

**Remarks by H.E. Hiroyuki Kishino,  
Ambassador of Japan to Ethiopia  
at the Japanese Film Evening at the Russian Cultural Center  
on 10 November, 2011**



Excellencies,  
Distinguished Guests,  
Movie fans,  
Ladies and Gentlemen,

*Endemen ameshachehu.*

It is a great pleasure for me to welcome you all to the Japanese film evening on the occasion of the 6<sup>th</sup> Ethiopian International Film Festival. Indeed, this is the third event of the Japanese Cultural Series in Ethiopia for the JFY2011, which started with the Japanese pottery exhibition in September, followed by the Japanese drum concert in October. Tonight, we are honored to have this opportunity to present a well-received Japanese film entitled “Always – Sunset on Third Street,” following yesterday’s screening of “Swing Girls.”

Before I introduce the film, I would like to express my appreciation to the Japan Foundation in Tokyo for sponsoring this event. I would also like to thank the organizers of the Ethiopian International Film Festival for giving us this opportunity to screen two Japanese films for the first time. My appreciation also goes to the Russian Cultural Center for offering their comfortable hall for tonight’s event.

Excellencies, Ladies and Gentlemen,

“Always – Sunset on Third Street” was produced in 2005 and is the story of various human dramas in downtown Tokyo in the late 1950s. In those days, Japan was gradually recovering from the ruins of the war and was also at the beginning of the high economic growth that continued for more than two decades. The Tokyo Tower, one of the symbols of this period, was still under construction. Back then, a black and white TV set was a luxury, which only a few people could afford. I still remember those days, when I was five or six years old. Almost every evening, before sunset, I rushed with other boys to a neighbor’s house where there was a TV set and asked for a kids’ program, being excited about the ‘magic box’ full of fun entertainment. Like the characters in the film, everyone in Japan was working extremely hard for a better life, and the entire nation was seriously endeavoring to catch up with the rest of the world.

Some people point out that the economic boom of today's Ethiopia resembles Japan's experience in the early 1960s. This is one of the reasons why we chose this film for the Festival. I think the film provides a timely opportunity to see a good contrast between Japanese society 50 years ago and the economic and social conditions in present day Ethiopia.

Excellencies, Ladies and Gentlemen,

This film was highly acclaimed in Japan. It was selected as the Best Film at the Japan Academy Awards ceremony in 2005 and has received many other film awards as well. It is a heartwarming family drama, which I think everyone can enjoy.

As they say, 'seeing is believing.' So, without further ado, let's go back to the Japan of the good old days in the late 1950s.

*Amesegenalehu!*