

**Address by Mr Toru Nishida  
Managing Director, Panasonic Asia Pacific  
Kid Witness News Global Contest 2015 Awards Ceremony  
Wednesday, 26 August 2015, 15:22 HRS  
Ground Theatre @ SCAPE, Singapore**

Mr Hawazi Daipi <ハワーズィ ダイピ>

Senior Parliamentary Secretary, Ministry of Education & Ministry of  
Manpower of Singapore

Mr Ng Ser Miang <ン セル ミアング> ,

Member of the International Olympic Committee, and Chairman of the  
Finance Commission

Mr Duane Kale <ドウェイン ケイル> ,

Governing Board Member of the International Paralympic Committee

Mr Mark Wallace <マーク ウォーレス> ,

Head of Production, Olympic Broadcasting Services

Distinguished guests, media friends,

Ladies and gentlemen

A very good afternoon to all of you. Welcome to Singapore! I am Toru Nishida, Managing Director of Panasonic Asia Pacific, having taken on this role last April. It gives me great pleasure to be here with you this afternoon.

This year's Panasonic Kid Witness News Global Contest Awards Ceremony is a special one for us. We are proud to host guests from around the world in Southeast Asia for the very first time and also witness Singapore's 50<sup>th</sup> birthday.

Introduced 26 years ago, KWN has come a long way in helping children around the world develop their self-confidence, creativity and communication skills through video journalism. KWN participation has since grown to over 550 schools today, reaching more than 175,000 students across 19 countries.

With technology, the way we communicate has also evolved. Through a rich medium like video, the creator is presented with endless ways to express an idea and engage the audience. This is the very creativity that the KWN programme aims to inspire among our young participants.

Panasonic is proud to provide a communication platform to help unleash the potential of these young minds. Students get the chance to use our professional video production equipment such as high definition broadcast cameras to help tell their stories. We also organise workshops with field professionals, enriching students with real-world experiences in video creation, from planning and scripting, to filming and editing.

Today, we have shortlisted 7 finalists from China, Germany, Japan, Malaysia, Singapore, Thailand and USA for their outstanding video productions. Please join me in giving these students a round of applause.

The theme 'Communication' featured strongly in the finalists' entries, with students focusing on everyday issues faced by their own generation, such as dealing with social media, self-esteem and family relationships. The videos enabled me to see 'The World Through Their Eyes'. I hope the videos will inspire people to take action, create change and share Panasonic's vision of creating 'A Better Life, A Better World'.

This year, to celebrate our longstanding partnership with the Olympic Games, we are introducing 'Sports' as the third theme to KWN. We hope this will give students a chance to learn more about "Olympism", the values of friendship, sportsmanship, respect and excellence. Here, I would like to thank Mr Ng Ser Miang of the International Olympic Committee as well as Mr Duane Kale of the International Paralympic Committee for their wonderful support at our awards ceremony today.

Tomorrow, you will be going on an exciting learning journey in Singapore, starting with a sports video workshop by the Olympic Broadcasting Services, followed by a visit to our Eco Model Factory where you will get to learn more about the green manufacturing initiatives we have in place.

At this point, I want to congratulate all of you for doing your country proud. I would definitely like to see you continue exploring your talents to create more inspiring works in future. Here's wishing you the very best and do enjoy your stay in beautiful Singapore.

Thank you.