through various production manufacturing agreements. These companies have been undertaking these manufacturing arrangements with Japanese partner-companies and have demonstrated their capability to deliver. This is the reason why I truly value the recommendation of the ASEAN-Japan Centre through its Secretary General, Fujita-san, on Non-Equity Modes (NEM) of investment."*
-

SDG CONTRIBUTION

Contributed to the achievement of the SDGs number 8 (Decent Work and Economic Growth) and 9 (Industry, Innovation and Infrastructure) by promoting alternative modes to increase trade and investment in ASEAN and providing new employment opportunities.



PROGRAMME 5: ASEAN Information Map

PROGRAMME DESCRIPTION

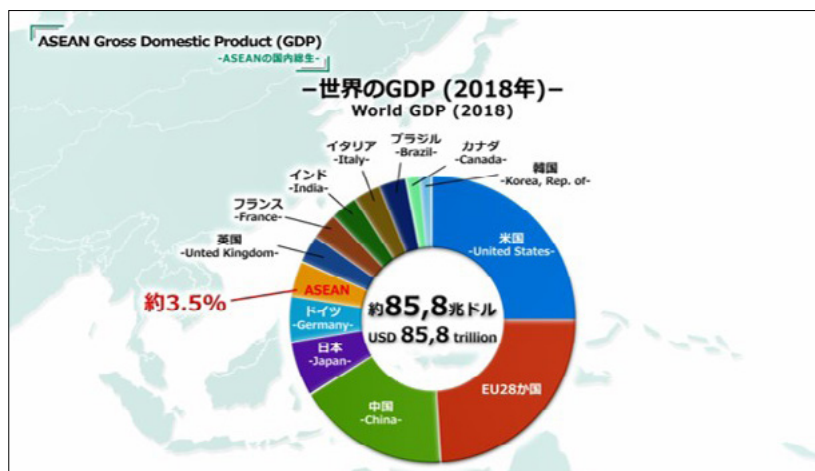
The Centre produced the ASEAN information map, which is a statistical booklet that provides up-to-date and essential information and data covering trade, investment, tourism and people-to-people exchange, to keep stakeholders informed of the evolution of ASEAN integration.

ACTIVITIES CONDUCTED IN FY2020

- Three videos completed (ASEAN Video Lecture Series 1, 2 & 3)
- Printed 6,600 copies of ASEAN Information Map
- 1,400 copies distributed including downloads



ASEAN Video Lecture Series 1: ASEAN-Japan Relations



ASEAN Video Lecture Series 2: ASEAN Economy and Capital

CORE VALUES

Relevance

- The programme was relevant to the mandates of the Centre to promote trade, investment, tourism, and exchange of people through data dissemination.
- The programme was also relevant to the realization of AEC Blueprint 2025.

Quality

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

Efficiency

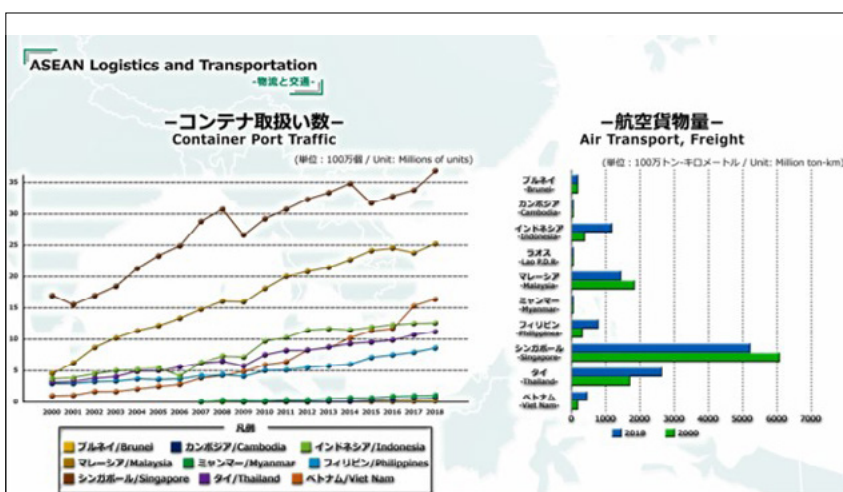
- The programme efficiently utilized the past database compiled by the Centre's staff members. The programme also mainly utilized high-quality secondary data and information.

Effectiveness and Impact

- 1,400 copies of the ASEAN Information Map have been distributed to the general public, academics, businesspersons, and government officials in Japan, ASEAN and other countries.

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 9 (Industry, Innovation and Infrastructure) by providing useful information that will help ASEAN and Japanese stakeholders make evidence-based trade and investment decisions.



ASEAN Video Lecture Series 3: ASEAN Market and Enterprises

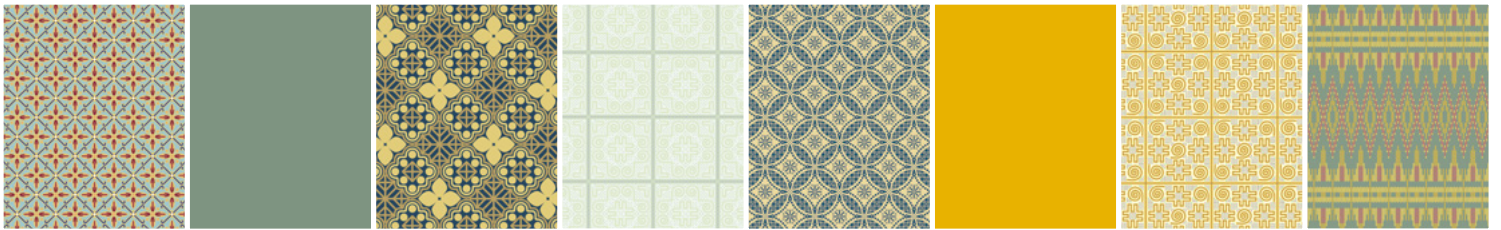
PROGRAMME 6:

Study on Japanese Market to Promote Exports from CLMV

PROGRAMME DESCRIPTION

The programme aimed 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 to Japan.

Programme subsumed in Programme 12: SME Business Promotion



PROGRAMME 7:

Capitalizing Value Chains for CLMV MSMEs

PROGRAMME DESCRIPTION

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

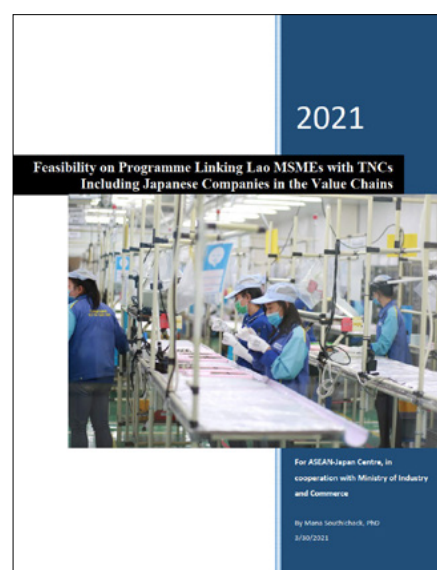
- a. to assist CLMV MSMEs to integrate into value chains associated with Japanese transnational corporations (TNCs);
- b. to deepen business linkages between Japanese TNCs and CLMV MSMEs; and
- c. to increase CLMV MSMEs' competitive edge by the GVCs and increase opportunities in enhancing partnerships with Japanese TNCs.

ACTIVITIES CONDUCTED IN FY2020

- One report entitled: "Feasibility on Programme Linking Lao MSMEs with TNCs Including Japanese Companies in the Value Chains", by a Lao expert. The report included an analysis of the current industrial linkage scenario in Lao PDR, a proposal for a framework/programme for possible industrial linkages and strategies for its implementation.
- One hybrid/remote workshop in Lao PDR entitled "Business Linkage Programme Development for Lao PDR", co-organized with the Ministry of Industry and Commerce, held on 16-17 February 2021. 70 representatives from the public and private sectors attended the workshop to discuss the above report. 93% of participants felt that they are now more aware of the importance of MSMEs linkages and value chain participation. 82% of participants agreed with the proposed initiatives for development of business linkage programmes in Lao PDR. 89% of participants believed they could benefit from a business linkage programme. 87% of participants are now considering linking with a Japanese/foreign company.
- One online meeting with Lao government officials from relevant agencies led by the Ministry of Industry and Commerce on 23 March 2021 discussed the report's proposals and the workshop's outcomes. The Department of Trade Promotion, Ministry of Industry and Commerce of the Lao PDR decided to support the two-year assistance programme to formulate Lao's industrial linkage for its MSMEs.



Site visit to three Japanese companies located at the Pakse Economic Zone in Lao PDR



"Study on Programme Linking Lao MSMEs with TNCs Including Japanese Companies in the Value Chains"

CORE VALUES

Relevance

- This programme was based on the research conducted by Research and Policy Analysis Cluster on Global Value Chains in ASEAN.
- The programme also supported the AEC 2025 strategic action plan to enhance ASEAN's participation in the global value chain with an emphasis on the development of MSMEs of CLMV to narrow the development gap.

Quality

- The programme's quality was assured by experienced and knowledgeable speakers from the ASEAN government officials, experts from the Centre and other related agencies, including Japanese businessmen operating in CLMV.
- The participants were MSMEs and the government officials who support in MSMEs' domestic and international expansion.
- The quality was also assessed by feedback received from participants.

Efficiency

- The programme was designed to provide better knowledge for both entrepreneurs (companies) and government officials (policymakers) on global value chains and business linkage.
- The event was organized back-to-back (workshop and online meeting), which minimized costs and brought a more significant impact.

Effectiveness and Impact

- MSMEs developed a better understanding of how to prepare themselves for business linkages with Japanese companies, by meeting corporate requirements or international standards. Government officials provided ideas and experiences improving or creating a better environment to support business linkages. The participants feedback for the workshop included:
 - 93% of participants felt that they are now more aware of the importance of MSME linkages and value chain participation; and
 - 87% of participants are now considering linking with a Japanese/foreign company.
- The Lao government decided to support the two-year assistance programme to formulate Lao's industrial linkage for its MSMEs.

SDG CONTRIBUTION

Contributed to the achievement of the SDGs number 1 (No Poverty) and 8 (Decent Work and Economic Growth) through assisting the CLMV government to develop a national industrial linkage programme to:

- improve the opportunities for CLMV MSMEs' access to economic, new technology and financial services; and
- achieve higher levels of economic productivity through diversification, technology and innovation.



Hybrid Seminar on How Lao MSMEs Can Capitalize on Value Chains in Lao PDR

PROGRAMME 8: CLMV Business Linkage Model Development Program

PROGRAMME DESCRIPTION

This project was a continuation from the FY2019 project: "Pilot Program on Linking ASEAN SMEs with Japanese Companies". The report produced from the FY2019 project will provide the guidelines for this programme. Outcomes from the 2019 workshop and seminar held in Cambodia under the project "Benefitting from Value Chains through MSME Linkages" will also be utilized.

ACTIVITIES CONDUCTED IN FY2020

- One report entitled: "Industrial Linkages in Cambodia", prepared by an expert from Cambodia, included the current situation of entrepreneurial development, progress of domestic MSMEs, supporting policies related to industrial linkage and relations between domestic companies and foreign companies (including Japanese companies). The report was completed at the end of March 2021.
- Two online meetings with government officials (including economists and relevant officials) held on 15 February and 26 March 2021, shared the previous FY workshop's outcomes and the report's recommendations. They agreed on the next way forward on how to establish a Cambodia Business Linkage Model/Programme.

3. Proposed Policy Measures to Promote Linkages

Selected Sectors	Strengthen MSMEs as Local Suppliers	Attract TNCs	Proposed Policy Measures to Promote Linkages	
			Specific Policy Measures	Cross-Cutting Policy Measures
Agro-Processing Sector (Rice, Cassava, Mango)	Promote stability of raw material supply through enhancing infrastructure and AC.	Reduce the cost of energy, transportation and logistic cost.	Enforce contract farming between JCs and Potential Traders, and TNCs Cooperate to establish Agro-	Conduct detail survey of materials demanded by TNCs and industries

2.3. Channels of Linkages

Agro-Processing [Case: Animal Feed]	Non-Garment Manufacturing Sector	Garment Sector
Informal agreement between feed mill and local traders	Formal contract between foreign manufacturers and	Manufacturer Requests facilitation from CMAAC

1.2. Overview of TNCs

FDI Stock by Sectors (2010-2019), USD Millions

SHARE OF FDI STOCK BY SECTOR

Source: NBC

Online consultation between the Centre and Ministry of Economy and Finance of Cambodia about the development of industrial linkages in Cambodia

CORE VALUES

Relevance

- This programme was based on the research conducted by the Research and Policy Analysis Cluster on Global Value Chains in ASEAN.
- The programme supported the AEC 2025 strategic action plan to enhance ASEAN's participation in the global value chain with an emphasis on the development of MSMEs of CLMV to narrow the development gap.

Quality

- The quality of the programme was assured by up-to-date information gathered prior to the workshop and continuous data collection, as well as participation of high-level government officials from various ministries.

Efficiency

- The Centre worked closely with CLMV MSME-related agencies in organizing the meeting and ensured cost efficiency.
- The workshop involved high-level officials (policymakers), thus the discussions were expected to be effective.
- The outcomes from the workshop on “Benefitting from value chains through MSME linkages” were utilized to ensure efficiency.

Effectiveness and Impact

- The Business Linkage models developed via this programme will be the baseline for each respective country to enhance their participation in GVCs. The improvement of the models included aligning the latest technology and innovation to enhance MSME productivity, thus preparing them for IR4 readiness.
 - Cambodia considered initiating a pilot program for industrial linkage for agribusiness
-

SDG CONTRIBUTION

Contributed to the achievement of the SDGs number 1 (No Poverty) and 8 (Decent Work and Economic Growth) through assisting the CLMV government to develop a national industrial linkage programme to:

- improve the opportunities for CLMV MSMEs' access to economic services, new technology and financial services; and
 - achieve higher levels of economic productivity through diversification, technology and innovation.
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PROGRAMME 9: Promoting Trade in Creative Industries

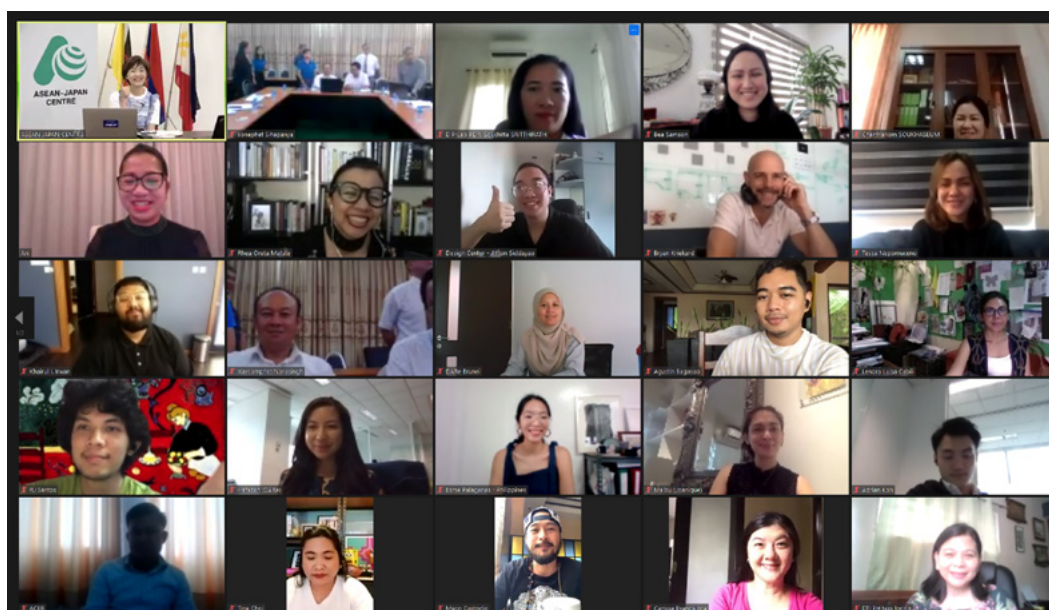
PROGRAMME DESCRIPTION

In collaboration with the Japan Institute of Design Promotion (JDP, which supports the Good Design Award, known as the 'G-Mark'), this programme aims to promote creative industries in ASEAN through the use of 'good design' and encourages MSMEs to enhance their designed products/services to create new values that increase the marketability of ASEAN products/services in Japan.

This was a multi-year project that started in FY2017. In FY2018, 22 products/services were awarded the 'ASEAN Good Design Award'. In FY2019 and FY2020, the Centre encouraged the establishment of National Good Design Award Platforms to be associated with the JDP's G-mark in order to promote design innovation and development in six ASEAN Member States (Brunei Darussalam, Cambodia, Lao PDR, Malaysia, Myanmar and Viet Nam).

ACTIVITIES CONDUCTED IN FY2020

- In addition to Lao PDR and the Philippines, Brunei Darussalam signed the MoU between the Centre, the Japan Institute of Design Promotion (JDP) and their lead government agencies responsible for creative industry for this fiscal year.
- On 16 September 2020, an online workshop on Japan's Good Design evaluation process was attended by 42 participants from Brunei Darussalam, Lao PDR and the Philippines.
- An online webinar on establishing a Good Design Award Platform on 12 November 2020, attended by 70 participants from Brunei Darussalam, Cambodia, Lao PDR, Malaysia, Myanmar and the Philippines. Experts from Design Business Chamber Singapore, Indonesian Trade Promotion Center and Ministry of Commerce Thailand, as well as JDP shared their knowledge and experiences in establishing cooperation with the Japan G-Mark Award.
- As a follow up to the signed MoU, four online consultations throughout FY2020 were held between the Centre, JDP and respective countries aimed at providing customized support and guidance to achieve the main objective of the MoU.



Workshop on the Good Design evaluation process. Ms. Makiko Tsumura, Senior Director, Japan Institute for Design Promotion (at the top left), delivered an online lecture to staff members at design centers in ASEAN Member States

- Four ASEAN Design Products webinars, conducted in March 2021 through coordination with design centers in the Philippines, Indonesia, and Malaysia, with 125 participants in total, including eight instances of coverage in the media.

CORE VALUES

Relevance

- This project supported the AEC Blueprint 2025 B.4 goal: “Productivity-Driven Growth, Innovation Research and Development, and Technology Commercialization” to focus on enhancing the support system and enabling environment to nurture highly mobile, intelligent and creative human resources who thrive on knowledge creation and application.

Quality

- The programme’s quality was ensured through collaboration between JDP and an ASEAN design institute with experience in promoting good ASEAN designed products in Japan.
- The outcome/winners of the Good Design Awards conformed to global standards.

Efficiency

- The Centre worked closely with JDP and ASEAN National Trade Promotion Offices (NTPOs), ensuring the standards and requirements in producing internationally competitive creative products which were promoted in each ASEAN Member State systematically.

Effectiveness and Impact

- The Centre provided an opportunity for each ASEAN Member State to establish its own National Good Design Award in cooperation with Japan’s G-Mark Award.
- Some ASEAN Member States will have experts with competency to evaluate products which are globally accepted as competitive creative products.

SDG CONTRIBUTION

Contributed to the achievement of the SDGs number 1 (No Poverty) and 17 (Partnerships for the Goals) through providing support to the ASEAN countries in producing creative design products to:

- encourage the creation of sustainable products from the local resources which have positive impact on the communities; and
- increase the exports of ASEAN creative design products to the international market including Japan.



PROGRAMME 10:

CLMV Support Programme: Export Capacity Building

PROGRAMME DESCRIPTION

From FY2016 to FY2019, the programme focused on specific products from each CLMV country, to increase their export capacity, i.e. Cambodia's food and agro-products, Lao PDR's agro-products, Myanmar's artisan products and Viet Nam's garments and textiles. In FY2020, the programme focused on improving these countries' export capacities in non-traditional goods and services.

ACTIVITIES CONDUCTED IN FY2020

- The Hybrid Seminar on Development of Export Business in the Digital Era was organised in Hanoi, Viet Nam in October 2020, together with online consultation on e-commerce business for 125 participants. A handbook consisting of vital information on e-commerce based on this seminar was produced in the Vietnamese language.
- A webinar was organized to promote trade in non-traditional products focusing on CLMV countries for Japanese importers, in order to provide the latest information on potential export products. 135 participants joined the webinar.
- The online workshop on Strengthening Tourism and Related Industry Value Chain for Myanmar that was planned for 5 March 2021 was cancelled due to technical difficulties.



Hybrid seminar on Development on Export Business in the Digital Era held in Hanoi

CORE VALUES

Relevance

- The online seminar on digital economy supported the AEC Blueprint 2025 ICT and E-commerce, to explore the further utilization and coordination of ICT for economic development and promote digital trade in ASEAN.
- The online workshop on tourism was a continuation of the Centre's research work on global value chains (tourism) and trade in services (tourism). This programme also supported the AEC Blueprint 2025: Trade in Services objectives to integrate ASEAN into the global supply chains in both goods and services and enhance ASEAN Member States' competitiveness in services.
- The programme emphasized support to CLMV countries in narrowing the development gap by providing first-hand information to Japanese importers and business people to deepen their knowledge and interest in the region.

Quality

- The quality of the online seminar was tailored by working closely with external experts in respective areas of interest and relevant government authorities.
- The participants' evaluation of the webinar's quality was that it met their expectation and increased their interest in starting digital trade with Japan.

Efficiency

- Both online seminar and workshop in CLMV countries were jointly organised by the relevant ministries.

Effectiveness and Impact

- The hybrid seminar in Viet Nam resulted in a high satisfaction level and 85% of participants said that the programmes achieved their objectives, namely:
 1. to have a better understanding of the digital industry; and
 2. to gain more knowledge about digital trade and e-commerce for expanding the export business.In addition, 83% of the participants are considering an e-commerce business tie-in with Japan in the near future.
- The webinar presenting CLMV export potentials was well received by the participants. The satisfaction level was 98% and they were able to acquire a grasp of the current status of CLMV countries through the presentation.

SDG CONTRIBUTION

Contributed to the achievement of the SDGs number 8 (Decent Work and Economic Growth) and 9 (Industry, Innovation and Infrastructure) through providing assistance in guiding CLMV to focus on specific product for exports to:

- achieve higher levels of economic productivity through diversification and technological and innovation; and
- increase CLMV export product integration into value chains and markets.



Handbook on e-commerce market in Japan

PROGRAMME 11:

(i) ASEAN 2020 and Support to Promote Regional Integration in ASEAN: ASEAN Symposium

PROGRAMME DESCRIPTION

The Centre has been organizing the annual ASEAN Anniversary Symposium since 2016 to increase understanding of common issues faced by ASEAN, particularly those articulated in summit declarations. The programme aims to establish stronger networks among ASEAN Member States and Japan through shared knowledge and awareness of emerging trade, investment and tourism issues in ASEAN.

ACTIVITIES CONDUCTED IN FY2020

- The ASEAN 53rd Anniversary Symposium entitled: "Beyond COVID-19: Moving into The New Normal" was co-organized with the ASEAN Committee in Tokyo. The on-line symposium was participated in by more than 400 people including ASEAN policymakers, diplomats, representatives from the ASEAN Centres in China and Korea, Japanese businesspersons, academics and the media. H.E. Dato Lim Jock Hoi, Secretary-General of ASEAN, delivered the keynote address focusing on ASEAN's response to the pandemic.



Keynote speech by H.E. Dato Lim Jock Hoi, Secretary-General of ASEAN

CORE VALUES

Relevance

- The programme was in line with the mandates of the Centre to promote trade, investment, tourism, and exchange of people through regional integration and capacity building.
- The programme was also in support of the ASEAN Blueprint 2025 and the ASEAN Chairman's Statement of the 22nd ASEAN-Japan Summit (5 November 2019).

Quality

- The quality of the activities was ensured by working with high-level experts and optimizing available resources.
- More than 98% of feedback survey respondents rated the symposium as useful or very useful.

Efficiency

- The Centre worked closely with the ASEAN Secretariat, ASEAN Committee in Tokyo and relevant ministries in each country.
- The switch to online symposium was due to the COVID-19 pandemic.
- The symposium garnered over 400 participants from Japan and overseas.

Effectiveness and Impact

- The Centre's activities and ASEAN issues were introduced effectively through the symposium and associated media coverage.
- The programme activities enhanced the reputation of the Centre as a knowledge hub for ASEAN matters.
- Testimonial from H.E. Dato Lim Jock Hoi, Secretary General of ASEAN:
"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 this afternoon to share not only the progress the ASEAN Member States have made in integrating their markets to form the ASEAN Economic Community (AEC) but also my thoughts and insights on the partnership between ASEAN and Japan, and how this has contributed to making this part of the world the new engine of growth."

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 17 (Partnerships for the Goals) by supporting ASEAN's efforts toward regional integration to promote greater economic efficiency, productivity and competitiveness through shared knowledge and awareness of emerging trade, investment and tourism issues in ASEAN.



Panel discussion (Left - Prof. Seiya Sukegawa, Kokushikan University, Right - Prof. Fukunari Kimura, Keio University)

PROGRAMME 11:

(ii) ASEAN 2020 and Support to Promote Regional Integration in ASEAN: Future Leaders' Declaration on ASEAN-Japan Cooperation for International Marine Plastic Waste

PROGRAMME DESCRIPTION

Recognizing the regional actions on marine plastic waste by ASEAN and Japan, the Centre aimed to develop the Future Leaders' Declaration on ASEAN-Japan Cooperation for International Marine Plastic Waste based on innovative solutions from the young and future leaders to support ASEAN and Japanese initiatives to combat the issue. The programme also aimed to enhance regional cooperation and knowledge sharing on marine plastic waste between ASEAN and Japan through dialogues between student leaders and other concerned stakeholders.

ACTIVITIES CONDUCTED IN FY2020

- Completed the selection of 25 students who represented Japan and all 10 ASEAN Member States on October 15.
- Gained support from the Japan Ministry of Environment, JICA, CLOMA, and Kitakyushu Asia Low Carbon Society for providing a lecture in a special seminar on November 20 and/or participate in the launch programme on March 16, 2021.
- On 14 November 2020, conducted the Opening Session, which was attended by the 2015 Nobel Laureate in Physics Professor Takaaki Kajita as Keynote Speaker. On 14 and 21 November, and 12 December, the three preparatory sessions were conducted, and Professor Atsuhiko Isobe of Kyushu University provided lectures as mentor.
- The draft text of the Declaration was completed by 22 fellows (three fellows withdrew due to the conflicting schedule) from Japan and 10 ASEAN Member States in December 2020.
- 15 out of 22 fellows expressed an interest in proposing activities related to international cooperation on marine plastic waste in ASEAN and Japan and support the activities implementation in FY2021.
- In February 2021, the Declaration was shared with line ministries (including the Ministry of Foreign Affairs and the Ministry of Environment) of Japan and the ASEAN Secretariat, among other stakeholders.
- On 16 March 2021, the Declaration was launched via an online webinar and streamed live in Japan and ASEAN, and was watched by about 160 viewers.
- The declaration ceremony was covered by various international media, such as NHK International and the Vietnam News Agency. News about the Launch of the Declaration was reported in various media outlets, including Voice of Vietnam, Vietnam Plus, Bao Tin Tuc (News), VNews TV program, and Ngay Moi Online.



A student representative, reading the Declaration Preamble



Nobel Laureate in Physics Dr. Takaaki Kajita (fifth from left), SG Fujita (sixth from left), Dr. Motoyuki Suzuki (fourth from right), Dr. Atsuhiko Isobe (fourth from left), Ms. Yuko Koshiishi (fifth from right), and the six student representatives during the ceremony

CORE VALUES

Relevance

- The programme supported the Joint Statement of the 23rd Japan-ASEAN Summit on Cooperation on ASEAN Outlook on the Indo-Pacific (AOIP) on 12 November 2020, which included marine plastic debris in Paragraph 4 as a possible area for cooperation under the ASEAN Japan Strategic Partnership, the 2007 ASEAN Declaration on Environmental Sustainability, the 2019 Bangkok Declaration on Combating Marine Debris in ASEAN Region, the 2017 ASEAN Framework of Action on Marine Debris and the 2018 ASEAN+3 Marine Plastics Debris Cooperative Action Initiative.

Quality

- The selected fellows represented the ten ASEAN Member States and Japan.
- The selected fellows were selected based on a competitive process, and are also presently affiliated with leading higher educational institutions all over Japan and engaged in research related to marine plastic waste in their respective disciplines and fields.
- The preparatory sessions that led to the drafting of the declaration were favourably supported by Professor Atsuhiko Isobe of Kyushu University as mentor, and 2015 Nobel Laureate in Physics Professor Takaaki Kajita as Keynote Speaker.
- The special seminar on marine plastic waste was favourably supported with lectures by representatives from the ASEAN Environment Division, Japan Ministry of Environment (MoE), Japan International Cooperation Agency (JICA), Clean Ocean Material Alliance (CLOMA), and Kitakyushu City Asia Low Carbon Society.
- 98% of the feedback survey respondents rated the declaration ceremony as useful or very useful.

Efficiency

- The declaration ceremony attracted 160 public viewing participants on the day itself and reached around 660 stakeholders by the end FY2021.

Effectiveness and Impact

- In collaboration with 15 of the 22 fellows, several programmes have been developed and considered for implementation based on the recommendations in the Declaration, and are expected to be rolled out in FY2021.
 - The declaration contained policy recommendations towards government, private sector, academia and the general public.
 - In a response letter to Secretary General Fujita's invitation to the ASEAN Secretariat, dated 17 September 2020, ASEAN Secretary General Lim Jock Hoi expressed his commendations to the Centre: *"I commend the ASEAN-Japan Centre for advancing the role of youth in addressing marine plastic waste and providing a platform for future leaders to engage in discussions on global environmental issues."*
 - Message from ASEAN Secretary-General H.E. Dato Lim Jock Hoi from his Welcome Remarks during the declaration ceremony: *"I am pleased to take part in launching the Future Leaders' Declaration on ASEAN-Japan Cooperation for International Marine Plastic Waste. My appreciation goes to the ASEAN-Japan Centre for convening this programme despite the challenges posed by the ongoing COVID pandemic... I wish to commend Japan, one of our closest neighbours and important partners, and especially the ASEAN-Japan Centre, for choosing this important initiative as well as providing a platform for our future leaders to engage in discussions on regional and global environmental issues. ASEAN and Japan would not be able to battle marine debris alone."*
 - 91% of the feedback survey respondents stated that the declaration ceremony enhanced their interest in marine plastic waste and other environmental issues.
-

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 14 (Life Below Water) by creating an avenue to empower ASEAN and Japanese student leaders and enable them to contribute and participate in solving the international problem of marine plastic waste.



PROGRAMME 12:

SME Business Promotion

PROGRAMME DESCRIPTION

The programme aimed to create a more collaborative trade environment and raise greater awareness of the potential and existing business opportunities and the benefits of trading and collaboration between ASEAN and Japanese SMEs.

ACTIVITIES CONDUCTED IN FY2020

- Five bilateral promotional online seminars were organized for Brunei Darussalam (food), Indonesia (coffee and sea food), Singapore (e-commerce) and Viet Nam (medical/health sanitary products).
- Six online business meetings were organized on specific sectors for Indonesia (coffee, seafood processing, palm oil), Philippines (manufacturing), Singapore (e-commerce) and Viet Nam (medical/health sanitary products).
- Six trade promotional feasibility studies were conducted for Cambodia (pepper), Lao PDR (cassava powder), Malaysia (food for the elderly), Myanmar (coffee), Philippines (animation) and Thailand (ready to eat foods).



Webinar on Indonesia Coffee (Mr. Arief Wibisono, Trade Attaché of the Embassy of the Republic of Indonesia)



Bilateral promotional webinar for Viet Nam on medical/health sanitary products (Mr. Vu Ba Phu, Director General of VIETRADE)

CORE VALUES

Relevance

- This programme was based on the Centre's multi-year regional project on non-equity modes (NEM) of trade. The Centre promotes new forms of trade by providing an understanding of how to maximize benefits and minimize risks with NEM of operation between the ASEAN Member States and Japan.
- The programme was also in line with the AEC Blueprint 2025: D1 Strengthening the Role of Micro, Small, and Medium Enterprises.
- The initiative provided an avenue for collaboration between ASEAN and Japanese SME companies.

Quality

- The quality of webinars and business meetings was ensured by working closely with ASEAN Trade Promotion Officers.
- On average, more than 92% of feedback survey respondents rated the activities as useful or very useful.

Efficiency

- The Centre organized the events jointly with ASEAN trade promotion officers, trade associations and other relevant stakeholders in Japan.
- The programme generated over 1,000 participants to the webinars.

Effectiveness and Impact

- ASEAN and Japan gained a better understanding of new opportunities available and the means to access them.
- More than 185 business matches were generated as a result of the business meetings.
- Mr. Vu Ba Phu, Director General of the Viet Nam Trade Promotion Agency (VIETRADE) expressed his gratitude to the Centre after the implementation of the trade promotion webinar and business meeting.

SDG CONTRIBUTION

Contributed to the achievement of the SDGs number 8 (Decent Work and Economic Growth) and 9 (Industry, Innovation and Infrastructure) by helping ASEAN SMEs promote and market their products and services in Japan, enabling them to grow their industries and create more employment opportunities.



Six feasibility studies for export of pepper (Cambodia), cassava starch (Lao PDR), food and services for the elderly (Malaysia), coffee (Myanmar), animation services (Philippines) and retort curry and frozen food (Thailand) to Japan

PROGRAMME 13:

Knowledge-Building for Company Strategy-Making Process

PROGRAMME DESCRIPTION

The Centre presented up-to-date information on the ASEAN Economic Community and its sub-regions through the conduct of webinars. The programme disseminated information and raised awareness of ASEAN regional economic integration.

ACTIVITIES CONDUCTED IN FY2020

- 11 online seminars on ASEAN regional issues such as the ASEAN Economic Community, digitalization, fintech, e-commerce, entomophagy, politics and economy were organized.
- 19 online seminars were conducted on specific ASEAN topics which included taxation, city development, political and economic scenarios.



Investment and Enterprise Laws in Viet Nam (webinar) Photo by MPI, Viet Nam

CORE VALUES

Relevance

- This programme was in line with the AEC Blueprint 2025 [III. C. Communications 90. ii and II. A. 3. Investment Environment 15. iv].

Quality

- The quality of webinars was ensured by working closely with ASEAN trade and investment promotion officers.
- On average, more than 96% of feedback survey respondents evaluated the webinars as useful or very useful.

Efficiency

- Efficiency was ensured with close collaboration between the Centre and ASEAN Member States and by optimizing the available resources.
- The focus was on specific and new policy information to avoid duplication of similar seminars co-organised by other agencies, such as JETRO and the Japan Chamber of Commerce and Industry (JCCI).
- Generated more than 6,000 participants for the webinars.

Effectiveness and Impact

- Updated information was provided directly to the Japanese business community.
 - The activities enhanced the reputation of the Centre as a knowledge hub for ASEAN matters.
-

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 9 (Industry, Innovation and Infrastructure) by providing useful information on ASEAN Member States, particularly on new growth areas that will help the Japanese business community participate in the advancement of trade and investment in ASEAN.



PROGRAMME 14:

Investment Policy Analysis for Institutional Capacities

PROGRAMME DESCRIPTION

- Policy Dialogues between ASEAN High-Level Officials and Japanese Investors
This programme aimed to develop strategic policy proposals to specific ASEAN investment policies that will facilitate Japanese investment in ASEAN.
- Ministerial-Level Policy Discussion Programme for CLMV
With the objective of narrowing the development gap in ASEAN, the Centre allocated additional resources specifically for CLMV (Cambodia, Lao PDR, Myanmar and Viet Nam) to organise bilateral ministerial policy dialogue meetings with Japanese government officials and business-related entities focusing on specific industries or/and investment policies. Policy recommendations were then prepared after each policy dialogue meeting and provided to the respective CLMV countries.
- Investment Feasibility Studies

ACTIVITIES CONDUCTED IN FY2020

- Policy Dialogues between ASEAN High-Level Officials and Japanese Investors
 - Malaysia Investment Development Authority, 14 October 2020
 - Thailand's Secretary General of Board of Investment, 11 March 2021
 - Brunei's Minister of Finance and Economy, 17 March 2021.
 - Philippine DTI Undersecretary and BOI Managing Head, 25 March 2021
- Ministerial-Level Policy Discussion Programme for CLMV
 - Myanmar's Minister of Investment and Foreign Relations, 23 December 2020
 - Vietnam's Director General of Foreign Investment Agency, 12 March 2021
- Investment Feasibility Studies
 - One Sustainable Development Goals (SDG) Investment Study.
 - One Investment Feasibility Study on Brunei's Aquaculture Industry.
 - Investment feasibility study reports on 13 sectors (Seven in Cambodia and six in Lao PDR) have been completed for subsequent presentation to these countries' investment authorities as well as to Japanese companies.



Online High-Level Policy Dialogue on Investment Promotion and Supporting Economic Policy in Thailand



Philippines Online Business Seminar

Top row, left: H.E. Mr. Kazuhiko Koshikawa, Japanese Ambassador to the Philippines; right: Atty Elyjean DC. Portoza, Director, Legal and Investment Compliance Service, BOI

Middle row, left: Ms. Rafaelita M. Aldaba, Undersecretary of DTI, Philippines; center: Mr. Masataka Fujita, Secretary General of AJC; right: Mr. Ceferino S. Rodolfo, Undersecretary of DTI-BOI Philippines.

Bottom row, left: Mr. Yasushi Ishida, Assistant Director and Head of TI Cluster of AJC; right: Mr. Tomohiro Ando, Investment and EPA Advisor, JETRO Manila office

CORE VALUES

Relevance

- High-ranking ASEAN officials were able to better understand the perspective of Japanese investors regarding the industrial and investment policies of ASEAN Member States.
- Focused policy discussions on what improvements are necessary to enhance ASEAN's attractiveness as an investment destination [in line with AEC Blueprint 2025, II. A.3. Investment Environment 15. iv.].
- Bilateral policy discussions with Japanese investors were conducted to promote ASEAN's integration initiatives and show how business can benefit from these initiatives [in line with AEC Blueprint 2025, III. C. Communications 90. ii.].
- This programme also supported the narrowing of the development gap among ASEAN Member States [in line with AEC Blueprint 2025, II. D. 4. Narrowing the Development Gap 75. ii].

Quality

- The quality of policy dialogue meetings was ensured by working closely with ASEAN Investment Promotion Officers.
- On average, 97% of feedback survey respondents rated the online policy discussion as useful or very useful.

Efficiency

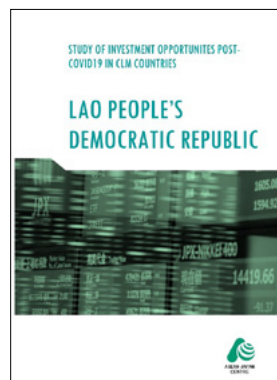
- The Centre worked closely with ASEAN Investment Promotion Officers and relevant stakeholders in Japan.
- The focus was on specific and new industrial and investment policies in order to avoid duplication of similar seminars organized by other agencies, such as JETRO and Japan Chamber of Commerce and Industry (JCCI).
- Generated close to 1,250 participants for the policy discussions.

Effectiveness and Impact

- Generated policy recommendations for the ASEAN high-ranking officials.
- Updated information was given directly to the Japanese business community.
- The activities enhanced the reputation of the Centre as a knowledge hub for ASEAN matters.
- H.E. Mr. Thang Tun, the then Union Minister and Chairman of the Myanmar Investment Commission (MIC), Ministry of Investment and Foreign Economic Relations (MIFER) expressed his appreciation for the Centre's initiative.

SDG CONTRIBUTION

Contributed to the achievement of the SDGs number 8 (Decent Work and Economic Growth), 9 (Industry, Innovation and Infrastructure) and 10 (Reduced Inequalities) by creating a platform for ASEAN Member States to promote and improve their investment policies and attract much needed investment that will increase economic growth, create more employment opportunities and reduce income inequalities, particularly in CLMV.



Investment Feasibility Studies

PROGRAMME 15

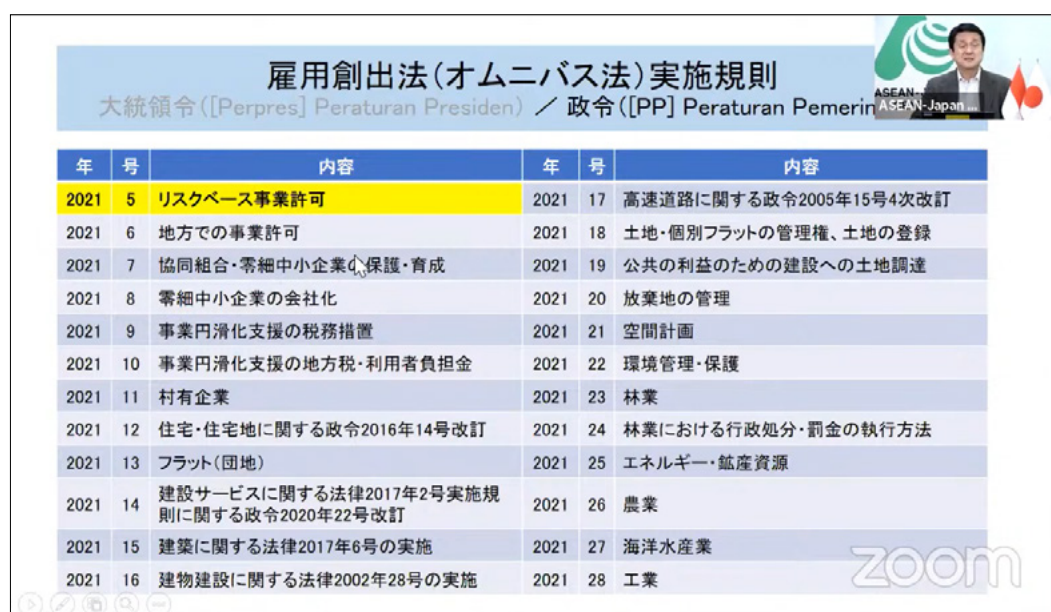
Information Dissemination and Outreach

PROGRAMME DESCRIPTION

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 CONDUCTED IN FY2020

- Four lectures on trade and investment between ASEAN and Japan with the Centre's officers as resource speakers.
- 22 trade and investment related events were supported by the Centre and organized through staff assistance, and notified to the Centre's stakeholders through its email magazine.
- Updated the database on ASEAN Special Economic Zones (SEZs).
- 79 e-invitations were sent out to email magazine subscribers over 23,000.



年	号	内容	年	号	内容
2021	5	リスクベース事業許可	2021	17	高速道路に関する政令2005年15号4次改訂
2021	6	地方での事業許可	2021	18	土地・個別フラットの管理権、土地の登録
2021	7	協同組合・零細中小企業の保護・育成	2021	19	公共の利益のための建設への土地調達
2021	8	零細中小企業の会社化	2021	20	放棄地の管理
2021	9	事業円滑化支援の税務措置	2021	21	空間計画
2021	10	事業円滑化支援の地方税・利用者負担金	2021	22	環境管理・保護
2021	11	村有企業	2021	23	林業
2021	12	住宅・住宅地に関する政令2016年14号改訂	2021	24	林業における行政処分・罰金の執行方法
2021	13	フラット(団地)	2021	25	エネルギー・鉱産資源
2021	14	建設サービスに関する法律2017年2号実施規則に関する政令2020年22号改訂	2021	26	農業
2021	15	建築に関する法律2017年6号の実施	2021	27	海洋水産業
2021	16	建物建設に関する法律2002年28号の実施	2021	28	工業

ASEAN Update Series "Understanding Regulations of Indonesian Omnibus Law" on 26 March 2021.

CORE VALUES

Relevance

- Promoted 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 [III. C. Communications 90 III].

Quality

- Quality was ensured with the use of official and reliable sources of information.

Efficiency

- Efficiency was ensured through well-timed e-invitations to the Centre's events and regular updating of trade and investment information on the website.

Effectiveness and Impact

- By accessing the Centre's website, traders and investors had the benefit of up-to-date official information and various web linkages to relevant trade and investment agencies in ASEAN.
- Increased by more than 3,000 email magazine subscribers from some 20,000 to over 23,000.

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 9 (Industry, Innovation and Infrastructure) by providing useful information that will help ASEAN and Japanese stakeholders make evidence-based trade and investment decisions.



PROGRAMME 16:

Workshop on Sustainable Tourism (Tourism Crisis Management)

PROGRAMME DESCRIPTION

Under this programme, the Centre provides opportunities for management-level tourism stakeholders in the ASEAN Member States to update their knowledge on Japanese sustainable tourism. The Centre has implemented the programme under the themes of community-based tourism, accessible tourism, agritourism and gastronomy tourism in recent years. The theme for FY2020 was tourism crisis management.

ACTIVITIES CONDUCTED IN FY2020

- The Centre supported a webinar on tourism crisis management, "Addressing the Critical Need to Tourism Crisis Management (The significance and importance of tourism crisis management and how to respond to crises)". The webinar was organized jointly between the Japan Tourism Agency and the UNWTO Regional Support Office for Asia and the Pacific, and held on 25 February 2021. The Centre arranged for the ASEAN Secretariat to deliver the Key Note Speech on ASEAN's tourism crisis management at the webinar.

Webinar to be held Advance registration is required.
No admission fee.

Addressing the Critical Need to Tourism Crisis Management

(The significance and importance of tourism crisis management and how to respond to crises)

Date: February 25th, 2021(Thu.)
Time: 13:00~15:00 (Japan Standard Time: UTC +9 hours)
(Notice) Access link will be available 30 minutes prior to the webinar

Language: English
Number of Attendees: 500

Organized by: Japan Tourism Agency (JTA), Ministry of Land, Infrastructure, Transport and Tourism in collaboration with UNWTO Regional Support Office for Asia and the Pacific & Asia-Pacific Tourism Exchange Center
Supported by: ASEAN-Japan Centre

Purpose of the Event Supported by: ASEAN-Japan Centre

Tourism Crisis Management involves developing measures, plans, and manuals to promptly respond to disaster events adequately to minimize the negative impact to visitors and the tourism industry. Moreover, the world today is increasingly intricate as we are exposed to the threats of the novel coronavirus.

JTA and UNWTO Regional Support Office for Asia and the Pacific have been collecting, analyzing, and organizing best practices for crisis response in Japan and overseas in each phase of the four "R"s, which are said to be the basic elements of tourism crisis management: (1) Risk Reduction, (2) Readiness, (3) Response, and (4) Recovery. Based on these best practices, we have also developed a "Crisis Management Guidebook" which will be introduced during this webinar.

This webinar will feature experts from UNWTO Headquarters and ASEAN Secretariat with keynote speeches to provide their insights on tourism crisis management.

Thank you and we look forward to seeing you all at the webinar.

Programme

12:30: Registration for ZOOM access
13:00: Opening remarks by the organizer (Video message).
Mr. Tomohiro Kaneko, Director, International Tourism Division, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism

13:05: Keynote Speech 1 (Video Message)
The Importance of Tourism Crisis Management (tentative title)
"The Importance of Crisis Communications"
Dr. Dirk Glaesser, Director, Sustainable Development of Tourism Department, United Nations World Tourism Organization (UNWTO)

13:20: Keynote Speech 2 (Live)
COVID-19 Crisis Response in the Tourism Sector – an ASEAN Perspective (tentative title)
Ms. Aditya Amaranggana, Senior Officer Tourism Marketing, ICT & Tourism Division, ASEAN Secretariat

13:35: Introduction on the Usage of Tourism Crisis Management "Guidebooks, Teaching Materials, and Instructor's Guidebook" (Live)
Mr. Masato Takamatsu, President, Tourism Resilience Research Institute / Visiting Researcher, JTB Tourism Research & Consulting Co.

14:35: Question and Answer session
14:55: Closing Remarks (Video Message)
Ms. Hiroko Suzuki, Deputy Chief, UNWTO Regional Support Office for Asia and the Pacific

Please note that the speakers and content are subject to change without notice.

Profiles: Keynote Speakers

Dr. Dirk Glaesser
Director, Sustainable Development of Tourism Department, United Nations World Tourism Organization (UNWTO)

Dirk Glaesser is Director of the Sustainable Development of Tourism Department at the United Nations World Tourism Organization (UNWTO). Under his supervision, the programme addresses the challenges and opportunities of sustainable tourism development, including climate change, sustainable consumption and production, health emergencies, biodiversity and travel facilitation. It also promotes safe travel behavior and has closely monitored various health emergencies, from SARS, Pandemic Influenza A (H1N1) 2009 to the most recent COVID-19 outbreak, and their impact on travel and tourism.

He joined the World Tourism Organization in 1997 and has held various positions in UNWTO, among them Chief of the Risk and Crisis Management Department and supervisor of UNWTO's Consulting Unit on Biodiversity and Tourism.

He is a banker by profession and a Colonel of the Reserve. He obtained his Ph.D. from the University of Lüneburg (Germany) and won the ITB scientific award for his work on Crisis Management. He is the author of a number of publications which have been widely translated.

Ms. Aditya Amaranggana
Senior Officer, Tourism Marketing, ICT & Tourism Division, ASEAN Secretariat

Aditya Amaranggana is a Senior Officer for Tourism Marketing at ASEAN Secretariat. She holds a Bachelor's Degree in Accounting from the University of Indonesia, and a Master in Tourism Management from Bournemouth University (United Kingdom). Graduated in 2010 from the University of Indonesia, she started her career as a financial auditor at PricewaterhouseCoopers. She continued her study for a Master's degree with a full scholarship offered by Bournemouth University in 2012. Following her graduation from Bournemouth University in 2014, she received an offer from the World Tourism Organization (UNWTO) in Madrid (Spain) where she started her career as Project Associate in the Affiliate Members Department and promoted to Project Specialist in the Tourism Market Intelligence and Competitiveness Department. In 2020, she decided to return to her homeland to develop tourism initiatives in the region.

How to register online

[Registration Fee]
No admission fee

[Click the URL below]
<https://questant.jp/q/TOM2021ENG>

[Deadline for online registration]
February 22nd, 2021 (Mon.)

[Note]
After registration, an automatic email will be sent out to the email address provided. A ZOOM URL will also be given to the registered e-mail address right before the webinar.
All provided personal information will be used solely for the purpose of communicating webinar-related information with the registered person.

• Webinar facilitating company:
JTB Tourism Research & Consulting Co. (Commissioned by JTA)

Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism

UNWTO
United Nations World Tourism Organization

ASEAN
Association of Southeast Asian Nations

Center
ASEAN-Japan Centre

Contact information
JTB Tourism Research & Consulting Co.
Consulting Division
Email: Mr. Shintaro Ozawa and Mr. Yoko Kang
staff@crs@jbtourism.jp

Webinar "Addressing the Critical Need to Tourism Crisis Management (The significance and importance of tourism crisis management and how to respond to crises)"

CORE VALUES

Relevance

- The program was relevant to the ASEAN Tourism Strategic Plan (ATSP) 2016-2025: Implement and expand ASEAN tourism standards for facilities, services and destinations, and
- Making the “ASEAN Crisis Tourism Communication Manual”, a relevant source for use by Japanese tourism stakeholders.

Quality

- Arranged a notable expert to deliver presentation.
- Coordinated well with the expert and the organizers to ensure that the presentation was in line with the webinar’s purpose.

Efficiency

- Utilized the Centre’s network with the ASEAN Secretariat and stakeholders to arrange the presentation.
- Worked closely with the organizers.

Effectiveness and Impact

- The webinar was attended by 150 people.
- 71% of viewers found the presentation very useful/useful.
- Webinar participants deepened their understanding on tourism crisis management in ASEAN (79% replied that they fully understood/understood the presentation).

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 11 (Sustainable Cities and Communities) through the sharing of knowledge about tourism crisis management among ASEAN tourism stakeholders in line with the Sendai Framework for Disaster Risk Reduction 2015-2030. It also contributed to the development of holistic disaster risk management at all levels.



Presentation by Ms. Aditya Amaranggana, Senior Officer, Tourism Marketing, ICT & Tourism Division, ASEAN Secretariat

PROGRAMME 17:

Training Programme on Interpretation

PROGRAMME DESCRIPTION

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 for tourism stakeholders in the ASEAN Member States to learn how interpretation can improve sustainability of tourism sites and attract more visitors, while preserving and protecting heritage sites using the Centre's publication on interpretation.

ACTIVITIES CONDUCTED IN FY2020

- One online 3-day training program on interpretation was conducted on 5, 6, and 9 October 2020, for the participants consisting of site managers of heritage sites and officers from national tourism offices from eight ASEAN Member States. The training was attended by about 20 participants each day, and its programme included lectures by interpretation experts, case sharing by ASEAN colleagues, presentations on assignments by participants, and a panel discussion.
- The Centre's publication, a handbook on Interpretive Guide for Sustainable Tourism, published in FY2019, was utilized as one of the learning materials for the training.
- The "Workbook on Interpretive Planning for ASEAN Tourism and Concept of Interpretation" was published and also utilized as one of the learning materials for the training.
- The Centre translated a series of cultural attraction digital booklets published by the Tourism Authority of Thailand featuring interpretive approaches to introduce the cultural heritage of ASEAN.



Panel discussion at the online training program on interpretation

CORE VALUES

Relevance

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

Quality

- Arranged qualified experts to give lectures, who had received positive feedbacks from the participants of the past programmes.
- Participants were officers in charge of the management of heritage sites, ensuring opportunities for implementing what was learned to their sites.

Efficiency

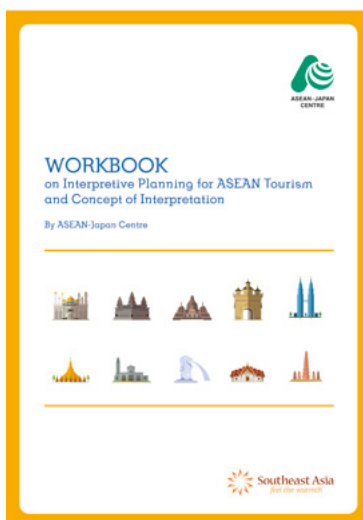
- Utilized the Centre's network with industry stakeholders to arrange the programme.
- Utilized the Centre's handbook on Interpretive Guide for Sustainable Tourism as a training material.
- Published a Workbook on Interpretive Planning for ASEAN Tourism and Concept of Interpretation prior to the training, not only for the participants of the training programme but also those who may be interested in learning about interpretation.

Effectiveness and Impact

- Participants enhanced their understanding of interpretation. The participants who gave positive answers on their understanding of interpretation, interpretive planning and interpretive guiding increased from 34% to 94%, 17% to 94%, and 25% to 100%, respectively, after the training.
- Participants increased their skills in interpretive planning. The participants who answered positively on assessing their capabilities in creating interpretive planning for heritage sites increased from 25% to 86% after the training.
- Participants who assessed The Centre's workbook and the handbook either "Very useful" or "Useful" were 94% and 88% respectively.
- Seven interpretive programmes were developed by participants, using interpretive methods. At the end of the training, participants developed seven new programmes using interpretation, including message-based interpretive programmes, and action plans for new initiatives such as organizing training on interpretation to local communities.

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 11 (Sustainable Cities and Communities) through the promotion of sustainable tourism, which will strengthen efforts to protect and safeguard the world's cultural and natural heritage.



"Workbook on Interpretive Planning for ASEAN Tourism and Concept of Interpretation"

PROGRAMME 18:

Theme-based Tourism Promotion

PROGRAMME DESCRIPTION

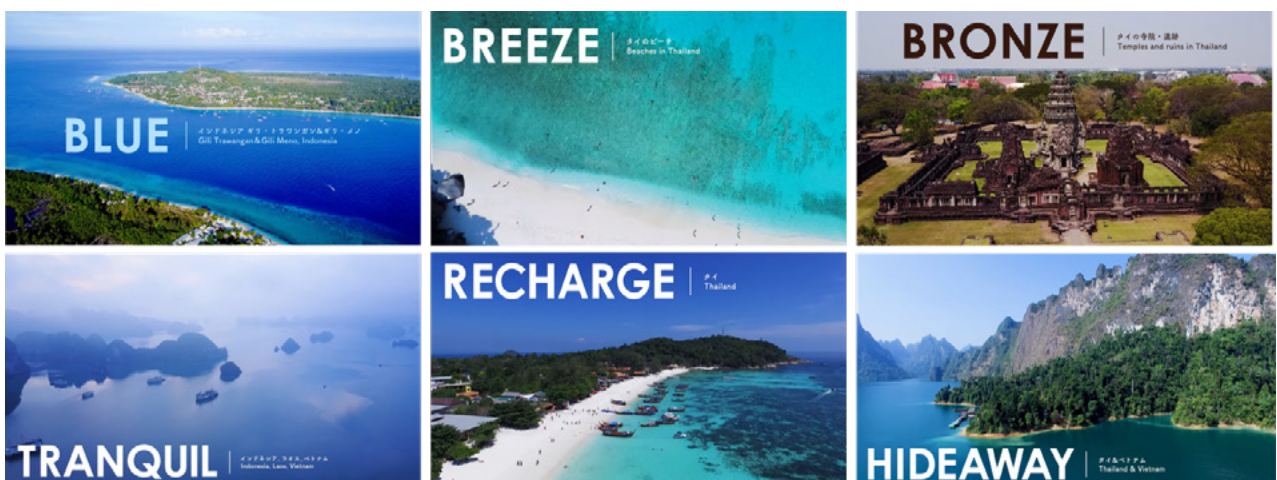
The Centre conducted webinars for tourism industry and other activities on timely topics and themes to enhance tourism between the ASEAN Member States and Japan.

ACTIVITIES CONDUCTED IN FY2020

- The Centre organized six webinars for tourism industry in Japan about the latest tourist development in ASEAN:
 1. Viet Nam on 23 June 2020, with approximately 300 participants.
 2. Brunei Darussalam on 19 August 2020, with approximately 400 participants.
 3. Series of four webinars on Cambodia on 29 October 2020 (approx. 250 participants), 12 November 2020 (approx. 140 participants), 26 November 2020 (approx. 140 participants) and 10 December 2020 (approx. 130 participants).
- The Centre produced six short drone-shot video clips of ASEAN destinations.
- The Centre produced videos to introduce noodle dishes of ASEAN Member States.
- The Centre published a booklet for middle/high school teachers and travel agents to introduce CLMV as educational travel destinations.



A series of videos to introduce noodle dishes of each ASEAN Member State



"Travel ASEAN Member States by drone" videos

CORE VALUES

Relevance

- The programme was relevant to diversifying tourism products (ATSP 2016-2025).

Quality

- The quality of the videos and educational travel booklet was ensured by working with experts with proper knowledge and skill.
- The quality of the webinars was ensured by coordinating closely with the governments and industry stakeholders.
- The quality of the webinars was ensured by arranging suitable speakers.

Efficiency

- Utilized the Centre's network with experts and industry stakeholders to arrange the programmes.
- Worked closely with ASEAN NTOs and stakeholders.

Effectiveness and Impact

- More schools consider CLMV as educational travel destinations.
- Drone videos: Viewed 21,249 times in all (from 20 November 2020 - 31 March 2021) on YouTube, Instagram and Twitter.
- Noodle videos: Viewed 3,170 times in all (17 - 31 March 2021).
- Update webinars for tourism industry (questionnaire survey respondents who mentioned they will consider organizing tours to relevant countries): 82% (Viet Nam), 75% (Brunei Darussalam), 75% (Cambodia).

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 11 (Sustainable Cities and Communities) through increasing the acumen of tourism stakeholders regarding the latest tourist developments in ASEAN and the knowledge of consumers. It will help them promote the tourist destinations, while protecting and safeguarding their cultural and natural heritage.



A booklet introducing CLMV as educational travel destinations

PROGRAMME 19:

Outreach/Tourism PR Activities

PROGRAMME DESCRIPTION

The Centre strengthens relations with the ASEAN Secretariat and national tourism offices (NTOs) and raises its profile by attending major meetings, such as the ASEAN Tourism Forum and the ASEAN NTOs Meetings. The Centre also intensifies promoting ASEAN destinations, highlighting ASEAN's unique culture to Japanese people by providing webinars and digital tourism materials.

ACTIVITIES CONDUCTED IN FY2020

- The Centre participated in four significant online tourism-related meetings as follows:
 1. The 52nd NTOs Meeting on 21 September 2020.
 2. ASEAN NTOs Meeting on the Mid-term Review (MTR) of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025.
 3. The 53rd NTOs Meeting on 2 February 2021.
 4. The 24th ASEAN Tourism Ministers Meeting on 4 February 2021.
- The Centre was invited to deliver a presentation during “New Normal in Tourism and Creating Travel Bubble,” a webinar organized by ASEANTA (ASEAN Tourism Association) on 25 June 2020, viewed by about 4,000 people.
- Organized a webinar to introduce the nature of Sabah, Malaysia to the Japanese general public on 29 November 2020. Presentations were delivered by a representative of the Malaysia Tourism Promotion Board in Tokyo and a nature photographer. The webinar was viewed by 87 people.
- Improvement of the Online Photo Library to provide a better user experience by adding a search engine.
- Created an independent tourism website “ASEAN Travel” to promote ASEAN tourism attractions and updated tourism information.



ASEANTA webinar “New normal in tourism & creating travel bubble”



Webinar to introduce the nature of Sabah in Malaysia to Japanese people

CORE VALUES

Relevance

- The programme was relevant to intensifying promotion and marketing (ATSP 2016-2025).

Quality

- The Centre participated in meetings which were attended by ASEAN tourism stakeholders and counterparts.
- The quality of the photo library improvement was maintained by working with a professional who has experience with the Centre's system for smooth development work.
- The tourism website has direct access, which will provide easier access for users to the tourism information compared to the previous system.
- The quality of webinar for consumers was ensured by arranging suitable speakers.

Efficiency

- Used the Centre's network with industry and experts to arrange the programme and produce materials.
- The Online Photo Library was improved by the professional who developed the system in less time and at a lower cost.
- The new tourism website was developed by a vendor who has experience and knowledge in tourism promotion, system development, and also the Centre's system.

Effectiveness and Impact

- Consumer webinar: 92% of questionnaire survey respondents agreed the webinar had helped them deepen their understanding of the nature of Sabah.
- Online Photo Library: with addition of the search engine, users experience easier/faster searches to find images out of about 2,700 images.
- Tourism website: the newly created tourism webpage will serve as not only as a source of travel information but also as a promotional platform to introduce ASEAN tourism attraction by creating up-to-date and enticing content.

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 11 (Sustainable Cities and Communities) through promoting and creating awareness towards the strengthening of efforts to protect and safeguard ASEAN tourism destinations including their cultural and natural heritage, in various events.



A website to promote ASEAN tourism destinations, "ASEAN Travel"

PROGRAMME 20:

CLMV Tourism Promotion

PROGRAMME DESCRIPTION

Implemented diversified promotions for CLMV destination to sustain Japanese people's interest towards CLMV countries despite the inability to travel due to the pandemic.

Conducted a consumer sentiment and behaviour survey about CLMV destinations, whose results will be shared with the Japanese travel industry and CLMV tourism agencies to develop tour products fulfilling Japanese needs and requirements.

ACTIVITIES CONDUCTED IN FY2020

- Organized a Mekong travel event at Umeda Tsutaya Books (Osaka) from 14 - 27 September 2020. A special Mekong travel corner was set up to introduce lesser-known Mekong destinations as well as some products from the region and books on the countries. The event information was also sent to 102,866 email subscribers of T-card holders.
- Segment-specific survey for young female Instagram users in their 20s and 30s with a keen interest in travel was conducted, to find out their sentiments and behaviour towards travel in CLMV destinations, and how to use Instagram for destination promotion.



Mekong travel event at Umeda Tsutaya Books (Osaka)



CORE VALUES

Relevance

- The programme was relevant to intensifying promotion and marketing (ATSP 2016-2025).

Quality

- The quality of consumer promotion was ensured by choosing appropriate location and event format to reach wider consumers.
- The quality of the segment-specific survey was ensured by engaging an appropriate company to reach the survey target.

Efficiency

- Collaborated with other organizations to widen the opportunities for reaching Japanese people who are unfamiliar with the Centre.
- Reached relevant partners by utilizing network.

Effectiveness and Impact

- The result of the survey of young female travellers in Japan provided useful information to the travel industry in Japan and CLMV on the requirements of potential young female travellers.
-

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 1 (No Poverty) through providing assistance and guidance to the CLMV countries' tourism promotion programmes, improving their locals' socio-economic life.



PROGRAMME 21:

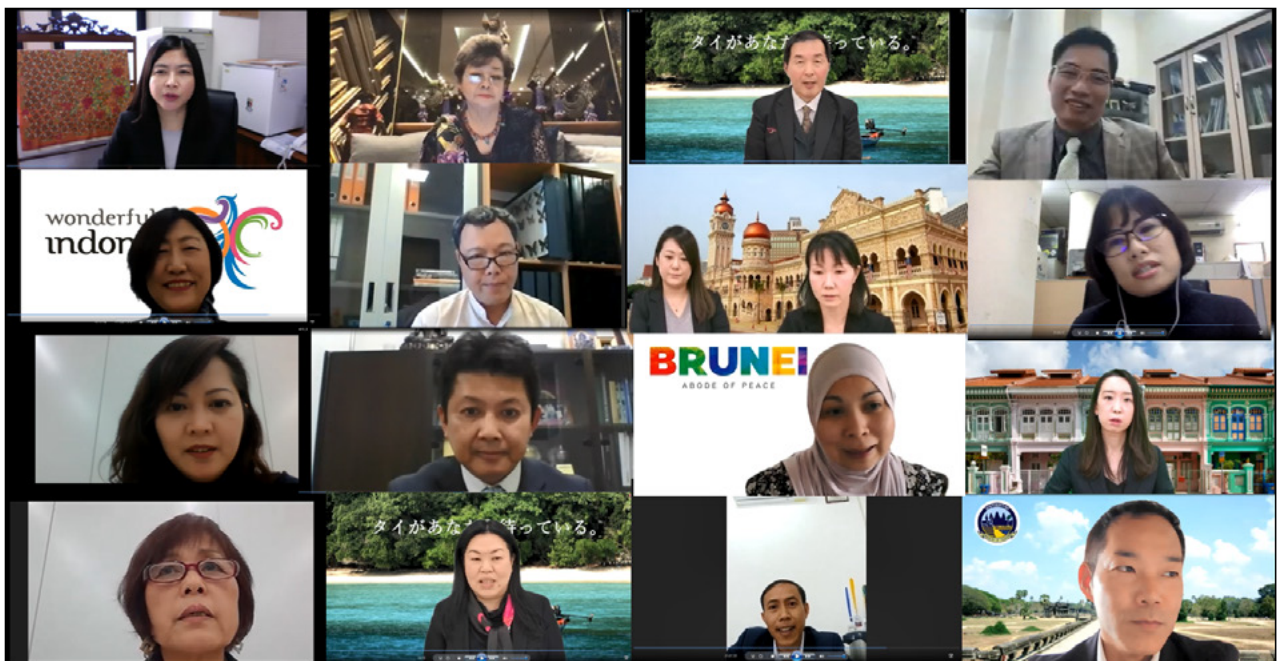
ASEAN Tourism Awards Japan

PROGRAMME DESCRIPTION

Due to COVID-19 and the fact that no tours had been organized, it was impossible to organize the usual award. The Centre organized activities to provide support and guidance to the Japanese travel industry, and inspire them to be the nominees for the future ASEAN Tourism Awards Japan.

ACTIVITIES CONDUCTED IN FY2020

- Organized a series of ASEAN webinars named “ASEAN tourism material webinar” for the Japanese tourism industry to provide information on new attractions of ASEAN Member States and COVID-19 measures taken in the respective countries in December 2020. The 90-minute webinars for respective ASEAN Member States were conducted based on the topics chosen by NTOs. A total of 1,254 people, mainly from the Japanese travel industry, joined the webinars.
- Strengthened Instagram promotion to promote and introduce selected ASEAN Member States destinations, including new ones and those which were featured in the past awarded tours of ASEAN Tourism Awards Japan.
- The Centre conducted a travel sentiment survey to understand Japanese travellers’ requirements as a reference material for the tourism industry to develop post COVID-19 tour products to the ASEAN Member States. The survey was completed in March 2021.



“ASEAN Tourism Material Webinars”

CORE VALUES

Relevance

- The programme was relevant to the target of enhancing the competitiveness of ASEAN as a single tourism destination. (ATSP 2016-2025).

Quality

- The quality of ASEAN survey was ensured by engaging an appropriate company to conduct the survey.
- The quality of ASEAN webinars was ensured by closely coordinating with NTOs and relevant stakeholders to choose appropriate presenters and topics.
- The quality of Instagram posts was ensured by engaging an experienced company to prepare posts to attract more followers and increase engagement.

Efficiency

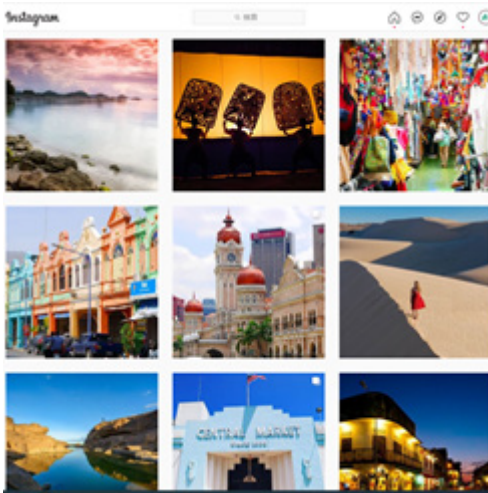
- Worked closely with stakeholders.

Effectiveness and Impact

- According to the questionnaire survey, 93% answered that they were able to better understand ASEAN Member States' tourism material, and 74% said they would like to plan/sell package tours to ASEAN when travelling abroad becomes possible again. 91% answered they understood the ASEAN Member States' measure taken against the COVID-19.
- Digital promotion (Instagram): 3,151 followers (as of 31 March 2021) vs 927 before making posts on a daily basis, which marks a three-fold increase.
- The travel sentiment survey of Japanese travellers provided useful information to the tourism industry in Japan and the ASEAN Member States about travel sentiment and requirements of Japanese travellers.

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 12 (Responsible Consumption and Production) through introducing the unique nature and new destinations of ASEAN to tourism stakeholders and consumers in order to preserve authenticity in the face of over-tourism, as a part of sustainable consumption and production practices.



Instagram account of the Centre's Tourism Cluster

PROGRAMME 22:

Exchange Programme for Women

PROGRAMME DESCRIPTION

Instead of hosting AJWELP (ASEAN-Japan Women Entrepreneurs' Linkage Program) in one of the ASEAN Member States due to the spread of the pandemic, the Centre provided AJWELP eMasterclasses, a series of special online training sessions for women startups in ASEAN Member States and Japan. Additionally, the Centre organized an international symposium in conjunction with LED Kansai, a women startup support programme co-organized by the Osaka Business Development Agency and METI Kansai.

ACTIVITIES CONDUCTED IN FY2020

- A total of five industry-specific special online training sessions for past AJWELP participants and women start-ups in ASEAN Member States and Japan.
- The industries covered were fashion, agriculture, social enterprise, e-commerce, and tourism.
- Organized an international talk session "A new day with ASEAN women startups" in conjunction with LED Kansai on 8 March 2021, a women startup support program co-organized by Osaka Business Development Agency and METI Kansai. This hybrid event featured three AJWELP alumnae who delivered online presentations to introduce their businesses.



AJWELP eMasterclass for women entrepreneurs

CORE VALUES

Relevance

- The programme was relevant to AEC2025 - D1 strengthening the role of MSMEs. Paragraph 69.v. Promote entrepreneurship and human capital development particularly for the youth and women, and
- ASEAN Strategic Action Plan for SME development (SAPSMED) 2016-2025.

Quality

- The quality of the programs was ensured by arranging qualified presenters.

Efficiency

- Worked closely with stakeholders and partners.

Effectiveness and Impact

- Provided opportunities for ASEAN entrepreneurs to exchange views and establish network.
 - Participants gained more knowledge on entrepreneurship and their business.
 - The network among AJWELP graduates was strengthened.
 - Five experts delivered presentations at the AJWELP eMasterclasses and 95% of 159 participated women entrepreneurs said the program would be helpful for the pursuit of their entrepreneurship.
 - Three alumnae introduced their business philosophies at the global talk session "A new day with ASEAN women startups," which had a 638-strong audience on the event day and 3,600 views on YouTube.
 - 93% of the talk session participants answered that there were positive learning outcomes from the programme.
-

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 5 (Gender Equality) through empowering the women entrepreneurs in the ASEAN Member States and Japan to become leaders or play an essential role in the region's economy.



PROGRAMME 23:

Exchange Programme for Youths

PROGRAMME DESCRIPTION

The Centre has been focusing on youth exchange by organizing ASEAN introductory class including online classes for Japanese elementary school students.

Additionally, the Centre continues to collaborate with the Japan Student Tourism Association (JSTA) in promoting outbound travel by young people.

ACTIVITIES CONDUCTED IN FY2020

- ASEAN introductory class at 14 schools (including seven online classes, and one outside of the Kanto area).
- 1,522 students attended the introductory classes.
- Conducted two online events with JSTA with total of 208 participants.
 1. Online event on 31 August 2020 with 144 viewers. The content included a report on the FY2019 project with JSTA, an introduction of ASEAN food, and live presentations from Malaysia and Thailand.
 2. The second online event was held on 18 December 2020 with 64 viewers. It showcased an ideal sightseeing course of Bangkok for young couples with an introduction to attractive places and souvenirs for young people.



ASEAN Introductory Class

CORE VALUES

Relevance

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

Quality

- ASEAN nationals as lecturers delivered impactful presentations at school and online.
- Accommodated ideas and provided ASEAN experience of university students who are majoring in tourism.

Efficiency

- Utilized a network with ASEAN nationals that have Japanese language proficiency.
- Worked closely with student groups.

Effectiveness and Impact

- Provided opportunities for 1,522 Japanese elementary school students to know about the ASEAN Member States directly from ASEAN nationals at 14 schools (including seven online classes, one outside of the Kanto area).
- The younger generation was encouraged to travel to the ASEAN Member States; 95% of participants said they strongly agree or agree that they were inspired to visit ASEAN after participating in the online event with JSTA on 31 August 2020.
- 100% of participants said they strongly agree or agree that they were inspired to visit Thailand after viewing the online event with JSTA on 18 December.

SDG CONTRIBUTION

Contributed to the achievement of the SDG number 4 (Quality Education) through providing opportunities to learn about the ASEAN Member States, which promote appreciation of cultural diversity and culture's contribution to sustainable development.



Online ASEAN Introductory Class

THAILAND DATE NIGHT

Thailand Night ~恋するふたりのタイデート~
12.18(FRI) 開催場所: ZOOM 開催
 開催日: 2020年12月18日 (金) 先着順!!
 開催時間: 20:00~21:30
 参加費用: 特別無料開催

タイで告白を絶対成功させたい!
若者のデートプランを教えます!!

海外の夜って怖くて出れない!けどちょっと気になりませんか?
 普段体験できないタイの若者デートコースを紹介します。
 今回の無料バーチャルツアー体験は先着順なのでお早めに!!

タイは物価が安く、治安もよく住みやすい親自国
 として知られています。若者に人気のトクトック
 やインスタ映えスポットなど見どころ盛りだくさん
 なタイをオンラインで体験しよう!

応募方法
 ①QRコードから応募
 ②登録完了メールが届く
 ③ZoomのIDと
 イベント詳細に書く

共催: 国際機関日本アセアンセンター
 日本学生観光連盟執行部
 日本学生観光連盟執行部
 gskukannen@yahoo.co.jp

Virtual Tour to Thailand -Thailand Date Night-

PR ACTIVITIES

MEDIA COVERAGE



Samples of media coverage in FY2020

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. Fourteen newspaper articles, three TV programs, seven magazine articles, 1,752 websites and other media resources featured the Centre or its activities, a total of 1,776 times during FY2020.

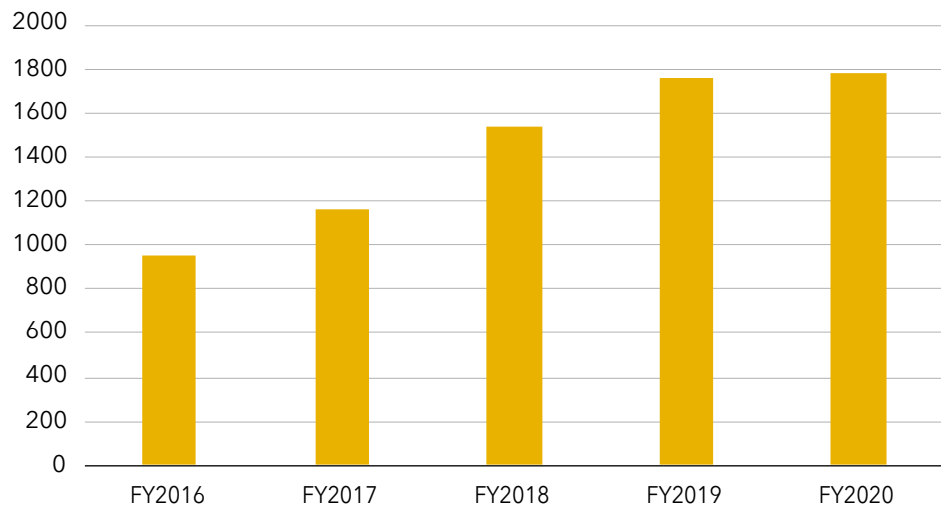
The Centre strives to attract media coverage by media both in Japan and ASEAN Member States. The highlight of the media coverage in FY2020 was the interview with Secretary General Fujita by Vietnam News Agency, the state media of the chair for ASEAN in 2020, on ASEAN-Japan as well as Viet Nam-Japan relations in connection with the regime change in Japan in September 2020. The interview was aired on a TV program “Vnews” by the Vietnam News Agency and the article was covered in several media by the same agency.

In addition, Secretary General Fujita was interviewed by major newspaper such as the Yomiuri Shimbun newspaper and NHK International in FY2020. The interview article by Yomiuri Shimbun was placed at the

“Lounge” section of the evening edition on March 17, 2021. Moreover, the Centre conducted brief sessions/lectures to journalists from news agencies and newspapers such as the Nikkei Shimbun newspaper and Nikkan Kogyo Shimbun newspaper.

Further to promoting its activities, the Centre regularly issues press releases. In FY2020, a total of 35 (Japanese: 19, English: 16) 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 an advertorial in the Viet Nam News in November 2020 at the timing of the 23rd ASEAN-Japan Summit Meeting in Viet Nam. The foreign media comprised 49% of the Centre’s total media exposure, the highest in the past five years.

NUMBER OF TIMES COVERED BY THE MEDIA



INSTANCES OF MEDIA COVERAGE

Number of times covered by the media					
Media	FY2016	FY2017	FY2018	FY2019	FY2020
Newspaper	95	66	84	37	14
TV & Radio	9	26	3	4	3
Magazine	16	12	16	13	7
Website & Others	838	1054	1439	1706	1752
Total	958	1158	1542	1760	1776

Number of times covered by foreign media					
Media	FY2016	FY2017	FY2018	FY2019	FY2020
Newspaper	18	15	14	5	3
TV & Radio	3	4	2	4	2
Magazine	1	0	0	3	0
Website & Others	150	259	363	733	870
Total	172	278	379	745	875
Share of foreign media (%)	18.0	24.0	24.6	42.3	49.3

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.

Communication Tools (Website, SNS and Newsletter)

The number of visitors (users) to the website grew by about 4% to 216,739 over the previous FY. As for the use of social media, the Centre is adding more contents for the general public to the Centre's YouTube channel this year. In FY2020, the Centre produced 12 ASEAN recipe videos introducing favorite recipes of the Centre's staff members from ASEAN Member States, which have been viewed about 1,750 times in total.

In addition, as a new attempt to deliver up-to-date ASEAN trends to the general public in Japan, eight newsletters named "ASEAN Highlight" by Secretary General Fujita have been published and sent out each time to about 20,000 subscribers in FY2020.

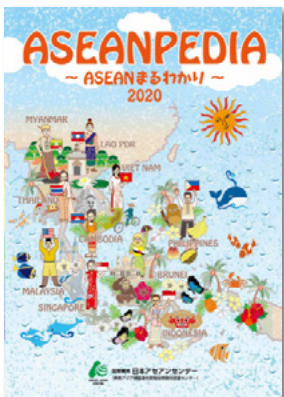
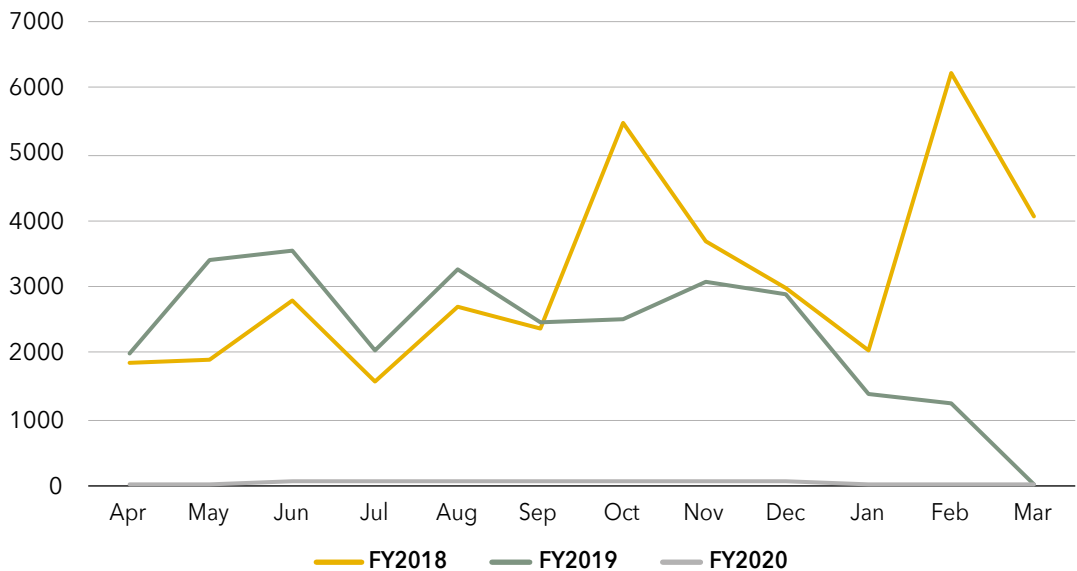


ASEAN recipe videos show step-by-step instructions on home cooking recipes from ASEAN countries

ASEAN-Japan Hall management

The ASEAN-Japan Hall is symbolic of the partnership between the ASEAN Member States and Japan. Due to the spread of COVID-19, the hall as well as the General Information Corner were closed from April 1 through May 31, 2020 as well as from January 12 until March 21, 2021, and the hall has not been used for public events but mainly for internal activities such as meetings and webinars this year. In FY2020, only 449 people visited the General Information Corner (the reception area of the Hall) in total, a number 98% lower than the previous year.

NUMBER OF VISITORS TO THE ASEAN-JAPAN HALL



ASEANPEDIA pamphlet

Supporting Events

Even though the number of events was limited in FY2020 due to the spread of COVID-19, the Centre supported 49 activities organized by other agencies in FY2020. The Centre has proactively involved itself in many of these activities, recognizing that they represent part of the direction the Centre should consider taking in the future.

Hosting Group Visits

The Centre has been hosting group visits for years as part of its promotional activities. It has provided various learning programs on ASEAN and the Centre for these visitors. Due to the spread of COVID-19, most school trips were suspended and only two schools (one high school and one college, a 91% decrease compared to FY2019) physically visited the Centre in FY2020. Nonetheless, six online lectures were conducted for students from one junior high school, one senior high school, and four universities and others, and the Centre will continue to promote online programs.

As an alternative to hosting group visits and a way to raise awareness of ASEAN among young people, the Centre sent a copy of the pamphlet "ASEANPEDIA" to 15,327 junior high and senior high schools in Japan in December 2020. As a result, over 4,600 copies had been sent additionally upon request from 40 schools across Japan by the end of FY2020. Also, the Centre produced an educational video about the edible insect market in ASEAN Member States and Japan in December. The video, which is available on the Centre's YouTube channel, was viewed

about 950 times as of March 31, 2021, and was the most-viewed video on our channel in FY2020. The Centre has received requests from 27 schools to use the video as an educational material in class.



Lecture video of edible insects market in ASEAN



Online lecture for a high school in Miyagi prefecture

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 FY2020, it participated in a symposium organized by the Keizai Koho Center (Japan Institute for Social and Economic Affairs) and Tokiwa University in Ibaraki Prefecture as well as a lecture hosted by Keidanren (the Japan Business Federation). It also gave an online lecture for Niigata University.



Online lecture for Niigata University

ASEAN NATIONAL ACTIVITIES (APRIL 1, 2020-MARCH 31, 2021)

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 FY2020, an amount of JPY4,138,800 was allocated for respective ASEAN Member States to undertake its promotional activities as follows.

COUNTRY	PROMOTIONAL ACTIVITIES
Brunei Darussalam	<ul style="list-style-type: none"> • Conducting networking and site visits to Atami City as well as Okinawa and Wakayama Prefectures by Embassy of Brunei Darussalam • Printing promotional materials • Organizing a webinar on eco-tourism in Japan • Organizing a webinar to introduce Bruneian artworks • Cinema advertising to promote Brunei Darussalam
Cambodia	<ul style="list-style-type: none"> • Developing trade promotion website and boosting Cambodia's E-commerce platforms • Organizing a workshop on the post COVID-19 recovery and gastronomy tourism; and producing materials on coastal food in Kampot Province, Cambodia • Updating and printing an investment guidebook 2020
Indonesia	<ul style="list-style-type: none"> • Organizing the Indonesia-Japan virtual business matching • Indonesia market (boosting e-commerce marketing of Indonesian products in Japan) • Participating in Foodex 2021
Lao PDR	<ul style="list-style-type: none"> • Publishing a brochure “Outstanding Community Based Tourism in Laos” in Japanese language • Organizing a seminar “The Impact of COVID-19 and regional economic integration trends” • Organizing a seminar “Significant role of Japan towards ASEAN and community building 2025 and beyond; and the outcomes of the 36th and 37th ASEAN Summit and related Summit Meetings” • Organizing a seminar “Brand Lao to global market (case study of Laos Agro products)” • Organizing a seminar “The impact of COVID-19 and survival strategies on tourism and handicraft sectors in Luang Pragang Province”
Malaysia	<ul style="list-style-type: none"> • Conducting trade promotion and Malaysia branding through media; and producing other promotional materials and printed matters in Japanese • Facilitating online and offline business meetings at the Malaysia Pavilion in FOODEX JAPAN 2021 • Organizing trade promotion outreach programs with mini seminar / business meetings • Translating in Japanese and printing promotional materials on business and investment opportunities in Malaysia • Participating in the Japan Long-Stay Fair (Online) • Updating /redesigning the contents of the official blog of Tourism Malaysia Japan and promoting the website • Participating in the Tabippo Online Backpack Fest (online promotion for Malaysia for post COVID-19) • Online promotion of long-stay in Malaysia
Myanmar	<ul style="list-style-type: none"> • Conducting ASEAN-standard tour-guide upgrading course for Myanmar tour guides (especially for Japanese speaking tour guides) • Organizing peer to peer exchanges (virtual workshop) among Investment Promotion Agency network to discuss the post COVID-19 investment promotion and facilitation measures • Organizing trainings on contract development and administration for public investment projects

.../

COUNTRY	PROMOTIONAL ACTIVITIES (Concluded)
Philippines	<ul style="list-style-type: none"> • Promotion of the Philippine's food exports to Japan • Conducting "Eat's More Fun in the Philippines Digital Food Promotion Campaign" on YouTube • Organizing the 7th Philippine-Japan Investment Forum 2020 • Organizing an online Filipino food cooking demo/seminar
Singapore	<ul style="list-style-type: none"> • Organizing a Singapore stamp rally campaign • Translating and printing booklet of the Enterprise Singapore corporate presentation
Thailand	<ul style="list-style-type: none"> • Developing Thai food menu and organizing a fair for food service • Conducting promotional activities for Thai agricultural products • Conducting Thailand health & beauty foods promotion in Japan
Viet Nam	<ul style="list-style-type: none"> • Producing a publication on the Japanese manufacturer's FDI and M&A trends in Viet Nam • Producing a trade and investment book in Japanese • Producing a handbook for exporting furniture and interior, clothes and personal goods to Japan • Producing a handbook for exporting seafood product to Japan



IV. USE OF FY2020 BUDGET

The total amount of the budget for FY2020 was JPY 555,022,653 including the special fund amounting to JPY 27,761,653 which was transferred from the unappropriated balance for FY2018 by the decision of the ad-hoc 39th Annual Meeting of the Council by correspondence.

The unappropriated balance for FY2020 was JPY 78, 139, 141.

The annual audit for FY2020 was conducted by an external auditing firm. For detailed accounts of budget and expenditures, see the "Financial Statements for the year ended March 31, 2021". (<https://www.asean.or.jp/en/ajc/reports/fa/>)

The Annual Report on Revenues and Expenditures of the ASEAN-Japan Centre for FY2020 was approved by the Council by correspondence on July 16, 2021.

ANNEXES

ANNEX A

List of Council Directors (as of March 2021)

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. Kasan Muhri	Director General	National Export Development (DGNEDE), Ministry of Trade
Japan	Mr. Kenichi Kobayashi	Director-General / Assistant Minister	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
Republic of the Union of Myanmar	H.E. Mr. Soe Han	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 CEO	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 2021)

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. Tomosaburo Esaki	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 PDR in Japan
Malaysia	Mr. Niqman Rafee M. Sahar	Director	Malaysia External Trade Development Corporation (MATRADE), Tokyo Office
	Mr. Riduan Rahman	Director	Malaysian 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 in Japan
Republic of Singapore	Mr. Sean Ong	Regional Group Director (Japan and Korea)	Northeast Asia & Oceania, Enterprise Singapore
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 FY2020



(as of 31 March 2021)



ASEAN-JAPAN CENTRE

ASEAN Promotion Centre on Trade, Investment and Tourism

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