

THE JAPAN NEWS
BY THE YOMIURI SHIMBUN

Media Kit 2022

読売新聞社

はじめに Introduction

The Japan Newsは、世界最大発行部数を誇る読売新聞の日刊英字紙です。充実した取材ネットワークによる正確でタイムリーな言論と提言報道の両輪で、読者に「国内外のいま」と「日本の進むべき道」を伝えています。

また、「メディアコングロマリット」として、読売新聞グループの持つ総合力を生かしたビジネスも展開していきます。

The Japan News is a daily English-language newspaper of The Yomiuri Shimbun, which has the largest circulation in the world.

The Japan News provides many topics that inform Japan's future with accurate and timely journalism by an extensive reporting network in Japan and abroad.

In addition, as a “media conglomerate” we are developing various businesses by leveraging The Yomiuri Shimbun Group's wide range of strengths.

圧倒的な取材力
全国312か所、海外27か所
の取材拠点

Extensive reporting network

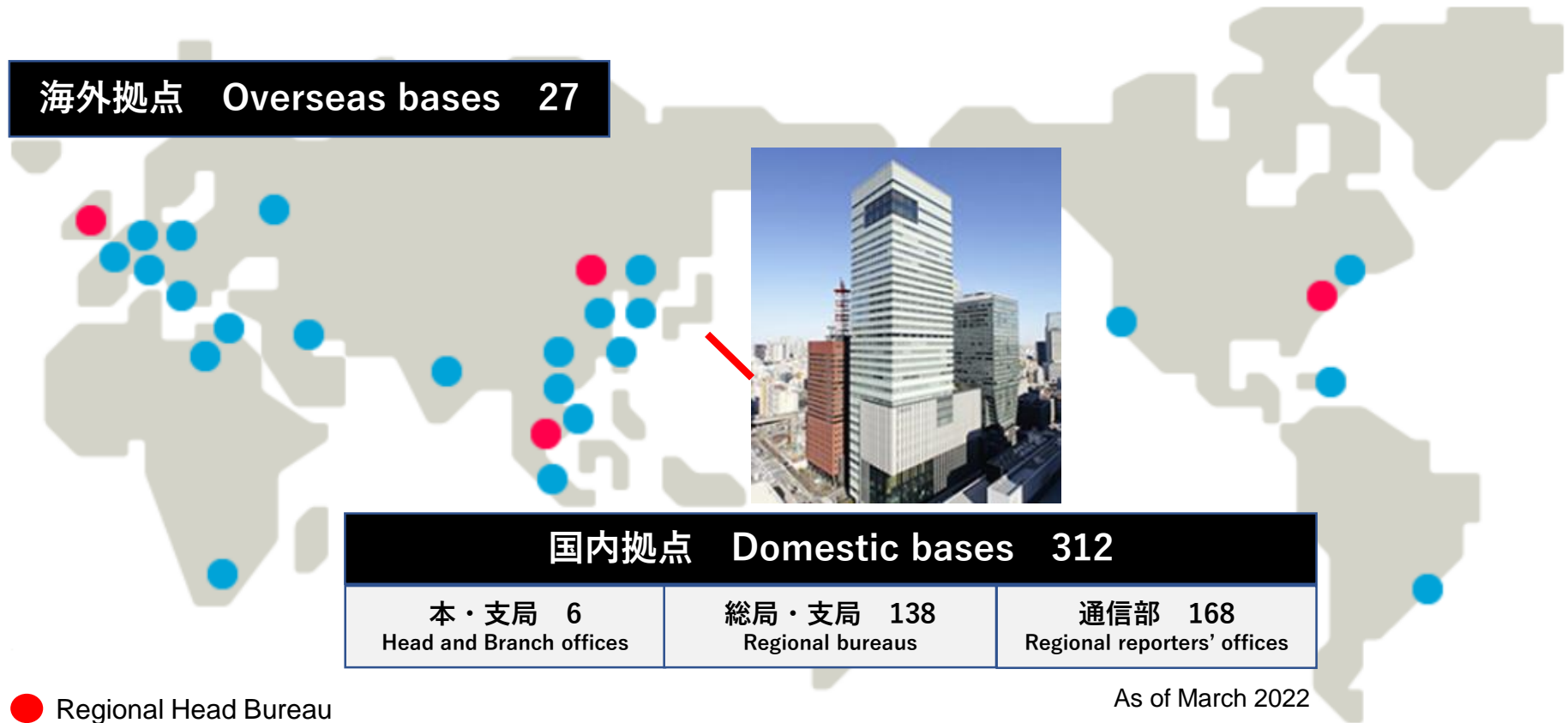
言論・提言報道を通して
日本の針路をリード

Function as a compass
of Japan's future

圧倒的な取材力

Extensive Reporting Capability

読売新聞の国内312か所、海外27か所の取材網を生かし、The Japan Newsは、海外のみならず、国内のニュースも広く、深く読者に届けています。



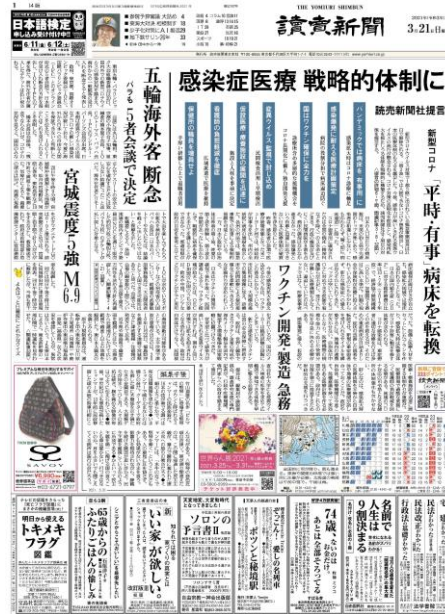
The Japan News covers news broadly and in-depth by utilizing The Yomiuri Shimbun's network of 312 domestic and 27 overseas bureaus.

「時代の羅針盤」としての役割 Function as a Compass of Japan's Future

読売新聞は、国の将来像にかかわる重要なテーマについて現実的で説得力のある提言報道を行ってきました。その数は30回を超え、政府の政策にも影響を及ぼすものもあります。The Japan Newsは、言論や解説記事も翻訳して発信。国内外の課題を浮き彫りにし、鋭く切り込んでいきます。

The Yomiuri Shimbun has made realistic and persuasive proposals related to our country's future vision more than 30 times, and some of them have influenced the Japanese government policies. The Japan News translates and carries opinions and commentary articles of The Yomiuri Shimbun, highlighting issues in Japan as well as internationally and providing sharp insight into them.

March 22, 2021 ▶



March 21, 2021 ▶

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Editorial

読売新聞 THE YOMIURI SHIMBUN

社説

新型コロナ提言

長期戦を見据え医療体制築け

新型コロナウイルスの流行は、1年以上にわたる間に、世界に波及し、死者も、感染者も増加を続けています。日本も、感染者の増加を懸念する声が高まっています。本誌は、長期戦を見据え医療体制を築くべきだと提言しています。

これまでも提言は数回にわたって行われてきた。だが、提言が政府の政策に反映されず、医療体制が整備されず、死者も、感染者も増加を続けています。本誌は、長期戦を見据え医療体制を築くべきだと提言しています。

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社説

米中高官協議

対立の根深さが鮮明になった

米中両国は、新型コロナウイルスの流行を契機として、対立が激化している。米中両国は、対立が激化している。米中両国は、対立が激化している。

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海外特約メディア Overseas Special Agreement Media

欧米からアジアまで、海外の主要なメディアと提携し、その独自の切り口や分析を連日掲載しています。The Japan Newsを通して、海外紙の着目点に触れることができます。

We have partnerships with major overseas media in Europe, the U.S. and Asia. The Japan News introduces their unique perspectives and analysis every day.

The Washington Post
<A Special Report for The Japan News> ▶



Asia News Network ▲



▲ THE TIMES <Special Supplement>

広告事例 ① Advertising Case Study ①

ナショナルデー特集

National Day Supplement

各国大使館と関わりの深い企業の協力の下、平均月4回掲載しています。

ナショナルデーに合わせて、大使のお祝いメッセージや直近の出来事やイベントに関する写真を提供いただき実施しています。

National Day Supplements are published four times a month on average, with each Ambassador's congratulatory message and photos related to the latest topics and events.

October 9, 2021 ▶

Arigato to Izumisano, Tateshina citizens

By **Amb. Martínez Arapfa Manguaho**
Amb. Head of Mission
Embassy of Uganda in Tokyo-Japan

As we celebrate this year's Independence Anniversary of the Republic of Uganda, on behalf of the Embassy and its Staff, I extend warm greetings and felicitations from the President of the Republic of Uganda, H.E. Yoweri Kagame Museveni, the Government and People of Uganda to their Imperial Majesties and Family, the Prime Minister H.E. Fumio Kishida, honorable members of the Diet, all arms of the Government and the People of Japan for their continued support for and friendship with Uganda.

Uganda and Japan enjoy a long-standing relationship manifested by the fruitful cooperation and partnership in the economic, political and socio-cultural sectors. This cooperation has resulted in mutually beneficial advances in the following key areas, namely infrastructure, trade and investment, agriculture, education, ICT, tourism and health, among others.

Citizens of Izumisano City and Tateshina Town, our deep and sincere gratitude for the outstanding reception and dedicated support extended to the elite delegation of Team Uganda who camped in your midst for Pre-Games Training at the accommodations and training facilities availed to us.

The spirit of your kind, friendly and solid actions of support for Team Uganda led a solid foundation for the eventual sterling performance at the Tokyo 2020 Olympics by Team Uganda, which emerged second on the African Continent and 30th out of 205 Countries, territories and other competing entities. In particular, I would like to give commendation to Ms. Kana Suto "Namuli" and Mr. Ken-ichi Shiba "Iga" who both excelled in their total active commitment and dedication to the cause of Team Uganda, before, during and after the Tokyo 2020 Olympics.

With the resounding success registered during this encounter, coupled with the cherished twinning arrangements (Osaka City Council (Uganda) x Izumisano City (Japan) and Kagoshima Municipal Council (Uganda) x Tateshina Town (Japan)), the Embassy is convinced that such success is a viable spring-board upon which further cooperative and collaborative arrangements with the two entities, and hopefully many others, is structured through negotiation and conclusion of more viable, multi-purpose memoranda of understanding (MoUs) in the not too distant future.

We are optimistic that the establishment of the Offices of Uganda's Honorary Consul in Hokkaido Region under former Japanese Ambassador to Uganda H.E. Kazuaki Kamada and in Kinki Region under the President of Saraya Co. Ltd., Mr. Yusuke Shiro Saraya, will act as a link to further



Runner Joshua Chegeptei poses with the 5,000-meter gold and 10,000-meter silver medals he won at the 2020 Tokyo Olympics.

I would also like to reiterate that Uganda, the Pearl of Africa, is one of the safest destinations in the world and continues to echo a message of commitment to sound health and excellent hospitality. The beautiful sights and sounds of Uganda await you as you traverse the numerous game parks, view the scenic lakes, rivers and countryside, and enjoy the regional cuisine and the beautiful scenery that is unique to our country. The current health protocols in place by the Government of Uganda continue to ensure the safety of not only the Ugandan people but also visiting tourists.

As part of this year's celebration, the Embassy in collaboration with the Uganda Tourism Board has launched the "Let's Discover Uganda" campaign, which will run for three weeks (Oct. 9 to 29). Interested participants are re-

National Day of Uganda

quested to follow the official Instagram, Facebook or Twitter accounts of the Uganda Tourism Board Japan Office (see below), and to comment, share, repost or retweet at least one of the following tourism activities that offer unique and rare experiences.

1) Gorilla trekking in a World Heritage National Park: Trekking tours in the wilderness forests of Uganda, home to half of the world's 1,000 mountain gorillas, which are listed as an endangered species.

2) Handicraft shopping in the capital city of Kampala: Buy a wide variety of handicrafts from Uganda, a multiethnic country consisting of more than 40 tribes, at markets and general stores.

3) Birdwatching in lush greenery near marine spots: Birdwatching in Uganda, which is rich in greenery and marine environments, is home to more than 1,000 species of birds, including the shoebill (shoebill in Japanese).

4) The sources of River Nile Resort Stay: Lodging and water activities at a resort lodge along Africa's greatest river, the Nile, which has its source in Uganda.

By commenting, sharing, reposting and retweeting at least one of the tourism activities above, one can double their chances to be part of the 30 winners of any of the following Uganda gifts: 1) A set of delectable dried pineapples by FAR EAST BAZAAR and coffee beans – topnotch agriculture products; 2) A precision sculpture of a gorilla – a popular souvenir; or 3) A "Koteng" bag – known for its colorful fabric.

Follow the campaign at Visit Uganda Japan's social media pages: Instagram: <https://www.instagram.com/visituganda/> Facebook: <https://www.facebook.com/visituganda/>



Kileleshya Valley National Park in the Karamoja Region in northeastern Uganda is home to over 77 mammal species as well as around 475 bird species.



Muyenga Tank Hill Park-based Yama-san Restaurant scoops "Best Case of Quality" award.

Twitter: https://twitter.com/visituganda_jp
On this special day I avail myself of this opportunity to congratulate the Ugandan Diaspora in the In-Side Area of accreditation – Japan, South Korea and Timor-Leste – and urge them to stay united, work hard for development towards the realization of Uganda's prosperity and to remain dedicated ambassadors of Uganda wherever they are. Finally, I thank all organizations that have supported the publication of this supplement. **For God and my Country.**

CONGRATULATIONS
to the People of the Republic of Uganda
on the 59th Anniversary of Their Independence

IZUMISANO CITY, JAPAN

<http://www.city.izumisano.lg.jp>

CONGRATULATIONS
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on the 59th Anniversary of Their Independence

COURIEMATE
Global Express Supply

YAMAHA
Ride Your Heart

UTB
UGANDA TOURISM BOARD

<https://www.couriemate.com/>
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to the People of the Republic of Uganda
on the 59th Anniversary of Their Independence

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Congratulations
to the People of the Republic of Uganda
on the 59th Anniversary of Their Independence

SARAYA

"Our mission is to improve sanitation, the environment and health in Uganda"

Saraya Co., Ltd.
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<https://saraya.world/>

グルメ特集

Ambassador's Gourmet Recommendation Special

各国大使がお薦めするローカルフードについてエピソードを交えながら、レシピやレストランを紹介しています。

Ambassadors of each country introduce recipes and restaurants regarding their recommended local foods.

December 24, 2021 ▶

by The Yomiuri Shimbun

SOCCER

Inter closes year with 7th straight win

ROME (AP) — Seven straight wins. Six straight without conceding. Eleven straight unbeaten. Inter Milan concluded the year with a 1-0 win over Torino on Wednesday to confirm its control of Serie A and intention of securing consecutive Italian league titles.

While Inter had already secured the lead for the season's halfway point entering the holiday break, it was a welcome victory a day after the club's offices were raided by finance police amid an ongoing investigation into false accounting.

Donald Dumfries scored from the edge of the area to conclude a counter-attack after taking a backheel pass from Edin Dzeko during the first half at the San Siro. It was the third goal in four matches for the Netherlands right back.

"We're happy with how we've ended the year. It's easy for everyone to say that Inter is the favorite but that wasn't the case in the summer," first-year Inter coach Simone Inzaghi said, recalling the doubts surrounding the club following the departure of previous coach Antonio Conte and standout players Romelu Lukaku and Achraf Hakimi.

The club did well to get players useful for my style of play, Inzaghi added.

Inter remained four points ahead of city rival AC Milan, which won 4-1 at Empoli with a brace from Federico Chiesa and a goal each from Alessandro Florenzi and Theo Hernandez.

Young Blues help secure spot in semis

LEAGUE CUP	
BRENTFORD	CHELSEA
0	2

LONDON (Reuters) — A match-winning Chelsea side featuring three teenagers defeated Brentford 2-0 on Wednesday to reach the League Cup semifinals and face London rival Tottenham Hotspur.

An own goal 10 minutes from time by Pontus Jansson broke the deadlock at Brentford before a longball penalty sealed victory for Thomas Tuchel's COVID-hit side.

In a thriller at Anfield, a weakened Liverpool side came back from the brink to beat Leicester City on penalties after a 3-3 draw, setting up a semifinal against Arsenal.

James Ward's early double gave Leicester a 2-0 lead and James Maddison's rocket shot made it 3-1 after Alex Oxlade-Chamberlain had pulled a goal goal back. But Diego Costa struck in the 60th minute before Takumi Minamino leveled in the 67th minute of stoppage time.



Chelsea's Jorginho, center, celebrates after scoring the side's second goal on Wednesday during English League Cup action in London.

for Liverpool. Antonio Costa's Tottenham, runner-up to Manchester City last season, made it through to the semis with a 2-1 home win against West Ham United.

all the goals arriving in a five-minute spell in the first half. Chelsea made eight changes to the side that drew 0-0 with Wolverhampton Wanderers at the weekend with manager Tuchel handing debuts to academy players Harvey Vale, Jude Souleye Bell and Xavier Simons.

Tuchel did later introduce regulars Diego Costa, Reece James, Christian Pulisic, Mason Mount and N'Golo Kante off the bench and it proved decisive for Chelsea.

It was a cross from the right from James that Jansson sliced into his own goal and Jorginho then tucked away a trademark spot kick.

"It was a brilliant result given the circumstances, the line-up and the situation," Tuchel said. "Some of the guys who played were youngsters and the other guys had not many minutes, but they stepped up in a tough place."

Athletic falls to 4th consecutive loss BARCELONA (AP) — Defending champion Atletico Madrid slumped to a fourth consecutive defeat in the Spanish league after losing 2-1 at Granada on Wednesday, extending its worst run in the competition since Diego Simeone took charge a decade ago.

Atletico had not lost more than two league games in a row since Simeone became its coach in December 2011. This month it has lost to Mallorca, Real Madrid and Sevilla before its defeat on Granada.

Atletico started well with a goal from Jesus Torres only three minutes after kickoff. But Darwin Machis equalized in the 18th and Jorge Molina scored from a cross by Granada striker Luis Suarez to complete the host's comeback in the 42nd.

Molina was coming off a record-setting match on Sunday when he became the oldest player in Europe's top leagues to score a hat trick at 39 years and 241 days in a 4-1 win over Mallorca.

Ambassador's Gourmet Recommendation Finding delectable Indonesian cuisine in Japan

By Heri Akhmad, Ambassador of Indonesia to Japan and Federated States of Micronesia

As one of the most ethnically diverse societies in the world, Indonesia is home to a vast array of traditional arts and cultures, not to mention its culinary heritage, which is unique, delectable and wonderfully vibrant.

Enjoying Indonesian cuisine is an exciting adventure of exploring the world's largest archipelago, a maritime country full of unique spices and ingredients. The uniqueness and diversity of Indonesian cuisine flows from more than 1,300 ethnic groups living on approximately 6,000 of Indonesia's 17,504 islands.

Indonesian cooking techniques, enriched with spices from different regions, are often unique and so are its "complex." We are pleased that now Indonesian spices are available in the form of ready-mixed spices that are easy to use and can be found even in some convenience stores.

When I have non-Indonesian friends at our residence, more often than not my wife and I serve them typical dishes from the main islands, such as Rendang of West Sumatra, Saté Ayam Ponorogo of East Java, Soto Banjar of West Kalimantan, Tinubuan of North Sulawesi and Papeda of West Papua. At times I serve them Indonesian fried rice, commonly known as Nasi Goreng and considered as one of our favorite national dishes.

When I feel like going out, among my go-to restaurants in the greater Tokyo area are Platitan in Shinjuku, Cita Jawa in Akhbara, Dapoer Koreng in Yokohama and many more.

More than 60 Indonesian restaurants can be found throughout Japan, allowing my Japanese friends to taste the flavors of Indonesia. A restaurant list is available for you to explore at <https://ajpi.jp/indonesio>.

Among all those delectable cuisines, I recommend you try Saté, a meat skewer similar to Yakitori in Japan. It is a dish of many variations in Indonesia, with each region adding its own unique touch of herbs, spices and main ingredients, such as Saté Madura, Saté Padang, Saté Lilit Bali, Saté Togel, Saté Maranggi, and Saté Ponorogo.

My favorite among all those saté variations is the Ponorogo Chicken Saté of West Java. This is a heritage dish of my hometown. Its familiar shape and delicious taste always bring back good memories of my childhood.



Indonesian Ambassador to Japan H.E. Mr. Heri Akhmad and his wife Mrs. Nuring Wahyuni recommend Ponorogo Chicken Saté, one of Indonesia's national dishes.



The process of grilling the Saté



Ponorogo Chicken Saté skewered with peanut sauce

How to make Ponorogo Chicken Saté

Ponorogo Chicken Saté is characterized by long fat pieces of chicken meat. Marinating it with quality spices, such as garlic, sweet soy sauce and coriander, makes the meat flavorful.

- Main ingredients:
 - 500 grams of chicken breast
 - 3 cloves of garlic, minced
 - 2 tablespoons of sweet soy sauce
 - 1 tablespoon of coriander powder
- Peanut sauce ingredients:
 - 300 grams of skinless peanuts (fry the peanuts first then grind with the other ingredients)
 - 4 cloves of fried garlic, minced
 - 2 red onions, finely chopped
 - 2 pieces of curly chili, minced
 - 3 pieces of roasted hazelnut, minced
 - 2 tablespoons of brown sugar
 - 1 teaspoon of coriander powder
 - 1 tablespoon of cumin powder
 - 2 tablespoons of sugar and salt
- Accompaniments:
 - Onion, sliced
 - Sweet soy sauce

- How to make the Saté for three servings:
 1. Cut the chicken fillet lengthwise to a thickness of about 0.5 cm.
 2. In a bowl, combine the garlic, soy sauce and coriander from the main ingredient list, and mix in the chicken. Stir well and let stand for 20 minutes to let the flavor infuse.
 3. Mix ingredients to make peanut sauce.
 4. Thread each piece of meat lengthwise onto a skewer.
 5. Prepare the grill. Grill the Saté until cooked on both sides.
 6. Served with peanut sauce and other accompaniments.

各国と地方自治体との友好事業特集 (福島県二本松市とクウェートの事例)

Special Feature on Friendship Project between Various Countries and Japanese Local Governments (e.g., Nihonmatsu city and Kuwait)

海外と日本の姉妹都市、友好都市の交流
および取り組みを紹介しています。

Introducing the projects and initiatives of sister
and friendship cities in Japan and abroad.

February 28, 2021

Nihonmatsu-Kuwait Friendship Special The Tokyo Olympic and Paralympic Games / 'Arigato' Host Town for Supporting Reconstruction Initiative

Tokyo Games host town says 'arigato' to Kuwait

By Junnosuke Yamasaki
Yomiuri Shimbun Staff Writer

Nihonmatsu, Fukushima Prefecture, will welcome Tokyo Olympic and Paralympic Games athletes from Kuwait as a gesture of gratitude for the Gulf state's contributions to Japan's recovery from the Great East Japan Earthquake.

The city is one of many municipalities in Fukushima, Miyagi and Iwate — the three prefectures in the Tohoku region hit hardest by the disaster on March 11, 2011 — participating in the 'Arigato Host Town' initiative, organized by the Japanese government. The program aims to promote cultural exchange with athletes competing in the Tokyo Games, and serve as a symbolic "thank you" to more than 25 countries and regions, including Kuwait, who aided Tohoku's reconstruction efforts.

Nihonmatsu already shares a close virtual connection with Kuwait, thanks to a popular Arabic-speaking YouTube channel, introducing the city's tourist attractions. The channel has gained a wide following. The locals, eagerly counting down to the arrival of the Kuwait delegation, have prepared a variety of video messages cheering on the athletes as they enter the final stretch before the Tokyo Games.

Arabic YouTube channel

"Hello everyone, I'm Megumi Nihon," said Megumi Yaso from her YouTube home, providing her address and greeting in Arabic to followers of her YouTube channel. One day in February, she appeared on camera to show how to make "ongiri" (Japanese rice balls) by using halal-certified soy sauce, produced by a soy sauce brewing plant in Nihonmatsu.

After she broadcast the scene together with a tour of the plant of the Fukushima Prefectural Soy Sauce Brewing Cooperative, the feature was viewed more than 50,000 times in the



Photos by Yomiuri Shimbun. The Yomoi Brothers. Megumi Yaso and her daughter, Runa, sitting at their Tokyo home in early February, show a bottle of halal-certified soy sauce sent from Nihonmatsu, Fukushima Prefecture.

following three days. Viewers commented, for example, "I want the soy sauce sold in my country" and "It was a great idea to visit and showcase the soy sauce plant."

The 31-year-old, Kuwait-born Egyptian came to Japan in 2016 after marrying her Japanese husband in Cairo, where the couple met. In 2017, she launched her own YouTube channel, called Planet Nihon, describing her life in Japan for an Arabic-speaking audience. One of her popular video segments introduces a variety of convenient goods found at a 100 shop. Her channel has resonated with viewers in the Middle East and currently has more than 500,000 subscribers.

When it became clear in 2020 that the novel coronavirus pandemic would make it increasingly difficult to fly to and from Kuwait, the municipal government of Nihonmatsu turned to Yaso, better known as "Megumi" in the YouTube universe, for help facilitating continued exchange with Kuwait, given her experi-

ences as a YouTube communicator and influencer.

Yaso became interested in Japanese culture 10 years ago, when she visited the Japanese Embassy in Cairo to participate in an event in support of the areas affected by the Great East Japan Earthquake.

"I was very glad," she said, referring to the moment when she received the request to collaborate with Fukushima Prefecture. "I have a lot of interest in introducing the world to Japan's local cultures, which are different from those in Tokyo."

Yaso planned to visit Nihonmatsu shortly after the beginning of 2021 to gather firsthand information about the city and shoot local scenes. But she had to call off the plan as a new state of emergency was declared in Tokyo and its neighboring prefectures over the COVID-19 pandemic. She instead relied on Fukushima Central Television Co. (FCT) to film the scenes in Fukushima. She particularly wanted FCT to shoot the soy sauce production process at a halal-certified soy sauce brewery in Nihonmatsu; the city's ski and snowboard resort, and wagaishi (traditional Japanese sweets) making experiences.

Yaso said, "I am sure that people in Kuwait, where it is very hot, will feel happy and cool when watching the video of Nihonmatsu, including the scene of the ski resort."

When the pandemic comes to an end, Yaso will definitely visit Nihonmatsu to let her YouTube followers

know again, this time through her own videos, all the wonderful things that await in the city.

Videos of encouragement

Residents in Nihonmatsu, which will serve as a Tokyo Games host town for the State of Kuwait and the Kingdom of Bahrain, have gotten off to a running start and begun sharing video messages cheering on the Olympic athletes.

The video for Kuwait shows athletes at the city's municipal swimming pool and shooting range, as well as children playing tennis, practicing karate, and taking part in an "skidder" (off-road) race, as the Kuwait national anthem plays in the background. Well-wishers participating in a traditional festival carry posters with messages of encouragement which they share aloud for the cameras in unison, including "We are always on your side" and "Please visit the historic castle town of Nihonmatsu!"

Greetings in Arabic

Asalamu Alaikum / Komicchia / Phao boi upon you
Ya Hala / Yokoso / Wilacomo / Shukran / Arigato / Thank you
Awan / Dolastirashshale / You're welcome



The Adataru Kogen ski resort



The Dake Onsen hot-spring resort in Nihonmatsu has a history dating back 1,200 years.

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Wishes for the future

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Nihonmatsu's attractions

Nihonmatsu is an inland city of about 54,000 people, located in the northern part of Naka-dori, near the middle of Fukushima Prefecture. It boasts a rich, natural landscape, with Mt. Adataru, one of Japan's 100 most famed mountains, soaring to the west and the Abukuma, the second longest river in the Tohoku region, flowing from south to north.

The city used to be the site of Nihonmatsu Castle, which was originally built in the early 15th cen-

tury. Now renamed Kasumigajo Castle Park, the site has been selected as one of Japan's top 100 cherry blossom spots. Visitors to Nihonmatsu can see the birthplace of Western-style painter Chieko Takamura (1869-1938). Takamura is perhaps best known for being the namesake of an anthology of poems, titled "Chieko Shiki" ("Chieko's Sky"), by the poet and sculptor Kotaro Takamura (1863-1956) dedicated to Chieko, his beloved wife.



Nihonmatsu Mayor Keiichi Mita, center, welcomes officials of the Kuwait Olympic Committee to the city in August 2018.

Kuwait's support remembered

Nihonmatsu is one of the many areas in Fukushima, Miyagi and Iwate prefectures participating in the government's initiative to thank, on the occasion of the Tokyo Olympic and Paralympic Games, those countries and regions that supported Japan immediately after the Great East Japan Earthquake in March 2011.

At the time, the State of Kuwait made an emergency donation of 5 million barrels of crude oil to Japan. Japanese oil companies

purchased the donated oil from the Japanese government for about ¥40 billion and the government contributed the proceeds to the Japan Red Cross Society.

The Red Cross distributed the money to the three Tohoku prefectures hardest hit by the quake and ensuing tsunami. Fukushima Prefecture received ¥15.5 billion as a result of the Kuwaiti donation. In recognition of this support, Nihonmatsu will now serve as a host town for Kuwait.



State of Kuwait country profile	
Population	4.75 million (as of 2019)
Area	17,818 sq. km (almost as wide as Shikoku)
Capital	Kuwait City
Official language	Arabic
Major religion	Islam
Currency	Kuwaiti dinar (KWD)
Key exports	Oil, petroleum products, fertilizer



Yaso, left, edits a video featuring the process of making "ongiri" (Japanese rice ball) with halal-certified soy sauce, right.



Yaso, left, edits a video featuring the process of making "ongiri" (Japanese rice ball) with halal-certified soy sauce, right.

A red carpet welcome is waiting

Residents in Nihonmatsu are ready to roll out the red carpet and give the Kuwaiti athletes from Kuwait a warm, hospitable welcome.



Takayuki Kurebayashi, head of the soy sauce plant.

Koji Furuyama, 53, who runs a restaurant and ammunition shop in the city, acts as a puller — the person who releases clay targets from the trap — at the city's shooting range. He is also a member of the Nihonmatsu Global Citizens Association, a volunteer group that has been supporting the Japan International Cooperation Agency's (JICA) Nihonmatsu Training Center. It is primarily used for training Japan Overseas Cooperation Volunteers (JOCV) members before they are dispatched abroad. He has been actively involved in the association's support of young people from African, Southeast Asian, and other countries visiting the center to study under JICA's Youth Invitation Program by taking the youths on sightseeing tours of the city during their stay.

Furuyama expects to help support Kuwait's athletes who will participate in the Tokyo Games' shooting competi-

ions and is looking forward to welcoming them to Nihonmatsu for pre-Games training. "I would be delighted if the Kuwaiti athletes won medals after training here," he said.

Halal certification
The Fukushima Prefectural Soy Sauce Brewing Cooperative's Nihonmatsu plant was certified as halal in June 2016.

The prefectural cooperative had already been grasping with a steady decline in domestic soy sauce consumption when false rumors began to circu-

"To obtain halal certification, the cooperative had to create a separate halal production line, away from the traditional soy sauces which contain added alcohol and 'mirin.' A rice wine used for cooking. The strict halal requirements also meant the cooperative could use just a limited set of meticulously selected raw ingredients, including domestically grown soybeans, wheat and salt, without any other additives. "With this halal-certified brand, we want to express the beauty of Japan, in terms of both its cuisine and culture," said Takayuki Kurebayashi, the 50-year-old chief of the plant. "In other words, (the soy sauce) signifies our attitude full of hospitality to welcome people from abroad."

Traditional Japanese paper
Masako Miura, 66, likes making "toshie" artwork by cutting, dyeing and pasting washi paper, meticulously arranging it piece by piece to create a lowly three-dimensional effect.

A Nihonmatsu soy sauce plant produces a halal-certified soy sauce brand.

late after the Great East Japan Earthquake, causing soy sauce sales to nosedive. Seeking a solution to

these setbacks that were beyond their control, the cooperative chose to develop a halal-certified soy sauce brand, hoping to tap overseas markets and serve abroad tourists, who were visiting Japan in increasingly large numbers at the time.



Takayuki Kurebayashi, head of the soy sauce plant.

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Masako Miura, above, and students at Kawasaki Elementary School in Nihonmatsu work on oshibi artwork to be presented to Kuwait.

Miura leads the Komi-Kawasaki Wagaumi Kai, a local club that recently shared their love of the region's famed paper with students at Kawasaki Elementary School. The club members and students completed sets of washi artwork for presentation to the Kuwait Olympic Committee, the Kuwait Paralympic Committee and the Embassy of the State of Kuwait in Tokyo. The students created oshibi works that look like calligraphy scrolls while the club members crafted oshibi depicting the city's famous landscape full of cherry blossoms along the Abukuma River with Mt. Adataru seen in the distance. "It's fun to create oshibi works together with friends. We would like to convey our warmest welcome to the Kuwaiti delegation with our oshibi," said Miura.

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国際女性デー特集 (駐日ウガンダ大使館とサラヤの事例)

Special Feature on International Women's Day (e.g., the Embassy of Uganda and SARAYA)

3月8日の国際女性デーに合わせて、家庭用洗剤メーカー「サラヤ」によるウガンダ国内の女性を支援する活動について紹介しています。

Introducing SARAYA's Safe Motherhood Project that promotes cervical cancer screening and supports local women in Uganda on International Women's Day.

March 8, 2022

Sports

City doubles down to grab derby glory

Maeda helps Celtic restore 3-point lead

PREMIER LEAGUE

MAN CITY	MAN UTD
4	1

OSAKA (AP) — A double from Kevin De Bruyne. A double from Riyad Mahrez. The double completed by City over United in this season's Manchester derby.

GLASGOW (AP) — Celtic restored its three-point lead at the top of the Scottish Premiership on Sunday with a 3-1 win at Livingston.

OSAKA (AP) — Celtic secured its 17th minute, soon after Callum McGregor missed a penalty, and Nicky Devlin's own goal doubled the visitors' lead in the opening moments of the second half.

OSAKA (AP) — Andrew Shinjiri pulled a goal back within a minute of James Forrest's 55th-minute effort, but there was never any danger of Celtic relinquishing its lead.

OSAKA (AP) — The win takes Celtic to 73 points, three clear of defending champions Rangers with eight matches to go.

OSAKA (AP) — Ange Postecoglou's side's commanding performance stretched its unbeaten domestic run to 29 games.

OSAKA (AP) — Celtic was awarded a 14th-minute penalty for handball when Maeda's shot hit the grounded Jack Fitzwater from close range.

OSAKA (AP) — With main penalty taker Iain Ramsay on the bench, McGregor stepped up but struck his effort against a post.

OSAKA (AP) — The first goal came when Maeda raced quickly to head the ball over the line after the ball came back off Livingston goalkeeper Max Murray.

OSAKA (AP) — Celtic doubled its lead seconds after the restart — Maeda missed Anthony Balcer's cross but the ball flashed in of Devlin.

OSAKA (AP) — Forrest made it 3-0 when he ran on to Jota's through ball and fired a left-footed strike beyond the goalkeeper.

OSAKA (AP) — Liv responded immediately when Devlin's long throw was flicked on and Shinjiri stabbed home at the near post, but Celtic remained in control and could have added to its lead.

OSAKA (AP) — They showed what kind of top quality team they have," United interim manager Ralf Rangnick said.

OSAKA (AP) — It was being outclassed at home and losing 2-0 to City in the derby in November that precipitated the firing of the German coach.

OSAKA (AP) — The final blow was losing to Watford — the team that has beaten 1-2 in Sunday's other game that allowed Arsenal to dislodge United from fourth.

OSAKA (AP) — "I don't actually expect Arsenal to lose at Watford," Rangnick said. "So far it's clear it will want to have a chance to finish fourth at the end of the season, we can almost not drop any more points, and we also know that those 10 games that we have to play, there are a few other difficult ones to

OSAKA (AP) — Harry Maguire was in defense. It took City only five minutes to go in front. De Bruyne connected with the cutback from Bernardo Silva and shot through Maguire's legs and past goalkeeper David De Gea.

OSAKA (AP) — There was a glimmer of hope when Paul Pogba released Jadon Sancho and the former City player took on Kyle Walker before bending the ball into the net in the 23rd minute.

OSAKA (AP) — City took only six minutes to regain the lead. The move began with a moment of dazzling individual brilliance by Phil Foden, flicking the ball over Victor Lindelof. While the shot was parried by De Gea, Bernardo Silva's follow-up shot was only partly blocked by Maguire before United defender Alex Telles managed to knock the ball for De Bruyne to net again.

OSAKA (AP) — "They tried to press us and they played well in the first half," De Bruyne said. "In the second half we found more opportunities."

OSAKA (AP) — It was Mahrez's turn to contribute the goals in the second half at the Etihad Stadium — starting with an assist from De Bruyne.

OSAKA (AP) — Mahrez connected with a corner from the Belgian player with a half-volley that slightly deflected off Maguire before landing in the net in the 60th.

OSAKA (AP) — There was initially an offside reprove to United in the 9th, but then the VAR review allowed Mahrez's strike to count, compounding the misery for United.

OSAKA (AP) — "The second half is not our best, I know what we have done, honestly," City manager Pep Guardiola said. "It's such a demanding man, but I know my limit and I know the players' limits and the second half in all terms less excellent."

OSAKA (AP) — The European Cup is the priority trophy for City after losing the final last season to Chelsea, however sweet it will be to win the Premier League again.

OSAKA (AP) — United did have to cope without Cristiano Ronaldo, Edinson Cavani, Raphael Varane and Luke Shaw through injury or illness on Sunday. That doesn't fully account for how ineffectual United was or how susceptible

OSAKA (AP) — let's take it game by game.

OSAKA (AP) — "For us, it's important we keep developing the team, which we did in the last couple of months."

OSAKA (AP) — But United has been a work in progress since Alex Ferguson retired back in 2013 after the last Premier League title win.

OSAKA (AP) — Sunday's game produced City's second home derby win in the league in seven attempts. But while United and City both have a net spend of around \$1 billion on transfers in the last decade, the blue half of Manchester is the team regularly collecting trophies.

OSAKA (AP) — United is enduring a five-year title drought since the 2017 Europa League triumph that can only be ended by winning the Champions League this season.

OSAKA (AP) — Manchester City's Riyad Mahrez celebrates after scoring his fourth goal during Premier League action against Manchester United in Manchester on Sunday.

SARAYA Safe Motherhood Project 2

Part of Sales of Lactoferrin Lab. are used for activities that protect women in Uganda.

Protecting women around the world from infections.

Protecting women from cervical cancer in Uganda and Japan

According to the WHO, the number of cervical cancer deaths is expected to increase worldwide from 311,000 to 400,000 between 2018 and 2030. Cervical cancer is also the leading cause of death among women in Uganda, Africa.

Since 2012, Saraya has been supporting the "White Ribbon Campaign" through the NGO Japanese Organization for International Cooperation in Family Planning (JOICFP). Together, they helped protect pregnant and nursing mothers from infectious diseases through Phase 1 of the "SARAYA Safe Motherhood Project", with Saraya already starting Phase 2 of the project.

For the promotion of cervical cancer screenings in Uganda, and to create a society where women can live freely and in control of their own bodies.

Lactoferrin Lab. LL Moist Lift Gel Serum 50g

Part of sales 女性・産科でも効果を JOICFP HNU

Project Area

MESSAGE ON THE AUSPICIOUS OCCASION OF INTERNATIONAL WOMEN'S DAY, 2022

Tribute to Messrs Saraya Company's Safe Motherhood Project and Associated Sustainable Programs in Uganda

As Uganda joins the rest of the world in marking International Women's Day (IWD) 2022, under the theme: Gender Equality Today for a Sustainable Tomorrow, the Embassy of Uganda takes this opportunity to convey special thanks to Saraya Company for their outstanding proactive approaches to health, social and environmental issues, and in particular the Safe Motherhood Project (SMP) in Uganda.

Marking its fourth year of the SMP in 2022 which simultaneously celebrates its Platinum Anniversary, Saraya's role in the SMP has been crucial in improvement of conditions surrounding child health through hand washing education projects and promoting an alcohol-based disinfectant regime at maternity centres and hospitals throughout Uganda.

The Government of Uganda applauds Saraya's efforts in building a robust and sustainable future for all, especially through support for the SMP and Shea-butter cluster production-based African passion beauty products which symbolize the contribution of Ugandan women and girls in the attainment of the Sustainable Development Goals.

Bravo Saraya, Happy IWD 2022!

①販売部数 Circulation

	販売部数 Circulation	宅配 Delivery	即売 Newsstand
The Japan News	14,002	12,662	1,340
The Japan Times	18,984	10,539 ※	8,445

Source : Japan ABC November 2021

宅配部数 Delivery Circulation

The Japan News > The Japan Times

The Japan Timesとの差は 約2,000部

Difference from The Japan Times is approx. 2,000 copies

※郵送分含む
Including by mail

- ① The Japan News との接触が習慣になっている
The Japan News has a solid base of regular subscribers
- ② 同じ読者への定期的な訴求が可能
Multiple ads frequently appeal to our subscribers

② ジャパン・ニュースを購読している在日外国大使館 Foreign embassies in Japan subscribing to The Japan News

約70の在日外国大使館で購読されています。

About 70 foreign embassies in Japan subscribe to The Japan News.

Surveyed by The Yomiuri Shimbun in October 2021

③ ジャパン・ニュースを購読している首都圏のホテル Major hotels in the Tokyo metropolitan area subscribing to The Japan News

首都圏の主要44ホテルでThe Japan News は読まれています。

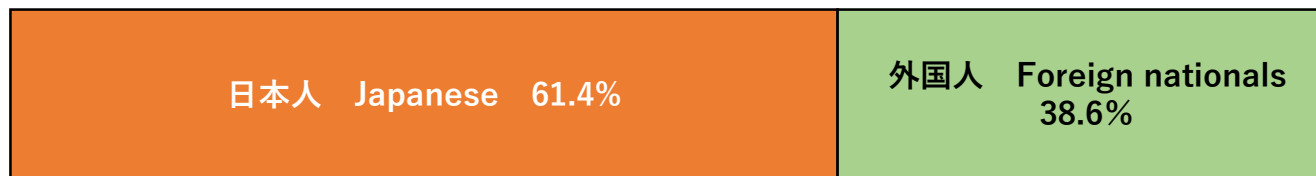
The Japan News is **in demand at 44 hotels in the Tokyo metropolitan area.**

そのうち**300室以上のホテルは29館で、全体の66%**を占めています。

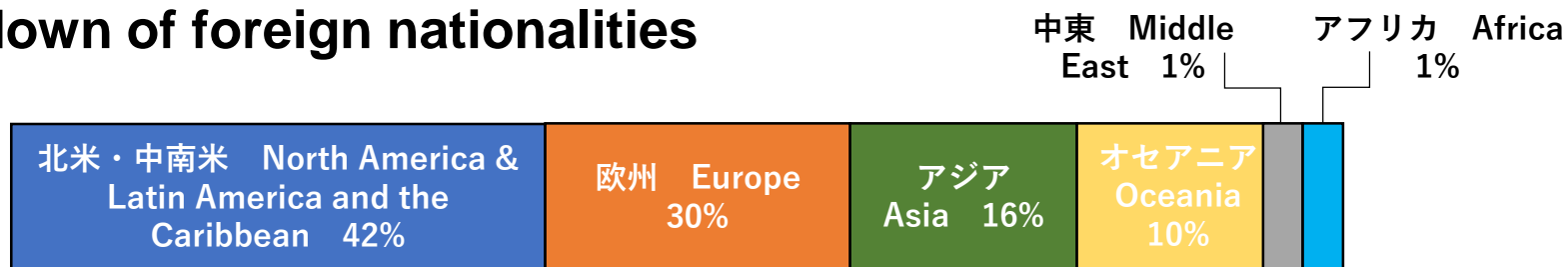
66 % of them (29 hotels) have more than 300 rooms.

Surveyed by The Yomiuri Shimbun in October 2021

国籍 Nationality

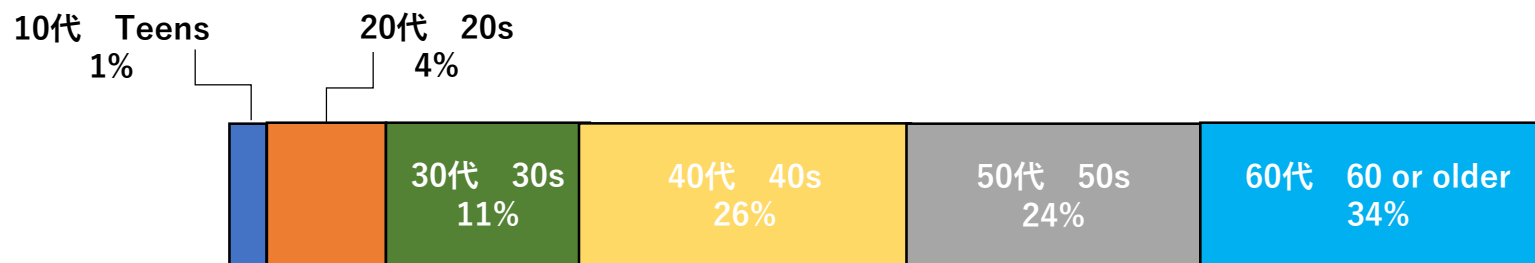


外国人の国籍内訳 Breakdown of foreign nationalities



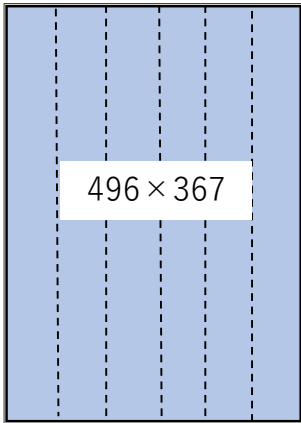
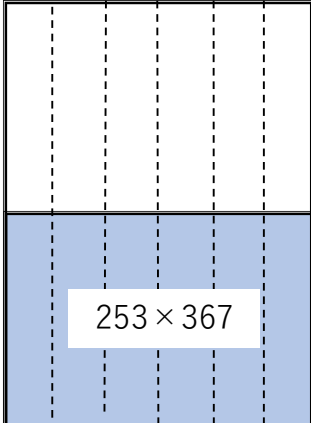
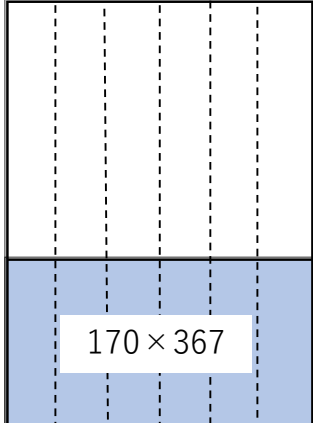
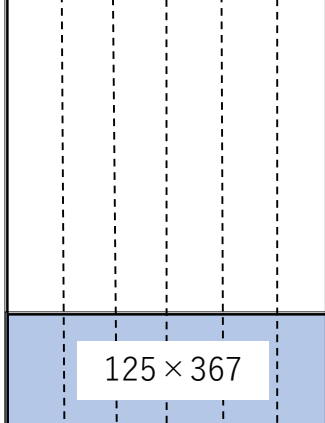
年齢 Age

社会で活躍する世代を中心に読まれています。
The Japan News is widely read by people of working age.



広告掲載料金 Advertising Rates

記事下広告料金・定価 General advertising rates

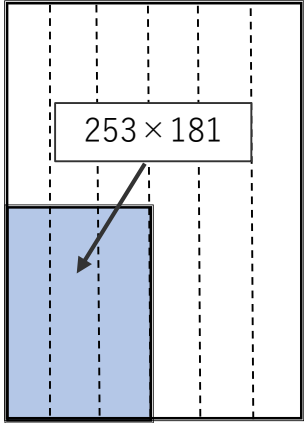
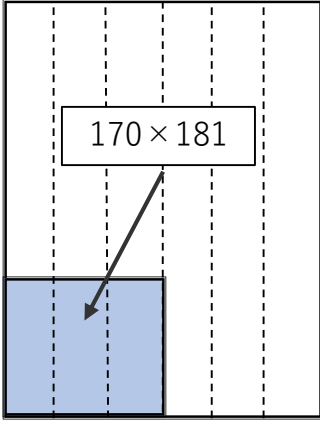
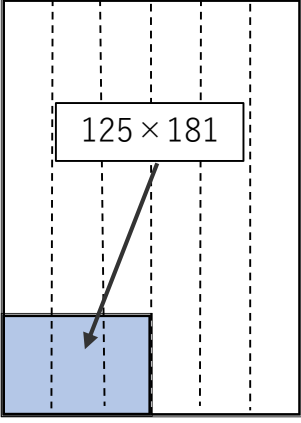
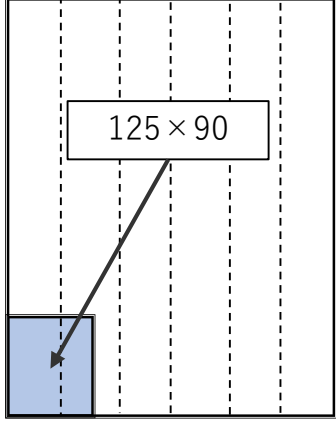
	1ページ Full page	1/2ページ Half page	1/3ページ One-third page	1/4ページ (横) Quarter page/horizontal
				
多色 Full color	3,160,000 yen	1,740,000 yen	1,380,000 yen	1,200,000 yen
モノクロ Black & White	2,160,000 yen	1,080,000 yen	720,000 yen	540,000 yen

※ () 内の数値は、実寸 (天地×左右、単位mm) です。他のサイズについては、お問合せください。原稿制作費・消費税別。

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広告掲載料金 Advertising Rates

記事下広告料金・定価 General advertising rates

	1/4ページ Quarter page	1/6ページ One-sixth page	1/8ページ One-eighth page	1/16ページ One-sixteenth page
				
多色 Full color	1,200,000 yen	1,020,000 yen	930,000 yen	795,000 yen
モノクロ Black & White	540,000 yen	360,000 yen	270,000 yen	135,000 yen

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広告掲載料金 Advertising Rates

指定料金 For specified position or day

掲載面または掲載日を指定した場合、掲載料の15%増しとします。

To reserve an advertisement's position or day, there is an extra charge of 15 percent of the total ad cost.

二連版料金 For center-spread ads

78,000 yen

二連版多色の場合は上記付加料に加え、多色料金を50%増しとします。

Color printing a center-spread ad is an additional 50 percent over the color ad cost.

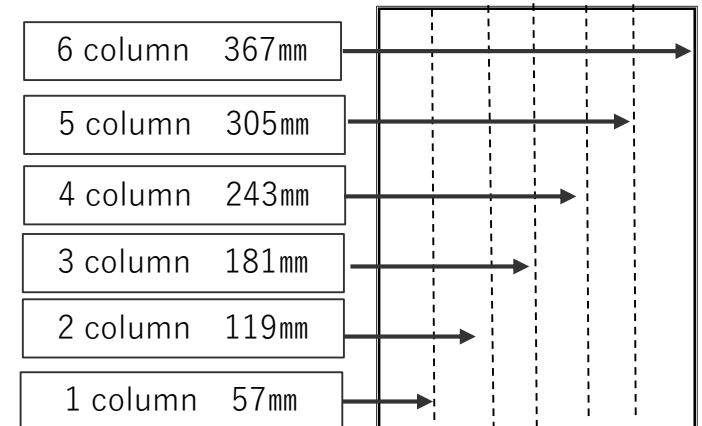
※消費税別。

※Advertising Rates do not include consumption tax.

コラムについて Column

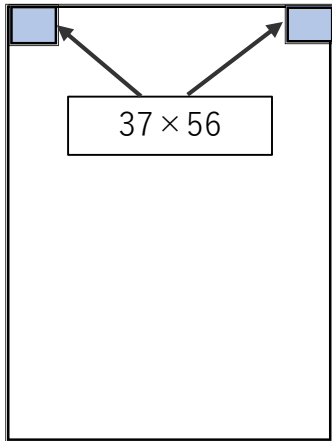
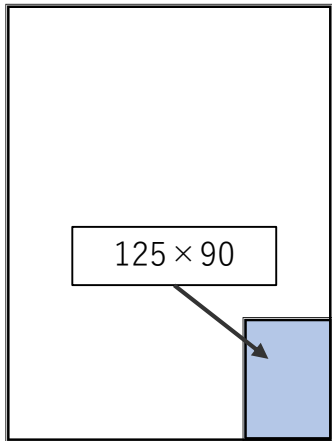
1 cm コラム (縦1cm×横1コラム) = 7,200 yen

The basic rate for placing an ad in The Japan News is 7,200 yen per column-centimeter (height 1 cm × width 1 column).



広告掲載料金 Advertising Rates

小枠広告掲載料金 Special position advertising rates

	一面題字横 Dog ear	一面突き出し Right bottom of front
		
定価 General rate	78,700 yen	254,000 yen
契約 Contract rate	68,000 yen	226,000 yen

一面色塗り料金 Color charge for front page

単色料金 Spot color . . . 32,000 yen
 多色料金 Full color . . . 105,000 yen

※ () 内の数値は、実寸（天地×左右、単位mm）です。他のサイズについては、お問合せください。原稿制作費・消費税別。

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午前9:30~午後5:30 (土曜、日曜、祝日を除く)

9:30a.m.-5:30p.m. (Closed on Sat., Sun. and National holidays)