

Statement by Ambassador Ishikawa Hiroshi at  
the Japan Hour Golf Event

27 September 2026

Good afternoon.

I am Ishikawa Hiroshi, Ambassador of Japan to Singapore. I am delighted to be with you today and to enjoy a round of golf together again after two years.

Following last year's rebranding, Japan Hour now uncovers hidden gems from across Japan each week and brings them to Singaporeans.

In addition to "Cycle Around Japan", a new programme, "Getting to Know Beautiful Japan" began broadcasting this month. Through Japan Hour, I hope Singaporeans will enjoy Japan even more.

In recent years, the number of Singaporean visitors to Japan has been growing steadily, with a record-high 730,000 Singaporeans visiting Japan last year.

The Japan Hour has been a powerful contributor to this growth, and its rebranding will definitely boost this trend even further.

As you may know, two big events are ahead of us on the occasion of SJ60: the official visit to Singapore by Her Imperial Highness Princess Aiko, and a mega-event to showcase Japan at Marina Bay Sands, both of which will take place in November.

I sincerely hope that our bilateral ties will be going much further at these significant milestones, and that you will continue to support these celebrations towards the completion of SJ60.

Lastly, I would like to express my heartfelt gratitude to Mediacorp for its unwavering support for Japan Hour, as well as to our esteemed sponsors and partners: ZIPAIR, MUFG, IHI, Takashimaya, TBS, and Sumitomo Corporation. Thank you very much.