

**1. Background**

The “Liaison Conference for the Promotion of Exports of Alcoholic Beverages Produced in Japan” (below called “Liaison Conference”) was established as part of the promotion of Cool Japan, on the basis of the “Economic Emergency Measures to Rebuild the Japanese Economy” (cabinet decision of January 11, 2013) regarding the development of a general export environment of alcoholic beverages produced in Japan, including *Kokushu* (“national brew”), in order to keep track of the situation of efforts and initiatives in related government institutions and ministries and coordinate among the parties if necessary.

**2. Members**

[Chairperson] Parliamentary Vice Minister in charge of Cool Japan

[Members] Councilor, Cabinet Secretariat (Deputy Chief Cabinet Secretary)

Cabinet Public Relations Secretary

Director of the Intellectual Property Strategy Headquarters, Cabinet Office

Director of Okinawa Development and Promotion Bureau, Cabinet Office

Deputy Director-General for the Creation of Regional Potential, Ministry of Internal Affairs and Telecommunications

Director of the Economic Affairs Bureau, Ministry of Foreign Affairs

Deputy Commissioner (Planning, Information System Management, Liquor Tax and Industry), Commissioner’s Secretariat, National Tax Agency

Director-General, Commissioner’s Secretariat, Agency for Cultural Affairs,

Director-General of the Food Industry Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries

Director-General of the Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry

Senior Vice Commissioner of the Japan Tourism Agency

[Observers]

The Japan Foundation

National Research Institute of Brewing

Japan External Trade Organization (JETRO)

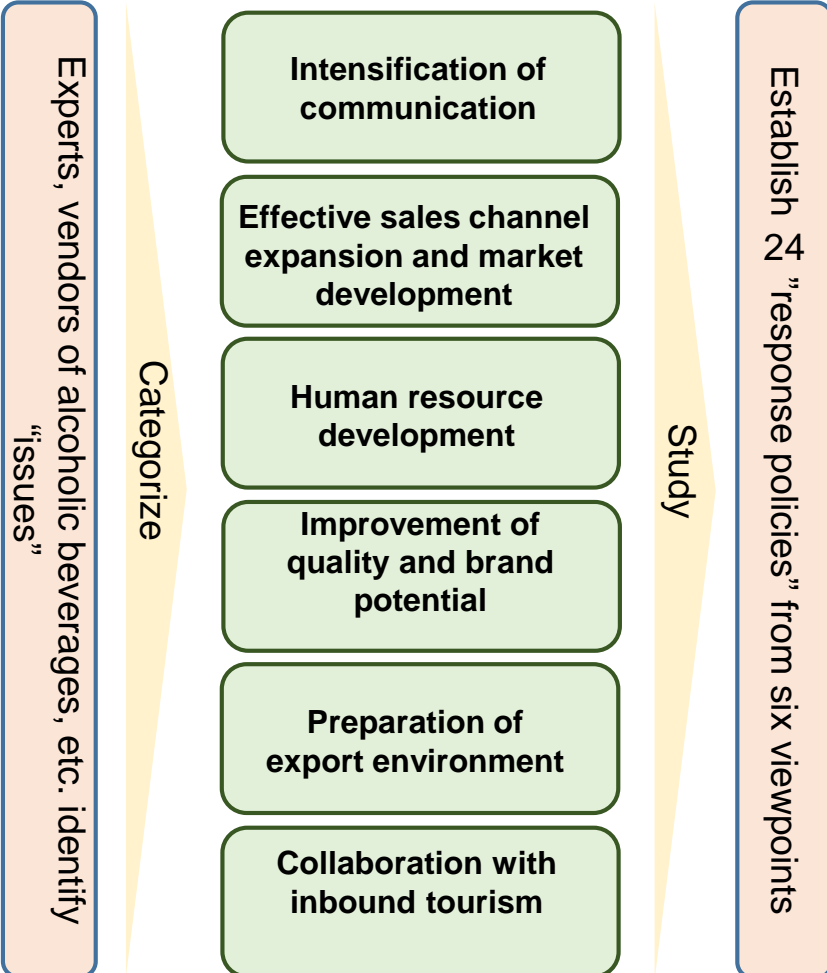
Japan National Tourism Organization (JNTO)

Japanese Sake Export Council

# Revision of “Issues and Response Policy for the Promotion of Exports of Alcoholic Beverages Produced in Japan”

- Although alcoholic beverages produced in Japan are being highly appreciated overseas, their exports were sluggish, and many brewers are medium, small or micro-sized companies. Therefore, a government initiative for the promotion of exports was established in 2014.
- With an eye on 2020, validated the initiatives taken up to now. Further, to expand exports even more, the Liaison Conference revised the “response policy” also on the basis of the latest government policy measures and the like.
- Positioned as a medium-term guideline for 2020 while also incorporating the viewpoint of Cool Japan

## 6 Response Policy Viewpoints



## Examples of Key Initiatives for 2020

- (1) Utilization of communication hubs in Japan and overseas**  
Utilize Japan House and other government-related institutions domestic and abroad to effectively communicate information on Japanese alcoholic beverages
  - (2) Utilization of The Japan Food Product Overseas Promotion Center (JFOODO)**  
Analyze markets in overseas countries from multilateral aspects, establish promotion strategy for each focused market, and collaborate with related ministries, government agencies and local governments to support strategic exports
  - (3) Promotion among specialists and experts for overseas alcoholic beverages**  
Expand the scope of trainee, and carry out training on specialist knowledge regarding alcoholic beverages or their matching with Japanese cuisine
  - (4) Promotion of the utilization of the geographical indications (GI) system**  
Support the enhancement of regional brand potential by a collaboration of the private sector with the government to communicate information to overseas, in response to the revision of the GI system
  - (5) Promotion of sake brewery tourism**  
Form a regional network working on sake brewery tourism and support initiatives in collaboration with regional tourism resources, through efforts such as joint promotion
- Further promote exports of alcoholic beverages produced in Japan, which play a key role in Japanese cuisine, by management that integrates the export strategies established by industry associations as well as this national strategy.**