

October 6, 2023
ASEAN-Japan Centre

The commemorative video for the 50th Year of ASEAN-Japan Friendship and Cooperation

“Open the Golden Future” has been released



The video is now available on YouTube

TOKYO--The ASEAN-Japan Centre (AJC) launched the commemorative video for the 50th Year of ASEAN-Japan Friendship and Cooperation titled “Open the Golden Future” on 6 October. The video was produced by the AJC in collaboration with the winners of the Golden Bridge Short Video Campaign, which the AJC hosted on Instagram from March to June 2023. In the campaign, participants came together to build bridges of understanding and friendship between ASEAN and Japan by showcasing the beauty and heart-to-heart connections in the region in a 15-30 second video format. Around 300 submissions were received from all ASEAN Member States and Japan, and 29 videos were selected as the winners and featured in the commemorative video.

Prior to the launch of the commemorative video, the online award ceremony for the Golden Bridge Short Video Campaign was held on 5 October. The winners of the campaign were invited, as well as the panel of judges of the campaign, H.E. Masahiko Kiya, Ambassador of Japan to ASEAN, H.E. Haji Shahbudin Haji Musa, Ambassador of Brunei Darussalam to Japan (Chairman of the ASEAN Tokyo Committee, Jan-Jun 2023), Campaign Ambassadors from all AMS based in Japan, and the creative agency amana inc. who planned and produced this campaign with the AJC.

During the ceremony, the grand prize winner Ms. Francine Besorio shared her personal story behind her video “ASEAN-Japan: my answer to Senbazuru”. Besorio shared how Japan was her “solace” and “source of happiness” in her youth especially the anime and food, and that the video was inspired by the story of Sadako and the Thousand Paper Cranes (Senbazuru), which she learned at the Hiroshima Peace Memorial Museum. “If only I had known, I should have started creating paper cranes during 2016, it’s the time when my hometown, Marawi experienced a devastating war. My wish in heart was only to attain peace and for my people and family to be safe. Unknowingly, Japan, my favourite country- would be the answer to that Senbazuru for all the financial aid they have provided to Marawi for the rehabilitation and rebuilding of Marawi,” Besorio said. In his congratulatory message, H.E. Kiya celebrated the successful completion of the campaign saying that it was “a collaborative exchange among ASEAN countries” and said that he looks forward to working with the participants for the next 50 years and beyond. H.E. Haji Shahbudin congratulated the winners and said, “When we look back in 20 years down the road, I think you all can be proud that you were part of the celebrations this year.”

The video is now available on the ASEAN-Japan Centre’s YouTube channel at the following link:
<https://youtu.be/NLw4DYtLaXU>.

It is also available on the special website of the 50th Year of ASEAN-Japan Friendship and Cooperation (aseanjapan50.jp) and other AJC social media accounts.

Contact:

ASEAN-Japan Centre

Tomoko Miyauchi

URL: <https://www.asean.or.jp/>

Email: toiawase_ga@asean.or.jp

