



# J.CLAIR Singapore

## Newsletter

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### ◆Recent Activities

## *60th Anniversary of Japan-Indonesia Diplomatic Relations ~Unveiling a New Era of Japan-Indonesia Bilateral Ties~*



2018 commemorates the 60th anniversary of the establishment of Japan-Indonesia diplomatic relations. The year-long celebration of this auspicious occasion kick-started in January with an official opening event held in Indonesia's capital city of Jakarta, followed by a series of commemorative programs and events that were implemented in Indonesia as well as Japan.

Against a backdrop of rapid economic growth and improving standard of living especially in urbanised areas, Indonesia is constantly gaining worldwide attention as a developing market with high potential for sustainable growth. In this context, Japanese local governments are proactively establishing cooperative ties with Indonesia, especially in

**The Japan Council of Local Authorities for International Relations (J.CLAIR), Singapore**

6 Battery Road #26-01/02 Singapore 049909

Tel: +65-6224-7927 Fax: +65-6224-8376

Email: [info@clair.org.sg](mailto:info@clair.org.sg) HP: <http://www.clair.org.sg/>

Facebook: <http://www.facebook.com/clairsg/>

terms of attracting Indonesian tourists to visit Japan, as well as recruiting Coordinators for International Relations (CIRs) through the Japan Exchange and Teaching (JET) Programme in hopes of promoting the internationalisation of Japanese local governments.

In conjunction with the 60th anniversary of Japan-Indonesia diplomatic relations, J.CLAIR Singapore participated in a series of related events. For example, J.CLAIR Singapore participated as an exhibitor in the “Japan Village (*Nihon Mura*)” festival held in Indonesia to showcase Japanese travel destinations as well as unique Japanese cultures. In addition, J.CLAIR Singapore also provided support in the establishment of the JET Alumni Association (JETAA) Indonesia Chapter in collaboration with the Embassy of Japan in Indonesia.

### 1. Japan Village (*Nihon Mura*)

As the key event to commemorate the 60th anniversary of Japan-Indonesia diplomatic relations, Japan Village was held with the objective of disseminating information on various travel destinations in Japan, as well as providing a platform for local Indonesians to appreciate the many facets of traditional Japanese culture. The event was held at AEON Mall BSD City in Indonesia’s Tangerang over a 2-week period from 14 to 30 September 2018, where J.CLAIR Singapore and 21 other Japanese local governments featured local travel destinations at the booth or through travel pamphlets. During the event period, J.CLAIR Singapore as well as participating Japanese local governments also collaborated to stage performances of Japanese traditional culture.

J.CLAIR Singapore exhibited a booth at the event from 14 to 20 September that showcased tourist spots in the local regions of Japan. At the booth, J.CLAIR Singapore also provided an opportunity for local visitors to experience traditional Japanese culture through *yukata* (costume), *kendama* (toy), *tanabata* (festival) and origami. On 15 and 16 September, Kochi Prefecture and Toshima City in Tokyo jointly exhibited a booth that featured free-tasting of yuzu juice from Kochi as well as an art culture event focusing on animation and cosplay conducted by Toshima City. The programs attracted many local visitors, both young and old.

In addition, J.CLAIR Singapore also collaborated with Okinawa Prefecture and Sendai City to stage performances of traditional Japanese culture from different regions. The stage performances included *sanshin* (a traditional musical instrument) and folk songs from Okinawa staged by the Okinawa Club in Indonesia, Sendai Suzume Dance (sparrow dance) staged by the Singapore Sendai Suzume Dance Group, as well as Bon Odori Dance performances staged by students from the University of Indonesia.

Some local visitors commented that by attending the event they were able to gain knowledge about the diverse regions in Japan as well as the uniqueness of each region, and that they were enticed to visit such local regions in the future. As such, it can be said that Japan Village has successfully promoted the various exciting local travel destinations to Indonesians participating in the event.

It is hoped that Japan Village has served as a catalyst in attracting more Indonesians to visit Japan in the future.



*A scene from “Japan Village”*

### 2. Commemorative Reception for JETAA Indonesia Chapter

Since 1998, a total of 16 JET Programme participants from Indonesia, namely 13 Coordinators for International Relations (CIRs) and 3 Sports Exchange Advisors (SEAs) have proactively contributed to the internationalisation initiatives implemented by Japanese local governments. Even though the number of JET alumni in Indonesia is relatively low as compared to other countries, these JET alumni are

playing vital roles in strengthening the cordial bilateral relations between Japan and Indonesia. Such endeavours are evident in activities such as the annual “Surabaya Yosakoi Festival” which is coordinated by former CIRs of Japan’s Kochi City who are currently living in Surabaya.

In order to signify the preponderance of JET alumni in Indonesia as well as to commemorate the 60th anniversary of Japan-Indonesia diplomatic relations, the Indonesian Chapter of the JET Alumni Association (JETAA) that symbolises the cordial bilateral relations between Japan and Indonesia was established in 2018 with efforts from the JET alumni, the Embassy of Japan in Indonesia and J.CLAIR Singapore. On 18 September, a commemorative reception was held at the Japanese Ambassador’s residence in Jakarta which was graced by Ambassador Ishii himself, in addition to Mr. Okamoto who is the Chairman of CLAIR’s Board of Directors in Tokyo, as well as representatives from other Japanese organisations in Indonesia. The newly-elected President of JETAA Indonesia, Mr. Doddy Alfero delivered a declaration for the establishment of JETAA Indonesia during the reception.

JETAA Indonesia has scheduled a series of programs that included providing support to new and former

JET Programme participants, in addition to conducting activities that aim at introducing Japanese cultures to the various regions of Indonesia. As illustrated by Mr. Doddy Alfero in his declaration, JETAA Indonesia will strive its best to maintain the cordial Japan-Indonesia diplomatic relations, and at the same time promote the JET Programme in Indonesia so as to enhance the bilateral ties between both countries.

J.CLAIR Singapore aspires to contribute its part in further strengthening the cooperation between local governments in Japan and Indonesia



*Commemorative Photo*

*A message from Mr. Doddy Alfero,  
President of JETAA Indonesia (Former CIR in Kochi City)*



**Mr. Doddy Alfero,  
President of JETAA Indonesia  
(Former CIR in Kochi City)**

Indonesia is a vast and diversified country located between the Asia Continent and Australia, and between the Indian Ocean and Pacific Ocean. Indonesia has more than 12,000 islands, big and small, and has more than 200 native tribes who live together peacefully. Indonesia has been establishing international relations since centuries ago. The relations were in trading, politics, diplomacy, defence, and many other areas. This continues to this modern age. The diplomatic relations between Indonesia and Japan in the modern era started in 1958 and continues to present day. In September 18, 2018, an anniversary dinner party commemorating the 60 years of diplomatic relations between these two countries was held at the residence of the Ambassador of Japan in Jakarta. During that dinner occasion, an inauguration of an alumni organisation was also held. It is an organisation which consists of Indonesian alumni of the JET Programme, or also known as JETAA-Indonesia.

The JET Programme is a programme that aims at promoting grass-roots international exchange between Japan and other countries. It was first introduced in Indonesia in 1998. The first Indonesian participant of this

programme was assigned to Kochi City in Kochi Prefecture of the Shikoku Island. Kochi City has very vibrant sister city relations with Surabaya City, the second biggest city in Indonesia. The people share the same character and interests, and this relationship is well backed up by both municipalities. CIRs (Coordinator for International Relations) under the JET Programme function to bridge the communication exchange between both cities and they have contributed to leverage the cordial bilateral relations to greater heights. Other than Kochi City, some other Indonesian JET Programme participants were assigned to different Japanese cities as well, whereby they were assigned as CIRs and SEAs (Sports Exchange Advisor) respectively. The cities of Gifu and Fuji were among the Japanese cities where Indonesian JET Programme participants were assigned to.

Being the first participant from Indonesia gave me a feeling of challenge and expectation. Once I was accepted as participant and was about to be assigned to Kochi City, I found out that all of the preparations for my trip had been arranged by CLAIR and Kochi City Hall. All I needed to do was to get my medical check-up and administrative matters done, and packed my personal belongings. However, as it was my first time working overseas, I was understandably nervous, and began to collect as much information as possible on this assignment, although being the first participant you literally have no one to ask but yourself. The publications and papers by CLAIR was my main source of information.

Upon my arrival in Kochi City, I started to work at Kochi City Hall with my colleagues from General Affairs Division. My position as CIR gave me plenty of opportunities to support and help coordinate Kochi City's international relations activities, mostly in sister city relationship with Surabaya City. I was also involved in supporting and participating in some annual cultural events of Kochi City, such as the Yosakoi Festival. These events helped me to interact with the local people and share their cultural spirit and enthusiasm. I also was given opportunities to coordinate my own cultural exchange events which were attended by staff from Kochi City Hall and local residents of Kochi City. Indonesian cooking class was one of the most popular events. Local residents of Kochi City were particularly enthusiastic about this event. I had to conduct research on my own to collect some Indonesian original and fusion cooking recipes and introduce them to the audience, and I had to arrange several series of this cooking class during my tenure at Kochi City Hall.

Other than the cultural events, I have also experienced language teaching at local schools and participated in a national Japanese language learning seminar. There is a national seminar focusing on Japanese language skills organised by CLAIR at the City of Otsu, Shiga. For several days, the ALTs (Assistant Language Teacher), CIRs, and SEAs from other cities and prefectures gathered together to learn and to leverage their skills in teaching Japanese language skills. The teachings, discussions, and trainings we had there, were very valuable for each of the participants in leveraging their individual skills in teaching foreign languages. To me, it was also important I could also broaden my network of contacts with JET programme participants from other areas through this seminar. This network of contacts would eventually enable JET Programme participants to widen their horizons in different parts of Japan.

Today, the number of JET Programme participants from Indonesia has reached 16 people (11 returnees and 5 still in duty). Along with the increasing number of participants, there arised the need for an alumni organisation. Such organisation has been set up in several other countries following the JETAA-International. We, JET alumni of Indonesia, are really passionate about incepting this organisation, and with the strong support from CLAIR, finally this organisation was established this year. JETAA-Indonesia provides a platform where the alumni of JET Programme from Indonesia could meet up, share information, support each other and help to strengthen the international relations between Japan and Indonesia.



*Surabaya-Yosakoi Matsuri in 2017*

## ***Holding of the Local Administration Seminar at Hue City in Central Vietnam***

The Ministry of Internal Affairs and Communications in Japan (MIC) and the Ministry of Home Affairs in Vietnam (MOHA) co-organised a seminar titled, “International Seminar Exchanging Experiences, Vietnam–Japan Local Administration” at the city of Hue in Central Vietnam over two days from 10 to 11 September. The event was graced by His Excellency Le Vinh Tan, Minister of MOHA, and an estimated 100 attendees from both Japan and Vietnam’s central and local governments took part in the seminar that addressed the topic of urban local governance through case study presentations and exchanges.

The seminar kickstarted with keynote speeches from both MIC and MOHA, which were respectively represented by Mr. Takeshi Miyaji, Director-General for Policy Coordination in the Minister’s Secretariat of MIC, as well as Mr. Phan Van Hung, Director-General of the Local Government Department of MOHA. In his address on local administration in Japan, Mr. Miyaji gave an overview of Japan’s local governance and financial system, while Mr. Hung’s keynote speech touched on the organisation and operation of local government authorities in Vietnam in response to the demands of reforming urban local governance, according to the country’s “2015 Law on Organisation of Local Administration”.

Over the two days, a total of two speakers from Japan and four from Vietnam took turns in presenting their case studies on stage. The Japanese speaker from Kagoshima Prefecture, Mr. Shinji Iwamoto, Deputy Director of the Cities and Municipalities Division, gave a presentation on “The Distribution of Roles and Duties between Prefectures and Cities, and Regional Collaboration between Cities and Municipalities”, while the case study on Sapporo City touched on the organisational structure, operations and improving of management efficiency of the city. While the Japanese speaker from Sapporo City’s Economic and Tourism Affairs Bureau was unfortunately unable to attend the seminar due to duties in responding to an unexpected earthquake that occurred in Japan a few days ahead of the event, the Japanese case study was effectively delivered on his behalf by the Director of the

International Affairs Office of MIC, Mr. Masataka Kazahaya.



***A case study by Kagoshima Prefecture***

In addition to the Japanese case studies, four speakers from Vietnam also took to the stage to share their viewpoints on the current situation and challenges facing urban local governments in Vietnam, as well as their suggested solutions to these issues. These speakers included the former Director-General of MOHA’s Local Government Department, former Deputy Director-General of the Institute of State Organisation Sciences, former Vice-President of Hanoi University of Home Affairs, as well as an Associate Professor from the National Academy on Public Administration.

Participants of the seminar listened attentively to all the case studies that were delivered and where time permitted, questions were put forward to the speakers after their presentations. On the topic of municipal mergers and the distribution of roles and collaborations between a prefecture and its cities and municipalities, the Vietnamese participants were especially interested to learn more from the Kagoshima speaker about the impacts of a merger on residents’ standards-of-living and improvements on administrative services, as well as any challenges that were faced post-merger and the measures taken to resolve them etc.

The Vietnamese government has been working

towards the merging of its cities and municipalities, and their keen response to learn from Japan's experiences and best practices of its local governments in their mergers and operations demonstrated their strong determination in undertaking an administrative reform.

J.CLAIR Singapore will continue to pay close attention to on-going trends in Vietnam's local administration and conduct further studies on the subject, while promoting more local-level exchanges between local governments in Vietnam and Japan.



*Participants from Japan and Vietnam*

## ***Japan Local Administration Seminar at Universiti Brunei Darussalam by Mr. Shigeru Kamitamari, Deputy Director of J.CLAIR Singapore***

On August 1st (Wednesday), I participated in the Japan Local Administration Seminar held at Universiti Brunei Darussalam. As one of the speakers, I gave a presentation about a case study from Kagoshima City where I am seconded from. This seminar is jointly organized by J.CLAIR Singapore and Universiti Brunei Darussalam, and it aims to explore the possibility of increasing local government exchanges between Japan and Brunei Darussalam in the future through sharing new knowledge on the best practices of Japanese local governments in English.



***Presentation about the case study of Kagoshima City by Mr. Shigeru Kamitamari***

My presentation theme was “Building an attractive city through harnessing rich nature”. As one of many approaches to revitalise our local economy, I explained about some UNESCO programmes related to sites with rich nature, “World Natural Heritage Sites”, “Global Geoparks” and “Biosphere Reserves”,

and introduced the case study of Kagoshima City.

We have one of the most active volcanos in the world, Mt. Sakurajima, which is located only 4km away from the urban area of the city. Kagoshima City, where about 600,000 residents live, is a unique place where an active volcano and urban city coexist.



***Mt. Sakurajima***

To get Sakurajima to be certified as a UNESCO Global Geopark with all its strengths and characteristics, Kagoshima City is implementing some activities to attract visitors and give residents opportunities to learn more about their own city, as well as putting in place volcano disaster prevention measures and environmental preservation activities. We would like to make our city more attractive for visitors and residents through these activities.

Currently, Brunei Darussalam derives most of its income from oil and related industries, but Brunei Darussalam is trying to diversify into other industries as well. One of them is the tourism industry. I hope that what I shared at this seminar will allow students of Universiti Brunei Darussalam to consider about “Building an attractive city through harnessing rich nature” such as the Ulu Temburong National Park in their country.

## *Collaborative Project with ABC Cooking Studio Singapore*



Since last Fiscal Year, J.CLAIR Singapore has teamed up with ABC Cooking Studio Singapore (hereafter referred to as ‘ABC Cooking’) to conduct cooking classes to spread the charm of Japanese local ingredients. The aim is to develop

respectively, with a maximum of 120 students being able to subscribe to the lessons each series. The first series in September used rice from Niigata Prefecture, and Akashi Octopus, Tanba Roasted Black Beans, Smoked Soysauce and so on from Hyogo Prefecture. It was a great success and all 120 slots were fully subscribed, with an actual turnout of 106 participants eventually. Many participants made enquiries about the fragrant Smoked Soysauce from Hyogo Prefecture, and it was also widely chosen as ‘the ingredient used in the lesson that I would most like to purchase’ in the post-lesson questionnaire. The second series of lessons featuring vegetables from Kyoto Prefecture is also well-received, with the maximum 120 slots fully-subscribed too.

and expand sales channels by having consumers (participants of the cooking classes) to personally discover and become familiar with the deliciousness of Japanese local ingredients through cooking and tasting the ingredients for themselves, and hence go on to purchase them on a regular basis or promote them through word-of-mouth. Also, we provide participants of the cooking classes with travel information on the Japanese local governments who participate in this project, so as to draw tourism and local delights together. In addition, Japanese local governments that participate in the project can get feedback on the ingredients and menus from both participants and ABC Cooking’s teachers, and this can be useful for their future efforts to promote their local produce.

Our partner in this project, ABC Cooking, is a company that is active on the global scale, with 125 cooking studios in Japan, 2 in Singapore, as well as studios in Malaysia, Indonesia, Hong Kong, and so on, and is very experienced in collaborating with Japanese local governments. Through partnering businesses like ABC Cooking that understand local conditions well and have local influence, coupled with the appeal of Japanese local ingredients, we have succeeded in attracting many local consumers.

J.CLAIR Singapore will continue to work on projects that will support the development of new sales channels for Japanese local governments.

We will organise three series of lessons this Fiscal Year, in September, November, and February



*Participants of the cooking class*

## ***'Eisa' Drums Okinawan Charm into Singapore!***

Okinawan Eisa dancers brought audiences to exhilaration with their lively performances at the School of the Arts Singapore (SOTA) and Our Tampines Hub, a local community centre, on 20 and 21 October respectively.

In conjunction with the Japanese Cultural Society (JCS) Singapore's annual Japanese Cultural Festival, J.CLAIR Singapore invited 'Sosaku Eisa LUCK' dance troupe from Okinawa to perform creative Eisa and lion dances in Singapore.

Eisa is a traditional dance in Okinawan culture that is usually performed with Taiko drums. The dance originated as a way to send off ancestral spirits who descended from the spiritual world during the Bon Festival in summer. Eisa dancers would dance and march through their neighborhoods while beating their drums to nostalgic music played with a traditional three-stringed instrument (Sanshin).

Whereas traditional Eisa groups consist of people from their own villages and communities and dance only to traditional music, creative Eisa groups will admit anyone regardless of their heritage. The use of contemporary songs and pop music is one of the prominent features. Being a rearranged version of traditional Eisa, creative Eisa is also not restricted to just Bon Festivals, thereby allowing more people to enjoy this dance at all times of the year.

At the concert hall in SOTA, chic and stylish costumes, bold choreography and rhythmic beating of the drums

all contributed to a gripping and energetic performance for a captivated audience. Besides the Eisa dance, the troupe also presented a lion dance which both surprised and amused the audience with peculiar and funny movements.

At Our Tampines Hub community centre, a lecture about the dance was first conducted followed by the actual Eisa and lion dance performances. After that, the dancers also got the audience to stand up and dance together, thereby creating a truly spectacular sight of the art form of Eisa transcending national borders and bringing peoples together.

All the invited dance members were on average in their early twenties. It is indeed commendable that they are not only keeping the traditional art alive but are also constantly reinventing it with the times, and promoting it to overseas audiences to boost appreciation of the art as well as regional appeal.

This performance would not have been possible without the cooperation of many organisations such as Okinawa Prefecture, The Japan Foundation, JCS Singapore and the People's Association Singapore. The creative Eisa performance is the third consecutive successful attempt by J.CLAIR Singapore to introduce Japanese traditional performing arts to overseas audiences, following a geisha performance in 2016 and a 'Yokagura' folk dance in 2017. We will continue to work with our counterparts to promote Japanese traditional arts of the various local regions, thereby fostering mutual understanding and cultural exchange.



***The audience stood up and danced with the Eisa performers***



***Energetic drumming in the creative Eisa dance at SOTA***

## ◆Travel Fairs in ASEAN countries

*~To promote travel to Japan and gather information about Japan tourism, J.CLAIR Singapore actively participates in Travel Fairs held in ASEAN countries~*

### *“NATAS Holidays 2018”, The Largest Travel Fair in Singapore!*

#### 1. Outline of the Travel Fair

Organised by the National Association of Travel Agents Singapore (NATAS), “NATAS Holidays 2018” was held at Singapore EXPO over 3 days from Friday to Sunday, on 17 to 19 August 2018. J.CLAIR Singapore helped to promote travel to Japan at the event’s Japan Pavilion area that was put up by the Japan National Tourism Organization (JNTO).



*NATAS Holidays 2018*

#### 2. Which are the most popular destinations in Japan for Singaporean visitors?

The top 5 destinations that were most enquired about at the Japan Pavilion are as listed below. Many fair visitors were planning for their “winter holidays” in line with the school break from mid-November to December and had expressed interest in visiting Hokkaido where they can view snow and enjoy snow-related activities.

Ranking	Destination	Travel Interests
1st	Hokkaido	Many indicated their wish to see snow and enjoy snow-related activities as they plan for their upcoming winter holidays.
2nd	Kansai	The region is attractive to travellers for being compact, where one can enjoy the cultural aspects of Osaka, rich history of Kyoto and vibrancy of a port city like Kobe, all together.
3rd	Tokyo	Tokyo remains a popular destination for first-time visitors.
4th	Kyushu	Visitors find things such as the region’s hot springs and local foods enticing because they are unable to experience these in Singapore.
5th	Okinawa	The island is promoted as the part of Japan that is most closely located to Singapore.



*Japan Pavilion*

#### 3. What does the future hold for tourism to Japan in the Singaporean market?

The number of Singaporeans visiting Japan is steadily increasing, with a large number of them being repeated and independent travellers. As more Singaporeans seek exclusive travel experiences that they can only get in Japan through experiential tours etc., we can expect to see greater segmentation and expansion of market needs in the future.

## ***“Japan Travel Fair 2018 Autumn & Winter” in Indonesia!***

### **1. Outline of the Travel Fair**

Organised by the Japan National Tourism Organization (JNTO), the “Japan Travel Fair 2018 Autumn & Winter” was held at the Kota Kasablanka in Jakarta, Indonesia, for 3 days from Friday to Sunday, on 12 – 14 October 2018. J.CLAIR Singapore helped to assist visitors at the event as well as promote travel to Japan at the Japan Zone set up by JNTO.

### **2. Which are the most popular destinations in Japan for Indonesian visitors?**

According to the level of popularity of pamphlets that were distributed at the Japan Zone, below are some of the top well-liked destinations in Japan among Indonesian visitors. The popularity of the “Golden Route”, which refers to areas around Tokyo, Osaka and Kyoto still remains high. In addition, many visitors were more interested in sightseeing spots rather than local foods, and Universal Studios Japan in Osaka and Shirakawago in Gifu were especially popular attraction spots.

Ranking	Destination	Travel Interests
1st	Osaka	Universal Studios Japan was very popular among the locals.
2nd	Gifu	Shirakawago was well-known among the locals. Some also knew about the illumination event that is conducted only six times a year for two hours each time, and expressed their interest to attend.
3rd	Shizuoka	Many people were making travel plans to visit Mt. Fuji from Tokyo on a day trip, and the direct bus tour that departs from Shinjuku station was very popular because of its convenience.
4th	Kyoto	As Kyoto is very well-known, quite a lot of locals mentioned that they would like to visit “Kyoto”, although it seems that they did not have any specific plans and destinations in mind.
5th	Hokkaido	Because of its popularity, some people said they would like to visit Hokkaido from Osaka and Tokyo even if they need to take a domestic flight.

### **3. What does the future hold for tourism to Japan in the Indonesian market?**

The number of Indonesian travellers to Japan reached 350,000 in 2017, which is the highest record to date. This number can be expected to continue to grow in the future with a remaining focus on Japan’s “Golden Route”, due to the potential of the Indonesian market that boasts a population of about 260 million in total. The key to success for the future would probably lie in how Japan manages to convey its charms and attractions to Indonesia’s Muslim community, which makes up 90% of the country’s population.



*Japan Travel Fair 2018*

## ◆Do you know Japanese Local Foods ?

~In Japan, each local area has its own local food that cannot be found in other areas. We will introduce a few of them here~

### Discover the Allure of Nagoya Meshi

Talk about Nagoya and one will think of ‘Nagoya Meshi,’ those regional dishes that give the impression of strong flavours simply from their appearance. In reality, the tastes and umami of Nagoya *Meshi* are much more profound. While Nagoya is a major cosmopolitan city, it also retains much of its historical samurai culture which is manifested in various aspects of the city.



**Miso-nikomi Udon**

Nagoya is famous for its miso (fermented bean paste) culture and *Miso-nikomi* Udon (noodles in miso broth) is one of the signature miso dishes. Thick wheat udon noodles are simmered in a savoury broth made with red miso, and various

ingredients such as fried bean curd, fish cake, chicken and green onions are added. The result is a perfectly harmonised dish with a rich flavour.

Another specialty of Nagoya and Aichi Prefecture is

the so-called ‘Taiwan Ramen.’ Despite its namesake, this dish cannot be found in Taiwan. Stir-fried ground pork, chives, garlic and green onions are seasoned with spicy red chilies and placed on ramen noodles in a soy sauce-based soup. Its distinctive sweet and spicy taste cannot be replicated elsewhere.

Other famous Nagoya *Meshi* foods include *Ogura* Toast (red bean paste on toast) and *Hitsumabushi* (grilled eel on rice).

You can order these local dishes in various restaurants in Nagoya but if you would also like to experience Tokyo’s Akihabara-styled streets lined with pop culture and electronics retail shops, Osu district is the place to go. Come and discover the unique tastes of Nagoya *Meshi*!



**Taiwan Ramen**



**Ogura Toast**

### Satisfying and Heartwarming! Toyohashi’s Dreamy Curry Udon!

Toyohashi City is located on the eastern side of Aichi Prefecture, and it can be reached from Tokyo and Osaka in 1 hour 30 minutes using Shinkansen (bullet train). It is a city with diverse attractions and is the production center of abundant agricultural products such as tomatoes, cabbages and pears. Its ‘Port of Mikawa’ is number one in the country for the import of automobiles.

This time, we will introduce Toyohashi Curry Udon which is a unique dish invented in this city. Udon is a



**Toyohashi Curry Udon**

typical food in Japan, but this is a specialty dish which can only be found in this city. At the bottom of the bowl is rice covered

with grated yam. This is topped with home-made udon, curry sauce, and finally a Toyohashi quail egg. This two-layered fun dish lets you enjoy both curry udon

and curry rice in one bowl, so you can savour different textures at once. A truly luxurious dish that satisfies your stomach and heart!

You can order this dish at most udon restaurant in Toyohashi City. Different restaurants use different toppings and seasonings, so it is a dreamy udon with a variety of charm like Toyohashi City. How many kinds can you eat?

Please do come to Toyohashi City where a heartwarming bowl of curry udon is waiting for you.



**Hand-held Fireworks**