



March 25, 2007

Joint Statement of Asia Pacific International Animation Conference

During the period of March 23 through 25, 2007, experts on animation production and education gathered from China, Indonesia, Korea, Malaysia, Philippines, Singapore, Thailand and Japan attending the "Asia-Pacific International Animation Conference" organized by the Association of Japanese Animations (AJA) and the Asia/Pacific Cultural Centre for UNESCO (ACCU).

At the Conference, we have acknowledged the necessity of building mutually beneficial relationship and cooperation for development and enrichment of animation industry through collaboration among Asian nations, by overcoming differences in market environment and culture in each country.

Based on the recognition that the animation is an effective means to communicate social messages, following points have been confirmed.

1. In order to produce high quality and competitive animation works in the global market, one of the urgent issues is to develop human resources capable and responsible for that area.
2. As for the human resources, it is critical, to develop creative, technical and business professionals in order to grow animation as an industry.
3. Another requirement is to review the overall education system including elementary education to foster creativity and innovation.
4. We agree to share common understanding on proactive publication of curriculum, interaction among school teachers/human resources, and educational materials.
5. As for the establishment of market environment, it is necessary to develop new business models for creating new market, including the funding of potential projects.
6. In the spirit of international collaboration, we agree to establish an institution such as the Association of Asian Animation, to facilitate the following activities in a phased-approach;
 - (1) Exchange of information
 - (2) Exchange of academic and professional expertise
 - (3) Exchange of technology
 - (4) Exchange of animation works



We hereby acknowledge that our common objective is to implement systems that enable above points among Asian nations in earliest possible stage, by incorporating frequent and regular exchanges of opinion/information as part of activities in each country.



Lu Di (China)



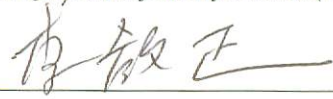
Li Zhongqiu (China)



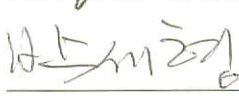
Denny Alaudsyah Djoenaid (Indonesia)



Heru Gotot Prakosa (Indonesia)



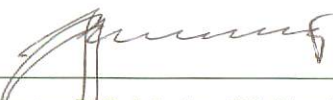
Lee Kyo Jung (Korea)



Park Se Hyung (Korea)



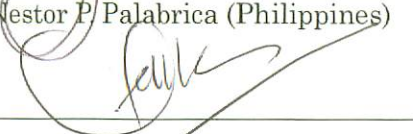
Hassan Bin Abd Muthalib (Malaysia)



Nestor P. Palabrica (Philippines)



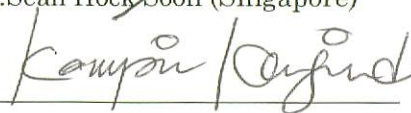
Rudyard Contreras Pesimo (Philippines)




Dr. Seah Hock Soon (Singapore)




Mr. Seng Choon Meng (Singapore)



Kumpin Kemgumrind (Thailand)




Lak Taechawanchai (Thailand)



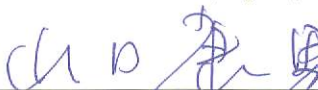
Naohiro Shichijo (Japan)



Shinichi Suzuki (Japan)



Takafumi Okubo (Japan)



Yasuo Yamaguchi (Japan)