

Statement of Mr. Hidenobu Sobashima, Ambassador of Japan to the
Republic of Zambia at the Handover Ceremony of a Japanese Television
Program on Tuesday 26 March 2019

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

It is my honour and pleasure to hand over a Japanese TV program 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 13 programs from 2010 until last year.

The TV Program to be provided this time is “Astro Boy”, a science fiction animation featuring a humanoid robot named Atom, who has the strength of 100,000 horsepower.

Maintained by Dr. Ochanomizu, Atom fights evil men to save our planet Earth.

I enjoyed viewing “Astro Boy” on the TV when I was a child.

As “Astro Boy” has been enjoyed by millions of Japanese people, I hope that this will also be viewed and enjoyed by as many Zambians as possible, to deepen understanding of the backgrounds of the Japanese society 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.