



## **The Super Power of Japanese Soft-Power**

**International conference**

**6 and 7 March 2021**

### **Program**

As the aim of this project is to raise public awareness of the new horizons ensured by Japanese soft power policies, the main event is focused on providing a platform for experts in the field to share their ideas, communicate different views and search for important and insightful solutions for the successful promotion of cultural products in a global world.

#### **06 March 2021 – 10.00 – 14.00**

##### **Session 1**

**Moderator:** **Boyko VASSILEV (Bulgarian National Television)**

**10.00-14.00** **English with Bulgarian translation (interpreter Bilyana Boichinova)**

10.00-10.10 Dean Danova – Introductory remarks

10.10-10.30 Professor WATANABE Yasushi, Keio University

10.30-10.50 Professor Ivan ILCHEV, Sofia University

Participant in the discussion/host: Assoc. Professor Evgeniy KANDILAROV, Sofia University

##### **Session 2** **Panel A: Japanese lifestyle and hygiene culture**

12.30-12.45 Professor UESUGI Tomiyuki, Seijo University

12.45-12.50 Professor WATANABE Yasushi, Keio University

12.50-13.05 Professor

13.05-13.20 Professor Ivaylo DICHEV, Sofia University

Comments and remarks:

13.20-13.25 Nikolai BAKALOV, PhD, Sofia University

13.25-13.30 Professor Anton ANDREEV, Sofia University

13.30-13.35 Dr Naiden KANDILAROV, Head of Medical Laboratories Chain

13.35-13.40 Assoc. Professor Boyan JEKOV, chairman of JICA ALUMNI/  
Chairperson “Nihon Tomonokai”

13.40-14.00 Discussion



**07 March 2021 – 10.00 – 14.30**

**Session 3                      Panel B: Cool Japan/ Culture including pop-culture**

**10.00-11.00                      Moderator: Albena Todorova**

Session in Japanese only (web channel Bulgarian language), simultaneous translation, (interpreter Iliyana Kostova).

SUZUKI Toshio, co-founder of Studio Ghibli

And Bulgarian young people on the passion towards animation and the importance of animation art in our lives.

**Session 4**

**12.00-14.30                      Moderator: Nadya OBRETENOVA (Bulgarian National Television)**

Session in Japanese and Bulgarian (interpreter Iliyana Kostova).

12.00-12.10                      Introductory remarks,

12.10-12.25                      Mr.SATO Kazutaka, International Otaku Expo Association(IOEA)

12.25-12.35                      QA

12.35-12.50                      Professor emeritus HAMASHITA Masahiro, Kobe College

12.50-13.00                      QA

13.00-13.15                      Professor ARAKI Hiroshi, NICHIBUNKEN

13.15-13.25                      QA

13.25-13.40                      Professor Anri KULEV, famous Bulgarian animator and film director

13.40 -13.50                      QA

13.50-14.10                      Maestro Yordan KAMDZHALOV - musician and conductor, highly influential and global musical phenomenon

14.10-14.20                      QA

14.20-14.30                      Concluding remarks

Assist. Professor Stella ZHIVKOVA, Japanese Studies Department, Sofia University

Professor Gergana PETKOVA – Head of Japanese Studies Department, Sofia University

Students/young people influenced by pop-culture



Links:

Facebook (streaming) <https://www.facebook.com/YaponistikaSofiaUniversity/>

Sofia university [https://www.uni-sofia.bg/index.php/bul/novini/kalendar/mezhdunarodna\\_konferenciya\\_yaponiya\\_i\\_p\\_tyat\\_na\\_uspeha](https://www.uni-sofia.bg/index.php/bul/novini/kalendar/mezhdunarodna_konferenciya_yaponiya_i_p_tyat_na_uspeha)

Japanese Studies Department <https://japanology.bg/>

YouTube <https://www.youtube.com/watch?v=3P99NkIBvLo&t=15s>