

Statement of Mr. Hidenobu Sobashima, Ambassador of Japan to the  
Republic of Zambia at the Official Launching Ceremony of Broadcasting  
NHK World by MUVI TV on Thursday 5 September 2019

Mr. Chanda Kasolo, Permanent Secretary, Ministry of Information and  
Broadcasting Services of the Republic of Zambia,  
Mr. Seidlitz Nkhonjera, General Manager, MUVI TV,  
Senior Government Officials Present,  
Representatives from the Media,  
Distinguished Guests,  
Ladies and Gentlemen,

I would like to express my heart-felt congratulations on the official  
launching of broadcasting NHK World by MUVI TV today.

Japan and TV stations in Zambia, particularly MUVI TV, have developed  
good relations.

Since 2008, Japan has continuously provided Japanese TV programs to  
major TV stations in Zambia utilizing the support scheme of the Japan  
Foundation, and MUVI TV has received a total of 21 programs from 2010 to  
date.

Now we in Zambia are able to watch NHK World through MUVI TV.  
NHK is Japan's public broadcasting corporation, and millions of Japanese  
view NHK programs.

NHK World is the English channel of NHK, broadcasting news,  
documentaries, and educational and cultural programs, among others,  
viewed by a great number of Japanese living overseas, including myself, as  
well as the local people in various places of the world.

I hope that NHK World broadcast by MUVI TV will also be viewed and  
enjoyed by as many Zambians as possible, to deepen understanding of  
Japan and the backgrounds of the Japanese society by Zambians, among  
other benefits, and help broaden the exchanges between Zambia and Japan,  
and thus to contribute to further strengthening the friendship between  
Zambia and Japan. Thank you.