

The Embassy of Japan co-hosted the Japan Film Festival
with the Japan Foundation

26th September 2024

The Embassy of Japan co-hosted the Japan Film Festival, together with the Japan Foundation, at New Capitol Cinemas in Riverwalk Shopping Mall, Gaborone from the 19th to 21st September 2024. It was the 14th festival that the Embassy has held since 2009.

This year's Film Festival showcased purely Japanese animation films, which has been the request of many of the attendees in the previous years. Japanese animation is one of Japan's most popular pop cultures, and Japanese ANIME and MANGA are popular in many countries around the world.

At the opening ceremony, His Excellency, Mr. OHMORI Setsuo, Ambassador of Japan to Botswana, welcomed the audience comprising of Botswana Government Officials from various Ministries, Arts & Culture industry representatives, members of the diplomatic corps and the general public. Film lovers gathered to honour the rich storylines, stunning visuals, and unique cultural perspectives that Japanese filmmakers bring to the screen.

Ambassador OHMORI expressed his belief that films are able to convey a number of different messages, and provide viewers with a picture of Japan. He said that the event aimed to facilitate and promote mutual understanding of cultures between Botswana and Japan, and in this case, highlighted an overview of relationships in Japanese lifestyles for both young people and adults. He stated his hope that the people in attendance would be entertained by the festival and gain a better understanding of Japanese culture.

This year, special screenings were held at Limkokwing University of Creative Technology (Botswana) and at Ben Thema Primary School, both in Gaborone. Limkokwing University has a Department of Media and Communication, and students and staff interested in Japanese animation and film technology attended this special screening. Ben Thema Primary School has a long-standing exchange cultural programme with Japan through the Tsuzuki-Botswana Exchange Children's Art Exhibition, and this special screening was an opportunity for the school's fifth and sixth graders to attend and become familiar with Japanese animation.



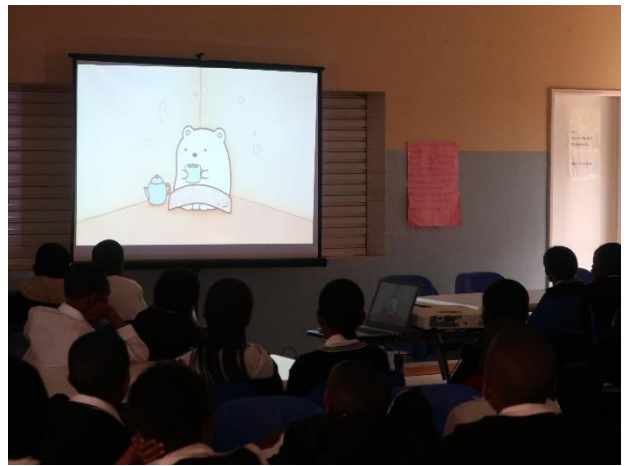
Welcome speech by Ambassador OHMORI



Opening event at Cinema



Limkokwing University of
Creative Technology (Botswana)



Ben Thema Primary School