

2017 Embassy of Japan and GGP Press Tour/Media Day

The Press tour of GGP (Grant Assistance for Grass-Roots Human Security Projects)

The Embassy of Japan conducted a Press Tour or Media Day on the 26th of October 2017.

The day was aimed at strengthening the dissemination of information to South African citizens regarding the work done in the country by the Embassy of Japan, via the GGP Programme. The idea was to invite and allow different members of the media an opportunity to see Japanese development work in action, so they, in turn, could expose this work and its effects on the rest of South Africa.

A total of six journalists from four media companies participated in the Media Day. Two PPP (Public-Private Partnership) GGP Projects in Gauteng were visited: "The Project for the Procurement of a Mobile Mammography Clinic", where the beneficiary is the Pink Drive Organisation; as well as "The Project for the Renovation of the St. Francis Care Centre in Boksburg, Gauteng Province".

Japanese Technology supports "Breast Cancer Screening", "Renovation of Care Centre"

● Morning Session (AM):

For the morning session, the GGP and the press visited "The Project for the Procurement of a Mobile Mammography Clinic". The Pink Drive (the recipient organisation) introduced their various activities and interventions of the day as they relate to cancer awareness. The Mobile Mammography Clinic was showcased with actual civilians approaching the truck and getting medical help free-of-charge. With this, the necessity and usefulness of the Japanese grant assistance was shown as one of many necessary measures to uplift certain sectors of the South African population or public.

A cancer survivor gave an overwhelming speech and Japanese company, FUJIFILM, introduced some of the Japanese medical technology which is part of Mammography equipment on board the truck.



Group photo with members of the media, the Pink Drive Organisation as well as FUJIFILM and the Embassy of Japan's GGP.



Mr. Gotaro Kawasaki, First Secretary of the Embassy of Japan in South Africa with Dr Tlaleng Mofokeng, Health Columnist for The Sunday Times newspaper, in front of the GGP-sponsored Pink Drive Truck "Misaki".

- Afternoon Session (PM)

In the afternoon, the press was taken to “The Project for the Renovation of St. Francis Care Centre in Boksburg, Gauteng Province”. This is a hospice that looks after both the young and old.

The Center Manager at St Francis Care Centre, Ms. Tilly Brouwer, expressed her gratitude for the improvement of safety levels and hygiene at the hospice and orphanage facilities, because of the renovations and new installations donated to the Centre by the GGP program.

A noteworthy mention is that of "SIKKUI" paint, a paint employed by the Japanese company Kansai Paint. This paint was used in this renovation, and it serves multiple purposes: cosmetic and otherwise. Mr. AKAKI Yu, the representative of Kansai Paint introduced this "SIKKUI" paint as something that has been used for generations in Japan for deodorisation, disinfection of fungi, as well as the suppression of bacteria and viruses. The paint was also touted as having thermo-control properties as it can affect the humidity level of a room and cool it down.



The Ambassador Extraordinary and Plenipotentiary of Japan in South Africa, Mr. SHIGEYUKI Hiroki, delivers a speech at the St Francis Care Centre Hospice in Boksburg, Gauteng.



At the St Francis Care Centre: The Espresso Show (SABC 3 TV) interviews Mr. AKAKI Yu (Right), Executive Officer and Deputy General Manager at Kansai Paint in Japan, AND Mr. Majidee Regal, Executive: African Operations, Kansai Plascon, South Africa.

- Different media, ranging from print, radio, television and online reported on Japan's development efforts in South Africa. "All Year Round Breast Cancer Run" was introduced online by print publication Destiny Magazine. Also, during the day, an interview was conducted on Power FM's Power Lunch programme, presented by Aphelele Somi. Finally, there was a nationwide broadcast on television with the SABC 3 show Espresso. It was our vision and it is our hope that, with this kind of media exposure, relations between South Africa and Japan will be further deepened.

Link (external site)

- Destiny Magazine Online (Destiny Connect)
"All Year Round Breast Cancer Run" article

<http://www.destinyconnect.com/2017/10/30/year-round-breast-cancer-run/>

- SABC 3, National Television
The Espresso Show (45min17sec to 48min44sec)
<https://www.youtube.com/watch?v=L2bcUN6UIBo>

- Power FM, Radio
The Power Lunch Show with Aphelele Somi
<https://soundcloud.com/powerfm987/breast-cancer-awareness-uplifting-work-of-the-embassy-of-japan-in-south-africa-with-ggp-programme>