

France national day

Celebrating shared values

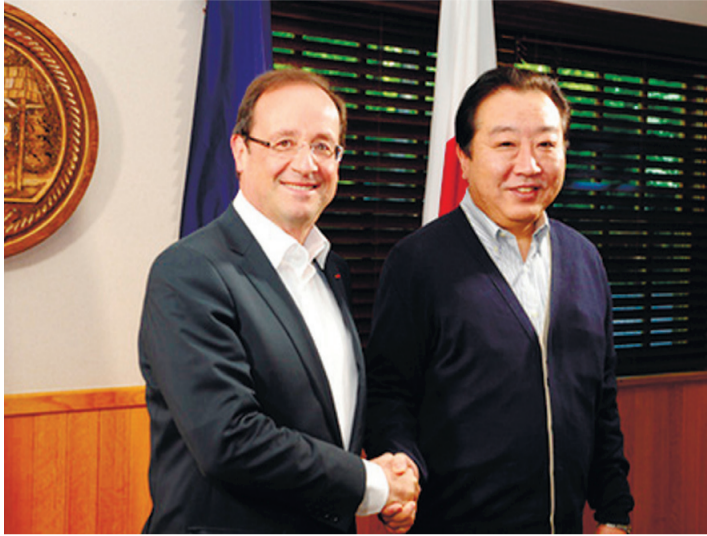
Christian Masset
AMBASSADOR OF FRANCE

In France, the National Holiday on July 14 is the occasion to pay tribute to the founding values of the French Revolution: "liberté, égalité, fraternité." It is a very important gathering for our national community. It is a time also to celebrate together shared values and a common vision. Japan and France have never been so close.

Elections in France, in May and June, brought change: a new president of the republic, a new government, a new Parliament. President François Hollande immediately expressed his wish to strengthen our relationship with Japan. He met with Prime Minister Yoshihiko Noda a few days after he came into office. Laurent Fabius, the new minister of foreign affairs, had talks with Foreign Minister Koichiro Genba just after being appointed. He chose Japan for his first trip to Asia. He met with Prime Minister Noda and Minister Genba on July 7 and 8. Both nations want to give to our relationship a "very exceptional" nature.

Our conviction is simple: We share common values and we have a strong convergence of interests. While working together, we increase our mutual capacity to shape globalization and even to make a difference.

Our community of values is obvious. France is a long-established democracy and Japan is the oldest democracy in East Asia. Both countries cherish the



Friendly ties: French President François Hollande and Prime Minister Yoshihiko Noda meet during the Group of Eight summit at Camp David, Maryland, on May 19. CABINET PUBLIC RELATIONS OFFICE

values of human rights and rule of law. France and Japan also have the same perception on security issues and nonproliferation. We have the same commitment to international law and to the United Nations.

Japan and France are working together in the Gulf of Aden against piracy, in Afghanistan, where we are strengthening our civil commitment, and in all places where human rights and dignity are ignored, such as in Syria. North Korea is also a common concern.

On global affairs, and especially on issues such as development and the environment, France is extremely active. The

Rio+20 Summit showed our convergence, notably on setting sustainable development objectives in addition to the U.N. Millennium Development goals. Development is an expanding field for cooperation between France and Japan: The French Development Agency (AFD) and the Japan International Cooperation Agency (JICA) are already working together in Indonesia (forests), Vietnam and Kenya (geothermal energy).

This community of values is coupled with a convergence of interests, on issues as important as financial stability, energy, business and innovation.

France is at the heart of the

eurozone and Japan, a country that remains a creditor in the world, has a considerable financial importance. We need to work together for stability and Japan is a key partner in this field, as much for its support to the eurozone as its action at a regional level (i.e., Chiang Mai Initiative).

Both countries are deprived of fossil fuel resources. It makes self-evident a strong cooperation on energy: renewable, nuclear (we both promote the highest levels of safety), electric vehicles, projects in third countries such as a new mega-operation of gas extraction in Australia.

We both fight protectionism and look for reciprocity in international trade. Japanese-French business is strong and growing. We witness a large presence of Japanese companies in France and of French companies in Japan (more than 400, providing 60,000 jobs in each country). A well balanced economic partnership agreement between the European Union and Japan would foster this move.

Last but not least, innovation is a competitive advantage of Japan and France, two great countries of engineers, with companies investing in research and development (R&D) and high-performance university laboratories. In France, a revolution is in progress, in order to improve resources and to pool research efforts. This is an area of cooperation by excellence and we are currently witnessing



Cooperative relations: The Lycée Français International de Tokyo, a French international school, will be officially inaugurated this October at its new location in Takinogawa in Kita Ward. Right: French Foreign Minister Laurent Fabius meets his Japanese counterpart, Koichiro Genba, in Tokyo on July 7 during his visit to participate in the Tokyo Conference on Afghanistan. LYCÉE FRANÇAIS INTERNATIONAL DE TOKYO, AFP-JJJI

a strong development of joint projects — opening of research centers by Japanese companies in France, establishment of joint laboratories between French research institutes and a range of Japanese R&D centers.

In the 1920s, Paul Claudel, a great French writer, and then French Ambassador to Japan, highlighted a "sympathie in-

stinctive" between our peoples. I witness the same sympathy today, as it was expressed in the aftermath of the March 11 earthquake. We have a keen interest in each other's "art de vivre," culture and history.

This year's July 14 celebrates our deeply rooted friendship and the new opportunities to come.



Solidarity: French Ambassador Christian Masset (right) visits the Mobile Children Center provided by the NPO Kokkyo naki Kodomotachi (KnK) in Rikuzentakata, Iwate Prefecture, on March 8 under the guidance of Dominique Léguillier, KnK's executive director and founder. EMBASSY OF FRANCE

Dominique Léguillier
EXECUTIVE DIRECTOR AND FOUNDER,
KOKKYO NAKI KODOMOTACHI
(CHILDREN WITHOUT BORDERS)
JAPAN

To imagine. How can I imagine a wave 40 meters high (Miyako), or even 20 meters (Yamada)? I cannot.

I met people from Iwate Prefecture who try to describe what they saw. They told us of the wave coming up to the fourth floor of the hospital in Rikuzentakata. They told us the sea that withdrew completely from the bay of Yamada. They told us of the boats, the cars, the houses taken away by the waters. I still cannot imagine.

To do. What can I do? What can we do?
I went all along the Iwate

coast. Cities, villages, roads and houses. All destroyed. What can we do?

So many people missing, and all the others who remain. What can we do for them?

To listen. We went in shelters, in schools and public buildings, in community centers. We listened and talked, and asked and listened again.

To drive. Thousands of kilometers. Kita-Ibaraki, Minami-Soma. From Rikuzentakata up north to Kuji. All the bays, the beaches, the harbors. Otsuchi, Yamada, Miyako. I know the Tohoku coasts better than Bretagne (western France).

To search. Not why, but how. How can we help? Or, at least, how can we share?

And then we met people. Children, teenagers, teachers

and civil servants. Volunteers and survivors. And then, little by little, we learned.

These last 16 months we distributed thousands of school uniforms, educational and sports equipment, we renovated buildings for teachers, provided school buses, food and books. We are rebuilding 19 communi-

ty centers in Ofunato, Kamaishi and Yamada. We have Mobile Children Centers in Rikuzentakata and are preparing workshops and cultural activities for the next two or, why not, three or five years.

To build, to share and to say, "Thank you."

Thanks to the people of Iwate

who received us and were so patient with us. Thanks to the thousands of donors who support us. Thanks to our visitors who express their compassion and try to understand the unbelievable. Thanks to the French community and the French companies in Japan. All of them were there.

To be there. And to dream.

KnK has been in Tohoku since March 14, 2011, and will remain active there at least until 2016. Almost half of the ¥950 million spent in Tohoku so far comes from French companies. Please visit www.knk.or.jp

Giving thanks to all who support NPO KnK to help people in Iwate

S.T. Dupont revives Audrey Hepburn and Humphrey Bogart

In 1872 at the age of 25, Simon Tissot-Dupont, from a family of millers in Savoy, southeastern France, established a leather goods workshop in Paris.

Emperor Napoleon III and Empress Eugenie were among the first customers, followed by Parisian high society. Dupont's briefcases were so successful that he soon became the official supplier to Les Grands Magasins du Louvre, one of the world's largest department stores at the time.

Ever since, the S.T. Dupont company has been producing luxury items, including travel cases, handbags, lighters, pens and accessories. The company's prestigious clients have included the Maharajah of Patiala, the Duke and Duchess of Windsor, Al Capone, Coco Chanel, Pablo Picasso, Jacqueline Kennedy Onassis, Karl Lagerfeld, to name but a few.

Celebrating its 140th anniversary this year, S.T. Dupont has released a new collection honoring two movie stars who were the company's VIP clients.

"We are bringing back two of our most famous and iconic customers: Audrey Hepburn

and Humphrey Bogart," said S.T. Dupont CEO Alain Crevet during a presentation in Tokyo on July 6.

"It's all about exceptional products, all handcrafted in France, for exceptional people who know the value and want something special," he added, referring to the company's motto: "Be Exceptional."

The Audrey Hepburn line revives the company's first handbag, the Riviera, designed by Andre Dupont in 1953. The actress was among the first clients to own the elegant bag with a secret drawer.

Sean Hepburn Ferrer, a son of Hepburn, who specially came to the event, explained how his mother's name was rediscovered in S.T. Dupont's old customers' book.

Referring to the new Riviera, he said, "This was a bag that has stood the test of time, with timeless design, not only beautiful but also useful, and it would work for all age ranges of women."

The new Audrey Riviera bag is made of pink calfskin with white straps, inspired by one of the hats Hepburn wore in

the 1957 film "Funny Face," set in Paris. The line also offers a lighter and pen featuring a bow design in powder pink and pearly white lacquer.

Bogart, nicknamed Bogie, ordered a special travel bag from S.T. Dupont in 1947. The actor was looking for a lightweight bag for air travel and immediately took to the idea suggested by S.T. Dupont of a canvas doctor's bag. The Humphrey Bogart line revives the design of the Bogie travel bag. For a

customized look, a choice of seven canvas colors, six colors of leather and seven kinds of shoulder straps are available. The line also offers a lighter and pen made with gold and featuring the silhouette and signature of the iconic actor.

Supported by highly qualified traditional French craftsmanship, these bespoke items of the times will be "exceptional" for those who value long-standing design and quality today.

Congratulations on the Occasion of the National Day of France

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"Audrey" Fountain pen ¥55,650
"Audrey" Lighter ¥39,900



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