



## GO Share Japan Lah! SJ60 Photo & Video Contest: Win Flights, Hotel Stays and Cameras

### Description



The SJ60 Photo & Video Contest celebrates 60 years of Singapore-Japan friendship.  
Image: JNTO Singapore

If you've ever wandered through a cherry-blossom avenue in Kyoto, caught fireflies on a summer night in Hokkaido, or stood ankle-deep in fallen maple leaves somewhere in rural Tohoku - this one's for you. **GO Share Japan Lah!**, the official SJ60 Photo & Video Contest, is calling on Singaporeans to dig out their best Japan shots and share them with the world.

Organised by the Embassy of Japan in Singapore, the Japan National Tourism Organisation (JNTO) Singapore, and J.CLAIR Singapore, the contest is part of the broader SJ60 celebrations marking the 60th anniversary of Singaporeâ??Japan diplomatic relations. Itâ??s an open invitation to contribute your memories â?? and your lens â?? to a collective celebration of a friendship that spans six decades.

## Five Categories to Enter

Submissions are organised into five categories, reflecting Japanâ??s distinct beauty across its four seasons â?? plus a video category for those who prefer to let motion tell the story.

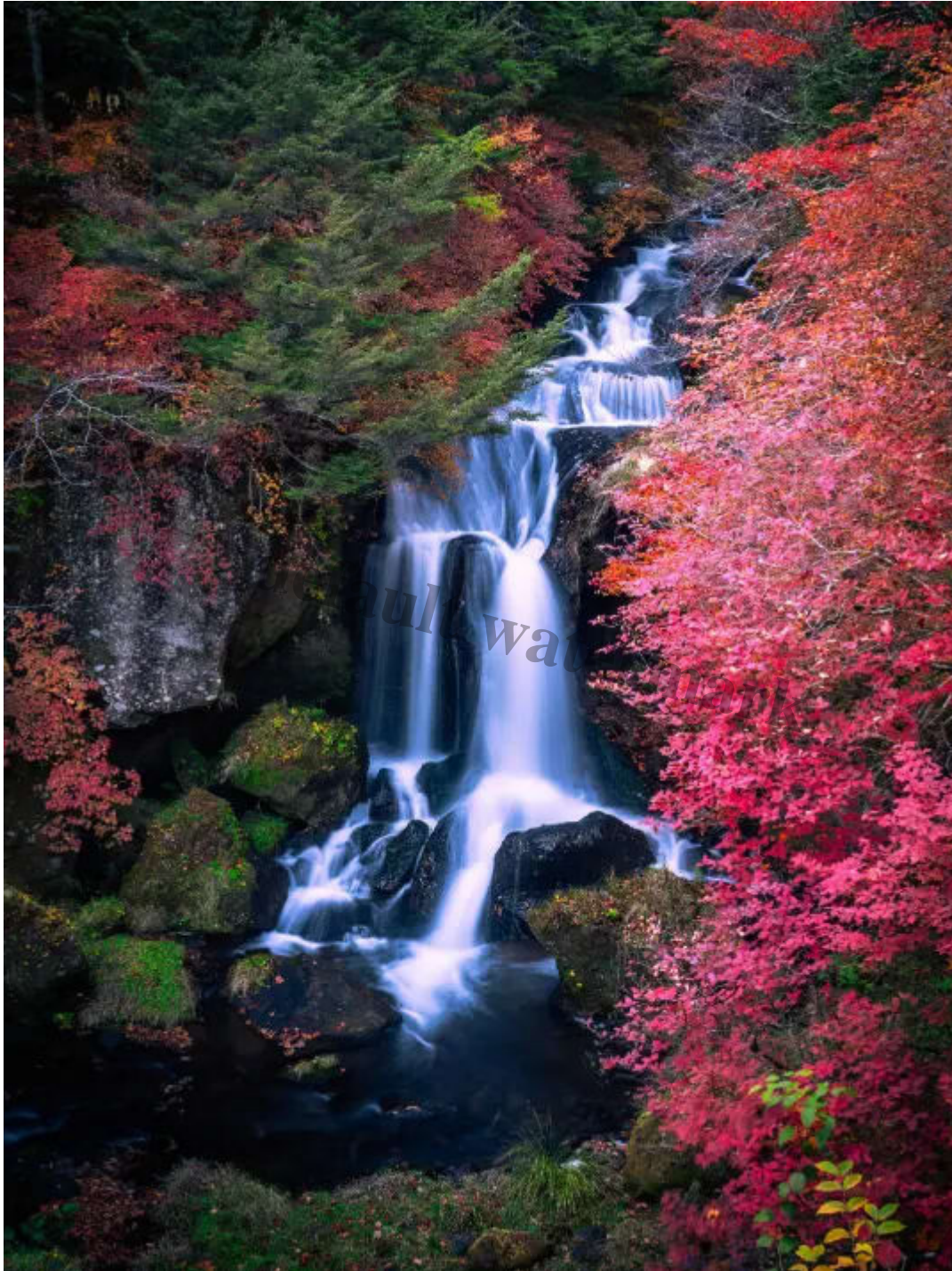


Spring: cherry blossoms, plum blossoms, and colourful blooms across Japan. Image: JNTO

**Spring** (Marchâ??May) is Japan at its most photogenic â?? think flowering cherry blossoms, plum trees, and pastels as far as the eye can see. **Summer** (Juneâ??August) brings a dramatic shift: rainy season gives way to sun-soaked festivals, fireworks, and lush green mountains.



Summer: vibrant matsuri, fireworks, and lush greenery. Image: JNTO



Autumn: red maple leaves and golden ginkgo trees, September to November. Image: JNTO

**Autumn** (September to November) is all about the koyo — the vivid reds and yellows of maple and ginkgo that sweep across the country. And **Winter** (December to February) transforms Japan's north into a glistening wonderland of snow festivals and illuminations, with some Northern regions dipping as low as  $-20^{\circ}\text{C}$ .



Winter: glistening snowscapes, winter festivals, and nighttime illuminations. Image: JNTO

For the **Video Category**, the brief is equally evocative: let Japan's landscapes breathe, and share the country in motion.

## Grand Prizes Worth Getting Your Camera Out For

The prize pool is seriously impressive, and the category winners walk away with some significant hauls. Grand prizes on offer include:

- **All Nippon Airways (ANA)** – One Economy Class return air ticket (Singapore–Japan–Singapore)
- **Imperial Hotel Tokyo** (via JTB Sales Office) – A complimentary 2-night stay for 2 persons
- **Japan Airlines (JAL)** – One Economy Class return air ticket (Singapore–Japan–Singapore)
- **Nikon Singapore** – Nikon Z50II + NIKKOR Z DX 16–50mm F/3.5–6.3 VR kit
- **Sony Electronics Singapore** – Sony Î±6700 APS-C Mirrorless Camera (ILCE-6700K)

Runner-up prizes include a Canon PIXMA TS8870 inkjet printer, a JR East Pass, a JTB travel voucher worth SGD 300, Hokkaido Tokachi wine, and assorted regional mascot goods from J.CLAIR Singapore. Not bad for a single photo submission.

## How to Enter

The process is straightforward. Select a photo or video you captured in Japan on or after 1 January 2024, complete the official application form via the Google Form on the [JNTO Singapore contest page](#), and submit by **13 September 2026 at 23:59**. Winners receive a notification in November 2026.

A few things to note: all entries must be original works that haven't previously won awards in any other competition, and if your photo features identifiable individuals, you'll need their prior consent before submitting. Judges will be looking for entries that best capture the unique character and beauty of Japan's four seasons with special consideration given to shots taken outside the major metropolitan areas of Tokyo, Osaka, Kyoto, and beyond.

Whether you've been hoarding your Japan photos waiting for the right moment, or you're already planning a trip with this contest in mind, GO Share Japan Lah! is a timely reason to revisit your camera roll. Full details and the submission link are available at [japan.travel](#).

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