

# Cool Japan Initiative

---

Creative Industries Division

Commerce and Information Policy Office

**Ministry of Economy, Trade and Industry**

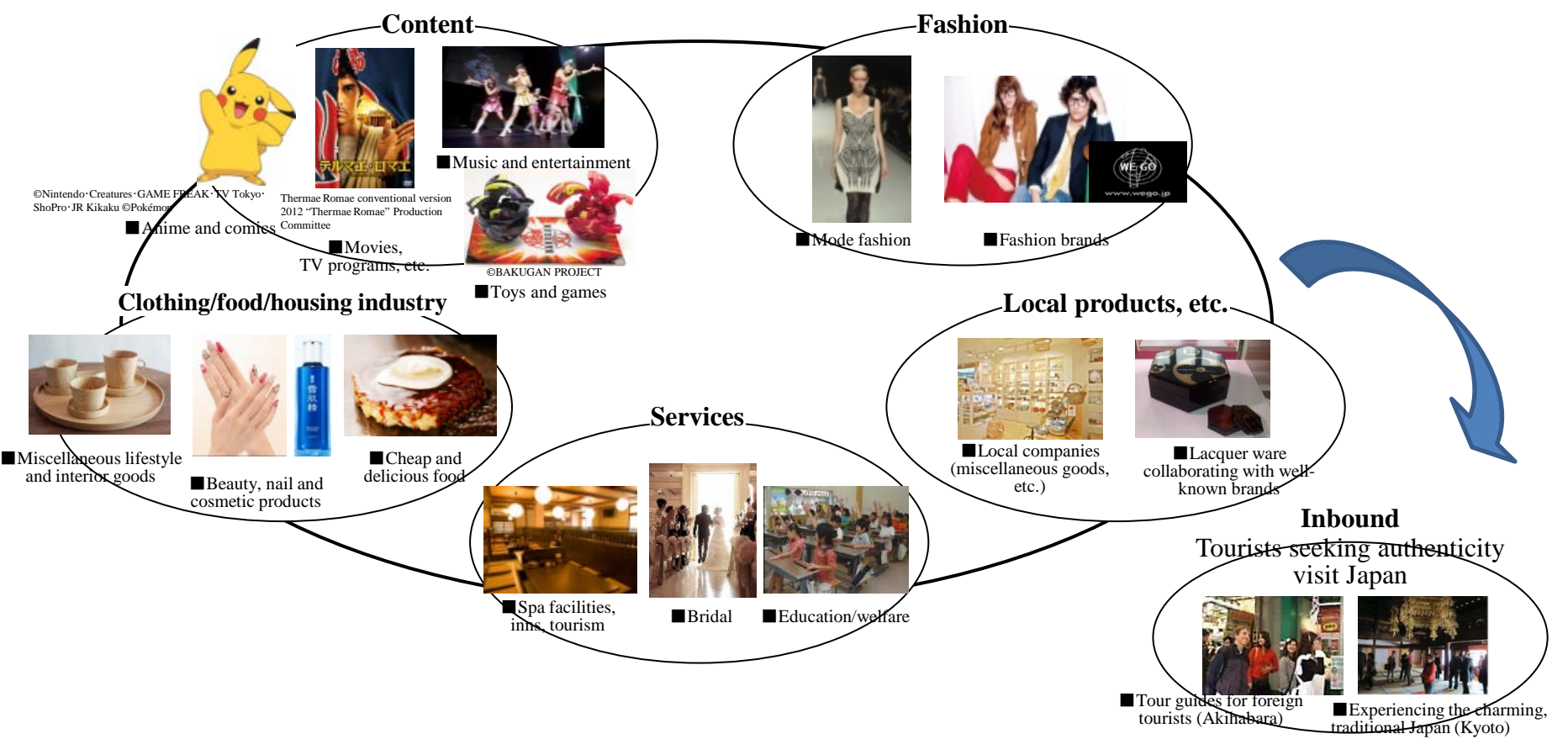
July, 2015

# Cool Japan Initiative

The Cool Japan Initiative aims to

- ✓ Actively promote Japanese attractive goods and services on a worldwide scale
- ✓ Become a driving force for Japan's economic growth

## Target images



Cool Japan-related businesses: a wide range of Japanese businesses representing Cool Japan (Japan's strengths and attractive qualities - covering content, clothing/food/housing, services, advanced technologies (electrical appliances, automobiles, robots, etc.), leisure, local and traditional products, education, tourism, etc.).

# Cool Japan Initiative

## Current Status

- ✓ Japan's creative industries such as content, fashion, animation have been gaining popularity worldwide.
- ✓ However, those Japanese industries cannot fully transform their attractiveness into business.
- ✓ The bottlenecks are lack of
  - Dissemination of information to overseas markets
  - Funding risk money by banks and investors
  - Successful business experience in overseas markets
  - Overseas base for launching business mainly for SMEs※, etc.
- ✓ To resolve these problems, Japanese Government is advancing the 'Cool Japan Initiative'.

※SME= small and medium sized enterprise

## Support for Overseas Expansion

### 1. Japan Boom Overseas

- ✓ Overseas expansion of Japanese content

Localization support, etc.

### 2. Business Development Overseas

- ✓ Increasing overseas base for launching business

Supplying risk money, etc.

### 3. Consumption in Japan

- ✓ Increasing foreign tourists

Visit Japan Campaign, etc.

# 1. Japan Boom Overseas - (1) Support for overseas expansion and localization of contents

## J-LOP + (Japan Localization and Promotion)

- We subsidize the expenses of localization and promotion of Japanese contents to expand Japanese contents overseas. Efforts such as subtitling a movie, dubbing a film and placing advertisements can be supported by this project.
- We started this project in 2013 and we have supported around 3,800 projects over these 2 years leading to the development of business model with contents.

### Localization Support

#### Anime



© SAKURA PRODUCTION / NIPPON ANIMATION

“Chibi Maruko-chan”  
Target country: China

#### Digital Comics



© Fujiko-Pro

“Doraemon”  
Target country: English speaking world

### Promotion Support

Example of effective promotion with Doraemon

SHARP × Doraemon



SHARP produced a commercial where Doraemon appeals the high quality of electronic devices and broadcasted it through major media in several ASEAN countries.

### ◆ Contact Information ◆

official website 『J-LOP+』  
<http://j-lop.jp/plus/>

※The application form can be downloaded on this website. (only in Japanese)

※The project management office is holding meetings to explain how to apply for the subsidiary for interested companies. Please register to attend the meeting through the website.

### Overseas Expansion of Local Contents



Hokkaido TV localized a TV program to deliver the attractiveness of the local area and broadcasted it overseas.

They also promoted the local products in collaboration with the program and achieved a sales growth of around 30 % compared with the previous year.



# 1. Japan Boom Overseas - (2) Organizing events in Japan and disseminating the attractiveness of Japan

## Disseminating the attractiveness of Japan to the world

Making Japan's attractiveness widely recognized overseas is thought to have various effects, such as increasing visitors in Japan from overseas, increasing business opportunities of Japanese SMEs in both domestic and foreign markets, etc.

The project invites influencers(\*) to local areas and gather data of attractiveness of SMEs products or services and sightseeing area. After that, influencers will cover attractiveness of their products through the media.

※ influencer = a person who exerts an influence on consumers

【 Project team 】 ASATSU-DK INC.

### Inviting Influencers to Japan

- Influencers are invited to local Japanese areas to gather information about the attractiveness of SMEs products or sightseeing areas.



### Disseminating the attractiveness of Japan

- They will cover the attractiveness of SMEs products and sightseeing areas through the media such as TV, magazines or SNS.
- After that, we will ascertain how much influence of these media have.



### Making videos of this project

- Making videos of the influencers visiting the local areas for Cool Japan promotion.
- In order to contribute to enhancing the momentum of the local areas, this video will be shown to all over the world through website and other medias.



# 1. Japan Boom Overseas - (2) Organizing events in Japan and disseminating the attractiveness of Japan

## Developing an application to promote information about sake to consumers

To make the attractiveness of Japanese Sake more widely recognized overseas, the project develops an application for smartphones that reads sake labels (approximately 10 brands) and provides information such as alcohol percentages, how to drink, quality and the background. The project will also benefit the whole IT system.

【Project Team】ASATSU-DK INC.

### Verification of benefit of this IT system

- Developing an application by reading sake labels and providing relative information.



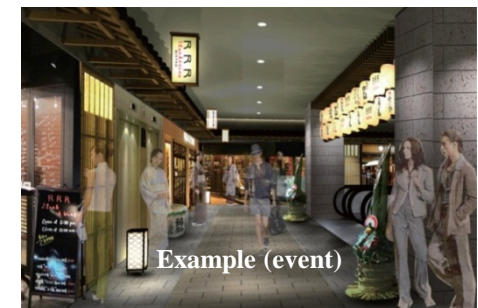
### Preparing Japanese and English editions

- The project prepares Japanese and English editions of the sake information.



### PR and research

- We will upload a website providing the same information as the application.
- We will hold an event to promote the application abroad.



# 1. Japan Boom Overseas - (3) PR at EXPO MILANO 2015

## Outline of EXPO MILANO 2015

- The 2015 Universal Exhibition, Milano 2015 (hereinafter referred to as Expo Milano 2015) is held in Milano, Italy for 184 days, from May 1 through October 31. During the Expo, a variety of appealing pavilions are exhibited under the theme of “Feeding the Planet, Energy for Life.”
- The Government of Japan is to showcase the Japan Pavilion under the theme of “Harmonious Diversity.”, and along with the private sector of Japan has provided the Japan Salone, which shows the attractiveness of Japan and holds business meetings, in Milano city. Japan Day, the national day, will be held at Milan EXPO on July 11, 2015.

### Showcasing “Cool Japan” at Japan Pavilion

Japan Pavilion, the Government of Japan showcases the attractiveness of Japan as follows,

- Traditional crafts which were created in collaboration between master craftsman and Mr. Oki SATO, a world-famous designer have been exhibited,
- Images of Anime, J-pop and sightseeing have been broadcasted,
- Traditional crafts including tableware and lacquered chopsticks have been used at the Japan Pavilion Restaurant.



### Showcasing “Cool Japan” on Japan Day

Japan Day, the national day, will be held at EXPO Milano on July 11, 2015, which will have live entertainment and a parade of Japanese summer festivals from some regions in Japan.



Japan Pavilion

### Showcasing “Cool Japan” at Japan Salone

- Japan Salone has been established in Milano city to promote Japanese goods and services.
- The booth exhibiting traditional crafts has been displayed at Japan Salone, and the event for introducing Japanese traditional entertainment and art will be held around Japan Day.



Exhibits at Japan Pavilion

# 2. Business Development Overseas – (1) Product development and collaborating with partners

## “The Wonder 500™”

“The wonder 500™” is a project to find out prominent products, foods and tours from around the nation and help their overseas network expansion, promotion and marketing in cooperation with global marketing experts. Through this project, we aim to solve the issues encountered by companies when expanding business overseas by themselves that will lead to successful business in a global market.

【 Project team 】Revamp Corporation



### Discovering the 500 products

- Around 30 global marketing experts will be sent to local regions and nominate not-yet-exported domestic products that will be successful overseas
- Companies and local organizations can also submit their own applications which will be accepted as ‘prominent products’ if that could pass the judgments. (May to July 2015)
- Events will be held in 6 areas to promote cooperation between local enterprises and producers (September 2015 to March 2016 )



Marketing experts at factory

### PR

- The project plans to support related businesses, trade fairs and other events will be organized at home and abroad.
- The project will support the network-building, PR and marketing needs to develop effective new sales channels outside Japan.

### Story book and WEB

- The 500 winning products and services will be highlighted in a special promotional book which will be written in Japanese and English.
- At the same time, a website will be created to highlight their features and provide background information about their areas of origin
- The bilingual Japanese and English book will be distributed to buyers, media and other key players.



Image (story book)



Image (overseas exhibition)



## 2. Business Development Overseas – (1) Product development and collaborating with partners

### “NIPPON QUEST” - Discover a part of Japan the world has never seen -

“NIPPON QUEST” is a project to promote special products and services rooted in local regions in cooperation with local organizations. Japanese government subsidizes the expenses for creating a website to introduce those products and services and hosting events to exhibit and appeal them in Japan and all over the world. Through this project, we encourage local organizations to play leading roles in promoting the products and services to foreigners and expanding the business to the global market which will lead to vitalization of the local areas.

【 Project team 】 Hakuodo Incorporated



発見、発信！世界が知らないニッポンを。  
Discover Nippon, the world has never seen.

#### WEB platform

- Creating and managing a website for local organizations to introduce their special products and services.
- Developing functions such as sharing, rating and making comments as well as posting.
- This website can be used in several languages and you can search information according to the criteria such as theme, category and area.



(image)

#### PR events

- Holding events to exhibit and promote the special products and services which will be selected from the list on the website
- Providing opportunities for business matching between the products owners and media companies and distributors.
- When promoting sightseeing places for tourists, video and pictures will be utilized for effective promotion.



(image)

## 2. Business Development Overseas – (1) Product development and collaborating with partners

### “MORE THAN PROJECT”

- SMEs which produce attractive products, “Japan Brands”, have various problems expanding their business overseas. In order to solve these problems, we support those trying to expand their business overseas.
- Selected projects are able to get partial subsidies, expand a network among them and help promote their products through the website.

【Project team】Loftwork Inc.

【WEB】 <http://www.loftwork.jp/home/ideas/morethan.aspx>

**MORE THAN**  
FUJIYAMA, SUSHI,  
SAMURAI, GEISHA  
**PROJECT**

#### Supporting SMEs × producers taking on the world

- SMEs, with products showcasing the local regions and culture, together with the project’s producers are supporting market research, product enhancement, PR and distribution operations designed to expand sales channels overseas.

#### Appointing frontline experts as advisors

- We have called on a number of leading key figures from various industries to act as advisors. They know exactly how to leverage the strengths and allure of Japan in product development and how to communicate in markets abroad.



#### Supporting communications & promotional initiatives

- We will be keeping you up to date with each phase of the project through reports periodically posted on the official project website. We will be supporting communication that showcases not only the finished products, but the project’s processes as well.



## 2. Business Development Overseas – (1) Product development and collaborating with partners

### Matching between corporations

#### “MATCHING FESTIVAL (MORE THAN PROJECT)”

- Following to the successful matching event held in 2014, we plan to organize the event in corporation with MORE THAN PROJECT team in September 2015.
- In 2014, we held the matching event inviting producers, distributors, entrepreneurs who offer products for the Japan market, designers, and buyers from overseas as well as the selected 16 teams of “Japan Brands”. Also we held workshops and sessions offering various perspectives on how to sell Japanese products and materials to the world.



(image)

Organized by : METI, Loftwork Inc.

#### “Cool Japan Business Matching Grand Prix 2015”

- In cooperation with METI, RACE Inc. held the event to match businesses with possible business partners and supporters such as business managers and banking facilities on 19 May, 2015.
- Opportunities for companies hoping to make inroads in foreign markets to give presentations and share plans on the processes involved in this project.



Organized by: RACE INC.

In cooperation with: METI

<http://cooljapan-c.jp.com/>

Next Date: 20 October, 2015

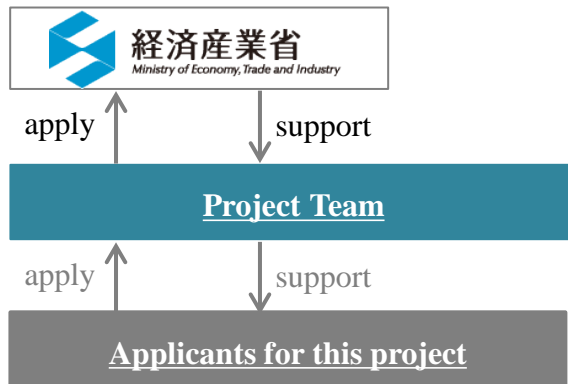
## 2. Business Development Overseas - (2) Matching with local companies

### “World Trial Project “ (Support for Japanese companies displaying at overseas exhibitions)

- In order to encourage advancing the number of Japanese companies into developing countries, the project will hold business seminars and business matching with Japanese and local companies in four developing countries.
- This project selects the implementing company and then:
  - Outline (1) sets up a Cool Japan booth or event at the exhibition
  - (2) selects participants and supports them to display at the exhibition
  - (3) plans and manages business seminars and business matching
  - (4) supports promotion around the world
  - (5) holds report conference

【Project Team】 Vector, Inc.

\* Applicants which want to display at exhibitions overseas will be able to apply for this project after July.

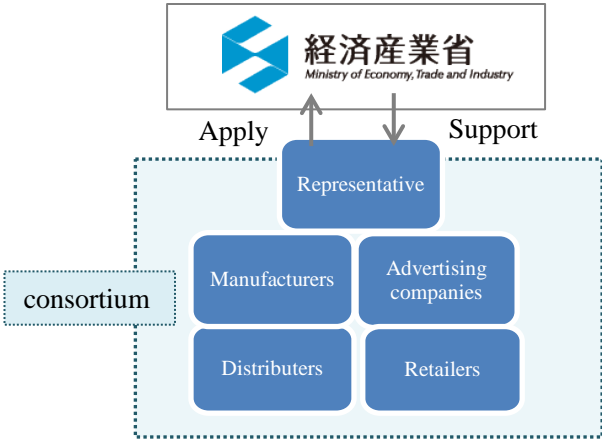


# 2. Business Development Overseas - (3) Test Marketing

## “Test Marketing Project”

This project supports groups including manufactures, distributors, advertising companies and retailers who try to test marketing their goods or services, promoting and displaying them at exhibitions.

【Project teams】 Total 3 teams; Apparel web, BS-Fuji and Beat Communication



- Subsidy rate : 2/3 (SMEs) or 1/2 (except SMEs)
- Project Period : June, 2015 ~ end of March, 2016
- Target field : Apparel, fashion (including accessories, accessories related products), content, lifestyle goods (including interior goods), food, crafts from all areas in Japan (including traditional crafts) and services associated with these goods
- Target area : Developing Countries such as Asia, East Europe, South America, the Middle East, Africa

1. Selecting goods

- Selecting goods and services based on demand of developing countries for test marketing

2. Forming teams

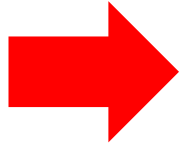
- Forming teams with various industries
- These teams try to cultivate new market

3. Test marketing

- Test marketing, promoting or displaying at exhibitions
- Collecting and analyzing customer data
- Getting knowhow of distribution

4. promotion

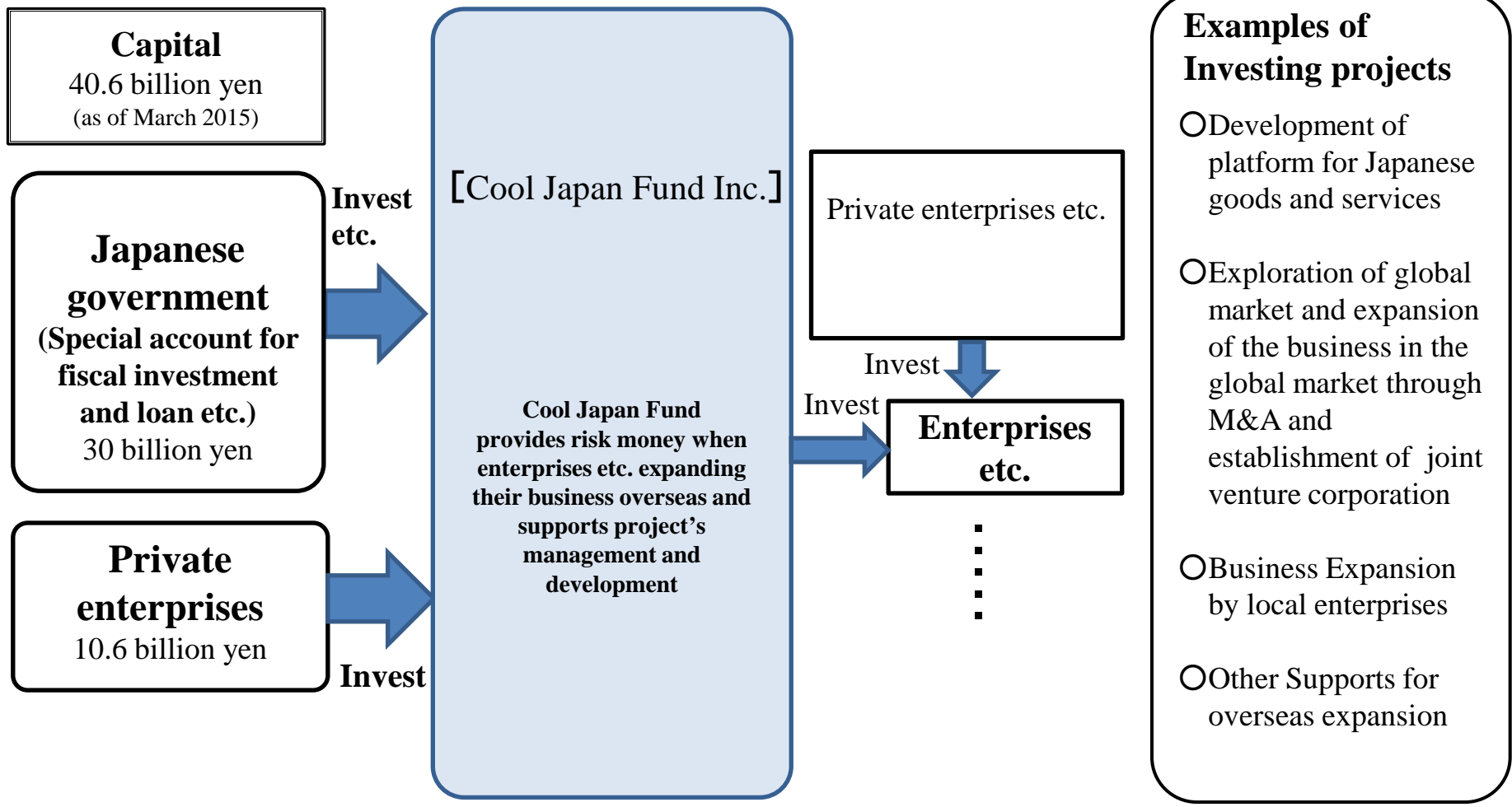
- Promoting goods and services from local media
- Verifying effective promotion
- Bolster up sales and popularity



- ① Creating continual business models based on the result from the project
- ② Creating other companies succeedingly

## 2. Business Development Overseas - (4) Cool Japan Fund

Cool Japan Fund was founded in November 2013 as the public-private fund with the aim of supporting and promoting the development of demand overseas for excellent Japanese products and services by providing risk capital for businesses across a variety of areas.



**※Duration of the fund: around 20 years**

# 2. Business Development Overseas - (4) Cool Japan Fund

## Mission of Cool Japan Fund

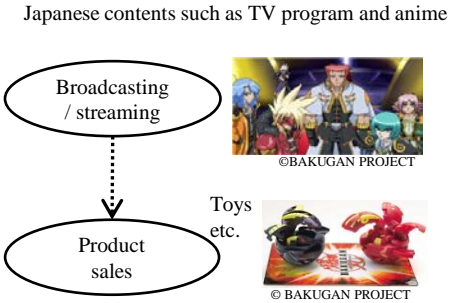
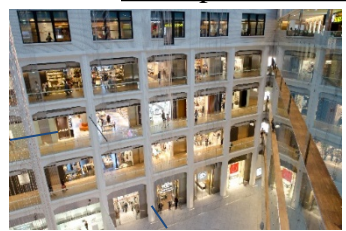
- To provide risk money as an incentive to encourage investment by private sectors and to develop a sales base and supply chain as a platform to gain global market
- To offer more opportunities to local enterprises, SMEs, creators and designers so that they can expand and run their business globally.

### 《Major project types》

#### ① Platform development

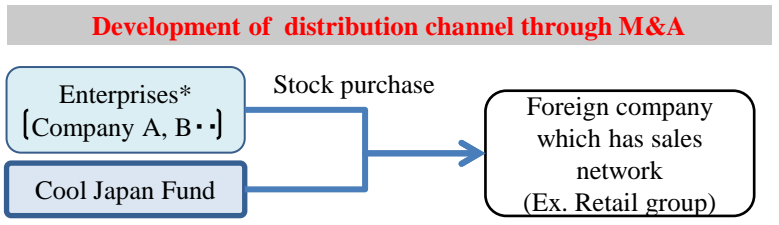
- ✓ To promote Japanese goods and services all together and create a valuable Japanese brand in the global market.

Ex. Japan Mall, Japanese Food Court



#### ② Supply-chain development

- ✓ To build distribution networks for Japanese goods and services in overseas markets.



#### ③ Support for regional companies

- ✓ To promote the attractiveness of local regions to the world in corporation with other projects including the platform development and supply-chain development



Copperware of TAKAOKA city



Japanese sake



Cake shops







Bridal services

## 2. Business Development Overseas - (4) Cool Japan Fund

As of April 6<sup>th</sup>, 2015

※The amount of investment by Cool Japan Fund is maximum and it might be affected by the fluctuations in exchange rate

### List of Invested Projects

Category	Title	Countries	Enterprises (investment by Cool Japan Fund)	Details
Contents	E-commerce of Japanese Pop Culture	Worldwide (U.S.A/ Indonesia etc.)	Tokyo Otaku Mode Inc. ( 1.5 bn. )	Improving social media to spread information about Japanese pop culture like anime and manga to customers overseas, and operating an e-commerce website to sell related products 
	Internet streaming and e-commerce of official Japanese anime content	Worldwide	BANDAI NAMCO Holdings Inc., etc. (total 5 bn.) ( 1 bn. )	Developing the platform for simultaneous internet streaming and e-commerce business for official Japanese anime content and anime related goods
	Localization of Japanese contents	Worldwide	Imagica Robot Holdings Inc., Sumitomo Corporation (total 19 bn.) ( 7.5 bn. )	Purchasing 100% of the stock in SDI Media Group, Inc. the world's leading provider of media localization services to accelerate distribution of Japanese contents around the world in more than 80 languages 
	Content creator development	Asia/ Europe/ Australia	KADOKAWA Contents AcademyCo.,Ltd., etc. (total 1 bn.) ( 0.45 bn. )	Expanding training schools for content creators with deep understanding of Japanese content in numerous foreign countries 
	Japan-style entertainment contents	Asia (Taiwan/ Thailand etc.)	Yoshimoto Kogyo Co., Ltd., etc. (total 2.1 bn.) ( 1 bn. )	Creating and distributing Japanese entertainment content throughout Asia and promoting Japanese events and products
	Japan channel	Worldwide	SkyPerfect JSAT Corporation (total 11 bn.) ( 4.4 bn. )	Operating and expanding "Japan Channel" in more than 22 countries and executing related businesses such as music events and merchandise sales. 



## 2. Business Development Overseas - (4) Cool Japan Fund

### List of Invested Projects (cont.)

※The amount of investment by Cool Japan Fund is maximum and it might be affected by the fluctuations in exchange rate

Category	Title	Countries	Companies (investment by Cool Japan Fund)	Details	
Life style	Japan Mall	Malaysia (Kuala Lumpur)	Isetan Mitsukoshi Holdings Ltd. (total 2 bn.) ( 1.07 bn. )	Creating the world's first Cool Japan commercial facility as a hub for Cool Japan	
	Japan Mall	China (Ningbo)	H2O Retailing Corporation, etc. (total 51 bn.) ( 11 bn. )	Constructing a large-scale commercial facility which will be a model for the further developments of the facilities	
Food	Cold Chain for Japanese Food	Viet Nam (Ho chi minh)	Japan Logistic Systems Corp. etc. (total 1.5 bn.) ( 0.926 bn. )	Building a cold chain including sophisticated cold storage to expand the distribution network for high quality, fresh, chilled and frozen food products from Japan.	
	Japanese Food Town	Singapore	the Japan Association Of Overseas Promotion For Food & Restaurants (JAOF), etc. (total 1 bn.) ( 0.7 bn. )	Creating Japan Food Town as a platform for early-stage food companies and SMEs and offering the best of Japanese flavor and hospitality	
	Japanese Tea Cafe	U.S.A	Maetaku Co., Ltd. etc. (total 0.52 bn.) ( 0.26 bn. )	Developing a US-based Japanese tea cafe with its roots in Nagasaki Prefecture and serving various Japanese products including drinks, sweets and plates.	
	Restaurant service as a platform for Japanese food	Europe U.S.A Australia	Chikaranomoto Holdings Co., Ltd. ( 0.7 bn. ) Loan 13 bn.	Opening of Ramen restaurants in major Western cities and establishing "central kitchens" which are available for other Japanese restaurants leading to the establishment of a wide range of Japanese food brands including sake	

### 3. Consumption in Japan – (1) Inbound Tourism with Cool Japan-related business

- We encourage Cool Japan-related corporations to develop their business abroad. Their goods and services also work to cultivate the interests and attract tourists to Japan seeking authenticity.
- As shown in the below cases, for such inbound tourism, it is essential that the organizations across the public and private sectors in the region work in partnership to utilize their goods and services as unique tourist attractions with the view of tourism management to aim the sustainable growth of their entire local economy.
- We support the corporations through all means, such as by introducing advisors well experienced in foreign markets, and by providing platforms and opportunities abroad for their effective marketing and promotion.

#### TV Drama

Narita city succeeded in inviting Thai TV drama “Rising Sun” shooting. As the drama became popular in Thailand, more people come to Narita to visit the related places to the drama.

\* Visitors from Thailand to Narita

Year	Number of visitors
2013	36,000
2014	82,000



#### Anime

Yuwaku Tourism Association and other local corporations collaborated with the anime “Hana Saku Iroha”, inspired by Yuwaku hot spring, Ishikawa. They realized the fictitious festival “Bonbori Matsuri” which appeared in the anime and it attracts fans from Japan and abroad.

\* Visitors to *Bonbori Matsuri*

Year	Number of visitors
2011	3,000
2014	12,000



#### Factory

The Tsubame-Sanjo Factory Festival sees the factories in the Tsubame-Sano area, renowned for producing high quality metal products, invite visitors inside to experience the spirit of product making, with guides who understand and interpret the techniques to foreign tourists.

\* Visitors to the Festival

2014	12,000
------	--------

(including approx. 100 foreign tourists)



#### Craft

Kanazawa City Tourism Association promotes “Kanazawa Craft Tourism”, offering the plans to experience and enjoy Kanazawa’s traditional arts and crafts, such as Kaga Yuzen, lacquerware, Kaga Makie, on their website in 6 languages.

\* Visitors to Kanazawa City

Year	Number of Visitors
2012	5,140,000
2013	5,630,000

