



17 June 2016

ASSOCIATION FOR CORPORATE SUPPORT OF THE ARTS, JAPAN IN COLLABORATION WITH MY PERFORMING ARTS AGENCY, MALAYSIA, HOLDS THE CORPORATE FUNDERS CONFERENCE IN KUALA LUMPUR:

NEW ECONOMIC GROWTH THROUGH ARTS
- The Role of Corporations, and ASEAN Network -



On 27 May 2016 in Tokyo, Association for Corporate Support of the Arts (Kigyo Mécénat Kyogikai [KMK], established in 1990) signed a Memorandum of Understanding (MOU) known as the **Corporate Mécénat Japan-Malaysia Connection** with My Performing Arts Agency Malaysia, witnessed by H.E Ambassador of Malaysia to Japan, YBhg. Dato' Ahmad Izlan Idris and Chair of KMK (also Chairman of Dentsu Inc.), Mr. Tatsuyoshi Takashima.

The MOU marks a bilateral partnership to promote Corporate Mécénat (support of the arts and culture) in Malaysia and advocate it in the ASEAN region, and as a prelude to a conference 'NEW ECONOMIC GROWTH THROUGH ARTS - The Role of Corporations, and ASEAN Network - on 24 August 2016 at Le Meridien Hotel Kuala Lumpur.

This conference is a part of the continuous series of implementing research, mutual exchanges and conferences in collaboration with Southeast Asian countries, which has been organized by the KMK since early 2015 called 'Research and Conference in Facilitating Corporate Mécénat Activities and Establishing a Network in ASEAN Countries'.

We would like to invite you to be a supporting partner to this conference in joining us promoting corporate support of the arts. We would like to seek input and advice on the inclusion of your corporations in this conference so that corporations with existing interest or is considering supporting the arts may learn and network with corporate funders from Japan, Malaysia, Indonesia, Singapore and Australia. Featured speakers include Mr. Motoki Ozaki, President of KMK/Adviser of Kao Corporation, Ms. Akiko Miki, International Artistic Director of Benesse Art Site Naoshima, Mr. Yukihiro Saito, General Manager of Corporate Culture Department SHISEIDO Co., Ltd., Mr. Takeshi Noto, Executive Producer of Art Mix Japan and many more.

For your kind information, early bird tickets are RM100 and normal priced tickets are RM150 and will be made available for purchase from 20 June onwards. For more information, please go to klconference.peatix.com.

The work-in- progress conference program is attached for your kind reference and aims to:

- ✓ Increase the awareness of art and culture promotion within private sectors in Malaysia and ASEAN countries, and promote the establishment of intermediate support organizations that promotes corporate Mecenat
- ✓ To find cooperating partners in order to expand mécénat activities in Malaysia and ASEAN, and to promote business cooperation
- ✓ To provide a wide range of knowledge that Japanese corporate mécénat has accumulated, and at the same time, to promote and introduce diverse Japanese culture
- ✓ To promote the network of Mécénat organization in ASEAN countries, and to establish constitutive and interactive relationship with them

For the full program of the day, please see the link below

<http://www.mecenat.or.jp/en/wp-content/uploads/New-Economic-Growth-through-Arts-program-PDF.pdf>

We sincerely hope that you will see the merits in being a supporting partner to this platform and trust that it will provide you with strategic and branding opportunities that it provides. Should you have any queries or require more information, please do not hesitate to contact Aoba Nezu, Project Coordinator at anezu@mecenat.or.jp or +81 (0)3 5439 4520.

Thank you!



Motoki Ozaki

President

Association for Corporate Support of the Arts

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Project Coordinator: Aoba Nezu