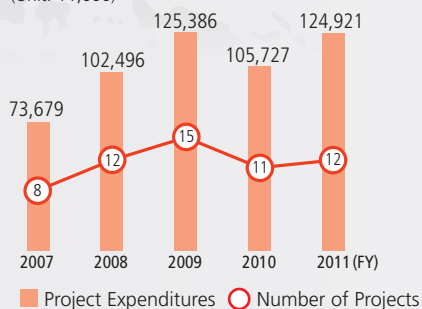


The Sasakawa Japan-China Friendship Fund

SPF promotes peace and mutual development between Japan and China, following the fundamental principle of “from friendship to cooperation.” This is the largest private fund for Japan-China relations.

Recent Projects

(Unit: ¥1,000)



SJCF implemented projects that focus on providing information and creating suitable opportunities for mutual understanding between Japan and China. Particularly through the development of a series of highly accessible Japanese-language learning materials based on Japan-China cooperation and through the hosting in Japan of popular and influential online opinion leaders from China, SJCF strived to improve opportunities for learning and promoting awareness about Japan.

Guidelines (1995–)

Fostering Human Resources for 21st-Century Japan-China Relations

- Training Program for Japanese Language Learners from Regional Universities
- Healthy Community Construction Project
- Development of Materials to Teach the Japanese Language

Deepening Mutual Understanding in the 21st Century

- Book Translation and Publication Project for Understanding Contemporary Japan
- Facilitating Dialogue between Future Leaders
- New Japan-China Field Officer Exchange
- New Japan-Visit Program for CCP Local Leaders
- New Invitation Program for Chinese Magazine Journalists
- New Japan-China Young Historians' Seminar
- New Invitation Program for Popular Chinese Bloggers

Activities to Promote Japan-China Relations in the 21st Century

- Forty Years of Japan-China Relations in Review (1972–2012)

Activities to Advance the Fund's International Role

- Expanding the Public Relations Activities of the Japan-China Friendship Fund

Training Program for Japanese Language Learners from Regional Universities

- 1 Implementing Agency: China Education Association for International Exchange (China)
- 2 Project Classification: Grant
- 3 Project Expenditure for Fiscal 2011: ¥18,440,144
- 4 Implementation Year: 3rd year of 5-year project

The goal of this project is to select successful Japanese language students at universities in China's inland provinces, where few may have opportunities for interaction with Japanese people, and provide them with the chance to study in Japan. The objective is to encourage the students who

are studying Japanese at regional universities, enhance Japanese language education, and contribute to the development of human resources who can support cooperation between Japan and China in the future. In fiscal 2011, the foundation provided a grant to the China Education Association for International Exchange, which has a network of universities in the Inner Mongolia Autonomous Region, the Ningxia Hui Autonomous Region, Qinghai, Guizhou, Yunnan and Sichuan provinces. The Association selected 20 students and two teachers to lead the group, and, in February 2012, group members underwent training in Beijing before making the journey to Japan. The students subsequently received training for four weeks at the Waseda University Center for International Education. The

overall curriculum included special lectures on Japanese culture, a one-day homestay program, educational visits to local areas, and a trip to Kobe and Kyoto. On arriving back in Beijing, follow-up activities were then provided and reports written by project participants about their experience of training in Japan were compiled into a booklet.



Lesson in progress



Exchange meeting with Waseda University students

Development of Materials to Teach the Japanese Language

- ① Implementing Agency: Beijing Center for Japanese Studies (China)
- ② Project Classification: Grant
- ③ Project Expenditure for Fiscal 2011: ¥7,022,267
- ④ Implementation Year: Final year of 4-year project

This project works to develop comprehensive teaching materials for Japanese language majors at the university level, providing funding for collaborative work between those involved in developing teaching materials in China and

specialists in Japan. In this final year of the project, we delivered academic presentations on the teaching materials and organized special-interest meetings focused on teaching resources development by taking opportunities to attend the National Japanese Language Education Research Conference, held in China annually, and the 10th International Conference on Japanese Language Education, which was held in Tianjin in 2011. As planned, the outcome of this four-year project also resulted in the completion of a 23-volume *Comprehensive Course in Basic Japanese* and its subsequent publication by Higher Education Press.

Healthy Community Construction Project

- ① Implementing Agency: Kumamoto University (Japan)
- ② Project Classification: Grant
- ③ Project Expenditure for Fiscal 2011: ¥4,014,110
- ④ Implementation Year: Final year of 3-year project

Based on a collaborative Japan-China concept, this project aims to train health promotion volunteers in farming communities in mountainous areas of Guilin in the Guangxi Zhuang Autonomous Region. This fiscal year was the final year of the project. A group of Japanese specialists worked with local administrative departments and medical institutions to carry out five volunteer medical clinic sessions in the village of Guaijiang, and organized activities to support the establishment of school infirmaries at elementary schools, calling for charity contributions of relevant supplies from local businesses and businesses in Japan. Guilin volunteer groups were also invited to attend the 9th East Asia Congress of Health Promotion, held in November 2011 in Kumamoto, where the project's outcomes were announced. Similarly, in February 2012, specialists from Kumamoto University and the

people in charge of the project visited Guilin and held a joint general session with the Guilin Municipal Health Bureau, other local administrative bureaus, and health volunteer group representatives. The project's achievements were presented at the session to the local public, including local administrative, health and education bureaus and residents, and were also covered by the media.



Group's visit to Minamata, Kumamoto Prefecture as part of their training tour of Japan

Book Translation and Publication Project for Understanding Contemporary Japan

- ① Implementing Agency: The Sasakawa Peace Foundation, Editorial Committee for the Books for Understanding Contemporary Japan Project (China)
- ② Project Classification: Self-Operated/Commissioned
- ③ Project Expenditure for Fiscal 2011: ¥23,668,884
- ④ Implementation Year: 3rd year of 5-year project

This project aims to provide information contributing to a better understanding of Japan among the Chinese people, by identifying books

introducing contemporary Japan to be carefully selected by specialists in Japan and China for translation and publication in Chinese. In fiscal 2011, the Screening Committee, composed of experts from Japan and China, continued with activities to draw up a recommended reading list, while an additional recommended reading list was made by the Chinese publishers, thereby increasing the amount and the range of books being recommended. One main achievement for this fiscal year was the translation and publication of a total of 15 literary works, including one about the history of universities in Japan and another on Japanese cinema and popular post-war heroes in film, which are now available in Chinese to general readers.

Facilitating Dialogue Between Future Leaders

- ① Implementing Agency: The Sasakawa Peace Foundation, China Association for International Friendly Contact (CAIFC) (China)
- ② Project Classification: Self-Operated/Commissioned
- ③ Project Expenditure for Fiscal 2011: ¥8,129,096
- ④ Implementation Year: 3rd year of 5-year project

This project aims to provide a platform for cross-cutting discussion between persons involved in Chinese and Japanese finance. This fiscal year, in December

2011, we invited a group of 15 members from China's Ministry of Finance, the Chinese Academy of Social Sciences Institute of World Economics and Politics, the National Development and Reform Commission, the China Banking Regulatory Commission, the Export-Import Bank of China, and other experts and persons involved in China's international finance, economy and macroeconomics fields. Furthermore, in the same month the Sasakawa Peace Foundation and CAIFC held a symposium "European Debt Crisis and China's Responses" in Tokyo, and discussed Chinese perspectives on the global economy, outlooks on current Chinese financial policies, and other relevant items.

Japan-China Field Officer Exchange

- ① Implementing Agency: The Sasakawa Peace Foundation, China Institute for International Strategic Studies (China)
- ② Project Classification: Self-Operated/Commissioned
- ③ Project Expenditure for Fiscal 2011: ¥21,447,720
- ④ Implementation Year: 1st year of 5-year project

This project aims to deepen trust between Japan and China in the area of national security by providing field officer personnel with opportunities to experience their partner country firsthand as well as a platform for exchange and dialogue. This fiscal year, 20 members of the Chinese People's Liberation Army (PLA) visited Japan in October 2011. Some highlights to the group's itinerary included paying a courtesy visit to the Minister of Defense,

observing Japanese Self-Defense Force (JSDF) air, sea and land units, exchanging views with persons at the Ministry of Defense and Japan Ground Self-Defense Force (JGSDF) Fuji School, paying a courtesy visit to the Governor of Kagawa and engaging in exchange with local authorities, observing facilities for business and agriculture, and attending lectures on Japanese politics and economy. Similarly, in February 2012, ten JSDF field officers visited China and participated in training and exchanges in Beijing, Tianjin, Qingdao, Xi'an, Fuzhou and Xiamen. Highlights to the Japanese group's itinerary were the opportunity to exchange views with Minister for National Defense Liang Guanglie and PLA Deputy Chief of Staff Ma Xiaotian, observing PLA air, sea and land units, visiting the China Institute for International Strategic Studies and Xiamen University's Taiwan Research Institute, and paying courtesy visits to Fujian Vice-Governor Ni Yuefeng and Xiamen Deputy Mayor Huang Ling.



Group members observing at a Japan Maritime Self-Defense Force (JMSDF) base during their Japan visit



Japan-Visit Program for CCP Local Leaders

- ① Implementing Agency: The Sasakawa Peace Foundation, People's China Magazine Company
- ② Project Classification: Self-Operated/Commissioned
- ③ Project Expenditure for Fiscal 2011: ¥9,926,212
- ④ Implementation Year: 1st year of 2-year project

This project aims to promote understanding of Japan by inviting local CCP (Chinese Communist Party) publicity leaders from various provinces and autonomous regions of China to experience Japan firsthand. This fiscal year, with the cooperation of the China International Publishing Group and People's China Magazine Company, we invited a 20-member delegation centered on CCP publicity leaders from 14 Chinese provinces and

autonomous regions to visit Japan in July 2011, with the main theme of the visit focusing on local Japanese government PR activities. The Chinese delegation toured Tokyo, Kanagawa, Shizuoka, Kyoto and Nara prefectures and exchanged views with leaders from the political and administrative spheres, including an ex-prime minister, the respective governors of Kanagawa and Shizuoka prefectures, and the Yokohama mayor. The itinerary also included visits to major companies in Japanese business, visits to historic sites in Kyoto and Nara, and other activities intended to deepen understanding of Japanese society as a whole. The details of this visit's exchange activities were covered not only in *People's China* but by the Xinhua News Agency and other media organizations in China as well as in Japan, with close to 100 websites also posting articles about the project.

Invitation Program for Chinese Magazine Journalists

- ① Implementing Agency: The Sasakawa Peace Foundation
- ② Project Classification: Self-Operated
- ③ Project Expenditure for Fiscal 2011: ¥2,875,477
- ④ Implementation Year: 1st year of 5-year project

The aim of this project is to deepen understanding of Japan among writers and editors of popular magazines in China, with the end goal of improving

Japan's image among Chinese readers. We extended our first invitation for the fiscal year in June 2011 to a team from *China Newsweek*, a magazine with a circulation of around 600,000. The outcome of this visit was published in *China Newsweek* on June 27, 2011 in a special feature about how Japan is coping 100 days after the Great East Japan Earthquake. Our second invitation was extended in March 2012 to *Oriental Outlook*, a magazine with a circulation of around 300,000. This second visit resulted in related coverage being published in *Oriental Outlook* on April 12.

Japan-China Young Historians' Seminar

- ① Implementing Agency: The Sasakawa Peace Foundation
- ② Project Classification: Self-Operated
- ③ Project Expenditure for Fiscal 2011: ¥10,582,332
- ④ Implementation Year: 1st year of 5-year project

The aim of this project is to promote sharing of information on trends in historical research as well as on problems in the perception of history and other issues among young historians from Japan and China in order to strengthen the network of researchers in this field. In August 2011, it hosted the Japan-China Young Historians Seminar at University of the Ryukyus in Japan. A total of 39 history researchers from both countries participated, and 14 lectures were provided by leading researchers and 23



The seminar in progress



Participants being briefed on operating a machine used in document restoration

research presentations were given by training participants. The project also invited three research experts on mainland China to the International Conference of the 1911 Revolution in Tokyo and Kobe to further strengthen support for research exchanges between the two countries.

Invitation Program for Popular Chinese Bloggers

- ① Implementing Agency: The Sasakawa Peace Foundation
- ② Project Classification: Self-Operated
- ③ Project Expenditure for Fiscal 2011: ¥3,778,111
- ④ Implementation Year: 1st year of 5-year project

The aim of this project is to invite influential Chinese public bloggers to experience Japan firsthand, with the end goal of improving Japan's image

among Chinese Internet users through more timely, freer perspectives of such experiences posted via the Web. This fiscal year, we extended invitations to nine popular bloggers for four visits in total, with themes covering "Japan after the Great East Japan Earthquake," "Japan's bullet train and railroad technology," and "Food and food safety in Japan." The results of this series of visits were then posted not only in China's microblogosphere but also in magazine articles. At the same time, they were picked up in various online discussion forums.

Forty Years of Japan-China Relations in Review (1972–2012)

- ① Implementing Agency: The Sasakawa Peace Foundation, Social Sciences Academic Press (China)
- ② Project Classification: Self-Operated
- ③ Project Expenditure for Fiscal 2011: ¥78,145,556
- ④ Implementation Year: 3rd year of 4-year project

For this project, experts in Japan have been summarizing Japan-China relations in the forty years between 1972 and 2012 into a work tentatively titled

Forty Years of Japan-China Relations in Review (1972–2012) in order to present to the people of both countries a general portrait of Japan-China relations to date. This fiscal year, authors submitted the manuscript to be edited in collaboration with the publisher, University of Tokyo Press, and authors, editors and others involved in revising the drafts are working closely together on any further changes. Furthermore, a part of the final draft was passed on to the Social Sciences Academic Press (China), who is commissioning the translation into Chinese and subsequent publication of the Chinese language edition, for which preparations are already underway.

Expanding the Public Relations Activities of the Japan-China Friendship Fund

- ① Implementing Agency: The Sasakawa Peace Foundation, People's Daily Online Japan Co., Ltd. (Japan)
- ② Project Classification: Self-Operated/Commissioned
- ③ Project Expenditure for Fiscal 2011: ¥7,222,212
- ④ Implementation Year: 3rd year of 5-year project

This is an ongoing project that aims to follow up on both current and completed projects conducted by the Japan-China Friendship Fund to date

as well as to spread information about the fund's activities throughout China via the Internet. This fiscal year, the People's Daily Online Japan Co., Ltd. continued with its consigned task of using a fundamental database to translate and post information in Chinese about Japan-China Friendship Fund's fiscal 2011 projects as well as the results of completed projects by the Fund. Furthermore, a new long-term front-page layout was created on the Fund's homepage and information has been posted containing updated articles and photos of its activities.