

A Retrospective of Gratitude

Prof. Dr. OSHIO Takashi

It was almost half a century ago, just after the Berlin Wall was built, that I first came to Berlin as a student of German Studies. I was walking through the park in Tiergarten whose trees, burnt down during the war, had been reforested and suddenly I was standing right in front of the former Japanese Embassy. There was no sign of human life, the building stood eerily and blackened against the evening sky, ghostly, indeed the sight was reminiscent of something from a thriller. From behind a top floor window of the neighboring former building of the Italian Embassy, a single, small light shone – and that looked quite sinister, too.

The restoration of the ruin and haunt of the former Japanese Embassy is owed thanks to an agreement between the Japanese Prime Minister Nakasone and German Federal Chancellor Kohl that saw therein the establishment of the Japanese-German Center Berlin (Japanisch-Deutsches Zentrum Berlin, JDZB); the JDZB was founded in 1985, that's more than 23 years ago. Since its establishment I have accompanied the journey of the JDZB as a member of the Foundation Council; however, in the coming fall, with advancing years, I will retire. And this is why I was asked to write this brief retrospective.

Borrowing from the Genesis and the Gospel of John from the Bible, I could say that when I think of the JDZB my thoughts turn to "Let there be a building." That's how much the building impressed me. It was incredibly spacious inside. The building was built to reflect the friendly relations between Japan and Germany. And it wasn't only the friendship between these two countries; indeed, the building became a location for encounters between the East and West, where dialogs with the East were entered into. This important task has not changed since the relocation of the JDZB to its current address.



Concert given by the Sakura Ensemble with guests during the JDZB Open Day with compositions of traditional Japanese music for various wind instruments, the "taiko" drums, piano and vocals. We also celebrated the tenth anniversary of the JDZB at its new location (see pages 6 and 8).

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Naturally, however, with the evolving situation of the world, the tasks of the JDZB have slowly changed as well. For example, in the beginning we did not plan for a library. However, with all the books and other materials that were collected over the years it became a matter of course that we create a library. Or that in the beginning we did not think it necessary to hold Japanese language classes. But since the 1980s, we have seen increased levels of interest in Japan throughout Germany, which in turn led to our introduction of Japanese courses. Or the Japan Foundation, with its headquarters in Tôkyô and to which we initially shared hardly any relations; we now engage in personnel and financial cooperation with the Foundation.

Japanese and Germans work together at the JDZB. This means that quite distinct people from different languages, fields, working styles and mentality all work alongside each other as equals, which can naturally lead to occasional difficulties. Japanese are very accustomed to working in a large room together; Germans are more familiar with working in a room by themselves. For the majority of Japanese, emerging from their individual pods and communicating and engaging with others is altogether not a strong point. When we are asked to say something positive we are not particularly successful because our arguments are not brought forward with logical constructs. Naturally there are some Japanese who are an exception, but generally this tends to be the rule. Germans on the other hand tend to insist and stubbornly follow and carry out their viewpoints. This is very European.

To bring together people from both of these countries and to keep them working together over a long period is an extremely difficult task. The first Secretary General Graf Brockdorff was really quite adept at this during his leadership of the JDZB. I would like to thank from the bottom of my heart the successive Secretaries General and their deputies as well as the whole team for all their efforts. Earlier, after the First World War and until the year 1933, there was a Japan Institute in Berlin which was founded at the initiative of the Nobel Prize winners Fritz Haber and Albert Einstein. The Institute was financed by a private donation made by the Japanese pharmacist Hoshi Hajime. However, this institute was in no way comparable to the JDZB's size and breadth of duties.

The Japanese-German Center Berlin has evolved to be not only responsible for friendly relations between Japan and Germany, but it also engages in activities between the EU and Asia and the Americas, to which it must dedicate its entire efforts. I would like to warmly wish the Board, the staff and all those affiliated every success in the future.



Prof. OSHIO, President of Ferris Jogakuin University and Professor Emeritus of Chûô University in Tôkyô, is Member of the JDZB Foundation Council since 1985, and its Vice-Chairman since 1989.

Dear jdzb echo readers,

Prof. Oshio Takashi, the author of the first page of this newsletter, has been a member of the JDZB Foundation Council ever since it was established and served as the vice chairman for 19 years. Indeed, he has made a significant contribution to the development of the JDZB. At the same time of Prof. Oshio's resignation, we will also be bidding farewell to other retiring Council members, Professors Sawada Toshio, Sotobayashi Hideto and Toyoda Kôji. They have untiringly offered their advice and assistance to the JDZB and we are eternally grateful to them. In 1998 the JDZB moved out of the building that currently houses the Embassy of Japan and relocated to Dahlem. Ten years have now passed, and the last page introduces the JDZB's new activities and staff members. After the JDZB was established in the year 1985 our activities have changed accordingly. However, our essential task to be a "location for encounters and dialogs between the East and the West" has remained.

At the conference on energy policies held in Tôkyô, German and Japanese participants worked closely together on international issues related to climate protection; the Young Leaders Forum, which brings together future leaders from both countries, deepened the future links and exchanges between both countries through open dialogs. It became quite apparent in the papers presented that encounters and discussions and in particular the exchange of individuals influence the development of continuing cooperation. And lastly, the interview about Japanese anime reveals how culture is clearly enriched through mutual exchange.

Satô Hiromi, Deputy Secretary General

jdzb echo

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A conference on Japanese cartoon films (anime) will be held at the JDZB on October 30 and 31, 2008. It is hoped the conference will enable a Cultural and Media Studies dialog on this very popular and marketable medium that extends far beyond fan culture. Below is an interview with the **Film Studies expert Dr. Alexander Zahlten** from the University of Mainz. Zahlten is a speaker at the conference and one of the festival directors of the world's largest Japanese film festival "Nippon Connection."

Japanese culture is currently enjoying surging popularity around the world. What do you think are some of the reasons for this?

It doesn't apply to all areas of Japanese culture, only to certain types of Japanese popular culture, and manga and anime are popular in Germany. It's hard to explain their success: on the one hand the Japanese image and its associated exoticism plays a role; on the other hand they are not "purely" a Japanese phenomena, rather they're a hybrid of modern Japan mixed with different Western and Asian influences plus modernization - perhaps it's a successful relationship between distance and proximity, at both aesthetic and narrative levels.

What is the attraction of anime and manga for the various audiences and to which degree is this promoted through Japanese characteristics? Within this context, does the "typical Japanese" element contribute toward propelling forward anime and manga into the age of globalization and virtualization?

It depends on what you think is typically Japanese. Important is the mixture of traditional and modern elements with influences from others cultures and its translation into certain dramatic and theatrical forms. This can mean a certain aesthetic for many anime, such as two-dimensionality or freeze-frame images - features that are easily recognizable - nevertheless, these characteristics are found in American television productions from the 1950s, and thus it's difficult to speak of an exclusivity of style.

A further important point is mediums are heavily interconnected, e.g., manga comics for anime TV series, playing cards and characters used in CosPlay, and finally video and computer games, etc. - in short, there's an easily recognizable and marketed world for us to immerse ourselves in.

Still, we could call this professional approach to aesthetically repackage and market this compromised globalization as a current Japanese characteristic. This has little to do with an "indigenous Japanese mentality," but rather Japan, by seizing and influencing the marketing of its own culture, has understood better than many other countries the processes of

globalization and its inconsistencies.

Since the beginning of this year Japan has elected as their official cultural ambassador the well known anime robot cat "Doeraemon." Does this contribute toward Japan's positive image overseas?

The Japanese government's decision to adopt an anime aesthetic was a pragmatic one. It realized anime figures have a positive influence and present Japan in an advantageous light; in contrast to the 1980s - when "Japan-bashing" was more popular in the West - a positive image is created.

What does Japan think about the worldwide reception of Japanese popular culture?

We have to make a distinction between the official political-economical side which evaluates very carefully its effect overseas. People tend to look at it more with a mixture of amazement and pride. It's interesting that over the past few years many books have been published trying to explain this phenomena, for example, tracing traditions back to the Edo period, which brings with it certain emotions. Still, caution is recommended because some nationalistic elements are involved here.

Could you please provide a brief outline of the development of anime - from the formation of manga in the Edo period to Studio Ghibli as well as the current 3D-computer animations and video games?

We don't need to go back to the Edo period. The two-dimensionality of many anime can be explained through the tradition of the so called *kamishibai*: in the first decade of the past century traveling story tellers told tales that they illustrated with board drawings. It's worth noting that after the war many of these people went to work in the manga and anime industry. In the 1950s the first real attempt was made to avoid these freeze frames images - especially by the Tōei Animation Company. Anime is in fact a description of cartoon films made after 1960. Most famous is the work of Miyazaki Hayao with his Studio Ghibli as a prototype of animation film-making. But he himself does not consider his work in the



tradition of two-dimensional anime (limited animation), rather he sees it as a trailblazer of the complicated "three dimensional" animated films.

Has the current boom in manga and anime reached its climax yet? Where do you think future developments will take us?

The general interest in Japan and in popular Japanese culture has not followed any particular linear development. It has always waxed and waned, and will continue to do so in the future as well.

The manga industry in Japan is currently facing difficulties, the market is falling. This is why currently there is an enormous transformative effort to capture international markets. Up until now the Japanese domestic market was more important, but now the question is: what does the international market like, what about Asia, Europe and the USA? And the exciting question is: how are manga and anime changing in Japan?

Germany, on the other hand is not about just importing Japanese manga; indeed it has established a whole group of young German manga illustrators who tell their own stories using manga aesthetics. However, these are individual artists that stand apart from the highly professional industry in Japan - and many interesting exchanges are taking place!

I think in the future popular culture from Japan - but also from other Asian countries - will play an increasingly important role. However I would only place it geographically because it is not a "pure form" of Japanese culture, rather it is a globalized "hybrid" which is exported and then re-imported back to Japan. The future will belong to those who can create and market the most valuable hybrid, rather than those who insist on a "pure identity." It will be interesting to watch where Japan decides to place itself.

Conference: Global Energy and Climate Security Tôkyô, June 30, 2008

Dr. Friedemann Müller (Science and Policy Foundation, Berlin)

The Friedrich Ebert Stiftung (FES), the Fujitsu Research Institute (FRI, Tôkyô) and the Japanisch-Deutsches Zentrum Berlin (JDZB) co-organized a Japanese-German conference on global energy and climate security on June 30, 2008, in Tôkyô, in order to determine potential areas of cooperation between Germany and Japan.

The interest among the predominantly Japanese attendees was so great that the list of participants had to be closed long before the day of the conference. Members of Parliament, government delegates, academics and business representatives from both sides filled the room. And despite their preparations for the G8 Summit, the German Ambassador and Envoy both attended.

Japan and Germany had plenty of material to discuss with each other. Indeed they both:

- are listed as number two and three in the global economy;
- have almost the same level of green house gas (GHG) emission per person;
- play an important role in the creation of multilateral structures (keyword: Kyôto, Berlin Conference 1995 that paved the way for the Kyôto Process, UN Climate Secretariat in Bonn);
- have large economies with no distinct oil or natural gas reserves; and
- are searching for a suitable role to play in international relations.

The politeness and reserve that one expects from Japan and which can often hinder open debate and lively discussions, was scarcely apparent here at all. Discussions were intense (nuclear energy, base year for GHG-reductions) and mutual compliments were extended (Top-Runner Program, European Emission Trade, regulatory enforcement measures such as the Renewable Energy Sources Act (EEG)). Nevertheless, different viewpoints were still quite apparent and not only between both countries but also within national groups. It was very refreshing for example to listen to the doubts of MP FUKUYAMA Tetsuro (Democratic Party of Japans, DPJ): "The Japanese government is relying on nuclear energy, but it is doubtful whether the implementation of ten newly planned nuclear power plants is feasible."

In contrast to many other conferences, politicians did not just base their papers on partisan or government positions; rather they sought to incorporate the areas of tension that embrace political activities. Following the welcoming

address by Dr. Friederike Bosse (Secretary General of the JDZB) and Berthold Leimbach (FES), the parliamentarian FUKUYAMA pleaded for an internationally agreed concept to fight against climate change. The Japanese potential for the transition to a low carbon (fossil poor) energy supply would be great. However, the Asian competitors of China and India must be included if this transformation process is to be implemented in Japan. ARIMA Jun, delegate for international energy proceedings from the Japanese Ministry for Economics, pointed out Japan's position in an international comparison – the current programs (Top Runner among others) and then the vision (June 2008) of Prime Minister FUKUDA – 14% reduction by 2020 as compared to 2005, 60-80% by 2050, global emission peak in 10-20 years – and agreed to their implementation possibilities. Petra Bierwirth (Member of the German Parliament and Chair of the Environment Committee of the Bundestag) outlined the recently adopted integrated energy and climate package in all of its complexity – demand for energy efficiency, renewable energy laws, national and international utilization of credits from emissions trading, and reiterated the necessity for compromise. Frank Schwabe (MP, Spokesperson for Climate Policies of the German SPD Federal Party) explained the European Emission Trading Scheme (ETS) with its test phase (2005-2007) and consolidation phase (2008-2012), and clearly outlined the struggle with industry partners about traded credits and the inclusion of other sectors, as well as the question of the competitive disadvantage of regions without payment for carbon emissions.

Equally exciting were the papers largely presented by scientists during the conference on energy efficiency and the creation of emission trading schemes, whereby quite unexpectedly the Japanese politicians also became quite passionate in the discussions. Stefan Lechtenböhmer (Wuppertal Institute for Climate, the Environment and Energy) outlined the enormous potential for gains in efficiency which at the same time include

energy saving and opportunities for new technologies, creating thereby competitive advantages - opportunities that are similarly and more easily available to Japan and Germany than most other industrialized countries. Prof. Martin Jänicke (FU Berlin) clearly expounded which benefits would result in a leading edge for the EU if it was to support innovation toward a "low carbon" economy and secure a regulatory stronghold for itself. Standards that are implemented by Germany or the EU are often adopted by other countries (e.g., the Renewable Energy Sources Act (EEG)). This means a considerable competitive advantage for innovative companies.

Particularly lively were the papers on emission trading, and Frank Schwabe gave a clear overview of its actual function. NEZU Risaburo (Managing Director of the co-organizer Fujitsu Research Institute) gave a spirited presentation on the necessity for emission trading for both Japan as well as the global dimension. Japan is in danger of not meeting its Kyôto goals due to its lack of emissions trading. He called for an immediate start to international trading within the framework of the WTO. The author of this article believes that a global solution can only be successful by including the rapidly developing countries of Asia. A global emission trading scheme must and can be made attractive to China and India (and other developing countries) so that they relinquish their opposition toward their own obligations, e.g., benefits from emission trading could be utilized toward modernization. HAMASAKI Hiroshi (FRI / Center for International Public Policy Studies) identified the many small hurdles that accompany Japan in its introduction and application of emission trading. While many of the industry representatives appeared to agree with the plenum, the discussions led by the Japanese politicians tended to reveal an atmosphere of awakening. The pressure of rising oil prices obviously created a stir within politics that can be used categorically for a sustainable climate policy. And to achieve this we need more constructive debates like this one.



Learning Corporate Citizenship at the German-Japanese Young Leaders Forum 2008

HAMAKAWA Ayami, Siemens K.K

I have so much to take home with me and I am truly grateful for the opportunity to have participated in the 10-day German-Japanese Young Leaders Forum 2008 (YLF).

Climate change was the main focus of the YLF, and indeed this is one of the most serious and important global topics. It was a great opportunity for me to learn more about climate change from various aspects including scientific, sociological, physiological, and of course, political discourses. The lively presentations by speakers and the serious and constructive discussions that followed revealed the sincere concern, passion and determination of the people who work on climate change issues. Our boat trip to view Siemens' wind turbines at the Copenhagen Offshore Wind Farm was a very special experience, and it made me understand how our company could contribute to solving global problems. My understanding about the issues and roles of different players such as national and international governments, NGOs, private companies and individual citizens in the climate change context significantly deepened over these 10 days. Climate change has



clearly become a topic for which I feel personally responsible as an individual, and I am committed to furthering my knowledge and taking actions to solve it. I acquired not only specific knowledge about climate change but also an awareness of the role of business in society. At the start of the YLF, I felt uncomfortable because I only had a limited knowledge on climate change, whereas other participants such as government officials and researchers had a much deeper understanding. However, through discussions with various participants, I started formulating my own opinions from a business perspective, which other participants did not have. I realized that this was exactly how real interactions between business and society would look.

There are many stakeholders in society, and each party has a role to play in forming important policies. I now believe that a responsible business person, even if not an expert on a specific issue, needs to understand the political framework and other conditions in which businesses operate, and contribute to improving them. This means that my responsibility also needs to extend beyond day-to-day work within the company and incorporate a broader sense of social responsibility, often called "corporate citizenship". Corporate citizenship is a company culture in which each employee is aware of and understands the social implications of their work and acts accordingly. From now on, I will regard my business responsibilities as linked to social responsibility and I will do my best to contribute to the company as a good corporate citizen.



YLF deepened my understanding about climate change issues, and more importantly, it broadened my sense of responsibility in my profession through dialogues with many inspiring and motivated colleagues as well as speakers from various fields. Each conversation, even a short chat during coffee break, was truly intriguing and exciting, and I will always cherish the memories of this wonderful experience. I would like to express my heartfelt thanks to the great participants, speakers and coordinators at the Japanisch-Deutsches Zentrum Berlin and the Robert Bosch Foundation who made this YLF possible.

Crowds gathered at this year's Open Day on June 21, 2008, and they were very keen to write their own name in Japanese. Shûji (calligraphy), the Manga Workshop and the guided tour of the building were all very popular events at the ten-year anniversary of the JDZB at its present location in Dahlem.



Lecture given by LAM Fan-Yi (Freie Universität Berlin) on "Amateur Publications and the Japanese Manga Industry" during the second German-Japanese-Korean Scholarship Seminar on July 10-11, 2008, organised in cooperation with the German Academic Exchange Service (DAAD).



Poetry discussions about "Extremities in Poetry - Modern Japanese Lyricisms by Itô Hiromi" on July 7, 2008, at the Berlin Academy of the Arts. The Japan specialist Prof. Irmela Hijiya-Kirschner (FU Berlin) held discussions with internationally renowned Japanese poets and authors within the framework of this year's poetry festival. The JDZB was a partner of the festival.



Anniversary: the JDZB Tenth Kids' Lecture was held on August 5, 2008, with students from Canisius-College and their Japanese visitors from Koyamadai Senior High School in Tôkyô.



Panel discussion during the workshop "Sustainable Education in Spatial and Social Sciences in Japan and Germany", held at the JDZB from August 19 to 22, 2008.

CONFERENCES
BY FOCAL AREAS

GLOBAL RESPONSIBILITY

**Conference: Managing the Medusa:
Global Governance Issues – Japan,
US, UK, Germany: Approaches in
Comparison**

C: Free University Berlin; Tôkyô University

Date: December 11-12, 2008

**Konference: Global Responsibility
in Development Cooperation of
Japan and Germany – Different
Approaches, Common Interests?**

C: Konrad Adenauer Foundation,
Berlin/Bonn

Date: January 26-27, 2009

DEMOGRAPHICS

**Workshop and Symposium: Family
Policies in Japan and Germany**

C: Tsukuba University; Max-Planck-
Institute for Foreign and International
Social Law, Munich

Date: November 13-15, 2008 in
Tôkyô and Tsukuba

STATE, ENTERPRISES, CIVIL SOCIETY

**Symposium: Civil Society in Europe
and Asia – Perspectives of Transna-
tional Communication**

C: Halle-Wittenberg University

Date: October 9-10, 2008, in Halle

**Symposium: Internationalization of
Labor – Academia meets Economics.
25 Years of DAAD-Program Lan-
guage & Practice**

C: German Academic Exchange Ser-
vice (DAAD), Tôkyô

Date: October 16, 2008, in Tôkyô

Workshop: Eco-Design

C: International Design Center Berlin;
International Design Center Nagoya;
German Chamber for Industry and
Commerce in Japan, Tôkyô

Date: October 30, 2008, in Tôkyô

DIALOG OF CULTURES

**Anime-Movie and Symposium:
Anime – Japanese Comics and its
Multiple Reception**

C: Leipzig University; Yokohama National
University; Japan Foundation, Tôkyô

Date: October 30-31, 2008

**Conference: German Soft Power in
East Asia: Past and Future**

C: Ôsaka University

Date: November 21-22, 2008, in Ôsaka

SPECIAL PROJECT

**17th Meeting of the Japanese-
German Forum**

Date: November 25-26, 2008

EXCHANGE PROGRAMS

**Visiting Program for Japanese Jour-
nalists in Berlin and Brussels**

C: Robert Bosch Foundation, Stuttgart

Date: September 21-28, 2008

For following programs please refer
to "<http://www.jdzb.de> --> Exchange
Programs":

- Junior Experts Exchange Program
- German-Japanese Young Leaders Forum
- Youth Group Leaders Exchange
Program
- Study Program for Youth Work
Specialists
- Exchange Program for Young
Employees
- Takenoko Fund

CULTURE

CONCERTS

90th Dahlem Music Evening

Christmas Concert

Date: December 5, 2008

EXHIBITIONS

**Photo-Exhibition by Julia Baier
"Public Swimming Pools and Sen-
tô, the Japanese Bathing House"**

Duration: until September 5, 2008

**"Life (Jinsei)" German-Japanese
Quilt-Exhibition**

Opening: Sept. 19, 2008, 7 p.m.

Duration: until October 24, 2008

**Photo Documentation by SANO
Aenne**

Opening: November 7, 2008

Duration: until January 16, 2009

OTHERS

Movie "Dinner with Murakami"

Date: December 4, 2008, 7.30 p.m.

Opening hours of the exhibitions:
Monday to Thursday 10 am to 5 pm,
Friday 10 am to 3.30 pm.

C: = in cooperation with
Venue: JDZB, if not stated otherwise.

For **more information** please refer to:
<http://www.jdzb.de> --> Activities

For **information on JDZB lan-
guage courses** please refer to:
<http://www.jdzb.de> --> Japanese
Courses



Ten years ago the JDZB relocated from its former premises at the (former and now current) Japanese Embassy into its new location in Dahlem. Since then it has established itself as an integral part of the academic and cultural landscape of Berlin's southwest region. The grounds have become a park and the atrium has even served as a sculpture garden.

Photo left: The architect of the JDZB building, Claus Reichardt from RTW Architects, tells the story of the sailing ship "Royal Luise," on which he invited the JDZB staff for a day trip.

Photo below: The JDZB staff in spring 2008. Our current 27 German and Japanese employees coordinate conferences and events and ensure they run smoothly.

