

Remarks by H.E. Mr. MIZUUCHI Ryuta, Ambassador of Japan to the
Republic of Zambia at the Handover Ceremony of Japanese Television
Programmes
23 December 2021

Honourable Chushi Kasanda, Minister of Information and Media,
Mr. Malolela Lusambo, Director General, Zambia National Broadcasting
Corporation,
Representatives from ZNBC and other Media Houses,
Distinguished Guests,
Ladies and Gentlemen,

On the occasion of the handover of three Japanese TV programmes to ZNBC today, I wish, first of all, to extend my sincere appreciation to the Guest of Honour, Honourable Minister of Information and Media, Mrs. Chushi Kasanda for accepting my invitation and grace this auspicious ceremony. My thanks also go to all those involved in this effort to offer various Japanese TV programmes through the Japan Foundation to viewers in Zambia and beyond. Just eight months ago, we held a similar handover ceremony at my Residence to two private TV stations, namely Q-TV and Muvi TV, offering eight programmes, mainly in the genre of drama and education, starting this year. Today, ZNBC is receiving another three programmes in the field of documentary, featuring Japanese culture and tradition, and how they are characterising the daily life of the Japanese people of today.

Over the years, the Japan Foundation has been providing many TV stations around the world with Japanese TV programmes. In Zambia, 48 programmes have been provided and aired between 2008 and 2021. With today's handover of three programmes to ZNBC, the number of programmes handed over to Zambia has come to exceed 50, which should be commemorated specifically to remind us of the fruitful cooperation so far between Japan and Zambia in the field of media. Its original purpose has been to bring Japan and the Japanese culture closer to the Zambian public. However, the programmes thus offered to the Zambian media have undoubtedly been contributing to enriching the diversity of TV programmes

of Zambian TV stations and complementing the intellectual needs of the Zambian viewers.

Ladies and Gentlemen,

This time, ZNBC has chosen to receive programmes from Japan for the first time since 2011, after a long break of 20 years. I have no idea how this deficit came to pass, but I do welcome the return of Japanese programmes in ZNBC channels. You will find the content in the synopsis as distributed, but let me briefly touch upon some of their features.

Explore Japan and Explore Japan 2021:

This series will focus on diverse aspects of Japan, starting from science & technology and manufacturing, through tradition and history or multi-cultural exchanges, to culinary delights of modern Japan including some of its newest export products, namely Japanese wines. The features that are highlighted are all things that I personally wish to bring closer to the Zambian people myself, because they do not only represent Japanese culture and Japanese way of life per se, but also provide insights and inspirations over what Zambia can do to attain its Sustainable Development Goals (SDGs). It is all about the values created by human activities that are needed to upgrade the standard of living.

By the way, I am personally offering my own point of view on Japanese culture at my Residence and present it to the Zambian people –namely Japanese cuisine. Taking this opportunity, I wish to invite you, Hon. Minister Kasanda and a TV crew of ZNBC, to make a documentary on how my chef, a young Zambian lady, could master cooking Japanese food and can now entertain my guests with her beautiful “art” of presenting the Japanese cuisine.

Journeys to Zipang, the Land of Gold: Hiraizumi, Kanazawa, Sado:

It is said that Christopher Columbus was inspired by Marco Polo and his story about “Zipang, the Land of Gold” when he set out for the seas. Unfortunately, he could not make it to Japan but reached the Americas instead. In 1581, almost 90 years after Columbus, there was an African who

did go to Japan and became the “First African Samurai”. This year (2021) marks the 440 years anniversary of his arrival in Japan who was given a Japanese name “Yasuke”. I wish to pay my highest tribute to ZNBC for taking up this documentary in this memorable year to introduce to the Zambian people “the Japan that Yasuke might be able to explore” when he was there 440 years ago.

As gold has also been discovered nowadays in Zambia, this documentary may inspire the Zambians on how best they can make use of the precious metal and further make it a culture of its own.

Ladies and Gentlemen,

In concluding, I wish to express my sincere appreciation to ZNBC anew for this cooperation and wish the programmes to be aired a great success. I hope the Zambian viewers will also will benefit from these programmes and wish them entertainment and fun. Last but not least, I wish you all happy holidays and a New Year 2022 full of hope and successes.

Thank you for your attention.