

**REMARKS BY H.E. MR. KIYOSHI KOINUMA, AMBASSADOR OF JAPAN  
ON THE OCCASION OF THE HAND OVER CEREMONY OF JAPANESE  
TELEVISION PROGRAMMES TO MUVI TELEVISION, 12<sup>th</sup> February 2015**

Mr. Costa Muwemsa, General Manager of MUVI Television,  
Members of the Press,  
Ladies and Gentlemen.

It is my great pleasure to be here today on behalf of the Government of Japan and the Japan Foundation at this handover ceremony for a Japanese Television program.

The Japan Foundation is offering international versions of Japanese television programs to overseas television stations with a view to introducing Japanese culture or cultural values by covering the broadcast rights fee and the production cost for audio-visual materials.

Japan has been providing Japanese Television programs to Zambia's leading TV stations since 2008. Between 2010 and 2012, five TV programs including human drama and educational program were provided to MUVI TV.

The title of the program being provided this year is: "*Mother-in-law vs Daughter-in-law*", which is a family drama containing 42 episodes. The program was broadcasted in 2010 for the first time. Since then, it has become so popular that the 4<sup>th</sup> season has recently been aired in Japan.

This Japanese drama depicts the clash between a former career woman and the madam of a distinguished Japanese inn, with laughter and tears. The story has a rich background of Japanese beautiful scenery and traditional culture, such as the tea ceremony, the art of flower arrangement and Kimono as well as the spirit of Japanese hospitality. It is my hope that the drama will transport the audience to Japan and afford them a rich and meaningful cultural experience.

Ladies and Gentlemen,

It is my earnest hope that the provision of Japanese drama will expand the cordial relationship between Japan and Zambia by enhancing mutual understanding of each culture. Moreover, it is my sincere wish that the audience use this opportunity not only for entertainment but also as a spring board for learning.