

Pop Culture-Links Among Asian Nations

CONTENTS

- 1 **PUBLISHER'S NOTE**
Can Pop Culture Develop into a Common Bond for Asia?
By Masakazu Toyoda
- 2 **EXCLUSIVE INTERVIEW - LEADERS IN JAPAN (No.14)**
Former JAXA Astronaut
Dr. Naoko Yamazaki
Working Together on Space Exploration as a New Frontier for the Development of Humanity
By Naoyuki Haraoka
- 8 **COVER LEAD**
Pop Culture-Links Among Asian Nations
By Naoyuki Haraoka
- 9 **COVER STORY** 
- SPECIAL ARTICLE**
- 39 1 For a Stronger Alliance: Japan & the Global South
By Mukesh Williams
- 42 2 Why Do Voters Support Authoritarian Leaders? Understanding Democratic Backsliding
By Yasushi Asako
- 46 3 Special Interview with Dr. Hugh Whittaker of St. Antony's College, Oxford University, author of *Building a New Economy: Japan's Digital and Green Transformation*, published by Oxford University Press, 2024
Investing in Human Capital is Necessary to Restore the Japanese Economy
By Japan SPOTLIGHT
- 50 4 The International Community from the Perspective of Eastern Thought (Part II) – Multipolarization of the International Order: the Nature & Influence of the Global South
By Guo Sizhi
- 54 5 How Will Japan Deal With Trump's Tariffs? – Japan's Globalization Strategy
By Toshihiro Okubo
- 58 **SPECIAL INTERVIEW**
Interview with the South African Chargé d'Affaires (a.i.) Annelize Schroeder
Celebrating a Century of Trust Between Japan & South Africa
By Mukesh Williams & Naoyuki Haraoka
- 62 **ECONOMIC INDICATORS FOR JAPAN**
Changing Employment Structure of Japan
By Nobuo Iizuka

NEXT ISSUE

Our next issue in July/August 2026 will focus on the theme "Pursuit of Restoration of a Rules-Based International Trading System through EU-CPTPP Collaboration". We will highlight our Japan-Europe Forum in May in Tokyo co-sponsored by JEF and Sciences Po and the Jacques Delors Institute, in which they discussed possible EU-CPTPP cooperation and ways to achieve a rules-based international trading system. The next issue will be published on our website on July 10, 2026.



COVER STORY

Pop Culture-Links Among Asian Nations

- 9 1 **Roundtable on "Can Pop Culture Serve as a Bond Between Asian Countries?" (March 24, 2026)**
By Japan SPOTLIGHT
- 16 2 **Interview with Daisuke Horiguchi, CEO of Secret Sessions Pte. Ltd**
ACG Deepens Ties with Southeast Asia & Promotes Japan's Growth
By Japan SPOTLIGHT
- 21 3 **Interview with Shawn Chin, founder of SOZO Pte. Ltd, an organizer of pop culture events in Asia**
The Potential of Japanese ACG in Asia & the Rest of the World
By Japan SPOTLIGHT
- 25 4 **TEM Co., Ltd. (Ramayana World Cultural Contribution Committee), President Atsushi Matsuo & Director Kenji Yoshii**
Where Indian Cinema Meets Asia: Culture, Connection, and Creativity (April 7, 2026)
By Japan SPOTLIGHT
- 31 5 **The Global Spread of the South Korean Content Industry – Its Policy Framework & International Cooperation**
By Lee Hyeon
- 34 6 **MONKEY New Writing from Japan – Dynamic Venue for Cultural Dialogue**
By Jillian Yorke