

**Mr. Chairman, Ladies and Gentlemen:**

First of all, I would like to pay my respects to the Institute of East Asian Studies of Thammasat University which has organized this important and significant conference. I have the honor to make the opening speech on this occasion.

The Japan Foundation has continued to work with many programs with the view to promoting cultural exchange activities between Japan and other countries since its establishment in 1972.

As you might know, Thammasat University has been one of the most important partners of the Japan Foundation in its activities in Thailand.

Therefore, it is also our pleasure to learn that Thammasat has been energetically conducting their academic activities, especially in the field of Japanese studies.

Since the formation of ASEAN, Japan has maintained a close economic relationship with ASEAN countries.

Japan has always faced the problems of technology transfer in its various phases in all ASEAN countries.

Technology transfer is a complicated but important subject in the economic activities of ASEAN countries and Japan as well. And needless to say, the cultural element is fundamental to make technology transfer effective.

Initially, only machinery technology was transferred, but now human resources such as management style should be transferred.

This aspect could be influenced by philosophy and cultural expectations which are different in various countries.

Therefore, I think, all the scholars and specialists who gathered here are expected to discuss from their own basis, and from experience.

For Japan herself, it is the time when she should realize the importance of the title "Japan's Role in The Transfer of Technology in ASEAN Countries", I believe.

I am sure that stimulating and enlightening comments will be produced at the Conference. Lastly, I hope for the fruitful success of the Conference.

Thank you so much for your attention.

**Yoko Sakamoto**  
**Japan Cultural Center, Bangkok.**