

Statement of Mr. Hidenobu Sobashima, Ambassador of Japan to the
Republic of Zambia at the Handover Ceremony of Japanese Television
Programs on Thursday 12 July 2018

Mr. Seidlitz Nkhonjera, General Manager, MUVI TV,
Ms. Mubanga Mulenga, Programs Manager, MUVI TV,
Representatives from the Media,
Distinguished Guests,
Ladies and Gentlemen,
Good morning.

It is my honour and pleasure to hand over 3 Japanese TV programs to MUVI TV today.

For the purpose of introducing the Japanese culture and values to the people overseas through TV programs, the Japan Foundation has a scheme to bear the costs of the broadcasting rights fees and of the production of the audio-visual materials.

Since 2008, Japan has continuously provided Japanese TV programs to major TV stations in Zambia, and MUVI TV has received a total of 10 programs from 2010 until last year.

The TV Programs to be provided this time are “Here Comes Asa”, “Downtown Rocket”, and “Chibi Maruko Chan”.

“Here Comes Asa” is a drama of a colorful female entrepreneur Asa, modelled on a real Japanese female entrepreneur in late 19th century Japan. Asa launches business in such fields as coal-mining, banking, and life-insurance, and dedicates herself to establishing the first all-female university in Japan, supported by her open-minded husband.

“Downtown Rocket” is a drama of a space science researcher Kohei Tsukuda, who succeeds a small engine factory from his father, and then struggles to maintain his factory and pursue his dream of making a rocket engine.

“Chibi Maruko Chan” is an anime of a 9 year old girl, who is lazy and cheeky, and loves to plan some smart tricks, but also values friendship and her family.

She is a kind of “a girl next door” found in every country, and perhaps you like her.

As these TV programs have been enjoyed by millions of Japanese people, I hope that these will also be viewed and enjoyed by as many Zambians as possible, to deepen understanding of Japan by Zambians and help broaden the exchanges between Zambia and Japan, and thus to contribute to further strengthening the friendship between Zambia and Japan.

Thank you.