

CLAIR Singapore Newsletter

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Indonesia-Japan Local Administration Seminar



A scene from the seminar

In recent years, public services are facing ever challenging fiscal limitations as well as increasingly complex demands from the diversified needs of local residents, which resulted in regional local governments constantly pursuing innovations across all sectors of administration. For regional local governments to overcome these challenges, innovations of administrative functions have to come from within, and local governments have to re-imagine how public services can help strengthen the local communities and improve their quality of life. With this theme in mind, the 'Indonesia-Japan Local Administration Seminar' was held in Jakarta, the capital city of Indonesia on 7th and 8th September 2015.

Jointly organized by Japan's Ministry of Internal Affairs and Communications, and Indonesia's National Institute of Public Administration, the 2-day seminar has provided an effective platform to facilitate the constructive exchange of knowledge, ideas and opinions on issues pertaining to local administration faced by both Indonesia and Japan. CLAIR Singapore provided support in the implementation of this seminar, especially with regards to the coordination between Indonesia and Japan.

Representatives from Japan who graced the event include Mr. Hiroshi Inayama, Director-General of Policy Coordination under the Minister's Secretariat of Ministry of Internal Affairs and Communications, as well as Mr. Tomohiro Haruki, Assistant Director of Finance Division under the General Affairs Department of Nara Prefectural Government, and Mr. Masaru Nozuki, Assistant Chief of the Environment

and Economy Bureau of Economic Affairs Department of Sagami City. The seminar was also attended by senior representatives from the various related organizations in Indonesia, for example Mr. Adi Suryanto, Acting Chairman of National Institute of Public Administration, Mr. Gunawan, Director of Regional Performance Evaluation and Capacity Building under Ministry of Home Affairs, as well as Mr. Anwar Sanusi, Secretary General of the Ministry of Villages, Disadvantaged Regions and Transmigration. Around 115 participants from the central and local governments in Indonesia participated in the seminar.

On the first day of the seminar, 2 speakers from Japan delivered presentations on topics related to local administration in Japan. Mr. Inayama from The Ministry of Internal Affairs and Communications discussed about the need for administrative and financial reform in Japanese local governments. Mr. Haruki from Nara Prefectural Government explained about the revenue and expenditure management initiatives in Nara Prefecture. On the other hand, 2 speakers from Indonesia shared with the participants their perspectives on local administration in Indonesia. Mr. Gunawan from the Ministry of Home Affairs touched on the government system, local government budget and public service in his presentation. Mr. Anwar Sanusi from the Ministry of Villages, Disadvantaged Regions and Transmigration, explored the significance of village development in Indonesia.



Group photo of speakers and participants from both Japan and Indonesia

During the second day of the seminar, Mr. Nozuki from Japan's Sagami City delivered his presentation which focused on introducing the city's initiatives in providing one-stop services to attract business investments. The seminar ended with a concluding session which saw a lively exchange of opinions between the speakers and participants. Participants from Indonesia have shown a high level of interest towards the various best practices implemented by local governments in Japan.

In conclusion, the 2-day seminar provided opportunities for participants from both Indonesia and Japan to conduct meaningful discussions on issues of common interest to both countries.

Through supporting such events, CLAIR Singapore aspires to contribute in providing solutions to issues of local administration in Japan and ASEAN countries as well as India.

CLAIR Singapore Representatives Speak at UCLG ASPAC Conference in Wakatobi, Indonesia

On 5 September, members from CLAIR Singapore attended the United Cities and Local Governments Asia-Pacific (UCLG ASPAC) Conference that was held in Indonesia's Wakatobi Island, in conjunction with UCLG ASPAC's 2015 Executive Bureau and Council Meetings.

UCLG is a worldwide association of local government organizations, and UCLG ASPAC is the biggest of its 8 regional sections. Exploring the theme of "Local Government Voices Towards Habitat III on a New Urban Agenda", 3 CLAIR Singapore representatives were invited to speak at the conference on the subjects of "Good Governance" and "Low Carbon Society".

Mr. Takashi Nabeoka, Assistant Counselor of CLAIR Singapore, spoke at the first session where he introduced the concept of "network governance" through the sharing of Kyoto City's "Gion Festival Zero-Waste Operation". The successful reduction of waste generated during the Gion Festival through the use of reusable utensils helped to illustrate that good governance could be initiated and led by citizens and social entities with increased social awareness and participation by the public.

Next, Mr. Yuji Kato and Mr. Keisuke Kogure, both Deputy Directors of CLAIR Singapore, also went on-stage to share more about related projects in Kitakyushu City and Tokyo Metropolitan respectively. In Kitakyushu's "Smart Community Project", innovative schemes were introduced with an aim to reduce CO2 emission, including installation of electricity consumption display monitors in homes and offices that show details of users' electricity consumption and the introduction of dynamic electricity pricing that depends on users' demand. The "Tokyo Super Eco-Town Project" then illustrated how the Tokyo Government seeks to further reduce and process its industrial waste through working with private industry players to set-up technologically-advanced facilities in the city, and eventually help move Tokyo towards becoming a recycling-based society.

All 3 speakers from CLAIR Singapore and their presentations were highly evaluated by the secretariat office and participants alike, and CLAIR looks forward to continue to be an active member of UCLG ASPAC in the future and encourage further participation from Japanese local governments in such international fora.



Speaker from CLAIR Singapore at one of the Plenary Sessions



Group photo of representatives from participating organizations

Japan-Singapore Study Program 2015

~ Perspectives on Singapore's Policies from Speakers of Lee Kuan Yew School of Public Policy

As Singapore continues to capture the attention of many Japanese local governments with its adoption of imaginative and highly pragmatic urban policies, the intricacies behind its system of governance have also become topics of interest to the local governments. With an objective to introduce some insights into Singapore's principles of governance and best practices, CLAIR Singapore conducted a two-day study program from 22 – 23 June 2015 for 28 local government officials, some of whom had even flew into Singapore from Japan to participate in this program.

The study program invited specialist lecturers from the Lee Kuan Yew School of Public Policy in the National University of Singapore to deliver lectures and provide unique perspectives on Singapore's principles of governance and urban solutions regarding the public transportation system.

On the first day, Mr. Lam Chuan Leong, former permanent secretary in many of Singapore's ministries and currently a Fellow in the School, gave the participants a critical overview of Singapore's governance and policymaking process in terms of the underlying philosophies, key principles, institutions and practices as well as the historical circumstances in which they have evolved. Several key points were of particular interest to the participants such as how the various government agencies incorporate a mechanism of collaboration across institutions in order to achieve common goals, the constant endeavor to eradicate corruption and a committed emphasis on human resource development with the purpose of recruiting highly capable and competent personnel to join the civil service.

On the second day, Associate Professor Paul Barter who specializes in urban transport policies in Asia spoke on Singapore's urban planning challenges and land transport policy dilemmas. He critically outlined the various schemes employed by Singapore over the years to ease congestion



Demonstration of the mechanisms of Marina Barrage

such as the Area Licensing Scheme (ALS) in the 1970s that charged motorists a fee for entering downtown areas during restricted hours, and the current Electronic Road Pricing (ERP) system that charges motorists different rates for using different priced roads during peak hours. In the Q&A sessions after each lecture, the participants actively raised many questions to clarify about the details of each policy.

On both days after the lectures, site visits were arranged so that participants can have a better grasp of Singapore's best practices through detailed explanations provided by the respective government officials. On the first day, the participants visited Marina Barrage which is a dam built right in the city centre to create a reservoir in the downtown area and at the same time act as a flood control. The second day's site visit was to Singapore's first eco town project called Treelodge@Punggol. The eco town had been developed with energy saving installations and environmental features such as solar panels on rooftops, LED lightings, motion sensors and rainwater harvesting systems within the residential estate. Furthermore, the orientation of buildings and windows were designed in consideration of the prevailing wind directions in order to take advantage of natural ventilation. The participants were especially impressed when they learnt of the immense amount of work and consideration that went behind the design of the green environment in the estate.

CLAIR Singapore will continue to organize such study programs in future not only to provide an opportunity for local government officials to learn about the innovative urban solutions in other societies, but also to promote an even higher level of exchange between Japanese local governments and our counterparts.



Lecture on Singapore's principles of governance by Mr. Lam Chuan Leong

Japan Local Administration Seminar in Universiti Sains Malaysia

Policy making and rendering of public services in the context of local governments are deemed highly challenging, as these two aspects of public management affect the lives of local residents, the core to the existence of local governments. With the changing times, the needs as well as wants from local residents have also become highly diversified, thus requiring the local governments to continue innovating themselves to better serve local residents. With this aim in mind, CLAIR Singapore started implementing the 'Japan Local Administration Seminar' since fiscal year 2014, so as to promote the sharing of best practices in local administration between Japan and ASEAN countries as well as India.

On 29 September 2015, the 'Japan Local Administration Seminar' was held at Universiti Sains Malaysia, a prestigious national university located in Malaysia's Penang State. The Centre for Policy Research and International Studies (CENPRIS) of the university collaborated with CLAIR Singapore in the implementation of the seminar. The cooperation between both organizations is highly anticipated as CENPRIS is a leading research institution in the field of public management in Malaysia. A total of 30 researchers, lecturers and students of CENPRIS, as well as representatives from Penang City Council participated in the seminar.

During the seminar, 6 Deputy Directors from CLAIR Singapore delivered their presentations in English on topics related to public management. Mr. Tadamas Kaneko, who is assigned by Yamaguchi City in Japan, discussed about Japan's system of local autonomy and the essential roles of local governments in improving the lives of local residents. On the other hand, Mr. Kotaro Mihara from Kagoshima Prefecture in southern Japan examined the effectiveness of the agricultural policies implemented by Kagoshima Prefectural Government. Mr. Yasunori Umezawa from Nagasaki City



Group discussion

focused on analyzing the city's tourism promotion policies, whereas Mr. Harunobu Ota from Hamamatsu City explored the city's policies in promoting multiculturalism. Assigned by the Hyogo Prefectural Government, Mr. Tatsuya Tokunaga provided a comprehensive outlook on the prefectural government's policies in attracting foreign direct investment to the local regions. Lastly, Mr. Kazufumi Yonamine from Okinawa Prefecture examined the international logistics hub policy implemented by the prefectural government in revitalizing the local economy.

The seminar was concluded with group discussions between representatives from CLAIR Singapore and students from CENPRIS on a wide range of topics. On the following day, the delegation from CLAIR Singapore had the privilege of calling on Penang City Council, where both organizations deliberated on enhancing and strengthening future cooperative ties.

CLAIR Singapore aspires to continuously working with prospective organizations in the ASEAN region to materialize more such seminars in the near future.



Participants exchanging opinion during the lecture



A representative from CLAIR Singapore delivering his presentation

CLAIR's Overseas Economic Seminar in Tokyo: Strategies of Japanese Local Governments when Entering Markets in Southeast Asia

The Overseas Economic Seminar organized by CLAIR Singapore was held in Tokyo's Todofuken Kaikan (Prefectural Assembly Hall) on 16 June 2015. Targeted towards Japanese local governments and related organizations in Japan, representatives from both Singapore and Japan were invited to speak at the seminar to share with participants the latest updates and information about Singapore and the Southeast Asia region.

Amidst the current rising markets of Southeast Asia, Japan has not only seen a growing influx of visitors from the region, but also an increase in the popularity and entry of Japanese food and Japanese-style services in these consumer markets. As a result, more and more Japanese local governments have also been expanding their activities and efforts in this region. Yet, despite the increased amount of promotion efforts, the task of branding, differentiation and understanding of each of the individual markets in the region remains a pressing issue for Japanese local governments, as overseas consumers find it difficult to distinguish between different Japanese regions, and Japanese local governments similarly find themselves having trouble reacting swiftly towards the varied needs of these individual markets. It is with recognition of these issues that the seminar was held. Through the introduction of the experience and challenges faced by local government representatives who have carried out both tourism promotion and sales marketing of local products, it is hoped that the seminar would help Japanese local governments understand the importance of having a clear objective and sustainable system-of-approach when carrying out their activities in these overseas markets.

The seminar was divided into 2 sections. The first half consisted of presentations by 2 of our guest speakers, followed by a panel discussion in the latter half. Starting off the seminar was Mr. Lee Hoi Leong, Regional Director of North Asia and Pacific Group of International Enterprise (IE) Singapore, who spoke on the merits of venturing into overseas markets through Singapore. Using successful case studies of third-country collaborations between Singaporean and Japanese companies, Mr. Lee explained and emphasized how Japanese businesses' advanced technology and product knowledge coupled with the overseas trade and sales network that Singaporean businesses possess, could lead to a win-win partnership for both. On top of that, IE Singapore also revealed that it is currently exploring possible ways of collaboration between Singaporean and Japanese businesses in the areas of agriculture and elderly care provision which are widely regarded as Japan's areas of strength.



The facilitator and guest speakers during the panel discussion

Next, Mr. Rikiro Ogata, General Manager of JTB Global Marketing & Travel Inc., was invited to speak about his working experience in Singapore and specifically about how local governments can implement successful tourism promotion activities in order to attract more foreign tourists. Furthermore, he stressed the importance of building a 'regional brand' that can effectively communicate the unique attractions of each local region to consumers.

In the panel discussion, under the facilitation of CLAIR Singapore's Director, Mr. Masahide Adachi, local government representatives from Ehime, Kumamoto and Gifu Prefectures were invited to share about their working experience and especially their attempts at promoting local tourism and local products during their secondment to Singapore. The 3 panelists described their cooperative relationship with Japanese local banks and illustrated how they had been able to collaborate with other local governments to collectively promote Japan as a destination. In addition, they also gave the audience suggestions on ways to market Japanese traditional handicrafts overseas, and provided many other concrete examples as references.

After the seminar, many of the participants had commented that it was very helpful and informative for them to hear about personal experiences from those who had worked in Southeast Asia. From their feedback, we strongly feel the necessity of bringing timely and firsthand information to the Japanese local governments.

CLAIR Singapore looks forward to continue to provide timely updates and support for Japanese local governments who are looking to venture into markets in Southeast Asia, and we would like to take this opportunity to sincerely thank all our invited guests and participants for making this seminar a success.

Greetings from CLAIR Singapore's New Director: Mr. Kenjiro Hashimoto



I am Kenjiro Hashimoto, the newly-appointed Director of CLAIR Singapore.

Seconded from Japan's Ministry of Internal Affairs and Communications, this is my first overseas assignment and I really look forward to meet and interact with everyone, and experience the diverse cultures and histories as well as taste the assortment of culinary delights available in this region.

CLAIR Singapore's scope of activities covers the 10 countries in ASEAN and India, where we have long been engaging in the work of connecting Japanese local governments with their foreign counterparts in these countries across various aspects.

The ASEAN and India region is particularly garnering a lot of attention from Japanese local governments. A remarkable economic growth and the region's youthful and vibrant society are among the many reasons for this heightening interest, as evidenced by the numerous Japanese companies that have made their foray into these markets. I can still remember that back in my university days, having missed experiencing the peak period of Japan's rapid economic growth, I was

spurred to embark on an unforgettable, albeit tight-budget trip across Malaysia, Indonesia and India, as I sought to encounter firsthand the social vitality of a young and fast-growing Asia. Today, more than 20 years on, the amount of development and transformation that has taken place in ASEAN and India is nothing short of remarkable, and one of the most significant changes is perhaps the tremendous growth in the number of ASEAN and Indian tourists visiting Japan over these past few years.

In a similar manner, the building of international ties is also a bidirectional endeavor. While Japan has a lot to learn from ASEAN and India, it is important for us to be acutely aware of how other countries view Japan at the same time, to be able to effectively link and bring Japanese, ASEAN and Indian local governments together to further strengthen our friendly relations.

Here at CLAIR Singapore, we have many energetic and dedicated staff who are seconded from their respective local governments in Japan. As a joint organization of local governments, we shall continue to strive through teamwork to stay relevant to our parent institutions in Japan as well as to our foreign counterparts. Should you have any enquiries, suggestions or feedback towards our office's activities or programs, please do not hesitate to contact us. I sincerely hope to have your continuous support and cooperation!

Introducing My Hometown

Yamaguchi City - The Kyoto of the west -

Located at the westernmost tip of the main island of Japan, over an area that extends from the mountains in the Chugoku region to the Seto Inland Sea, Yamaguchi City is the capital city of Yamaguchi Prefecture and an enriching hub of nature, history and cultures.

Modelled after the ancient city of Kyoto in the 14th-16th centuries, Yamaguchi City is also often referred to as the "Kyoto of the West" and is home to the Rurikoji Temple and Five-storied Pagoda, a national treasure and one of the 3 most famous pagodas in Japan for its scenic setting of sakura and maple trees during the different seasons. Situated in its city center is also Yuda Onsen, a hot spring that boasts 800-years of history and is well-loved among visitors for its beautifying effects on one's skin.

In addition, Yamaguchi is also known as the birthplace of Christmas in Japan and every December, the city would be transformed into a "City of Christmas" where Christmas lights and decorations can be seen all around town and gospel music festivals and events will be held. The origins of this tradition dates back to the 16th Century, when the region was being governed by the Oouchi clan who was

highly interested in conducting exchanges with foreign countries and actively sought to introduce foreign cultures, learnings and religions into the city. When a Christian missionary first came to Japan in 1551, Yamaguchi City welcomed him generously and the year after, Japan held its first-ever Christmas celebration in the city on 24 December to commemorate the birth of Christ. Since then, Yamaguchi City has been regarded by Japanese to be the roots from where Japan's Christmas started from.

If you are visiting Yamaguchi, remember to also try its popular local Japanese sweet – Uirō, which is a steamed cake made of rice flour and sugar and covered in warabi (fern) powder. For more information about Yamaguchi City, please visit our city's tourism website at <http://yamaguchi-city.jp>. Yamaguchi looks forward to welcoming you!



Christmas decorations near the St. Francis Xavier Memorial Church in Yamaguchi City during December

Tadamasa Kaneko, Deputy Director, CLAIR Singapore

Okinawa Prefecture - Japan's Gateway to Asia -

Okinawa Prefecture is comprised of an archipelago of 160 islands that lie south to the main island of Japan. Having been a long foreign trading partner of Southeast Asian countries since ancient times, the Okinawan culture draws from a diverse blend of influences as a result, and is also called “*chanpuru* culture” by its locals. The term *chanpuru* originated from the Malay and Indonesia word – *campur*, which means “mixed”, and also has associations to one of Okinawa’s local specialties – *chanpuru*, a stir-fried dish of mixed vegetables, meat, or fish.

Apart from foods, traces of Southeast Asian influences can also be found in Okinawa’s traditional music, which typically uses a distinct set of Ryukyu musical scales (Ryukyu is the ancient name of Okinawa) that is particularly similar to the Pelog scale commonly used in Indonesia’s Gamelan music.

Blessed with beautiful beaches and a subtropical climate, Okinawa is a very popular holiday destination among both domestic and foreign tourists alike. In addition, its strategic location of having nearly all major Asian cities within a 4-hour flight radius from the prefecture allows it to serve as a trading and logistics hub within the growing market of

Asia; a significant role that Okinawa has been playing since its ancient Ryukyu Kingdom period.

Currently at Okinawa’s Naha Airport, transshipment of cargo and goods from across Asia can be efficiently handled over a short period of time, and an express air freight service which allows late-night consignments into Okinawa to be shipped out by the early morning of the following day is also made available. With an increasing amount of Okinawa’s goods being exported overseas to countries in Asia, Okinawa hopes to be able to further export local goods from all over Japan through its international logistics hub going forward, and to continue contributing to the growth of Japan and Asia as a whole and to become the 21st Century link between Japan and the world.



The beautiful coral reefs and seas of Okinawa which helps to attract over 7 million visitors annually (source: Okinawa Convention & Visitors Bureau)

Kazufumi Yonamine, Deputy Director, CLAIR Singapore

Hamamatsu City - The Home of Invention and Manufacturing -

Located in Shizuoka Prefecture, between the major cities of Tokyo and Osaka lies Hamamatsu, a symbol of Japan’s manufacturing towns and home ground of numerous renowned and global auto-manufacturers and musical instrument companies such as Suzuki, Honda, Yamaha and Kawai.

As one of the cities with the largest population of Brazilian residents in Japan, Hamamatsu is a city that truly embraces diversity. Aware of the increasingly globalized environment, Hamamatsu City also actively participates in international fora such as the United Cities and Local Governments (UCLG) which allows it to foster stronger ties with foreign cities and at the same time, explore and share Hamamatsu’s initiatives and challenges with other foreign local government counterparts. In addition, Hamamatsu City has also recently joined the UNESCO Creative Cities Network in the field of music last December, further strengthening its presence as a “City of Music” and moving closer towards becoming a culturally-vibrant and attractive city for visitors.

Being a city known for its manufacturing sector,

Hamamatsu is often associated with motorcycles and musical instruments, and among Japanese, it is also famous for being a producer of the country’s highest-quality *unagi* (Japanese eel). However, not as many are aware that the city also cultivates a lot of vegetables and flowers and in fact, is the largest producer of African Daisies in Japan. Starting with the “Lake Hamana Flower Expo” in 2004, Hamamatsu City has held at least 3 more large flower and greenery-related events over the past 10 years, including the “Lake Hamana Flower Festa” that was held from March to June this year. During the festival period, well-known spots and locations around Lake Hamana will tie-up together to exhibit a variety of flowers and greeneries such as cherry blossoms, plum trees, tulips and hydrangea.



Enjoying the view of seasonal flowers at the Hamamatsu Flower Park

Harunobu Ota, Deputy Director, CLAIR Singapore



ABOUT CLAIR

CLAIR is a joint organization founded in 1988 by 47 prefectures and 20 major cities in Japan in order to assist Japanese local authorities with the implementation of their international exchange policies. With its headquarters in Tokyo, CLAIR has seven overseas offices in New York, London, Paris, Singapore, Seoul, Sydney, and Beijing.

CLAIR Singapore office was set up in October 1990. It supports and promotes international activities and friendly relations between local authorities in Japan and their counterparts in Singapore and the ASEAN countries as well as India.

For further information on our activities, please contact CLAIR Singapore.

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