

Trusted Partners in Practice and in People

Twenty Flagship Initiatives
Connecting the ASEAN-Japan Centre's Goals
with ASEAN-Japan Strategic Priorities

2025 Annual Report



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Design Concept:
The cover design reflects the ASEAN-Japan Centre's commitment to advancing ASEAN-Japan cooperation through trusted partnerships and meaningful people-to-people connections.

The red, blue, and yellow strands, inspired by the colours of the ASEAN flag, are each composed of three lines, representing the three pillars of the ASEAN Community—the Political-Security Community, the Economic Community, and the Socio-Cultural Community.

The five green strands represent the ASEAN-Japan Centre's five strategic goals. As the strands weave together, they symbolize the Centre, the ASEAN Member States, and Japan working hand in hand to translate shared priorities into practical action and lasting partnerships.

Together, the interwoven strands embody this year's theme, "Trusted Partners in Practice and in People," illustrating how collaboration and shared purpose create a stronger future for ASEAN and Japan.





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Message from

Dr. Kunihiko Chris Hirabayashi

Secretary General
of the ASEAN-Japan Centre

**...trust deepens not when
one side gives and the other receives,
but when both are changed
by the work**

In 2023, ASEAN and Japan chose two words to carry fifty years of shared endeavour into the next fifty: trusted partners. Words like these are easy to sign and hard to earn. Trust is not declared in a joint statement; it is built, slowly, in practice - and it is carried in people.

Where does Japan's unique value to ASEAN lie? I would offer three things. The first is that partnership lives on the ground - cultivated in the field, in the willingness to struggle over a stubborn problem, and to rejoice, side by side, when something works. The second is patience: the long road over the short sprint, walking with partners not for a project cycle but for a generation. The third is that our most durable investment is in people - capacity built, skills transferred, confidence passed from one hand to the next, outlasting any single programme.

I recall a single table at one of our gatherings: on one side, a maker who had honed his craft in Japan for a century; on the other, fishers finding their own way to

meet the standards of the world's most demanding markets. One had seemed to come to teach, the other to learn; by day's end it was no longer clear which was which. What stays with me is its meaning - that trust deepens not when one side gives and the other receives, but when both are changed by the work.

In 2025, the World Expo in Osaka brought much of that work into a single focus: with the ASEAN Secretariat we convened a forum, helped tell the story of the ASEAN pavilion, and worked to turn encounter into enterprise.

This annual report is a record of people, across the ten ASEAN Member States and Japan, who gave their days to the best interests of others. We exist for them not as the bridge, but as those who help build it. And a bridge is not finished the day it is first crossed; it is made surer, day by day, by the feet of those who pass over it.



It is the spirit of friendship, trust, and understanding that has empowered us to achieve great milestones bolstering regional integration and fostering sustainable development.

Message from

H.E. Dr. Kao Kim Hourn

Secretary-General of ASEAN

The ASEAN-Japan Comprehensive Strategic Partnership (CSP) stands today as one of the most enduring and trusted relationships in the Asia-Pacific region. Built on more than five decades of friendship and cooperation, it has evolved into a multifaceted model of partnership, demonstrating how values, mutual respect, and a shared commitment to peace and prosperity can deliver meaningful benefits to our peoples.

As ASEAN advances its Community-building efforts, Japan remains a steadfast and valued partner in supporting ASEAN Centrality and regional integration. Japan's strong support for the ASEAN Outlook on the Indo-Pacific (AOIP), alongside its commitment to advancing practical cooperation under this framework, reflects the strategic convergence that continues to strengthen our CSP. Through collaboration across key areas, such as economic resilience, sustainable development, digital transformation, connectivity, and human capital development, ASEAN and Japan are translating shared aspirations into tangible outcomes for the region.

The initiatives featured in the ASEAN-Japan Centre's Annual Report for FY2025 exemplify the practical value of this partnership. By facilitating trade and investment, promoting sustainable business practices, supporting tourism, and fostering cultural and educational exchanges, the Centre continues to serve as an important bridge

between ASEAN and Japan. These efforts contribute to economic growth and integration as well as strengthening mutual understanding and people-to-people ties, which remain at the heart of ASEAN-Japan relations.

As we work towards the realisation of ASEAN 2045: Our Shared Future, partnerships that are inclusive, innovative, and people-centred will be increasingly important. The ASEAN-Japan Centre's programmes and activities contribute meaningfully to ASEAN-Japan relations, including in support of the ASEAN Community Vision 2045 by facilitating sustainable and inclusive growth, advancing innovation and competitiveness, strengthening regional connectivity, and expanding opportunities for collaboration among our peoples. Such efforts help build a more resilient, dynamic, and future-ready ASEAN Community.

I commend the ASEAN-Japan Centre for its continued commitment and dedication to strengthening ASEAN-Japan relations and fostering closer cooperation across all pillars of the CSP. I am confident that, together, ASEAN and Japan will continue to deepen our collaboration and build a resilient, sustainable, and prosperous future for present and future generations.

Thank you.



Message from

Dr. Hajah May Fa'ezah Haji Ahmad Ariffin

Chair of the Council

of the ASEAN-Japan Centre for FY 2025

AJC carries out practical programmes supporting the partnership through concrete initiatives in trade, investment, tourism and cultural exchange, creating tangible opportunities for businesses, institutions and communities across our region.

It is a great honour and privilege to serve as Chair of the Council Directors of the ASEAN-Japan Centre (AJC) for FY2025. Over the past year, the Centre has deepened its role as a trusted anchor for ASEAN-Japan cooperation, achieving meaningful progress and demonstrating the steadfast commitment of its Member States towards our shared vision for a peaceful, prosperous and sustainable region.

As the ASEAN and Japan Comprehensive Strategic Partnership continue to advance, the AJC serves as a vital platform in translating high-level policies into actionable and people-centered results. As one of the implementing organisations, AJC carries out practical programmes supporting the partnership through concrete initiatives in trade, investment, tourism and cultural exchange, creating tangible opportunities for businesses, institutions and communities across our region.

Moving forward, the AJC will continue to play an important role in regional integration, supporting the ASEAN

Community Vision 2045 and our Strategic Plan for 2026-2030. I encourage the Centre to continue developing innovative initiatives that foster sustainable and inclusive trade, investment and tourism, while harnessing the opportunities presented by digital transformation and the green transition. Continued efforts to strengthen people-to-people ties particularly through empowering youth and women, expanding educational exchanges, and nurturing professional networks will inspire the next generation to close development gaps and strengthen ASEAN-Japan relations. Guided by mutual respect and shared responsibility, I am confident that the AJC will remain a powerful catalyst for positive, lasting change.

I extend my sincere appreciation to the Secretary General and the Secretariat, my fellow Council Directors, the members of the Executive Board for their unwavering dedication and invaluable contributions throughout the year. Let us build on these achievements to advance a partnership that will benefit generations to come.



**Committed to serving
as a bridge between
Japan and the ASEAN
Member States**

AJC 5.0

AJC 5.0 Vision

Under our mid-term strategic plan for 2022-2025, AJC 5.0, our vision was to be a "regional champion of change toward a human-centered, inclusive, sustainable, and resilient society." This strategy aimed at contributing to the ASEAN-Japan common agenda-as outlined in ASEAN Community Vision 2025 and the Sustainable Development Goals (SDGs) - by enhancing our targeted mandates in trade, investment, tourism, and people-to-people exchanges.

Trusted Partners in a New Era

FY2025 marked a historic turning point as the final year of ASEAN Community Vision 2025, which is now transitioning toward ASEAN Community Vision 2045. In parallel, FY2025 marked the final year of AJC 5.0, bringing our mid-term strategic framework to its conclusion. This report reflects the Centre's accomplishments in FY2025, aligned with the Joint Statement of the 2025 ASEAN-Japan Summit, reaffirming our commitment as "Trusted Partners" in practice and in people.



AJC 5.0
2022 - 2025

FIVE GOALS

FIVE STRATEGIES

FIVE OPPORTUNITIES



AJC 5.5
2026 - 2030

FIVE GOALS

FIVE TRANSFORMATIVE PATHWAYS

FIVE EMERGING ECONOMIES AS ENABLERS

How to Read This Section

Each of the 20 Flagship Initiatives is presented with a short narrative followed by tags that position the initiative within four strategic frameworks. The tags are not prescriptive labels but a way of making visible how the Centre's work connects to the broader regional and bilateral agenda shared by ASEAN and Japan.

20 Flagship Projects

AJC 3C Role

The 3C framework describes the primary role the Centre plays in each initiative. Most initiatives combine more than one role.

Connector	The Centre acts as a bridge - linking people, organisations, markets, or governments that could not easily reach one another on their own. Business matchmaking, investment missions, and cross-border partnerships are typical Connector activities.
Curator	The Centre identifies, organises, and delivers knowledge, good practice, or expertise to those who need it. Capacity-building workshops, knowledge-sharing symposiums, and research publications are typical Curator activities.
Communicator	The Centre raises awareness, shapes narratives, and builds public understanding of ASEAN-Japan relations. Advocacy seminars, media campaigns, digital content, and public diplomacy are typical Communicator activities.

Trusted Partners

This tag aligns each initiative with one or more of the three pillars of the Joint Vision Statement on ASEAN-Japan Friendship and Cooperation: "Trusted Partners," adopted at the Commemorative Summit for the 50th Year of ASEAN-Japan Friendship and Cooperation in December 2023.

Heart-to-Heart Partners across Generations (Short form in tags: Heart-to-Heart Partners)	Initiatives that deepen people-to-people ties, cultural exchange, and mutual understanding between ASEAN and Japan, with a particular focus on youth and the next generation.
Partners for Co-creation of Economy and Society of the Future (Short form in tags: Partners for Co-creation)	Initiatives that advance economic integration, trade, investment, digital transformation, green transition, and joint innovation between ASEAN and Japan.
Partners for Peace and Stability	Initiatives that contribute to regional security, maritime cooperation, cybersecurity, and the rules-based international order.

AOIP (ASEAN Outlook on the Indo-Pacific)

Adopted by ASEAN in 2019, the AOIP sets out ASEAN's own vision for a peaceful, rules-based, and prosperous Indo-Pacific. This tag identifies which of the AOIP's four priority areas of cooperation each initiative supports.

Economic Cooperation	Trade, investment, and industrial partnership.
Connectivity	Physical, digital, and institutional connectivity across the region.
SDGs	Contributions to the UN Sustainable Development Goals, including environmental sustainability, gender equality, and inclusive growth.
Maritime Cooperation	Marine resource management, ocean sustainability, and maritime security.

FOIP - Updated (Free and Open Indo-Pacific)

Japan's Free and Open Indo-Pacific vision, updated in May 2026, organises Japan's regional engagement into three areas. This tag identifies which area each initiative most directly supports.

Area 1	Building economic infrastructure for the age of AI and data, including strengthening supply chain resilience for energy and critical materials.
Area 2	Co-creation of economic growth opportunities through public-private collaboration and rule sharing.
Area 3	Enhancing cooperation in the field of security to ensure regional peace and stability.

Goal 1

Inclusive, Resilient, and Sustainable Trade

1-1. ASEAN Pavilion at Malaysia International Halal Showcase (MIHAS) 2025

ASEAN's halal economy has a trillion-dollar future - and at MIHAS in Kuala Lumpur in September 2025, the Centre made that future visible. Working with MATRADE, the Centre curated an ASEAN Pavilion that brought 19 enterprises from nine Member States onto a single platform alongside Japanese partners, positioning the region's halal food, cosmetics, and pharmaceutical sectors as a unified force in global markets. Specialised seminars tackled the practical barriers to market access on both sides. By staging ASEAN as one, the Centre gave enterprises that could not have reached these buyers alone a platform built on collective credibility.

3C

Connector + Curator

Trusted Partners

Partners for Co-creation

AOIP

Economic Cooperation
+ Connectivity

FOIP

Area 1
(economic infrastructure)

1-2. Building a Green Supply Chain Across Borders (Cambodia, Lao PDR, Viet Nam)

Fragmented standards and missing cross-border infrastructure have long constrained Mekong agricultural exports - problems no single country can solve alone. In June 2025, the Centre brought together producers, exporters, and officials from Cambodia, Lao PDR, and Viet Nam to build a greener, more connected regional value chain in which sustainability credentials travel with the goods to Japanese and international buyers. Through capacity-building workshops introducing eco-friendly logistics, green certification frameworks, and harmonised customs procedures, the Centre demonstrated that competitiveness and sustainability reinforce one another - opening higher-value markets for smallholders while meeting importer expectations.

3C

Connector + Curator

Trusted Partners

Partners for Co-creation

AOIP

Connectivity + SDGs

FOIP

Area 1
(economic infrastructure)



ASEAN Pavilion at Malaysia International Halal Showcase (MIHAS) 2025



ASEAN Pavilion opening ceremony attended by YBhg. Dato' Sri Mohd Mustafa Abdul Aziz, MATRADE CEO, and Senior Director of ASEAN Economic Integration Division, MITI, Dr. S.Sugumari.



Site visit to an agricultural facility in Viet Nam



FTA Promotion Seminar in Kuala Lumpur

1-3. From Agreement to Action: FTA Promotion Seminar in Kuala Lumpur

Signed agreements create possibilities; used agreements create prosperity. At the FTA Promotion Seminar in Kuala Lumpur in January 2026, co-organised with JETRO Kuala Lumpur, the Centre turned possibility into practice - translating rules of origin, tariff schedules, and RCEP and AJCEP certification procedures into concrete steps that 80 Malaysian and Japanese exporters can apply immediately. Technical masterclasses addressed supply chain compliance, digital documentation, and SME-specific bottlenecks. The follow-up interest that emerged from the room was itself a measurable outcome: appetite for deeper FTA utilisation, converted into a next step.

3C	Trusted Partners	AOIP	FOIP
Curator + Connector	Partners for Co-creation	Economic Cooperation	Area 2 (co-creation of rules / public-private collaboration)

1-4. Innovating for Ageing Societies: Japan and Singapore Connect on Care Technology

Japan and Singapore share a demographic horizon arriving faster than either can address alone. In March 2026, the Centre organised a webinar and opened pathways for the cross-border deployment of AI-driven monitoring systems, robotic mobility aids, and telehealth platforms, connecting Japanese care-technology providers with Singaporean partners through regulatory roundtables on market entry, clinical validation, and data privacy frameworks. As Connector between innovators, providers, and investors, the Centre pointed toward where ASEAN-Japan trade is heading: from goods to solutions, from transactions to joint problem-solving on challenges both societies must face together.

3C	Trusted Partners	AOIP	FOIP
Connector	Partners for Co-creation	Economic Cooperation	Area 2 (co-creation of rules / public-private collaboration)



1-5. Myanmar's Specialty Coffee at SCAJ 2025: Targeting Japan's Premium Market

Highland farmers in Myanmar grow coffee of exceptional quality. Japan's specialty market is willing to pay for it. At SCAJ 2025 in Tokyo in October 2025, Asia's largest specialty-coffee event, the Centre closed that gap - connecting seven Myanmar producers with 37 Japanese buyers and 700 visitors through structured B2B matchmaking, while aligning post-harvest processing with Japan's phytosanitary standards. Real farmers, real cups, real commercial pathways that bypass the multi-layered supply chains that erode farmer margins: this is the Centre's founding mandate, made personal.

3C	Trusted Partners	AOIP	FOIP
Connector	Heart-to-Heart Partners	Economic Cooperation	Area 1 (economic infrastructure)



Myanmar coffee producers discuss with Japan coffee expert, Ms. Yuki Onishi

1-6. Bringing Finest Bruneian Made Products to the Japanese Market

The Centre's commitment to Brunei in the Japanese market did not stop at the door of a trade fair. Building on the success of the inaugural Brunei Darussalam Pavilion at the 6th Kyoto International Gift Show in March 2025, the Centre and the Embassy of Brunei Darussalam took the next step: a seven-day pop-up presence at Kyoto Takashimaya's Meetz WEEK - "the Exhibition that will change your lifestyle" - from 13 to 19 August 2025. More than 800 visitors engaged with the Brunei booth, drawn in particular to the distinctive design and craftsmanship of Bruneian baskets. The clearest lesson from both activations: uniqueness and storytelling open doors in Japan's high-end and niche markets, and the most durable opportunity lies in co-creation - Brunei's raw materials combined with Japanese technique and craftsmanship, building products and partnerships that neither could reach alone.

3C	Trusted Partners	AOIP	FOIP
Connector + Communicator	Partners for Co-creation	Economic Cooperation	Area 1 (economic infrastructure)



The top quality products to the global stage

Goal 2 Sustainable Impact Investment



Seven participants from #ImpactLink joined ASEAN Inclusive Business Forum in Kuala Lumpur

2-1. Linking Impact & Empowerment: 26 Women Social Entrepreneurs Strengthen Confidence and Skills

Twenty-six women social entrepreneurs from across ASEAN and Japan - 24 from ASEAN Member States and 2 from Japan - joined the Centre's inaugural #ImpactLink programme in August 2025: an intensive online workshop series on digitalisation, impact-driven financial modelling, and investor pitching that delivered concrete gains in capability, not just attendance certificates. Seven selected participants went further, joining the ASEAN Inclusive Business Forum in Kuala Lumpur in September 2025 for direct exposure to the regional investment ecosystem. A direct pipeline to gender-lens impact investors was established alongside a peer-to-peer network spanning six ASEAN countries. Building this human pipeline - connecting women entrepreneurs to the resources, networks, and capital they need to grow - is one of the Centre's most direct contributions to inclusive, sustainable regional growth.

3C

Connector

Trusted Partners

Heart-to-Heart Partners
+ Partners for Co-creation

AOIP

SDGs

FOIP

Area 2
(public-private collaboration/
people-centred development)



Thirteen CLMV officials were trained

2-2. CLMV Smart-City Officials: Open Innovation Platforms for Solving Local Problems

Urban challenges across Cambodia, Lao PDR, Myanmar, and Viet Nam will not be solved by importing ready-made technology. In March 2026, the Centre offered something more durable: a method. Working with urban innovation partners in Japan, the Centre trained 13 CLMV smart-city officials to use open-innovation platforms to crowd-source and co-design tech-driven solutions for their own municipalities. Japanese experts shared public-private partnership case studies that officials could adapt and deploy at home. As Connector and Curator, the Centre helped close the governance gap that too often stands between ambition and implementation.

3C

Connector + Curator

Trusted Partners

Partners for Co-creation

AOIP

Connectivity

FOIP

Area 1 + Area 2
(digital infrastructure /
co-creation of rules)

2-3. Cybersecurity Readiness of Critical Infrastructure in the Age of AI

Power grids, water systems, and communications networks are increasingly exposed to AI-enabled threats - and preparedness cannot be built in isolation. In Tokyo in February 2026, the Centre convened a webinar attended by 89 academics, industry practitioners, and businesspeople from across ASEAN and Japan to discuss cybersecurity standards of critical infrastructures in the region. The discussions moved from threat analysis to investment strategy, examining AI-driven anomaly detection, zero-trust architectures, and cross-border incident response. Strengthening the cybersecurity of infrastructure in energy, transport, finance, and telecommunications from digital threats is the precondition for building trust in cross-border trade and investment, which is critical for a safe and secure ASEAN-Japan cooperation in these areas.

3C	Trusted Partners	AOIP	FOIP
Connector + Curator	Partners for Peace and Stability	Connectivity	Area 3 + Area 2 (security cooperation / digital infrastructure)

2-4. Enhancing Sustainable Fisheries in BIMP-EAGA: Japan-Philippines Cooperation

Coastal communities in the BIMP-EAGA sub-region depend on fisheries for livelihoods, food security, and ecological stability - all three under pressure. In March 2026, co-organised with the Department of Trade and Industry (DTI) of the Philippines, the Centre brought together 80 Philippine fisheries stakeholders and Japanese technical experts to open concrete pathways for sustainable blue-economy investment. Discussions moved across eco-friendly cold storage, solar-powered processing, and blockchain-enabled traceability - practical technologies that reduce waste, protect marine biodiversity, and strengthen the compliance credentials that premium markets require.

3C	Trusted Partners	AOIP	FOIP
Connector	Partners for Peace and Stability	Maritime Cooperation	Area 3 (maritime / security cooperation)

ASEAN-Japan Insights Series
CYBERSECURITY READINESS OF CRITICAL INFRASTRUCTURE IN THE AGE OF ARTIFICIAL INTELLIGENCE
 Thursday, 12 February 2026 | 15:00-16:30 JST
 Hybrid Zoom Webinar (English, Japanese)

Speakers:

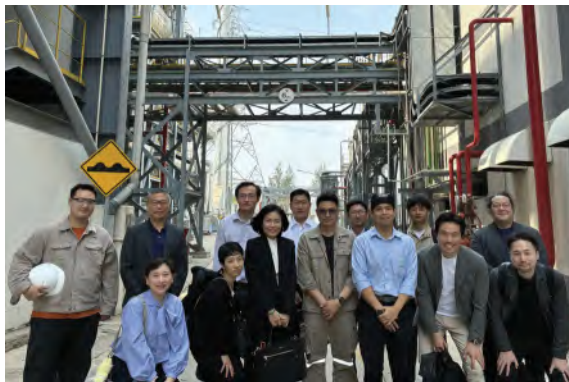
- Dr. Alfian Presekai**
2025 Research Fellow
ASEAN-Japan Young Experts Fellowship Program
- Prof. Dr.-Ing. Ir. Kalamullah Ramli, M.Eng.**
Professor
Universitas Indonesia
- Dr. Youki KADOBAYASHI**
Professor, Laboratory for Cyber Resilience
Nara Institute of Science and Technology (NAIST)

Moderator:

- Mr. Mark Bryan Manantan**
Research Fellow
La Trobe University



Enhancing Sustainable Fisheries in BIMP-EAGA



Mission on Bio-Circular-Green (BCG) Industrial Sectors

2-5. Mission on Bio-Circular-Green (BCG) Industrial Sectors

Thailand's Bio-Circular-Green economy is one of Southeast Asia's most ambitious industrial transformations. From 16 to 19 February 2026, co-organised with Thailand's Board of Investment (BOI) Tokyo Office, the Centre gave seven Japanese companies in bioeconomy, green chemicals, and sustainable materials direct access to it - moving through Bangkok and the Eastern Economic Corridor via site visits to Labactive, EECi BIOPOLIS, Chonburi Clean Energy, Absolute Assembly, and Bangchak's Sustainable Aviation Fuel joint venture. Japan's industrial precision alongside Thailand's biological resources and policy-driven manufacturing base: a natural partnership for the low-carbon transition.

3C

Connector + Curator

Trusted Partners

Partners for Co-creation

AOIP

SDGs +
Economic Cooperation

FOIP

Area 1 + Area 2
(green infrastructure /
public-private collaboration)

ASEAN-Japan Insights Series
JAPAN'S MARKET DEVELOPMENT OF CARBON TRADE IN THE INDONESIAN FORESTRY SECTOR

Tuesday, 27 January 2026 | 15:00-16:30 JST
Hybrid Zoom Webinar (English, Japanese)

Speakers:

Hangga Prihatmaja
2025 Research Fellow
ASEAN-Japan Young Experts
Fellowship Program

Keitaro TSUJI
Director, Office for the Joint
Crediting Mechanism and
International Carbon Market,
Ministry of Environment (Japan)

Nurul Iman Suansa
Climate Technical Manager
ACT Solutions APAC Pte. Ltd.
(ACT Group)

Dr. Muhammad Zahrul Muttaqin
Director
Multistakeholder Forestry
Programme Phase 5 (MFPS)

Moderator:

Dr. Gregory Trencher
Associate Professor
Graduate School of Global Environmental Studies
Kyoto University

The ASEAN-Japan Centre for Research, Policy and Advocacy
100, Nishikieji, Nishi-ku, Kyoto 615-8511, Japan

2-6. Japan's Market Development of Carbon Trade in the Indonesian Forestry Sector

Indonesia's forests are among the world's most significant carbon sinks. Japan's GX-ETS, launching in 2026, creates direct corporate demand for high-integrity carbon credits. On 27 January 2026, co-hosted with the Kyoto University ASEAN Center under the ASEAN-Japan Insights Series, the Centre convened experts from academia, government, and the private sector to examine Japan's Joint Crediting Mechanism, the 2024 Japan-Indonesia Mutual Recognition Agreement, and the governance realities of Indonesian forestry. An AJYEF Research Fellow presented original findings. The recommendation was clear: start small, pilot rigorously, scale what works - with the Asia Zero Emissions Community (AZEC) as a possible starting regional platform.

3C

Curator +
Communicator

Trusted Partners

Partners for Co-creation

AOIP

SDGs +
Economic Cooperation

FOIP

Area 1 + Area 2
(green infrastructure /
co-creation of rules)

Goal 3

Sustainable and Responsible Tourism

3-1. ASEAN-Japan Sustainable Tourism Best Practices Knowledge-Sharing, Manila

Good practice in sustainable tourism is unevenly distributed - some destinations have solved the challenge of welcoming visitors without sacrificing what makes them worth visiting; others are still working it out. In February 2026 in Manila, co-organised with the Department of Tourism of the Philippines, the Centre convened 73 practitioners to close that gap. Community-based hospitality models, and digital visitor-management systems moved from the destinations where they work to the operators who need them. Sustainability as a shared regional standard, not an individual achievement.

3C	Trusted Partners	AOIP	FOIP
Curator + Connector	Partners for Co-creation	SDGs	Area 2 (knowledge-sharing / public-private collaboration)

3-2. From Central Viet Nam to Angkor: ASEAN Multi-Destination Travel - 2025 FAM Trip

A journey that crosses borders tells a different story about a region than one that stays within them. In September 2025, co-organised with the Viet Nam National Authority of Tourism and the Ministry of Tourism of Cambodia, the Centre took five Japanese social media influencers - with a combined following of more than 440,000 - from the heritage landscapes of central Viet Nam to the temples of Angkor, testing a cross-border itinerary. By year-end, 281 posts had generated 1,278,706 impressions at a 5.13% engagement rate. ASEAN connectivity, experienced as a journey, is one of the most compelling stories the region has to tell.

3C	Trusted Partners	AOIP	FOIP
Connector	Partners for Co-creation	Connectivity	Area 1 (physical connectivity)



The ASEAN-Japan Sustainable Tourism Best Practices Knowledge Sharing Session



Five Japanese social media influencers visited Viet Nam and Cambodia



Goal 4

Fostering Leadership Exchanges; Empowering Youth & Women



AJYELN visited ASEAN Secretariat during their training in Jakarta

4-1. AJYELN 2025 in Action: A Year of Environmental Leadership Across ASEAN and Japan

Numbers tell the story of what AJYELN became in 2025. Between August and December, 11 teams implemented 65 awareness campaigns and activities across all AJC ASEAN Member States and Japan - engaging approximately 18,326 individuals and establishing 75 collaborations with local communities and organisations. Beyond the field, AJYELN's Facebook and Instagram platforms reached more than 65,300 young people aged 15-35 across the region. The year culminated at the ASEAN Youth Environmental Diplomacy Summit: Championing Plastic-Free Action, held on 7 March 2026 at De La Salle-College of Saint Benilde in Manila - co-organised with the ASEAN Youth Organization, Break Free from Plastic, and the School of Diplomacy and Governance - where Fellows presented their outcomes to youth leaders, policymakers, and civil society organisations from across ASEAN and Japan. A network that delivered.

3C

Connector
+ Communicator

Trusted Partners

Heart-to-Heart Partners
across Generations

AOIP

SDGs

FOIP

Area 2
(people-centred development)



Group Visit Programme - Photo with Ms. Dyah Roro Esti, Vice Minister of Trade of the Republic of Indonesia

4-2. Bringing ASEAN into Classrooms and Communities Across Japan

Raising awareness of ASEAN among Japanese youth requires going where young people are - and in FY2025, the Centre did exactly that. Through the ASEAN Lecture programme, the Centre reached 1,666 participants from 28 prefectures across Japan through 81 engagements, including outreach lectures and group visits to the Centre, covering ASEAN-Japan relations, entrepreneurship, impact investment, and the SDGs. Highlights included a lecture at Saitama University co-organised with the Embassy of Malaysia, and an ASEAN Goes to School session at Kobe University co-organised with the ASEAN Secretariat, where ASEC Director Mr. Lee Yoong Yoong engaged 140 students in an interactive session on ASEAN community building. To commemorate ASEAN Day on 8 August, the Centre co-organised the Kasumigaseki Tour Day "Let's Know About ASEAN!" with the Ministry of Foreign Affairs on 13-14 August - bringing hands-on craft activities, costume tryouts, and traditional sports to approximately 100 visitors at the ASEAN-Japan Hall. Awareness built one classroom, one community at a time.

3C

Connector
+ Communicator

Trusted Partners

Heart-to-Heart Partners
across Generations

AOIP

SDGs

FOIP

Area 2
(people-centred development)



Goal 5

Advocacy, Communication, Social Mobilization & Partnership

5-1. Hybrid Seminar on Advancing Data Free Flow with Trust (DFFT) in ASEAN and Japan

Whether data can cross borders with trust is one of the most consequential governance questions facing ASEAN and Japan today. In August 2025 in Tokyo, co-organised with the OECD Tokyo Office and the Economic Research Institute for East Asia and ASEAN (ERIA), the Centre convened 169 participants from industry, government, and academia in a hybrid webinar to move the DFFT agenda from principle to practice. The panel sessions built consensus on data privacy architecture, cross-border e-commerce rules, and interoperable regulatory sandboxes. When data flows with trust, the entire digital economy moves.

3C

Curator +
Communicator

Trusted Partners

Partners for Co-creation

AOIP

Connectivity

FOIP

Area 2
(co-creation of rules /
digital governance)



Hybrid Seminar on Advancing Data Free Flow with Trust (DFFT) in ASEAN and Japan

5-2. ASEAN New Generation Short Film Award 2025

Policy builds partnerships; stories build people. The ASEAN New Generation Short Film Award 2025, with winners announced in Tokyo in October 2025, invited young filmmakers from across the region to explore the theme "I Belong." The competition received 157 submissions, from which five winning films were selected and showcased. Through personal stories of identity and belonging, the films fostered empathy, strengthened people-to-people connections, and deepened mutual understanding between ASEAN and Japan.

3C

Communicator
+ Curator

Trusted Partners

Heart-to-Heart Partners
across Generations

AOIP

- (cultural / indirect)

FOIP

- (trust building)



Directors of the winning films for the ASEAN-Japan Short Film Award 2025



Inaugural Discussion Paper Series under the ASEAN-Japan Young Experts Fellowship (AJYEF)



Producing an original song represented an experimental communication approach for the Centre

5-3. Inaugural Discussion Paper Series under the ASEAN-Japan Young Experts Fellowship (AJYEF)

Completed in March 2026, the inaugural ASEAN-Japan Centre Discussion Paper Series gave the Centre's fellowship programme a lasting intellectual legacy - four research papers by young experts on the policy questions that will define the next chapter of ASEAN-Japan relations: green economic transitions, supply chain diversification, digital governance, and geopolitical stability. Virtual webinars connected authors directly with experts, practitioners, business leaders, and academics on their respective research themes. As Curator and Communicator, the Centre amplified young researchers' work into the spaces where it can make a difference.

3C

Curator +
Communicator

Trusted Partners

Partners for Co-creation

AOIP

SDGs

FOIP

Area 2
(knowledge-sharing /
youth engagement)

5-4. First PR Song "What is ASEAN?" with YouTuber Nijiuro Zamurai (Zuma)

Most Japanese people have heard of ASEAN but cannot name its member states or describe what it stands for. Changing that requires reaching people where they are - not in seminar rooms, but on the platforms where attention actually lives. In December 2025, the Centre released its first-ever PR song, "What is ASEAN?", produced with popular Japanese YouTuber Nijiuro Zamurai (Zuma): a music video designed to make people feel something about ASEAN before they know very much about it. Just within a month, on YouTube and Instagram, the video generated 113,000 views and more than 30 substantive comments - reaching audiences that no conventional outreach would touch.

3C

Communicator

Trusted Partners

Heart-to-Heart Partners

AOIP

- (awareness / indirect)

FOIP

- (awareness / building)



ASEAN Promotion Centre on Trade, Investment and Tourism



The delegation from the ASEAN-Korea Centre and the U.S-ASEAN Center visited the ASEAN Pavilion at the Expo.

Special Features

The Expo 2025 Osaka, Kansai, Japan Showcase of Co-Creation

Expo 2025 Osaka, Kansai was more than a world's fair - it was a rare convergence of global attention, physical presence, and institutional momentum that the Centre seized as a strategic platform. With millions of visitors from around the world passing through Osaka, and with heads of delegation, ministers, and business leaders in attendance, the Expo created the chance to demonstrate ASEAN-Japan co-creation not just in words, but in action, on a world stage.

Under AJC 5.0's framing of the Expo as a strategic "Opportunity for Reimagination," the Centre activated the Expo across four dimensions: institutional diplomacy, economic integration, tourism storytelling, and cultural exchange.

A Historic First: Dialogue Among Five ASEAN Plus One Centres

25 September 2025

While the trilateral meeting of the ASEAN-China Centre (ACC), the ASEAN-Japan Centre, and the ASEAN-Korea Centre (AKC) is a regular annual event, the Centre leveraged the momentum of the Expo to convene a historic first meeting of ASEAN Plus One Centres - bringing together the ASEAN-Australia Centre (AAC), the ASEAN-India Centre (AIC), the ASEAN-Japan Centre, the ASEAN-Korea Centre (AKC), and the U.S.-ASEAN Center on the sidelines of the 21st Meeting among the Secretaries General, held in Sakai City, Japan.

The Centres exchanged experiences across their respective programmes and discussed opportunities for collaboration in the lead-up to ASEAN's 60th anniversary. Following the meeting, all five Centres visited the ASEAN Pavilion at the Expo, sharing outcomes directly with the ASEAN Secretariat, represented by Mr. Lee Yoong Yoong, Director of Community Affairs Directorate.



The ASEAN Business Forum in Osaka inviting H.E. Mr. Satvinder Singh, Deputy Secretary-General of ASEAN for the ASEAN Economic Community

The ASEAN Business Forum in Osaka

7 August 2025

In collaboration with the Osaka Chamber of Commerce and Industry (OCCI), the Centre convened the ASEAN Business Forum in Osaka to mark the visit of H.E. Mr. Satvinder Singh, Deputy Secretary-General of ASEAN for the ASEAN Economic Community. This high-level forum emphasised ASEAN-Japan co-creation as the essential pathway to shared prosperity, directly aligning with the Joint Vision Statement of 2023 to build a future-ready partnership. The Forum was also linked to ASEAN's Special Day at Expo 2025 Osaka Kansai on 8 August, celebrating the 58th anniversary of ASEAN's establishment.



The panel discussion on innovation and sustainability at the Theme Week Studio in the Expo

"The Future I Want to See" Event at Expo 2025 Osaka Kansai

25 May 2025

Organised in collaboration with the ASEAN Secretariat to mark the Centre's establishment anniversary on 25 May, this event showcased a shared vision for smart, sustainable, and inclusive communities across the Indo-Pacific. Held at the Theme Weeks Studio within the Expo grounds, the programme featured a panel discussion and a screening of winning films from the ASEAN New Generation Short Film Award 2024.



Influencer-Led Storytelling: A Modern Lens on Heritage and Gastronomy

To strengthen tourism connectivity, the Centre leveraged the power of digital advocacy by hosting dynamic talk shows at the Viet Nam and Cambodia Pavilions. Both sessions featured popular Japanese influencer and photographer 6151 (@6151), who had participated in AJC-organised Familiarisation (Fam) Trips to each country and shared exclusive content with walk-in Expo audiences.



Talk show at the Cambodia Pavilion in the Expo

Viet Nam: Fresh Perspectives on Danang and Hoi An 7 October 2025

In collaboration with the Ministry of Culture, Sports and Tourism of Viet Nam, the talk show invited 6151 to lead a "virtual tour" highlighting Danang's modern café scene and Marble Mountains, alongside Hoi An's timeless lantern-lit streets and authentic street food. The impact was immediate: 98.5% of on-site survey respondents (n=198) expressed a desire to visit Viet Nam following the session. (Exit survey conducted among walk-in attendees).

Cambodia: Beyond Angkor Wat with a Contemporary Twist 4 October 2025

Partnering with the Cambodian Ministries of Commerce and Tourism, the talk show featured 6151 alongside Noel Someya (@noel_engeki). Together they introduced a fresh and contemporary Cambodia, focusing on Siem Reap's modern Khmer cuisine, elephant sanctuaries, and unique accommodations tailored for Japanese travellers. The session generated exceptional results: 99.4% of on-site survey respondents (n=348) reported they were inspired and eager to visit Cambodia. (Exit survey conducted among walk-in attendees).



The talk show at the Viet Nam Pavilion in the Expo



H.E. Mr. Khamjane Vongphosy, Minister of the Prime Minister's Office of the Lao People's Democratic Republic joined the Lao Investment Forum

Regional Investment Missions

The Expo served as a strategic gateway for economic integration, with the Centre co-organising two investment missions that translated Expo momentum into concrete business opportunities.

Lao Investment Forum 2025

10 July 2025

Co-organised with the Ministry of Planning and Investment of Lao PDR, JETRO Vientiane, and the Osaka Chamber of Commerce and Industry (OCCI), the Forum welcomed over 120 participants from government, the private sector, and investment-related organisations on the occasion of Lao National Day at the Expo.

The Forum spotlighted Lao PDR's updated investment incentives under the revised Investment Promotion Law (2024) and its growing profile as a green investment destination in the Mekong region - with emphasis on hydropower, organic agriculture, eco-industrial parks, and carbon credit initiatives. A panel of Japanese companies with on-the-ground experience in Lao PDR shared practical insights on entry procedures, local partnerships, and operations in renewable energy, manufacturing, and agriculture.

Cambodia Business Mission in Kansai 2025

7-8 July 2025

Co-organised with the Council for the Development of Cambodia (CDC) on the occasion of Cambodia National Day at the Expo, the two-day mission brought together Cambodian investment authorities and Kansai-based Japanese firms to explore opportunities in manufacturing, agro-processing, digital services, and logistics.

On 7 July, CDC held one-on-one government-to-business (G2B) meetings with eight Japanese companies, covering investment prospects across sectors including IT workforce development, agro-industry exports, and cold chain logistics infrastructure. On 8 July, the delegation visited OCCI and JETRO Osaka, both of which affirmed support for future cooperation - with OCCI proposing to host an upcoming Cambodia Investment Roadshow in Osaka. CDC presented Cambodia's positioning as a regional manufacturing base serving wider regional and global markets, its clean-energy commitments, and government incentives for IT, green energy, and logistics. The Centre will follow up with sector-specific investment seminars in Japan and a business mission to Cambodia for interested Japanese firms.

Protagonists of Change

Numbers and narratives tell part of the story. The rest belongs to the people who lived it. The following voices belong to entrepreneurs, young leaders, and storytellers who took what the Centre offered - a programme, a platform, a network - and turned it into something of their own. Trusted Partners, in their own words.

Getthip "Kate" Hannarong
Founder
Zero Waste YOLO
Thailand



"ImpactLink became a turning point in our journey. The programme helped us communicate our impact more strategically, strengthen our confidence, and realise that we are part of a wider ecosystem of social innovators across ASEAN and Japan."

#ImpactLink
An ASEAN-Japan Centre
initiative launched in FY2025
to strengthen the funding readiness
and impact narratives of women-led
social enterprises
across ASEAN and Japan.

Wanping Aw
Founder
TokudAw Inc.
Singapore



"I used to feel overwhelmed by our financial goals and unsure how to reach them. ImpactLink helped me make sense of everything - now I feel ready, focused, and confident to grow the company, possibly even beyond what I had imagined."

AJYELN

(ASEAN-Japan Young Environmental Leaders Network)

A regional network that trains and funds young leaders from across ASEAN and Japan to design and run their own grassroots environmental projects.

Lê Đỗ Thanh Tú (Chloe) & Lê Đoàn Ngọc Hân (Jessie)

No Plastic Mũi Né
Viet Nam Fellows



"I particularly valued the empowerment model of AJYELN. I appreciated the autonomy to design and manage my own initiative while receiving mentorship rather than micromanagement."

"Through AJYELN, I became a co-founder and led a core team of nearly 30 people. I developed skills in multitasking, stakeholder engagement, strategic planning, and cross-department collaboration."



Jick L. Acupan & Prince Nico U. Geolaga

Project DUGONG
Philippines Fellows



"The journey demonstrated that environmental leadership is built not only on passion for sustainability but also on collaboration, perseverance, and the capacity to respond effectively to real-world challenges."



ASEAN New Generation Short Film Award

An annual award launched in FY2024, inviting young film makers from across ASEAN to tell individual stories that connect the people of ASEAN and Japan.



Dylan Cerio
Most Popular
Film Award 2025
PROM QUEER,
Philippines

"I think many people hide who they are because they are scared of being judged and rejected. Our film shows how difficult it can be to be yourself but also how freeing it is when the people you love accept you. And that acceptance and belonging are possible even in a society where it's hard to be yourself."

Survey Overview & Methodology

- Survey Method: Online Research
- Target Population: Males and females aged 15-69 across Japan (excluding middle school students and younger)
- Sample Size: 1,506 valid respondents
- Sampling Strategy: Quota sampling across 96 cells based on 8 regions, gender, and 6 age groups (10-year increments); sample weighted to reflect Japan's actual population demographics
- Number of Questions: 10 questions (main survey)
- Survey Agency: Macromill, Inc. (full scope from implementation to reporting)

Data-Driven Strategies for a Future-Ready Partnership

Insight from the 2026 ASEAN Awareness Survey in Japan

As part of AJC 5.0 Strategy 1, the Centre utilises the "power of data, evidence, and research" to ensure its activities align with public expectations and regional needs. The results of the March 2026 ASEAN Awareness Survey conducted in Japan validate that the Centre's ongoing initiatives - deepening economic integration, engaging Gen Z through digital branding, and expanding youth co-creation programmes - are precisely what the public expects. The Centre is already delivering on these mandates to ensure a sustainable and vibrant ASEAN-Japan relationship for the next generation.

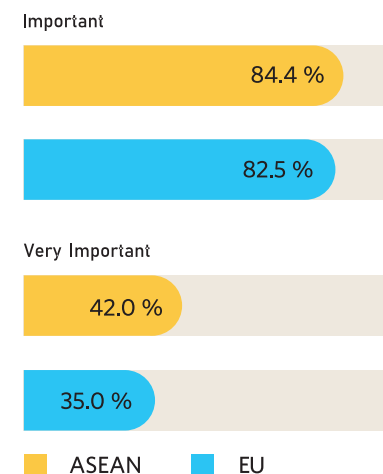
01 High Expectations: ASEAN as a Vital Growth Partner

The survey reveals that 84.4% of Japanese respondents view ASEAN as "important" for Japan's future, surpassing the importance placed on the EU (82.5%). Notably, the proportion of those who consider ASEAN "very important" is 7 percentage points higher than for the EU, underscoring ASEAN's role as Japan's most essential partner for growth and regional security.

The Centre's Response: Advancing High-Value Economic & Sustainable Tourism Partnerships.

The Centre actively facilitates projects that go beyond basic regional introduction, promoting impact investments and sustainable and responsible tourism. The Centre translates public recognition into tangible business opportunities and mutual economic growth.

Perception of ASEAN as a Vital Partner



02 The Rise of Gen Z: Knowledgeable and Positive

Gen Z (ages 15-27) has emerged as the most informed generation, with 46.1% capable of identifying specific ASEAN Member States—significantly higher than Baby Boomers (32.5%) or Gen X (29%). Younger audiences view ASEAN not just as a trade partner, but as a "trustworthy" region and an "attractive destination for study and work," validating the Centre's focus on next-generation leadership. By contrast, Gen Y, particularly women, records the lowest levels of awareness and knowledge.

The Centre's Response:

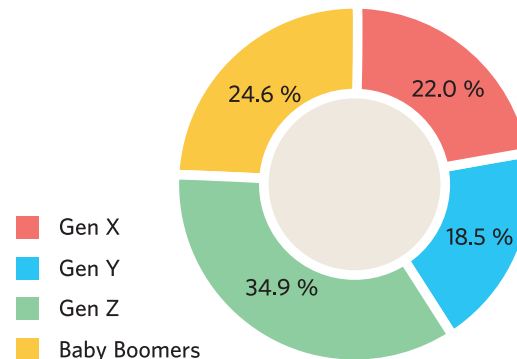
From Gen Z Engagement to Broader Public Outreach

In recent years, the Centre has focused on engaging Gen Z through digital-first communication strategies, including social media campaigns, influencer partnerships, and interactive content including ASEAN class. This approach aligns with survey findings showing that Gen Z demonstrates relatively high awareness and knowledge of ASEAN.

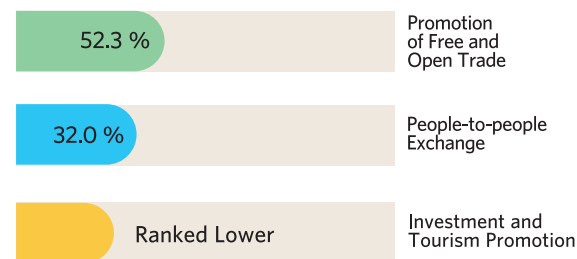
Looking Ahead

Building on these efforts, the Centre will strengthen outreach to Gen Y, particularly women, who show comparatively lower levels of awareness and engagement. By tailoring content and communication channels to different audience segments, the Centre seeks to promote a more inclusive and sustained understanding of ASEAN and ASEAN-Japan relations.

ASEAN Regional Knowledge



Public Demand for Future ASEAN-Japan Initiatives



03 A Dual Mandate: Trade and Human Connectivity

While "Promotion of Free and Open Trade" (52.3%) remains the top priority for the Centre, there is growing demand for "People-to-people exchange focusing on youth" (32.0%). For Gen Z and Gen Y, human connectivity has risen to the second most important priority, even surpassing investment promotion.

The Centre's Response:

Expanding Co-Creation Programmes for Future Leaders

In direct response to public demand, the Centre continues to develop programmes where Japanese and ASEAN students and young entrepreneurs work together to solve social issues. The Centre's focus on "co-creation" builds a foundation of long-term trust and regional mutual understanding.

Looking Ahead

The Centre will continue to expand co-creation programmes that bring together the next generation of Japanese and ASEAN leaders, ensuring that people-to-people connectivity remains a cornerstone of the ASEAN-Japan partnership as it moves toward ASEAN Community Vision 2045.

Future Outlook

Toward ASEAN Community Vision 2045 and AJC 5.5

Chairat Liengkajornkiet

Director of Programme Operations
in charge of Trade, Investment,
Research and Policy Advocacy

FY2025 was a meaningful year for the ASEAN-Japan Centre. It marked the final year of ASEAN Vision 2025 and AJC 5.0 and offered us a moment to look back on what we have built together over the years.

The achievements of the Centre have never been the work of the Centre alone. This has been made possible through the trust and cooperation of the ASEAN Member States and Japan, our partners, and many individuals and organizations who have worked with us. Through our mandates of promoting trade, investment, tourism, and people-to-people exchanges, we have seen how ASEAN-Japan cooperation can create practical opportunities and bring people in the region closer together.

As we move into FY2026, we begin a new chapter. ASEAN Community Vision 2045 invites us to think more boldly about the kind of region we want to build: one that is connected, resilient, inclusive, and ready to respond to a changing world. For the Centre, this is also an opportunity to strengthen our role as a bridge between ASEAN and Japan under our new mid-term strategic plan (AJC 5.5).



Going forward, we will continue to listen closely to the needs of our members and work closely with our partners to create meaningful opportunities for businesses, communities, young people, women entrepreneurs, and future leaders. We will build on the strong foundation of ASEAN-Japan friendship and cooperation while exploring new ways to support innovation, sustainability, and shared prosperity.

I would like to express all my heartfelt appreciation to everyone who has supported the Centre's activities for over four decades. I look forward to continuing this journey together with our stakeholders as we navigate our next chapter of ASEAN-Japan friendship and cooperation.

Ei Ei Khin

Director of Programme Operations
in charge of Tourism, People to People
Exchange and Strategic Country Support

As Director responsible for Tourism, Exchange, and Trade & Investment programmes for the CLMV countries, FY2025 was a year of meaningful progress in strengthening the partnership between ASEAN and Japan through practical cooperation and people-to-people connectivity particularly by leveraging Expo 2025 Osaka, Kansai, Japan momentum.

In the area of trade and investment, we advanced efforts to enhance business linkages and investment promotion across the CLMV countries. Through strategic collaboration with government agencies, business organizations, and development partners, the Centre facilitated high-level dialogues, capacity-building initiatives, and investment promotion activities that highlighted emerging opportunities in sustainable industries, digital transformation, manufacturing, and regional value chains.

In tourism, we continued to promote ASEAN as a diverse and attractive destination for Japanese travelers while supporting sustainable tourism development and regional connectivity. Our programmes provided platforms for knowledge sharing, destination promotion, and stakeholder engagement, contributing to stronger tourism cooperation between ASEAN and Japan. Through activities held in conjunction with the Expo, we showcased the rich cultural heritage and tourism potential of ASEAN destinations, creating new opportunities



to engage Japanese audiences and inspire future travel to the region.

People-to-people exchange remained at the heart of our work. Through youth and leadership initiatives, we fostered greater mutual understanding, intercultural learning, and networks among future leaders from ASEAN and Japan. A highlight was our collaboration with the ASEAN Secretariat at the Expo where we organized a special dialogue on smart, sustainable, and inclusive communities, bringing together experts, youth, and stakeholders from ASEAN and Japan to exchange ideas on the future of regional cooperation. These programmes strengthened awareness of ASEAN among Japanese youth and encouraged long-term engagement with the region.

As we move forward, I remain committed to deepening ASEAN-Japan cooperation and creating new opportunities that contribute to an inclusive, resilient, and prosperous future for our regions.

**Aims to deepen
the "heart-to-heart"
relationship between
ASEAN and Japan**

Staff Profiles

Kunihiko Hirabayashi, MD, Ph.D

Secretary General

OFFICE OF SECRETARY GENERAL

Chairat Liengkajornkiet

Director of Programme Operations
in charge of Trade, Investment, Research
and Policy Advocacy

Ei Ei Khin

Director of Programme Operations
in charge of Tourism, People to People Exchange
and Strategic Country Support

Yuka Kubota, Ph.D.

Senior Executive Officer

Tomoko Miyauchi

Lead Public Communication Officer

Bryan Tan Jia Yang

Programme Officer

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Head of General Affairs
and Secretary to Secretary General

Yukashi Oki

Assistant to General Affairs

Yoshimi Sakai

Lead Accounting and Finance Officer

Mutsumi Oyama

Accounting Officer
and National Activity Coordinator

Aya Ono, Ph.D.

Programme Manager

Kenta Yoshioka

Administrative Assistant

Chihiro Shimizu

Programme Associate

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Narita Nurindah Hatibie

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Tomoko Onuki

Programme Manager

Takeko Ito

Programme Specialist

Preechaya Kittipaisalsilpa, Ph.D.

Programme Officer

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Yasushi Ishida

Assistant Director

Katrina Navallo, Ph.D.

Programme Manager

Julius Tan Gonzales, Ph.D.

Programme Officer

STRATEGIC COUNTRY SUPPORT

Deborah Nicole Danker

Assistant Director

Nguyen Tuan Anh, Ph.D.

Programme Coordinator

Razel Andrea Dizon Navalta, Ph.D.

Programme Officer

TOURISM AND EXCHANGE

Naoko Fujikawa

Assistant Director

Reiko Nagaoka

Programme Specialist

Mitsuo Watanabe

Programme Coordinator

INTERNS

Maxine Louise Fujimoto

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Midori Naito

Yuna Shibata

Fathya Aully Zelinda

RECEPTIONISTS

Sou Yaly

Olaphai Boutthavong

Chhem Solinda

Boungnarasy Soudathone

Hanako Luangaphay

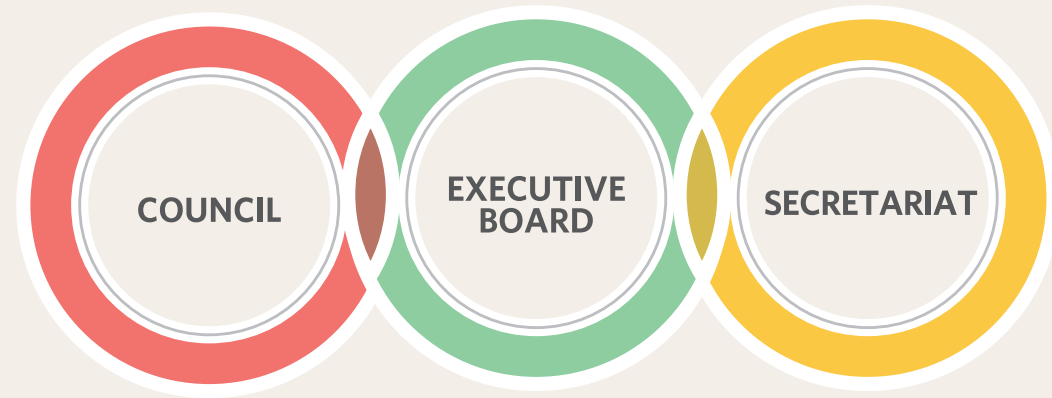


The ASEAN-Japan Centre

The ASEAN-Japan Centre (AJC) is an international organisation established by the ASEAN Member States and Japan in 1981. For over four decades, the Centre has been a bridge between the ASEAN Member States¹ and Japan, promoting exports from ASEAN to Japan while revitalising investment, tourism, and people-to-people exchanges. We deliver impact through diverse initiatives, including seminars, capacity-building programmes, research and policy analysis, and cross-cultural events.

¹ As of FY2025, Timor-Leste is not a member country of the Centre.

Three Pillars of AJC's Governance



Council

The supreme policy-making body of the organisation, consisting of 11 directors appointed by and representing each Member State. The Council approves the annual programme and budget, appoints the Secretary General, and sets the overall strategic direction of the Centre.

Executive Board

Consisting of 11 representatives appointed by each Member State, the Executive Board supervises the activities of the Secretariat to ensure that the decisions of the Council are implemented.

Secretariat

The executive arm of the organisation, led by the Secretary General. The Secretariat consists of the Office of the Secretary General, the Office of General Affairs, and one programme operational department comprising four teams: the Bilateral Programme (BP) Team, the Research and Policy Advocacy (RPA) Team, the Strategic Country Support (CS) Team, and the Tourism and Exchange (TE) Team.

Member States

Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Viet Nam and Japan. Timor-Leste, which acceded to ASEAN in October 2025, is not a member country of the Centre.

Council Directors of the ASEAN-Japan Centre, as of December 11, 2025



Permanent Secretary
(Economy, Trade and Industry)
Ministry of Finance and Economy
Dr. Hajah May Fa'ezah Haji Ahmad Ariffin



Director General
National Export Development
Ministry of Trade
Ms. Fajarini Puntodewi



Director-General, ASEAN Department
Ministry of Foreign Affairs
Ms. Sengdavanh Vongsay



Chargé d'Affaires ad interim,
Embassy of the Republic
of the Union of Myanmar
Mr. Kyaw Tun



Assistant Managing Director
Americas, Europe and
Northeast Asia & Oceania
Enterprise Singapore
Mr. Johnny Teo



Director General, Vietnam Trade Promotion
Agency (VIETRADE)
Ministry of Industry and Trade
Mr. Vu Ba Phu



Director-General
General Department of ASEAN
Ministry of Foreign Affairs
and International Cooperation
Mr. Chum Angvichet



Director-General / Assistant Minister
Southeast and Southwest Asian
Affairs Department
Ministry of Foreign Affairs
Mr. Miyamoto Shingo



Senior Director
ASEAN Economic Integration Division
Ministry of Investment, Trade and Industry (MITI)
Dr. Sugumari A/P S. Shanmugam



Deputy Head of Mission
Embassy of the Republic
of the Philippines in Japan
Mr. Christian L. De Jesus



Director-General, Department
of International Trade Promotion (DITP)
Ministry of Commerce
Ms. Sunanta Kangvalkulkij

Facility Overview and Access

Located in the heart of Tokyo, the Centre serves as a hub for regional dialogue, business matching, and cultural exchange.

Address:

Shin-Onarimon Bldg., 6-17-19 Shimbashi
Minato-ku, Tokyo 105-0004

Access:

- Onarimon Station (Toei Mita Line)
1 min. walk from Exit A4
- Daimon Station (Toei Oedo Line)
8 mins. walk from Exit A6
- Shimbashi Station (JR)
15 mins. walk from Karasumori Exit
- Hamamatsu-cho Station (JR)
10 mins. walk from North Exit

Office Hours:

9.30 am - 5.30 pm, Monday-Friday
Closed on weekends and public holidays

Tel +81-(0)3-5402-8002

Fax +81-(0)3-5402-8003

Financial Statements



National Activities



General Information Corner

Located next to the Secretariat office, the General Information Corner displays a wide selection of materials and local publications related to trade, investment, tourism, and culture of the ASEAN Member States, available for public reference free of charge.

ASEAN-Japan Hall

The multipurpose ASEAN-Japan Hall is available to the Centre's stakeholders and co-sponsoring organisations for events that promote ASEAN-Japan relations. Use of the hall is subject to the Centre's co-sponsorship and is not available for commercial rental.



**ASEAN-JAPAN
CENTRE**

**For updated information about our activities,
please visit our website:**

www.asean.or.jp

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