



Our Activities 2026

The Japan Council of Local Authorities for International Relations, Singapore

The Council of Local Authorities for International Relations (CLAIR) was established in July 1988 in response to a push for local level internationalization in Japan. CLAIR was created as a joint organization of local governments to promote and provide support for the internationalization of local level initiatives.

CLAIR's headquarters are located in Tokyo with seven representative offices in New York, London, Paris, Singapore, Seoul, Sydney and Beijing.

Main Activities

J.CLAIR Singapore was set up in October 1990 and conducts activities in the 11 ASEAN countries (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, Vietnam), India as well as Sri Lanka.

1. Supporting Japanese local governments' overseas activities in ASEAN, India, and Sri Lanka
 - ① Supporting Japanese local governments' overseas activities
 - ② Promoting inbound tourism to Japan
 - ③ Supporting initiatives in the economic field
2. Promoting local government level exchange and international cooperation
3. Research and information gathering in various countries

Organizational Structure

Our office consists of 19 staff dispatched from Japan and 5 local staff.

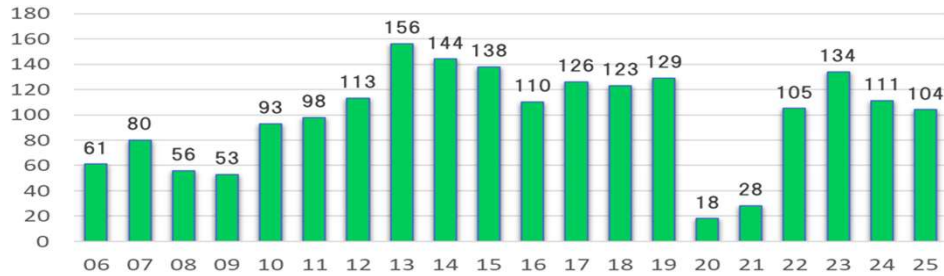
Title	No.	Dispatched from
Executive Director	1	Ministry of Internal Affairs & Communication
Deputy Executive Director	1	Tottori
Senior Deputy Director	1	Hyogo
Deputy Director	12	Shiranuka Town (Hokkaido), Sendai City (Miyagi), Toyama, Saitama, Sano City (Tochigi), Tokyo, Aichi, Kyoto, Hamamatsu City (Shizuoka), Okayama City (Okayama), Miyazaki, Kagoshima
Division Director	4	Nagano, Kochi, Ehime, Kumamoto
Local Staff	5	



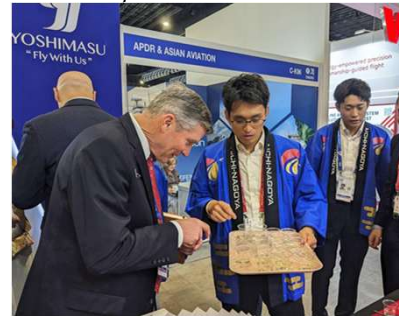
① Supporting Japanese local governments' activities

To support Japanese local government officials and related personnel in their various activities (events, research, field trips etc.) J.CLAIR Singapore helps to liaise with the appropriate organizations and individuals. We assist in arranging appointments with government agencies, accompany them on these site visits, conduct briefings where applicable, and provide related reference materials for the officials.

【Achievement】



【Some activities supported by J.CLAIR Singapore in FY2025】



【Support for booth operation in Singapore (Aichi Prefecture)】



【Support for coordination and on-site assistance in Vietnam and Indonesia (Miyazaki Prefecture)】

Organization Name	Support Provided
Support for overseas travel by mayors, local government officials, and others	
Tochigi Prefecture	Coordination and on-site assistance for visits to government agencies and companies (Vietnam)
Kitakyushu City	Coordination and on-site assistance to promote inter-municipal exchanges (India)
Support for exchange and education	
Saitama Prefecture	Support for online tours for high school students: online briefing on local conditions and live broadcast (Singapore)
Chiyoda City, Tokyo	Support for scheduling appointments, etc., related to the city's resident dispatch program (Singapore and Malaysia)
Support for utilizing foreign human resources	
Hyogo Prefecture	Support for booth exhibitions at university career fairs: event support at a career fair at a university in Ho Chi Minh City (Vietnam)
Miyazaki Prefecture	Visits to and assistance of relevant organizations to strengthen cooperation with local sending agencies and universities (Vietnam, Indonesia)
Support for participation in travel fairs and events	
Shizuoka Prefecture	Support for booth operations at the "Thai International Travel Fair" (Thailand)
Aichi Prefecture	Visits to companies providing support for exhibitions at the Singapore Airshow 2026 (Singapore)
Public relations and information dissemination support	
Tottori Prefecture	PR Support for the "14th Manga Kingdom Tottori International Manga Contest" – Promotion via J.CLAIR Singapore Office's website and social media
Hachinohe City, Aomori Prefecture	PR Support for attracting visitors to the "AOMORI Fair" – Promotion of the Hachinohe Regional Product Fair in Singapore via J.CLAIR Singapore Office's website and social media

◎ Tourism Promotion at International Travel Fairs

At international travel fairs and other events, J.CLAIR Singapore works with local governments to set up booths to promote the charm of the various regions of Japan. We engage in activities to attract tourists and raise the profiles of the local regions. In addition, J.CLAIR Singapore provides information that is considered useful to local governments, such as the types of inquiries and travel concerns from visitors.

【Travel Fairs in FY2025】

Fair	Country (City)	Month
NATAS	Singapore	August
ITE HCMC	Ho Chi Minh (Vietnam)	September
MATTA	Kuala Lumpur (Malaysia)	September
FIT	Bangkok (Thailand)	November
Travel Tour EXPO	Manila (Phillipines)	February



【 Introducing local tourism information 】

◎ Inbound Promotion Project using Japanese Pop Culture

In order to stimulate new demand for visiting Japan, J.CLAIR Singapore provides local governments with PR opportunities that target people who are interested in Japanese anime, manga and games.

In 2025, J.CLAIR Singapore cooperated with JNTO to set up a ‘Visit Japan’ promotional booth at Anime Festival Asia Singapore 2025 (AFASG25). The aim was to introduce various anime and manga themed initiatives and events organized by the local governments, as well as the real-life locations where these anime and manga were based. Visitors can learn more through PR pamphlets and promotional videos.



【AFASG 2025 (Singapore)】

◎Overseas Market Development Support

We support local governments working to develop overseas sales channels by gathering and disseminating information on local market conditions and characteristics, as well as local reactions to Japanese food ingredients and products.



Serving yuzu juice
("SAKURA 2026"
at Gardens by the Bay)



Promoting Japanese culture
(Brunei Japanese Food Fair)

◎Overseas Economic Seminars

We host seminars inviting local product and tourism-related companies active in Singapore and other ASEAN countries to introduce their latest initiatives.

These seminars provide information that can serve as a guide for local governments looking to expand overseas, and they serve as a venue for networking and exchange of ideas among speakers and participating local governments.

◎Foreign Human Resources Project

We conduct visits to recruitment agencies and universities in ASEAN countries, India, and Sri Lanka to gather information on the characteristics and systems of human resources in each country, as well as the reception environment expected of Japan. At the same time, through exchanges with local organizations, we strive to identify the challenges and needs of Japanese local governments regarding the acceptance of foreign human resources.

Furthermore, based on the information gathered, we plan to collaborate with the Economic Exchange Division of our Tokyo headquarters to host online seminars aimed at providing information to local governments.



Visit to a personnel dispatch agency
(Indonesia)



Exchange of views with
recruitment agencies
(Vietnam)

◎ Seminars and Exchange Sessions on Local Administration

We conduct seminars for officials and stakeholders from local governments in partner countries and Japan to share institutional frameworks and best practices.

○ Local Administration Seminars Organized by J.CLAIR Singapore

	Host (Partner Organization)	Theme
2025	Thailand DLA (Department of Local Administration, Ministry of the Interior, Thailand)	Job Creation for the Elderly in Local Communities
	Indonesia NIPA (National Institute of Public Administration, Indonesia)	Solving Local Issues Through Collaboration Between Municipalities and the Private Sector "Flood Issues" and "Utilization of Green Spaces"



(Scenes from the DLA Seminar)

○ Local Administration Seminar Series Organized by the Ministry of Internal Affairs and Communications

FY	Country (City)	Themes
2025	Indonesia (Jakarta)	Strengthening Local Finance and Regional-Owned Enterprise for Economic Growth in the Regions

○ Attending international conferences and giving lectures at universities

We aim to enhance the presence of Japanese local governments and foster partnerships among them by attending and exchanging views at conferences organized by international organizations such as EROPA (Eastern Regional Organization for Public Administration). We also dispatch staff to universities and other institutions to present best practices from Japanese local governments. The 2025 university seminars were held in the Philippines (University of the Philippines Los Baños), Malaysia (University of Northern Malaysia), and Brunei (University of Brunei Darussalam).



Scenes from EROPA



Scenes from the ASEAN Conference



Scene from the university seminars



◎Specialist Dispatch Project

- To contribute to the quality of local administration, technical expertise and human resources in foreign local governments.
- To strengthen friendly ties between Japanese and foreign local governments

Since 2000, J.CLAIR Singapore has been dispatching Japanese local government officials (including retirees), with knowledge or technical skills related to international cooperation as specialists to foreign local governments in response to their requests.

FY	Country	Area of Expertise
2025	Malaysia	Preventive Care
	Brunei	Commercial Development
	India	Fire Fighting and Disaster Prevention
	Thai	Waste Management
2024	Malaysia	Road Maintenance and Management
	Cambodia	Public Service Management
	India	Fire Fighting and Disaster Prevention
	Laos	Public Service Management



【On-site training on Preventive Care】
(2025, Malaysia)



【On-site guidance on Waste Management】
(2025, Thailand)

◎Seminar on Cooperation and Exchange for Senior Officials of Overseas Local Governments

With the aim of deepening mutual understanding of local government systems and fostering the development of personal networks, we invite senior officials from local governments in partner countries to Japan to participate in a program featuring a wide range of lectures and field visits, and learn about the current status and challenges of local administration in each country. This seminar consists of two parts: the Tokyo Seminar, which features lectures on Japan’s local government system, and the Regional Exchange Seminar, which involves field visits to local governments.

FY 2025: Matsusaka City, Mie Prefecture—Matsusaka City’s Tourism Policies and Initiatives to Attract Inbound Tourists

FY 2024: Yabu City, Hyogo Prefecture – At the Forefront of Local Revitalization: Yabu City’s Efforts to Becoming a Sustainable City

FY 2023: Shirakawa City, Fukushima Prefecture: Creation and Promotion of Regional Appeal based on Existing Local Resources

◎Support for Sister City Partnerships and Inter-Municipal Exchange

- CLAIR supports sister city partnerships and other international exchange initiatives at the request of local governments, promoting cooperation that meets regional needs. In addition to sister city partnerships, we facilitate various forms of exchange between local governments to encourage inter-municipal collaboration.
- J.CLAIR Singapore Office also organizes “Sister City Sessions” during our Local Administration Seminars, to create opportunities for new partnerships and strengthen exchanges between Japanese and local governments in the region.
- We welcome inquiries regarding sister city partnerships at any time. If you are interested in engaging with local governments in Japan, please feel free to contact our office.

▼For a list of sister cities, Please click here



◎JET Programme

- The JET Programme invites young people from overseas to Japan to enhance foreign language education and promote international exchange in local communities. The programme is jointly implemented by local governments, the Ministry of Internal Affairs and Communications, the Ministry of Foreign Affairs, the Ministry of Education, Culture, Sports, Science and Technology, and CLAIR.
- Participants are assigned across Japan as Assistant Language Teachers (ALTs), Community International Relations Officers (CIRs), or Sports Exchange Assistants (SEAs). Currently, more than 5,900 participants are active, and over 80,000 alumni worldwide continue to engage in Japan-related activities through JETAA, the JET Programme alumni association.

<ALT>

Engaged in assisting Japanese teachers with foreign language classes, etc.

<SEA>

Engaged in international exchange activities through sports

<CIR>

Engaged in international exchange activities in the local community

	ALT	CIR	SEA	Total
Singapore	51	7	0	58
Indonesia	0	7	2	9
Philippines	363	7	0	370
Malaysia	0	1	0	1
Thailand	0	6	0	6
Vietnam	0	30	0	30
Myanmar	0	4	0	4
India	11	7	0	18
Total	425	69	2	496



Research and information gathering in various countries

You can view materials related to the research activities conducted by our office on our website.

○Country Profiles and Policy-Specific Information for ASEAN, India, and Sri Lanka

We publish overviews and policy-specific information on the ASEAN countries, India, and Sri Lanka.

○Local Government Systems in Each Country

As part of our "Local Government Systems in Each Country" series, we introduce the local government systems of the countries covered by our office.

Philippines (FY 2025), India, Singapore (FY 2024), Indonesia (FY 2022)

○CLAIR REPORT

As part of our research initiatives, we publish information—primarily the latest updates on local government finances and development case studies across various fields—that serves as a reference for Japanese local governments and other entities.

(Examples Themes)

- Sustainable Tourism Initiatives in the ASEAN Region
- Current Status of Fresh Produce Exports in ASEAN: Singapore, Thailand, and Vietnam
- Current Status and Challenges of EdTech Promotion Policies in Singapore and Vietnam: Implications for EdTech Deployment in Japan's Regional Areas
- Youth Exchange in ASEAN: Case Studies from Vietnam and Thailand

◎Handling of Commissioned Research

We conduct research based on individual requests from Japanese local governments and other entities.

▼ Country Profiles



▼ Policy-Specific Information, etc.



▼ Local Government Systems in Each Country



▼ CLAIR REPORT



※Japanese only.

Please use a translation tool.

○ Information dissemination via the website and Facebook

We also share information about our office's activities and the situations in the countries we cover on our website and Facebook page.



◀ Visit the website



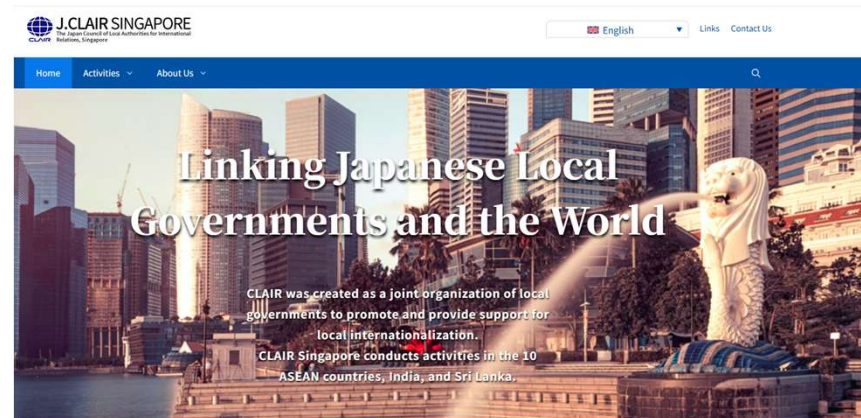
◀ Click here for facebook

○ Email Newsletter Distribution

In addition to the email newsletter distributed by CLAIR's Tokyo Headquarters, our office provides the latest information on various topics, including travel fairs in our partner countries, information on Japanese cuisine, and industrial promotion. You can subscribe to the CLAIR email newsletter via the QR code below, and to our office's email newsletter at (info@clair.org.sg).



◀ Subscribe to the CLAIR newsletter
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[J.CLAIR Singapore Office Website]



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[[▼ Click here for directions \(Google Maps\)](#)]

