

May 26, 2021
ASEAN-Japan Centre

**ASEAN-Japan Centre reaches its 40th Anniversary
Fostering ASEAN-Japan relations since 1981**



AJC's 40th Anniversary Logo

The ASEAN Promotion Centre on Trade, Investment and Tourism, ASEAN-Japan Centre (AJC) for short, reached its 40th anniversary on 25 May 2021. AJC is an intergovernmental organization established in 1981. It has been promoting exports from the ASEAN Member States to Japan while revitalizing investment, tourism, as well as people-to-people exchanges between the ASEAN Member States and Japan.

AJC was established based on the “Fukuda Doctrine” announced in 1977 by the then prime minister of Japan, Mr. Takeo Fukuda. Originally opened with the founding member countries of the ASEAN (Indonesia, Malaysia, Philippines, Singapore, and Thailand) and Japan, with other five countries (Brunei Darussalam, Viet Nam, Cambodia, Lao PDR, and Myanmar) joining later on, all 10 ASEAN Member States and Japan are now the members of the Centre.

To commemorate the 40th anniversary of the AJC, H.E. Dato Lim Jock Hoi, Secretary-General of ASEAN stated as follows: “Since its establishment in 1981, the Centre continues to play an important role in nurturing ASEAN-Japan relations that was founded on the “heart-to-heart” partnership enshrined in the Fukuda Doctrine. By conducting a large number of projects and activities, the Centre promoted exports, investment, tourism and people-to-people exchanges that have contributed greatly to the deepening of ASEAN-Japan relations, as well as enhancing mutual understanding and friendship amongst our peoples. For these efforts, I wish to convey ASEAN's deep appreciation.”



H.E. Dato Lim Jock Hoi,
Secretary-General of ASEAN

Masataka Fujita, Secretary General of AJC, stated that “the past 40 years of achievements led the Centre to where it stands now, and it should listen to the voices from Member States and stakeholders, and respond to them sincerely...The Centre as a sustainable development institute based on knowledge is set for the preparation for the Golden Anniversary over the coming decade.”



Secretary General of AJC,
Masataka Fujita

All commemorative messages from Council Directors of the AJC are available on the AJC website as below.

<https://www.asean.or.jp/en/ajc-info/40th-anniv/>

This fiscal year, AJC is planning to organize forums and webinars on topics in line with the diplomatic initiatives between ASEAN and Japan such as “Free and Open Indo-Pacific Strategy (FOIP)”, SDGs, and BIMP-EAGA (The Brunei Darussalam–Indonesia–Malaysia–Philippines East ASEAN Growth Area). Also, on Wednesday, 31 May, AJC will host the webinar titled “[Impact Investing towards ASEAN Sustainable Development Goals \(SDGs\)](#)”, which will be the very first webinar by AJC that specifically focuses on the potential of impact investing as an approach to finance the SDGs.

In 2023, ASEAN and Japan will reach their 50th anniversary of the establishment of diplomatic relations. AJC will continue to make efforts so as to contribute to the further development of the ASEAN-Japan partnership while responding to new issues between ASEAN and Japan.

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