

Cool Japan Initiative

Cabinet Office
Intellectual Property Headquarters



Japan. Cool Japan.

What is “Cool Japan” ?

“Cool Japan” includes contemporary Japanese culture and products such as animations, manga, characters and games, etc. Japanese traditional cuisines and commodities in which people discover new values are also “Cool Japan”. Japanese high-tech robots and cutting-edge green technologies are “Cool Japan” too.

■ Manga/Animation

○ ONE-PIECE

More than 60 million manga books are published in more than 35 countries. Animation movies were showed in 40 countries.

○ NARUTO

More than 75 million manga books are published in more than 35 countries. Animation movies are showed in more than 80 countries.

■ Character

○ HELLO-KITTY

Sold in more than 100 countries.

○ Pokemon

Total more than 3.6 trillion yen (about 36 billion dollars) of related games and goods are being sold.

■ “ Ka-wa-ii fashion”

■ Japanese Cuisine

○ Number of Japanese restaurants overseas increased from 24 thousand (2006) to 89 thousand (2015).

Ex. Sushi, Tempura, Ramen

■ Traditional culture

○ Traditional Crafts

○ Bonsai

Popular in Europe after 1990s.

“Cool Japan initiative” by Cabinet Office

Total Coordination

- From 2012, Minister in charge of “Cool Japan” Strategy is coordinating overall Japanese “Cool Japan” promotion policies of ministries in various fields.
- Intellectual Property Strategy Headquarters is aiming at achieving consistency, comprehensiveness and synergy effects of “Cool Japan” policies.

Cool Japan public-private partnership Platform

- **“Cool Japan public-private partnership Platform”** was enacted in December 2015.
- This platform consists of 12 ministries, 5 public institutions, 45 private entities that deal with contents, foods, tourisms, manufacturers, distributors, etc.
- The platform has “Advisory Board” with 21 private sector executives and specialists.
- As major activities of this platform, An **overseas promotion event**, **“Matching Forum”**, and seminars for the platform members, etc. are being planned.

Networking of “Cool Japan hubs”

- There are many spots that deal with “Cool Japan” contents, products, services, etc. By networking these “Cool Japan hubs”, total attractiveness and educational / business-development roles of these places can be enhanced.
- To this end, related private and public sector members are discussing the roles and collaboration measures of “Cool Japan hubs” . The final report of this review is to be made in 2017 spring.

Major Undertakings within the Cool Japan Strategy

| | Information Communication | Overseas Expansion ("Earning" Overseas) | Inbound Promotion |
|---------------|---|--|---|
| Cross-cutting | <p>Promotion of Japanese Brand</p> <ul style="list-style-type: none"> • Website (JapanGov) • Comprehensive information dissemination via e-books • Japan House | <p>Support via the Cool Japan Fund</p> <ul style="list-style-type: none"> • Supply risk money in connection with the overseas promotion of content, establishment of sales hubs for Japanese goods, etc. <p>Support for Overseas Sale Channel Development</p> <ul style="list-style-type: none"> • Support production, test marketing, business matching and other aspects of overseas expansion | <p>"Visit Japan"-related Projects</p> <ul style="list-style-type: none"> • Inter-agency, public-private and national-regional promotion of tourism to Japan (e.g., overseas promotion of the tourism appeal of Japan; invitation of overseas media and travel agencies to visit Japan; attendance at travel expositions; support for development and sale of travel tours to Japan) |
| Content | <p>Overseas Expansion of Content Industries</p> <ul style="list-style-type: none"> • J-LOP (support for localization and promotion) • International trade fairs (CoFesta) • Support Japanese film production; support international joint film production | | |
| Food | <p>Promotion of Japanese Cultural and Food & Beverage Appeal</p> <ul style="list-style-type: none"> • Top Sales, TV and commercial broadcasting • Utilize Top Chef • Utilize overseas embassies and consulates • Do PR at receptions for international conferences, etc. • Promote/raise awareness via sake brewery tours, etc. | <p>Support for Overseas Offices</p> <ul style="list-style-type: none"> • Dispatch eager companies to prominent commercial facilities overseas • Support virtual store expansion <p>Agricultural, Forest and Fishery Product and Food Export Promotion</p> <ul style="list-style-type: none"> • Promote exports via product-specific export groups • Establish marketing hubs | <p>Utilization of Food to Expand Tourist Numbers</p> <ul style="list-style-type: none"> • Cultivate chefs capable of accommodating inbound tourists <p>Enticement of Tourists to Rural Villages</p> <ul style="list-style-type: none"> • Develop a system for bringing foreign tourists to rural villages • Facilitate promotions |
| Culture | <p>Overseas Promotion of the Arts and Traditional Culture</p> <ul style="list-style-type: none"> • Promote Japanese culture and cultural exchange via overseas embassies, consulates, the Japan Foundation, etc. • Promote Japanese contemporary art overseas; communicate the appeal of Japanese cultural heritage; promote development of arts and culture-creation cities | | |

Envisioned Matching Forum-facilitated Collaboration

Meetings of the Matching Forum facilitate the creation of highly synergistic cross-sector business projects having a strong ripple effect.

Envisioned Projects

Manufacturing × Creative content

Develop products incorporating the world-view and cartoon characters of the creative content industry in order to appeal to even customers with little prior interest in said products.



Food × Tourism

Bring together farmers and food-related businesses from across Japan at a single, large event to provide consumers with an enjoyable venue to experience product value.



Technology × Creative content

Show technology within the context of music videos and other creative content to reach a wide audience and convey its technological sophistication.



Traditional crafts × Design

Incorporate cutting-edge design in traditional crafts in order to appeal to even young consumers and others with little prior interest in traditional crafts.

