

*As delivered*

**Speech at a Ceremony to commemorate the Bestowal of  
The Order of the Rising Sun, Gold Rays with Neck Ribbon  
upon Mr Bill Emmott  
by Ambassador Koji Tsuruoka  
at the Embassy of Japan  
on Wednesday, 13 July 2016**

Ladies and gentlemen,

Good evening. I would first of all like to thank you all for joining us this evening and coming to this reception. I was talking to Bill just before coming down to this reception hall that ambassadors perform certain duties, as my colleagues who have served ambassadorships in Tokyo know very well. Some of their duties are not necessarily very pleasant. You are called to come to see the foreign secretary at 2am in the morning because there's been some incident and the host government wants to present you with a strong position, and you just have to report it back. Then there are a number of very happy occasions where ambassadors really enjoy being ambassador, and this is such an evening. Thank you all very much for joining us for this happy celebration: the well-deserved award ceremony for our friend, Bill Emmott.

You are all familiar with the distinguished career of Mr Emmott as a journalist, but since this is a formal occasion where I will be presenting the order on behalf of my Emperor, I do have to ask you to be a little patient and go through with me the brilliant history of career of Mr Emmott. He joined *The Economist* in 1980. He was Tokyo correspondent from 1983 to 1986 and after coming back to London and occupying various posts related to business and finance, he became *The Economist* editor in 1994 and he held that position for 13 years. Remember this number 13 because I will refer to it later. And of course *The Economist* is one of the most well-known and widely read quality papers in the world and has

been widely recognised for the superb and incisive analysis led by Bill Emmott. During his time its circulation exceeded half a million and has now reached 1.25 million, so it's a very significant circulation when you consider the quality of the paper.

Mr Emmott has written extensively on politics and the economy in Japan. While editor of *The Economist* and even after he left that publication, he produced 13 Japan-related books. So he had made certain he writes the same number of books as he served as editor of *The Economist*. But that doesn't prohibit him from writing new books, and of course he did, and he will. One of the most famous books he has written is *The Sun Also Sets*, and it was of course immediately translated into Japanese, very popular, and this was in 1989. This book sold over 300,000 copies. Maybe Bill will pay the bill for this evening! Of course that wasn't the end of his brilliant writing career because in 2006, he produced another book about Japan which was titled *The Sun Also Rises*. Yes, of course, once the sun sets, the sun rises. And he is now going to write a third book, which I have requested him to do now from this podium, which will be called *The Sun Shines Forever*. So please keep that in mind. Although this is not the condition that the Emperor has instructed me to convey to you upon this award, I thought perhaps he could keep that in the corner of his mind.

The marvellous talent of Bill has not only been discussed in Japan or analysed in Japan, his insight into global issues extends of course beyond Japan. One of the books he published, which I have received just a few minutes ago from the author, is the book entitled *Rivals*. Since I just received it, I haven't read it yet, I must confess... but I've been told that it describes the development in East Asia and I believe this is a book that dates back to 2008.

Brexit has attracted a lot of attention to the UK today, which was unprecedented. I came a month and 7 days ago, and during the 40 days or so I have been in London many unprecedented events have happened one after another. The focus of attention has come to the UK – there has been unprecedented attention on the

UK in Japan. The Japanese media have written article after article and even today they have reports about what will happen next, because they don't know – or no one knows – for certain what happens next and they can continue writing. It is a very good piece for reporting. In any case, at the same time as the EU and the UK is being the centre of attention in today's world, I think it is also important to keep focus on development in Asia – in East Asia in particular, because that's where we are, and that's where one of the fastest growing emerging economy is, and we need to keep our interest to assess the effects these developments will bear to global stability and global prosperity. The key word – very simple – is partnership and collaboration. No country can decide or rule alone. We need to first of all understand that we are in an integrated world where globalisation is a fact. It's not something we like or dislike or we can do anything about, it is a norm of life that has come to be with us and the question is not how you avoid it, it is how you use it, how you make it work for you. This is the bringing down of the barriers. Sorry, if I may just tell you I have been doing the negotiations of the Trans-Pacific Partnership, TPP, which means to bring down barriers, borders. No borders anymore, except for some, and TPP was wise enough not to include immigration as topic of negotiation. That's how we have succeeded in concluding that negotiation. Whereas the more highly adventurous and aspiring Europeans, including the UK, have included immigration or movement of labour as an important topic to be negotiated and agreed, TPP chose a different approach. In Asia, we do things gradually; we do things step by step. Some other parts of the world do more drastic things and sometimes that's more successful.

Now, I will come back to of course Mr Emmott and thanking him for the many contributions he has made on the bilateral relationship between the UK and Japan. One important effort he has made through books and articles that he has written, is to convey objective picture of Japan to the public, not just in Britain but the English-speaking communities in the world. This is again the value of London and the value of the English media. Through Bill, Japan was introduced

to the world, and I thank you very much, because he was not biased, he was not prejudiced and he was not coloured in any way but he was a faithful observer of what's happening in Japan, what could be a point of interest to western observers as well as to the global community, and he has continuously reported that from the ground. That is indeed the spirit in which he went to Fukushima right after the 2011 Great East Japan Earthquake, which of course was a tragedy. Those tragedies were not manmade. Some may criticise that some of them were manmade, but it was not caused by a human being; nature hit us. When such a disaster comes, the best thing man can do is to minimise any damage or any ongoing tragedy that could happen, and Bill visited the site and then reported numerous times based on his objective and responsible reporting attitude. This unprecedented disaster was conveyed to the rest of the world with the very objective view that Bill used in his reporting to tell the public: don't get overly excited or don't think that everything has been totally destroyed and Japan is not going to come back. He did describe the tragedy very effectively and we are very grateful for that.

Now, at the same time as being an effective, eloquent reporter, he also worked to advise the government of both UK and Japan on how we should promote the deep relationship between Japan and the UK. He has been an active member of the UK-Japan 21st Century Group, he's visited Japan to attend the meeting numerous times and he has been fully engaged in high-level discussion in that form. I also would like to mention – and I don't think all of you know this – Mr Emmott has been teaching in Japan. He's a professor at Shujitsu University in Okayama teaching Japanese students on – of course journalists can teach anything – but I'm sure based on his renowned experience and knowledge. I think what he is teaching is – I haven't seen it but because British education places very strong importance on being an integrated person, not just a genius in mathematics or skilful political manoeuvring – more a total, wholesome education starting with classics. Of course he can't do everything in a short time, but I'm sure that's the kind of lessons he is providing the Japanese students in

Okayama. This is of course is going to allow these students to do well in an international environment, so again I am very grateful for that contribution he is making to the Japanese society.

Now, let me start to conclude my remarks. The Order will be presented to Mr Emmott by me in person, but I am doing this on behalf of my Emperor, and I can assure you that the Emperor and the Imperial family are reading material that you have written. Of course the Emperor has not told me that, so I am off the line in saying this, but I have no doubt. So let me thank you all for attending this ceremony and I now have the great pleasure to confer upon Mr Bill Emmott the Order of the Rising Sun, Gold Rays with Neck Ribbon. Thank you and many congratulations.

(End)