



November 08, 2012

**Announcement of Official Logo and Catchphrase for**  
**“40th Year of Friendship and Cooperation”**

1. The Ministry of Foreign Affairs Japan and the ASEAN Secretariat invited the public to create a logo and catchphrase for “40th Year of ASEAN-Japan Friendship and Cooperation”. There were 113 entries for the logo and 551 for the catchphrase from Japan, ASEAN Member States, and other countries. The official logo and catchphrase were chosen by ambassadors of Japan and the ASEAN countries in a meeting held in Jakarta in November 2012. This logo and catchphrase will be used in Japan and the ASEAN Member States through 2013.
2. The Logo was created by a Cambodian, Mr. YOU Ratanaksamrith and the catchphrase was created by a Japanese, Mr. SATO Yoshiharu.
3. During 2013, Japan and ASEAN Member States plan to carry out exchange projects in a wide range of fields, including political dialogue, economy, culture, youth, and tourism. Exchange programs of concerned organizations and private sectors are encouraged, as are collaborative activities by government and private sectors.

(END)

\* The foregoing is a provisional translation. The date indicated above denotes the date of issue of the original press release in Japanese.

\*For inquiries, please contact the Regional Policy Division, Ministry of Foreign Affairs:  
Tel. 5501-8000 (ext.3879).



【Attachment】

【Logo】



(1) Creator

Name: Mr. YOU Ratanaksamrith

Nationality: Cambodian

(2) Explanation

(Red circle)

• Japan

(10 yellow stripes)

• ASEAN.

(The position of the circle and the stripes)

• Sun rise from a horizon

(Outer curve with hook shape)

• Handshake

(Flower)

• Peace

(Logomark in the flower)

• Emphasis of 40 years of peace

【Catchphrase】

(English) Thoughts connected, Future connected

(Japanese) つながる想い つながる未来 (Tsunagaru omoi, Tsunagaru mirai)

(1) Creator

Name: Mr. SATO Yoshiharu

Nationality: Japanese

(2) Explanation

The catchphrase stands for hope that Japan and ASEAN countries hold hands and work together towards the better future.