

JAPAN-PHILIPPINES FRIENDSHIP DAY



PATHS THAT LEAD US FORWARD:

Peace, prosperity, possibilities interwoven in 70 years of friendship

By Kazuya Endo
Japanese Ambassador
to the Philippines

Exceptional exchanges have so far elevated this year, the 70th anniversary of Philippines-Japan Friendship, to greater heights of trust and closeness.

Grounded on a theme of "Weaving the Future Together: Peace, Prosperity, Possibilities," various deepening engagements continue to give this celebration a truly memorable form.

The month of July sits at the heart of this extraordinary commemoration. July 23 officially marks Japan-Philippines Friendship Day, the day our two nations normalized the diplomatic relations in 1956 and set the foundation for countless fruitful exchanges.

Although global headwinds have presented various challenges, Japan-Philippines relations have not only weathered crosscurrents, but emerged with unprecedented momentum in cooperation.

Perhaps the most emblematic expression of this momentum is President Ferdinand Marcos Jr.'s momentous visit to Japan from May 26 to 29, the first State Visit by a sitting Philippine president since 2015.

Amid wide-ranging discussions, President Marcos' meeting with Prime Minister TAKAICHI Sanae culminated in a "Joint Statement on the Elevation to a Comprehensive Strategic Partnership"—making Japan the Philippines' first "comprehensive strategic partner."

More than a diplomatic



Minister for Defense KOIZUMI Shinjiro meets with Department of National Defense Secretary Gilberto C. Teodoro Jr. and observes Japan's inaugural active participation at the BALIKATAN Exercise.

designation, this milestone is a declaration of the depth and direction of our shared ambitions. It signals that Japan and the Philippines are ready to face the future as true partners, shoulder to shoulder.

It is against this backdrop of progress that the moment invites a broader reflection on our relations. As we navigate the latter half of this friendship year, we reexamine how recent months have brought us closer to the peace, prosperity, and possibilities envisioned by our celebration's theme.

Peace

One lesson from our decades-long friendship is clear: peace is the foundation upon which our shared prosperity was built, and from which new opportunities continue to emerge.



Japanese Ambassador to the Philippines Kazuya ENDO

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Prime Minister TAKAICHI Sanae with President Ferdinand Marcos Jr. during the Japan-Philippines Summit Meeting. © CABINET PUBLIC AFFAIRS OFFICE



The 70th Philippines-Japan Friendship Logo designed by Edmon Fuerte, inspired by Japan's Shimenawa rope and the Philippines' Abaca fiber.

the 10th anniversary of the Arbitral Award on the South China Sea, the Philippines remains a leading partner of upholding a rules-based maritime order and promoting an updated Free and Open Indo Pacific (FOIP) that was unveiled by Prime Minister TAKAICHI in Hanoi in May.

This anniversary is a timely reminder that the rule of law

is not self-enforcing. Rather, it must be actively upheld by nations that believe in its power to protect the rights and dignity of all. Japan and the Philippines stand together in that belief.

Japan's dedication to the region's peace and stability is vividly expressed in the heightened bilateral security cooperation.

Through the Reciprocal Access Agreement (RAA), we witnessed the full participation of the Japan Self-Defense Forces in the Balikatan exercise for the first time in April, a significant step towards better interoperability and more seamless, coordinated humanitarian and disaster risk response.

Further to our shared efforts, Japan has provided coastal surveillance radars to the Philippines since the launch of the Official Security Assistance (OSA) in 2023. Japan is also providing other defense equip-

ment, such as rigid-hulled inflatable boats, boathouses, and slipways. The Philippines holds the distinction of being the only country to receive OSA for three consecutive years.

Recently, our two countries have exchanged diplomatic notes related to the Acquisition and Cross-Servicing Agreement (ACSA), enabling its entry into force on Aug. 22, 2026. Negotiations on the protection of classified military information are also underway. These steps reflect our shared commitment to regional peace and move us steadily forward.

Japan's commitment to the Mindanao peace process also remains unwavering. From supporting the digitalization of the forthcoming first Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) Parliamentary Elections and voter education initiatives, to expanding livelihood opportunities in conflict-affected communities, Japan continues to be a reliable partner for peace and development in Mindanao.

As the historic first BARMM Parliamentary Elections approach in September, Japan will remain a steadfast partner every step of the way in marking this new chapter toward lasting peace and self-governance in Mindanao.

Prosperity

Accompanying our gains for peace are opportunities for mutual economic growth. With Japan as a leading source of Official Development Assistance (ODA) in the Philippines, our economic linkages offer the brightest glimpses into our countries' relationship.



Minister for Foreign Affairs of Japan MOTEGI Toshimitsu during the ASEAN-related Foreign Ministers' Meetings. © JAPAN MINISTRY OF FOREIGN AFFAIRS



Paths that lead us forward: Peace, prosperity, possibilities interwoven in 70 years of friendship



Ambassador ENDO Kazuo and Madame ENDO Akiko host a send-off reception for the 2026 batch of JET participants and JDS fellows.

FROM B2-2 our relationship, proving that our partnership remains as vital and as active as ever.

Weaving the future together: Peace, prosperity, possibilities
While we embrace the promise of the present and the future, we remain deeply conscious of the journey that made both possible.

I believe President Marcos' recent remarks in his address to Japan's National Diet capture this sentiment perfectly:

"After the war, President Elpidio Quirino chose the path of reconciliation, guided by the belief that after all, destiny has made us neighbors."

This remarkable spirit is cherished by the Japanese people and will continue to inspire future generations. We will walk this path together, committed to making our friendship a cornerstone of peace and prosperity, and an enduring source of possibilities not only for our peoples, but for the broader region we

call home.

Seventy years ago, our two nations chose friendship over grievance, and the future over the past. As we mark this milestone year, let us honor that choice by choosing, once again, to weaving the future together with courage, trust, and an unshakable belief in the promise of what lies ahead.

May this year of friendship carry our two nations toward the brightest promise of our shared future.



Miss Sake Japan 2025 TATENEO Chisato, Miss Sake Philippines 2025 MURAYAMA Sayuri lead the Sake Masterclasses for students of the DLS-CSB School of Hotel, Restaurant and Institution Management.



Embassy of Japan and the Stratbase Institute for Strategic and International Studies (ISIS) host a high-level conference commemorating 70 Years of Japan-Philippines Friendship.



At the 'Jewels of Japan' event showcasing Japanese strawberries newly exported to the Philippines, participants from both countries shared their appreciation for the fruit and experienced its rich aroma and exceptional quality. © JETRO



Japanese strawberries, approved for export to the Philippines in December 2024 and first imported in February 2025, are seasonal products but are rapidly gaining visibility in local retail due to their exceptional quality and sweetness. © JETRO



Since their entry into the Philippine market in February 2025, Japanese strawberries have attracted attention for their vibrant appearance and high quality, symbolizing the growing food and cultural ties between Japan and the Philippines. © JETRO



JICA Railway Conference. © JICA



JICA Volunteer ITO is assigned in Bohol to promote tourism. © JICA



60th Anniversary of the JICA Volunteer Program. © JICA



Groundbreaking Ceremony of Metro Manila Subway Project for CP-105 package. © JICA



Project Pitching Event Co-hosted by JBIC and BCDIA at New Clark City. © JBIC



Philippine Power Sector Seminar at BGC. © JBIC



Featuring RIEHATA, RHT Family, RH PH & RH JP, along with guest performers XONARA, J2X, and the W3 Dancers. Stella Dance Jam: Philippines x Japan Friendship 2026 was organized by the Japan Foundation and held on June 20-21, 2026, in Manila, Philippines. © JAPAN FOUNDATION MANILA



Representing Japan at Stella Dance Jam 2026. The rising stars of Stella, selected by RIEHATA through auditions in Tokyo, brought remarkable talent, energy, and stage presence to the celebration. © JAPAN FOUNDATION MANILA



Bringing the heart of the Philippines to Stella Dance Jam 2026. The 20 Stellas, chosen by RIEHATA through auditions in Metro Manila and Davao City, proudly represented the country's rising generation of dancers. © JAPAN FOUNDATION MANILA



SB19 takes "EMOJI" to the next level at SDJ2026, sharing the stage with global icon choreographer dancer RIEHATA, who also crafted the song's choreography, and the dynamic RHT Family in a powerful cross-cultural performance. © JAPAN FOUNDATION MANILA

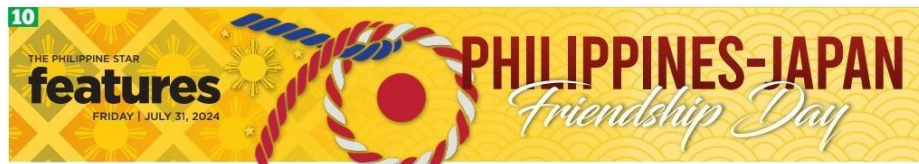


Japan Pavilion at Travel Madness Expo. © JNTO



Japan Pavilion at Travel Madness Expo. © JNTO

The Philippine STAR (July 31, 2026, Pages 10-11)



AMBASSADOR'S MESSAGE

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PEACE

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with the Philippines in its commitment to uphold international law, to promote stability, and to advocate for the peaceful settlement of disputes.

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and more seamless, coordinated humanitarian and disaster risk responses.

Further to our shared efforts, Japan has provided coastal surveillance radars to the Philippines since the launch of the Official Security Assistance (OSA) in 2023. Japan is also providing other defense equipment, such as rigid-hulled inflatable boats, motorboats, and sleepers.

The Philippines holds the distinction of being the only country to receive OSA for three consecutive years.

Recently, our two countries have exchanged diplomatic notes related to the Acquisition and Cross-Servicing Agreement (ACSA), enabling its entry into force on August 22, 2026. Negotiations on the protection of classified military information are also underway.

These steps reflect our shared commitment to regional peace and move us steadily forward.

Japan's commitment to the Mindanao peace process also remains unwavering. From supporting the digitalization of the forthcoming first Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) Parliamentary Elections and voter education initiatives, to expanding livelihood opportunities in conflict-affected communities, Japan continues to be a reliable partner for peace and development in Mindanao.

As the historic first BARMM Parliamentary Elections approach in September, Japan will remain a steadfast partner every step of the way in marking this new chapter toward lasting peace and self-governance in Mindanao.

PROSPERITY

Accompanying our gains for peace are opportunities for mutual economic growth. With Japan as a leading source of Official Development Assistance (ODA) in the Philippines, our economic linkages offer the brightest glimpses into our countries' relationship.

Our cooperation in infrastructure development has become a hallmark of our deepening ties.

We continue to welcome progress on key programs such as the North-South Commuter Railway, Davao City Bypass, and Metro Manila Subway Project. Infrastructure projects that are vital investments in the daily lives of millions of Filipinos, and a testament to Japan's long-term commitment to the Philippines' development. During President Marcos' state visit, Japan further highlighted its support through the newly launched POWER Asia initiative, or Partnership On Wide Energy and Resources Resilience.

In light of global energy vulnerabilities, this timely partnership reinforces energy supply chains and the resilience of critical industries against further shocks. At a time when energy security has become inseparable from national security, POWER Asia represents Japan's resolve to ensure that the Philippines and the broader region can face an uncertain future from a position of strength.

A new double taxation convention was also signed during the visit. By establishing clearer tax rules and reducing barriers to capital flow, this agreement creates a more favorable environment for Japanese companies to invest and grow in the country. Around 1,600 Japanese companies operate in the country, placing Japan among the Philippines' most important trade and investment partners.

POSSIBILITIES

The true value of our friendship lies in what we have already achieved and in the many possibilities that still await us.

In terms of cultural exchange, the recent Stella Dance Jam collaboration featuring RIEHATA, SB19, and young dancers from Japan and the Philippines highlighted the incredible potential of our youth exchanges.

The New Japan Philharmonic's historic debut in Manila also brought our people



The 70th Philippines-Japan Friendship Logo designed by Mr. Edmon Forte, inspired by Japan's shimenawa rope and the Philippines' abaca fiber



► 11



Minister for Foreign Affairs of Japan MOTEKI Toshimitsu during the ASEAN-related Foreign Ministers Meetings © Japan Ministry of Foreign Affairs



Minister for Defense KOIZUMI Shinjiro meets with Department of National Defense Secretary Gilberto C. Teodoro Jr. and observes Japan's inaugural active participation in the BALKATAN Exercise.



PATHS THAT LEAD 10 US FORWARD

together through a shared love for classical and orchestral artistry.

Having enjoyed these moving showcases alongside both Filipino and Japanese friends, we witnessed the

forging of friendships that may last generations through the universal language of culture, dance, and music. These moments remind us that the strongest bonds between nations are ultimately fostered in the hearts of the people who share them.

We are also expanding our horizons in other various sectors. We can explore pioneering cooperation in fields like Artificial Intelligence, digital technology, critical minerals, and space.

The very breadth of these opportunities demonstrate that only when two nations trust each other as deeply as Japan and the Philippines do, then the possibilities become truly limitless.

Keeping our relationship deeply attuned to the shifting face of the future, Japan continues to promote wide-ranging cooperation and close partnership with



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SBI9 takes 'EMOJ' to the next level at SDJ2025, sharing the stage with global icon choreographer dancer RIEHATA, who also crafted the song's choreography, and the dynamic RHT Family in a powerful cross-cultural performance. © Japan Foundation Manila



60th Anniversary of the JICA Volunteer Program
© JICA



Japan Pavilion at Travel Madness Expo 2026

ASEAN, especially with the Philippines' leadership as ASEAN Chair this year.

During his courtesy call on President Ferdinand Marcos Jr., Minister for Foreign Affairs MOTEGI Toshimitsu reiterated Japan's commitment to strengthening its Comprehensive Strategic Partnership with the Philippines, and to promoting closer coordination alongside other regional partners at the ASEAN-related meetings held in Manila.

On July 23, coinciding with Japan-Philippines Friendship Day, Minister MOTEGI met with Secretary of Foreign Affairs Maria Theresia Lazaro for the Japan-Philippines Foreign Ministers' Meeting, where they reaffirmed our two countries' commitment to further strengthening our cooperation.



Project Pitching event co-hosted by JBIC and BCDA at New Clark City
© JBIC

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WEAVING THE FUTURE TOGETHER: PEACE PROSPERITY, POSSIBILITIES

While we embrace the promise of the present and the future, we remain deeply conscious of the journey that made both possible.

I believe President Marcos' recent remarks in his address to Japan's National Diet capture this sentiment perfectly.

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Years of Philippines-Japan Friendship
日本・フィリピン友好年
1956 - 2026

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Paths that lead us forward: *Peace, Prosperity, Possibilities Interwoven in 70 Years of Friendship*



Japanese Ambassador to the Philippines
Kazuya ENDO

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The 70th Philippines-Japan Friendship Logo designed by Mr. Edman Forte, inspired by Japan's Shimenawa rope and the Philippines' Alaciz fiber.



Prime Minister TAKAICHI Sanee with President Ferdinand Marcos Jr. during the Japan-Philippines Summit Meeting. @ Cabinet Public Affairs Office



ODA Press Tour at the North-South Commuter Railway (NSCR) project site



Minister for Defense KAZUICHI Shinjro meets with Department of National Defense Secretary Gilberto C. Teodoro, Jr. and observes Japan's inaugural active participation at the BALIKATAN Exercise



Japan Coast Guard (JCG) training vessel ITSUOKUSIMA conducts port call at the Port of Manila



Minister for Foreign Affairs of Japan MOTEGI Toshimitsu during the ASEAN-related Foreign Ministers' Meetings. @ Japan Ministry of Foreign Affairs



Minister YUKIO Itaibumi attends handover ceremony for generators with trailers to PCG through Official Development Assistance (ODA)

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Our cooperation in infrastructure development has become a hallmark of our deepening ties. We continue to welcome progress on key programs such as the North-South Commuter Railway, Davao City Bypass, and Metro Manila Subway Project. Infrastructure projects that are vital investments in the daily lives

of millions of Filipinos, and a testament to Japan's long-term commitment to the Philippines' development.

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Ambassador ENDO attends Symposium on the 10th Anniversary of the Arbitral Award on the South China Sea organized by Stratbase ADR Institute for Strategic and International Studies (AISIRI)



The Government of Japan and the Government of the Republic of the Philippines agree in principle on the new Convention replacing the existing Tax Convention



Japan Coast Guard's MCT conducts instructor candidate course in Criminal Investigation for the Philippine Coast Guard

the country, placing Japan among the Philippines' most important trade and investment partners.

Possibilities

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Ambassador and Madame ENDO visits the traveling exhibition "OMOCHA: Japanese Toys Today," organized by the Japan Foundation, Manila at the Metropolitan Museum of Manila

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Ambassador ENDO Kazuya and Madame Akiko pose together during the Opening Ceremony of the Japan-Philippines 70th Friendship Anniversary



60th Anniversary of the JICA Volunteer Program © JICA



Breakthrough of 2.3km long mountainous tunnel in Davao © JICA



Japan Pavilion at Travel Madness Expo © JNTO



Japan Pavilion at Travel Madness Expo © JNTO



Strengthening Services in Maternal and Child Health and Nutrition Improvement in Benguet Region © JICA



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Project Pitching Event Co-hosted by JIBC and BCDA at New Clark City © JIBC

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Years of Philippines - Japan Friendship
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PHILIPPINE TOURISM JICA Volunteer ITO is assigned in Bohol to promote tourism. PHOTO FROM JICA



POWERING THROUGH Philippine Power Sector Seminar is held at Bonifacio Global City. PHOTO FROM JBIC

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During President Marcos' state visit, Japan further highlighted its support through the newly launched Partnership On Wide Energy and Resources Resilience (Power) Asia initiative. In light of global energy vulnerabilities, this timely partnership reinforces energy supply chains and the resilience of critical industries against further shocks.

At a time when energy security has become inseparable from national security, Power Asia represents Japan's resolve to ensure that the Philippines and the broader region can face an uncertain future from a position of strength.

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The true value of our friendship lies in what we have already achieved and in the many possibilities that still await us.

In terms of cultural exchange, the recent Stella Dorez Jan collaboration featuring Rikata, SB19, and young dancers from Japan and the Philippines highlighted the incredible potential of our youth exchanges. The New Japan Philharmonic's historic debut in Manila also brought our people together through a shared love for classical and orchestral artistry.

Having enjoyed these moving showcases alongside both Filipino and Japanese friends, we witnessed the forging of friendships that may last generations through the universal language of culture, dance and music. These moments remind us that the strongest bonds between nations are ultimately fostered in the hearts of the people who share them.

We are also expanding our horizons in other various sectors. We can explore pioneering cooperation in fields like Artificial Intelligence, digital technology, critical minerals, and space. The very breadth of these opportunities demonstrate that only when two nations trust each other as deeply as Japan and the



LOCAL STRAWBERRIES At the 'Jewels of Japan' event — showcasing Japanese strawberries newly exported to the Philippines — participants from both countries share their appreciation for the fruit and experienced its rich aroma and exceptional quality. PHOTO FROM JETRO



CULTURAL PRESENTATION The rising stars of Stella, selected by Rikata through auditions in Tokyo, brought remarkable talent, energy, and stage presence to the celebration. PHOTO FROM JFM



TRAVEL MADNESS The Japan Pavilion at Travel Madness Expo. PHOTO FROM JNTO

Philippines do, then the possibilities become truly limitless.

Keeping our relationship deeply attuned to the shifting face of the future, Japan continues to promote wide-ranging cooperation and close partnership with ASEAN, especially with the Philippines' leadership as ASEAN Chairman this year.

During his courtesy call on President Marcos, Minister for Foreign Affairs MOTEGI Toshimitsu reiterated Japan's commitment to strengthening its Comprehensive Strategic Partnership with the Philippines and to promoting closer coordination alongside other regional partners at the ASEAN-related meetings held in Manila.

On July 23, coinciding with Japan-Philippines Friendship Day, Minister MOTEGI met with Secretary of Foreign Affairs Maria Theresa Lazaro for the Japan-Philippines Foreign Ministers' Meeting, where they reaffirmed our two countries' commitment to further strengthening our cooperation. This timing reflects the priority both governments place on our relationship, proving that our partnership remains as vital and as active as ever.

Weaving the future together — peace, prosperity, possibilities

While we embrace the promise of the present and the future, we remain deeply conscious of the journey that made both possible.

I believe President Marcos' recent remarks in his address to Japan's National Diet capture this sentiment perfectly: "After the war, President Epifanio Quirino chose the path of reconciliation, guided by the belief that after all, destiny has made us neighbors."

This remarkable spirit is cherished by the Japanese people and will continue to inspire future generations. We will walk this path together, committed to making our friendship a cornerstone of peace and prosperity and an enduring source of possibilities not only for our people but also for the broader region we call home.

70 years ago, our two nations chose friendship over grievance, and the future over the past. As we mark this milestone year, let us honor that choice by choosing, once again, to weaving the future together with courage, trust, and an unshakable belief in the promise of what lies ahead.

May this year of friendship carry our two nations toward the brightest promise of our shared future.

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MANILA, PHILIPPINES | FRIDAY, 31 JULY 2026



Years of Philippines - Japan Friendship
日本・フィリピン友好年
1956 - 2026

PATHS THAT LEAD US FORWARD: PEACE, PROSPERITY, POSSIBILITIES INTERWOVEN IN 70 YEARS OF FRIENDSHIP

ENDO KAZUYA
Japanese Ambassador
to the Philippines

1. Japan Coast Guard (JCG) training vessel ITSUKUSHIMA conducts apert call at the Port of Manila. 2. Since their entry into the Philippine market in February 2025, Japanese strawberries have attracted attention for their vibrant appearance and high quality, symbolizing the growing food and cultural ties between Japan and the Philippines. 3. JETRO's Japan and the Food and Agriculture Organization (FAO) turn over newly-issued posters for vibrant appearance and high quality, symbolizing the growing food and cultural ties between Japan and the Philippines. 4. Japan Pavilion at Travel Madras Expo.

Prime Minister
Takaichi Sanae with
President Ferdinand
Marcos Jr. during the
Japan-Philippines
Summit Meeting.
© Cabinet Public
Affairs Office

ONE LESSON FROM OUR DECADES-
LONG FRIENDSHIP IS CLEAR: PEACE IS
THE FOUNDATION UPON WHICH OUR
SHARED PROSPERITY WAS BUILT, AND
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Exceptional exchanges have so far elevated
this year the 70th Anniversary of Philippines-
Japan Friendship to greater heights of trust
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Grounded on a theme of "Weaving the Future
Together: Peace, Prosperity, Possibilities," various
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Turn to page 2



PATHS THAT LEAD US FORWARD

From page 1

The month of July sits at the heart of this extraordinary commemoration. July 23 officially marks Japan-Philippines Friendship Day, the day our two nations normalized the diplomatic relations in 1956 and set the foundation for countless fruitful exchanges.

Although global headwinds have presented various challenges, Japan-Philippines relations have not only weathered crosscurrents, but emerged with unprecedented momentum in cooperation.

Perhaps the most emblematic expression of this momentum is President Ferdinand Marcos Jr.'s momentous visit to Japan from 26 to 29 May, the first State Visit by a sitting Philippine president since 2015.

Amid wide-ranging discussions,

President Marcos' meeting with Prime Minister TAKAICHI Sanae culminated in a "Joint Statement on the Elevation to a Comprehensive Strategic Partnership" — making Japan the Philippines' first "comprehensive strategic partner."

More than a diplomatic designation, this milestone is a declaration of the depth and direction of our shared ambitions. It signals that Japan and the Philippines are ready to face the future as true partners, shoulder to shoulder.

It is against this backdrop of progress that the moment invites a broader reflection on our relations. As we navigate the latter half of this friendship year, we reexamine how recent months have brought us closer to the peace, prosperity and possibilities envisioned by our celebration's theme.



MINISTER for Defense KOIZUMI Shinjiro meets with Department of National Defense Secretary Gilberto C. Teodoro, Jr. and observes Japan's inaugural active participation at the Balikatan Exercise.

Peace

One lesson from our decades-long friendship is clear: peace is the foundation upon which our shared prosperity was built, and from which new opportunities continue to emerge.

As a peace-loving nation, Japan stands unwaveringly with the Philippines in its commitment to uphold international law, to promote stability, and to advocate for the peaceful settlement of disputes. On the 10th Anniversary of the Arbitral Award on the South China Sea, the Philippines remains a leading partner of upholding a rules-based maritime order and promoting an updated Free and Open Indo Pacific (FOIP) that was unveiled by Prime Minister TAKAICHI in Hanoi in May.

This anniversary is a timely

reminder that the rule of law is not self-enforcing. Rather, it must be actively upheld by nations that believe in its power to protect the rights and dignity of all. Japan and the Philippines stand together in that belief.

Japan's dedication to the region's peace and stability is vividly expressed in the heightened bilateral security cooperation.

Through the Reciprocal Access Agreement (RAA), we witnessed the full participation of the Japan Self-Defense Forces in the Balikatan exercise for the first time in April, a significant step towards better interoperability and more seamless, coordinated humanitarian and disaster risk response.

Further to our shared efforts, Japan has provided coastal surveillance radars

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Recently, our two countries have exchanged diplomatic notes related to the Acquisition and Cross-Servicing Agreement (ACSA), enabling its entry into force on 22, 2026 August. Negotiations on the protection of classified military information are also underway. These steps reflect our shared commitment to regional peace and move us steadily forward.

Japan's commitment to the Mindanao peace process also remains

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INSPECTION of the ongoing developments in the Metro Manila Subway Project (MMSF).

THE TRUE VALUE OF OUR FRIENDSHIP LIES IN WHAT WE HAVE ALREADY ACHIEVED AND IN THE MANY POSSIBILITIES THAT STILL AWAIT US.



VOLUNTEER KUBO is assigned in Cebu to conduct soil research. © JICA

PATHS...

From page A2

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As the historic first BARMM Parliamentary Elections approach in September, Japan will remain a steadfast partner every step of the way in marking this new chapter toward lasting peace and self-governance in Mindanao.

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Weaving the future together: Peace, Prosperity, Possibilities

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This remarkable spirit is cherished by the Japanese people and will continue to inspire future generations. We will walk this path together, committed to making our friendship a cornerstone of peace and prosperity, and an enduring source of possibilities not only for our peoples, but for the broader region we call home. Seventy years ago, our two nations chose friendship over grievance, and the future over the past. As we mark this milestone year, let us honor that choice by choosing, once again, to weaving the future together with courage, trust and an unshakable belief in the promise of what lies ahead.

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Japan Pavilion at Travel Madnest Expo © JNTO



Japan Pavilion at Travel Madnest Expo © JNTO

PATHS THAT LEAD US FORWARD: PEACE, PROSPERITY, POSSIBILITIES INTERWOVEN IN 70 YEARS OF FRIENDSHIP

EXCEPTIONAL exchanges have so far elevated this year, the 70th Anniversary of Philippines-Japan Friendship, to greater heights of trust and closeness.

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PATHS | C2


Years of Philippines - Japan Friendship
日本・フィリピン友好年
1956 - 2026
The 70th Philippines-Japan Friendship Logo designed by Mr. Edmon Fuerte, inspired by Japan's Shimenawa rope and the Philippines' Abaca fiber


1956 - 2026
MANILA-MANILA BUSINESS ROUNDTABLE
BUSINESS CLASS
2026



Japanese Ambassador
to the Philippines
Kazuya ENDO

Paths from Page C1

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Peace

One lesson from our decades-long friendship is clear: peace is the foundation upon which our shared prosperity was built, and from which new opportunities continue to emerge.

As a peace-loving nation, Japan stands unwaveringly with the Philippines in its commitment to uphold international law, to promote stability, and to advocate for the peaceful settlement of disputes. On the 10th Anniversary of the Arbitral Award on the South China Sea, the Philippines remains a leading partner of upholding a rules-based maritime order and promoting an updated Free and Open Indo Pacific (FOIP) that was unveiled by Prime Minister TAKAICHI in Hanoi in May.

This anniversary is a timely reminder that the rule of law is not self-enforcing. Rather, it must be actively upheld by nations that believe in its power to protect the rights and dignity of all. Japan and the Philippines stand together in that belief.

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PATHS C3



Prime Minister TAKAICHI Sanse with President Ferdinand Marcos Jr. during the Japan-Philippines Summit Meeting © Cabinet Public Affairs Office



Minister for Foreign Affairs of Japan MOTEKI Toshimichi during the ASEAN-related Foreign Ministers' Meetings © Japan Ministry of Foreign Affairs



Japan Coast Guard (JCG) training vessel ITSUKUSHIMA conducts port call at the Port of Manila



Ambassador ENDO attends Symposium on the 10th Anniversary of the Arbitral Award on the South China Sea organized by Stratbase ADR Institute for Strategic and International Studies (ADR)



Embassy of Japan and the Stratbase Institute for Strategic and International Studies host a high-level conference commemorating 70 Years of Japan-Philippines Friendship



| Paths from Page C2



At the 'Jewels of Japan' event showcasing Japanese strawberries newly exported to the Philippines, participants from both countries shared their appreciation for the fruit and experienced its rich aroma and exceptional quality. © JETRO

Since their entry into the Philippine market in February 2025, Japanese strawberries have attracted attention for their vibrant appearance and high quality, symbolizing the growing food and cultural ties between Japan and the Philippines. © JETRO

Japanese strawberries, approved for export to the Philippines in December 2024 and first imported in February 2025, are seasonal products but are rapidly gaining visibility in local retail due to their exceptional quality and sweetness. © JETRO

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JICA Railway Conference © JICA



JICA Volunteer ITO is assigned in Bohol to promote tourism © JICA



Bringing the heart of the Philippines to Stella Dance Jam 2026. The 20 Stellas, chosen by RIEHATA through auditions in Metro Manila and Davao City, proudly represented the country's rising generation of dancers. © Japan Foundation Manila

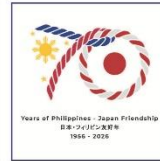
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FRIDAY
JULY 31, 2026
PAGES S3/1-2
WEAVING THE
FUTURE TOGETHER:
PEACE, PROSPERITY,
POSSIBILITIES

BusinessWorld

special feature



Paths that Lead Us Forward: Peace, Prosperity, Possibilities Interwoven in 70 Years of Friendship

By Kazuya ENDO
Japanese Ambassador to the Philippines

EXCEPTIONAL EXCHANGES have so far elevated this year the 70th Anniversary of Philippines-Japan Friendship, to greater heights of peace and closeness.

Grounded on a theme of "Weaving the Future Together: Peace, Prosperity, Possibilities," various deepening engagements continue to give this celebration a truly memorable form.

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Minister TAKAICHI Sanae culminated in a "Joint Statement on the Elevation to a Comprehensive Strategic Partnership"—making Japan the Philippines' first "comprehensive strategic partner."

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Japan's dedication to the region's peace and stability is vividly expressed in the heightened bilateral security cooperation.



Prime Minister TAKAICHI Sanae with President Ferdinand Marcos Jr. during the Japan-Philippines Summit Meeting

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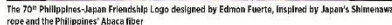
Minister for Foreign Affairs of Japan MOTEKI Toshimitsu during the ASEAN-related Foreign Ministers' Meetings



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Mr. Kishida Runko, a Member of the House of Representatives, meets with Department of Energy (DOE) Secretary Sharon Garin for the Asia Zero Emission Community (AZEC), and visits the Batangas LNG Terminal.



The 70th Philippines-Japan Friendship Logo designed by Edmon Forte, inspired by Japan's Shimenawa rope and the Philippines' Abaca fiber

Friendship, from SCS

Acquisition and Cross-Servicing Agreement (ACSA), enabling its entry into force on August 22, 2026. Negotiations on the protection of classified military information are also underway. These steps reflect our shared commitment to regional peace and move us steadily forward.

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We are also expanding our horizons in other various sectors. We can explore pioneering cooperation in fields like artificial intelligence, digital technology, critical minerals, and space. The very breadth of these opportunities demonstrate that only when two nations trust each other as deeply as Japan and the Philippines do, then the possibilities become truly limitless.

As our relationship deeply attuned to the shifting face of the future, Japan continues to promote wide-ranging cooperation and close partnership with ASEAN, especially with the Philippines' leadership as ASEAN Chair this year. During his courtesy call on President Ferdinand Marcos Jr., Minister for Foreign Affairs MOTEGI Toshimitsu reiterated Japan's commitment to strengthening its Comprehensive Strategic Partnership with the Philippines and to promoting closer coordination alongside other regional partners at the ASEAN-related meetings held in Manila. On July 28, coinciding with Japan Philippines Friendship Day, Minister MOTEGI met with Secretary of Foreign Affairs Maria Theresa Lazaro for the

Japan-Philippines Foreign Ministers' Meeting, where they reaffirmed our two countries' commitment to further strengthening our cooperation. This timing reflects the priority both governments place on our relationship, proving that our partnership remains as vital and as active as ever.

WEAVING THE FUTURE TOGETHER: PEACE, PROSPERITY, POSSIBILITIES

While we embrace the promise of the present and the future, we remain deeply conscious of the journey that made both possible.

I believe President Marcos' recent remarks in his address to Japan's National Diet capture this sentiment perfectly: "After the war, President Elpidio Quirino chose the path of reconciliation, guided by the belief that after all, destiny has made us neighbors."

This remarkable spirit is cherished by the Japanese people and will continue to inspire future generations. We will walk this path together, committed to making our friendship a cornerstone of peace and prosperity, and an enduring source of possibilities not only for our peoples, but for the broader region we call home.

70 years ago, our two nations chose friendship over grievance, and the future over the past. As we mark this milestone year, let us honor that choice by choosing, once again, to weaving the future together with courage, trust, and an unshakable belief in the promise of what lies ahead.

May this year of friendship carry our two nations toward the brightest promise of our shared future.



Philippine Power Sector Seminar at BGC



Breakthrough of 2.3km long mountainous tunnel in Davao



Since their entry into the Philippine market in February 2025, Japanese strawberries have attracted attention for their vibrant appearance and high quality, symbolizing the growing food and cultural ties between Japan and the Philippines.



RHT Family, the acclaimed Japanese dance crew produced by world-renowned dancer and choreographer RICHIAI, performed at Stella Dance Jam: Philippines x Japan Friendship 2026 on June 20-21, 2026 at The Theater at Solarte. The event, organized by The Japan Foundation, Manila, celebrated 70 years of Japan-Philippines diplomatic relations.



Ambassador ENDO Kazuya and Madame ENDO Akiko attend "A 70 Year Opus: Celebrating Philippines-Japan Friendship in Concert"



Japan Pavilion at Travel Tour Expo



Japan and the Food and Agriculture Organization (FAO) turns over heavy-duty coolers for fisherfolk communities in Basilan under the project for the "Development of Sustainable Fishery Value Chains in BARMM".



Ambassador ENDO Kazuya and Madame ENDO Akiko host a send-off reception for the 2026 batch of JET participants and JDS fellows.