Cool Japan Strategy Public-Private Collaboration Initiative

- The Cool Japan Strategy Promotion Council was formed in January 2015 with the participation of members from the private sector to deepen the Cool Japan Strategy.
- The Council, based on five perspectives on deepening and enhancing the Cool Japan Strategy, put together private-sector project models and government cross-cutting initiatives.

Five Perspectives on Deepening and Enhancing the Cool Japan Strategy

1. Connect diverse initiatives laterally and organize them from a design perspective to boost attractiveness.
2. Take a big-picture view of public and private activities and bring them together.
3. Construct a human resources hub to draw creative people from around the world to Japan.
4. Reorganize the attractions of Japan from the view of non-Japanese and enlist non-Japanese people to disseminate and expand the attractions of Japan.
5. Develop regional attractions so they will be accepted overseas.

Four Private-Sector Project Models - Project Ideas -

- It is hoped that the private sector will implement the following projects while making use of government assistance.

  Design
  - Establish a design lab / school that will bring overseas designers to Japan.

  Content
  - Establish an agent organization and a content usage hub that will propel the unified overseas expansion of Japan’s music industry.

  Cuisine
  - Construct a system to convey the attraction of Japanese cuisine through the establishment of a graduate school in cuisine and key city hubs.

  Regions/Tourism
  - Establish a framework local Cool Japan production businesses that unearth and refine regional attractions.

Government Cross-Cutting Initiatives - Action plan -

- Create a public-private partnership platform to organize joint public-private projects.
- Government branches work together to assist private-sector initiatives aimed at constructing hubs that bring together people and information from many fields and disseminate information.
- Creation of networks of ambassadors composed of non-Japanese Japan fans.
- Establish regional Cool Japan consulting offices in cooperation with JETRO and local governments.
- Create lists of regional producers and provide regions with information.

Note: Implement a total of 32 initiatives, including those above, that pertain to information dissemination, overseas expansion, inbound tourism stimulation, and unearthing and conveying regional attractions.
Design Lab / School

- Transform Tokyo, Japan into a global design hub by means of establishing the world’s foremost design lab / school.

- Invite the world’s leading designers from overseas and Japan. Conduct research projects and training programs in English.

- Pursue joint projects with many universities and private corporations with a focus on fields where Japan holds an advantage (such as materials, biotech, and robotics). Become the trigger for accelerated industrial innovation.

- Launch quickly as a lab and focus initially on building a track record with global appeal. Over the mid-to-long term, evolve into a graduate school that supplies advanced designers to industry.

photo by Dan Rubbo, "Robotic Arm Lifting Dice" https://flic.kr/p/6AHmE8
J-Pop Agent Organization and a Video Content Streaming Hub

- Establish a J-Pop agent organization that will propel the unified overseas expansion of the music industry
- Construct a video content streaming hub

J-Pop agent organization (1)
- Establish bases in key cities abroad
- Construct relationships with local media and sponsors to assist the local promotions and live events of many diverse artists

J-Pop agent organization (2)
- Include collaborations with other fields (such as anime and fashion) to boost the drawing power of events and cut costs by centralizing equipment transport

Video content streaming hub
- Arrange archives of anime series and other past video content and construct a hub where visitors view all the content they want (making use of the Takeshiba District National Strategic Special Zone)

Tokyo Ska Paradise Orchestra at Japan Night in Jakarta @ The Kasablanka, April 4, 2015

Takeshiba District National Strategic Special Zone CiP logo
Graduate School of Cuisine and Markets in Cities Abroad

- Create a system that continues to convey the attractions of Japanese cuisine, at home and abroad, by setting up a graduate school of cuisine in Japan and bases in key overseas cities.

- Set up a graduate school of cuisine in Tokyo as a hub for communicating information about Japanese food.

- Hold a Japan Harvest Week in the autumn in Tokyo, consisting of numerous harvest festivals and events held in each region of Japan, and turn the week into a tourist event.

- Set up hubs at food courts and markets in key overseas cities to popularize Japanese cuisine. Use the hubs as centers for distribution to expand local food services and to attract inbound tourists.
Local Cool Japan Production Businesses

Set up Local Cool Japan Production Businesses to develop, in a comprehensive fashion, regional resources with the aim of unlocking overseas demand.

- Set up local Cool Japan production businesses under industry-government-academic financial partnerships and construct networks of specialists in Japan and abroad.
- Assist the discovery, curation, communication, and overseas expansion of regional resources.
- Strengthen expansion ability through collaborations with other government measures (Visit Japan, projects conveying the appeal of Japanese cuisine and Japanese food culture, and projects that stimulate the creative industries).

Examples of applying attractions lying dormant in regions:
Using Japanese umbrella techniques to make lighting fixtures.

Photo credit: Genki Japan
Photo credit: Hiyoshiya
Photo credit: Hiyoshiya
Members of the Cool Japan Strategy Promotion Council

**Government Members**
- Shunichi Yamaguchi: Minister in charge of the Cool Japan Strategy (Chair)
- Masaaki Taira: State Minister in charge of the Cool Japan Strategy (Vice-Chair)
- Hiroshige Seko: Deputy Chief Cabinet Secretary
- State ministers of MIC, MOFA, MOF, MEXT, MAFF, METI, MLIT
- Yohei Matsumoto: Parliamentary Vice-Minister in charge of the Cool Japan Strategy
- Takeo Hirata: Secretary General, Secretariat of Headquarters for the Tokyo 2020 Olympic and Paralympic Games, Cabinet Secretariat (special advisor to the Cabinet)

**Private-Sector Experts**
- Astrid Klein: architect / Klein Dytham architecture
- Yoshiko Ikoma: fashion journalist / director, Miyake Issey Foundation
- Takaaki Umezawa: chairman, A.T. Kearney K.K., Japan
- Masahiro Oishi: president, the Federation of Music Producers Japan
- Tomo Kamei: co-founder and CEO, Tokyo Otaku Mode Inc.
- Shujiro Kusumoto: president & CEO, Cafe Company Co., Ltd.
- Koichi Saura: president & CEO, Urakasumi Sake Brewery, Saura Co., Ltd. / committee chairman of the Demand Development Committee, Japan Sake and Shochu Makers Association
- Soichiro Takashima: Mayor of Fukuoka City

**Related Organizations**
- Tomotaka Takahashi: CEO, Robo Garage Co., Ltd.
- Hiroyuki Takahashi: JTB Corp. President & CEO Group Headquarters
- Kinya Tagawa: director, Takram Design Engineering
- Danny Choo: producer, Culture Japan
- Hitomi Tamaoki: representative director, Tsumugi Corporation
- Tate Kristopher: president and CEO, development manager, ConnectFree K.K
- Tom Vincent: CEO, Tonoloop Networks, Inc.
- Yusuke Nakagawa: president and CEO, Asobi System Inc.
- Ichiya Nakamura: professor, Graduate School of Media Design, Keio University
- Takeshi Natsuno: guest professor, Graduate School of Media and Governance, Keio University
- Hidemi Fukuhara: producer, Ace Production
- Yasuo Miyakawa: president and CEO, Sunrise Inc.
- Kenichi Watanabe: social producer, Genki Japan
- Nobuyuki Ota: CEO, Cool Japan Fund Inc.
- Miyako Hamano: executive vice-president, Japan External Trade Organization