

- Launched in May 2016 to study into the establishment of Cool Japan hubs and the encouragement of inter-hub collaboration.
- Related projects carried out in fiscal 2016 include “Cool Japan Inter-hub Collaboration Field Surveys” and “Cool Japan Overseas Market Surveys”.
- Compiled final report in May 2017, to have policies and know-how on inter-hub collaboration resulting from discussions in the study group and the abovementioned related projects, be spread throughout Japan.

Launch (May 2016)

Established “**Interim Report**” (June 2016)

4th Meeting (Oct. 14) Discussions on the implementation of related projects and ways of inter-hub collaboration

Survey of 30 Cool Japan hubs in Japan (Jul. - Dec. 2016)

Selected 30 hubs from all over Japan and carried out a sampling-based survey concerning initiatives and issues for strengthening hub functions, from aspects such as communication, industry creation and human resource development.

Cool Japan Inter-hub Collaboration Field Surveys (Nov. 2016 - Mar. 2017)

Carried out seven projects working on communication, human resource development, industry creation, etc. of Cool Japan from new viewpoints and by new measures based on inter-hub collaboration, and conducted field surveys on the actual effects of the inter-hub collaboration measures.

Cool Japan Overseas Expansion Country Surveys (Feb. - Mar. 2017)

Conducted surveys on consumer preferences and market characteristics for creative content and other products and services in five Asian countries that are important as future destinations for business

Feedback of survey results

“**Final Report**” (17 May 2017)

- Communicate and roll out measures and know-how related to inter-hub communication
- Strengthen the functions of Cool Japan hubs through collaboration and networking

List of projects in the “Cool Japan Inter-hub Collaboration Field Survey”

| | Project Name | Implementing Organization | Field | Main Field | Main Purpose of Collaboration |
|---|--|--|--|--------------------------------|--|
| 1 | Animation tourism that vitalize regions by connecting places of animation scenes and other regional Cool Japan resources | Anime Tourism Association | Hida area (Hida, Takayama, Gero, Shirakawa), Tokyo | Anime, Manga | Communication |
| 2 | Promotion of film induced tourism collaborated by regional governments of wide area through accommodating demands of overseas contents producers | Journal Entertainment Tribute Inc. | Tohoku area | Video contents | Communication |
| 3 | Promotion of Japanese furniture and interior industry by communicating space design | Tokyo Design Center | Tokyo, Kanazawa, Takayama, Nagoya | Interior, architecture, design | Communication Industry creation |
| 4 | B2B tours to Sake-breweries to realize enhanced values of Japanese Sake | Cyest Corporation | Tokyo, Ibaraki, Nagano, etc. | Food culture | Communication Industry creation |
| 5 | Establishing “Gastronomy Manifesto” through collaboration between food, local industries, etc. | Tsuji Cooking Education Research Institute K.K. | Osaka, Tokyo, Kagoshima, Tottori, etc. | Food culture | Communication Human resource development |
| 6 | Establishment of a cutting-edge design lab that merge technology with design | Institute of Industrial Science, The University of Tokyo | Tokyo | Design | Human resource development Industry creation |
| 7 | Utilization of urban Cool Japan talent and regional Cool Japan resources for effective promotion of rural area attractions | The Ecozzeria Association | Tokyo (Otemachi, Marunouchi, Yurakucho areas), Niigata | Food | Provision of information Human resource development |

<<Purpose>>

Promote the attractions of Japan in an integrated manner with a focus on Anime, to realize revitalization of regions and create a synergy effect on inbound business through collaboration among anime-related regions and through collaboration among anime locations and regional attractions.

<<Project Outline>>

Monitor tours

Invited influencers and Anime fans from Taiwan, Hong Kong, China, Malaysia and Thailand and conducted monitor tours to various spots appearing in the Anime movie “Kimi no Na wa.” (English title: “Your Name.”), including the Hida area in Gifu prefecture and Tokyo.

* Thailand: Jan. 24-28, Malaysia and Hong Kong: Feb. 14-18, China: Feb. 21-25, Taiwan: Feb. 28-Mar. 4

Symposium (Mar. 3)

Organized a symposium for people involved in the industry, local governments and the like.
 Invited Taiwanese influencers and discussed tips of collaboration among hubs for Anime tourism under participation of experts, local governments and the like.

[Inter-regional collaboration] Collaboration among Anime hubs all over Japan



[Intra-regional collaboration] Collaboration among hubs in a region with an Anime related locations



- * Study into measures contributing to collaboration among parties involved in hubs (local governments, right holders, local industries, residents, etc.)
- * Analyze the communication effect of influencers

Revitalize local economies by promoting more foreign tourists to rural areas in Japan by disseminating and utilizing know-how acquired in this study

[Field Project (2)] Promotion of film induced tourism collaborated by regional governments of wide area through accommodating demands of overseas contents producers

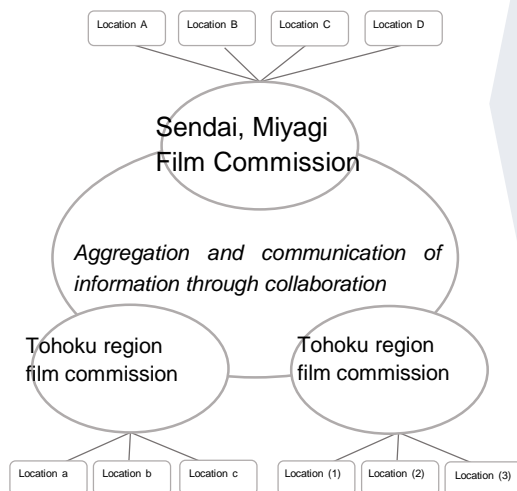
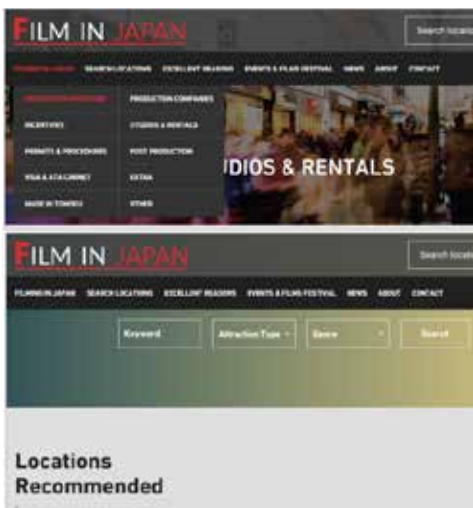
<<Purpose>>

Develop a database containing information on wide-area of the Tohoku-region filming locations in a format tailored to the needs of overseas contents producers, under the collaboration of film commissions with involved parties and hubs in the respective regions. Utilize this to expand overseas sales channels for local products and vitalize for inbound business through showing and broadcasting the produced films overseas.

<<Project Outline>>

Aggregation of information on filming locations in the Tohoku region, tailored to the needs of foreign producers

Information on filming locations held by film commissions in the Tohoku region was aggregated into a database sorted and categorized into a format that facilitates the choice of a location.



Feedback of initiative results

Collaboration with overseas film production companies in film-shootings

Organized film-shootings in the Tohoku region together with a film production company from Thailand, and produced an information program. After the program was broadcasted by the largest terrestrial broadcasting station (Ch. 3) on Jan. 31, it was posted on the official page on YouTube.



Symposium with invited overseas producers

Invite renowned producers from Thailand and discuss ways of invitation activities effective to filming locations in the presence of experts and others.

(Held in Sendai on Feb. 2 and Tokyo on Feb. 3)

Establish know-hows of collaboration among filming locations and industries at filming locations that have a strong appeal to overseas

Promotion of tourism to filming locations and expansion of overseas sales channels for local products

[Field Project (3)] Promotion of Japanese furniture and interior industry by communicating space design

<<Purpose>>

Promote visits of foreign influencers in the fields of architecture and interior industry, to Japan, thus expanding exports such as furniture and other elements of interior design by: (1) architecture and interior design organizations collaborating in communicating the attractiveness of Japanese furniture and interior in the form of “space design”, and (2) deeper collaboration among hubs related to space design all over Japan, in order to effectively promote business formation with overseas buyers, etc.

<<Project Outline>>

Communicated space design including Japanese furniture and interior

Launched website (Japanese, English, Chinese) aggregating space design of commercial facilities in Japan (hotels, restaurants, stores, etc.) (from Feb. 16)



Constructed a network of hubs in order to smoothly promote the formation of business with overseas buyers who show interest in Japanese furniture and other elements of interior design

Observation and business negotiation tour (Feb. 20-24)

Invited media and buyers from the US, the UK, China and Taiwan to an observation and business negotiation tour to hubs related to space design all over Japan.



Activities of influencers (information transmissions by media, commercial deals by buyers) after experiencing space design with Japanese furniture and interior

Promote visits to Japan by foreigners interested in space design, and expand exports of furniture and interior, etc.

<<Purpose>>

Producers, distributors and retailers of sake, collaborate with each other to communicate, the attractions of sake and related Cool Japan resources to influencers having a strong impact on wealthy people overseas, to establish a “marketing model targeted at wealthy overseas customers” in order to expand sales channels and exports of sake, etc.

<<Project Outline>>

Observation and business negotiation tour, symposium (Feb. 5-9)

- Invited influencers having a strong impact on wealthy people in the US and Hong Kong, where the consumption of sake is high and potential for future market development is expected, tour of “spaces for enjoying Japanese sake”.
- At the occasion of the tour, a symposium was held in Nagano prefecture for parties involved in sake breweries in the prefecture. The invited influencers appeared as panelists on this symposium.

(Invited influencers)



Rob Sinskey

Owner of a renowned winery in the US



Maria Sinskey

Involved in the management of a winery and also famous as a cooking expert



Dana Cowin

Creative Director at the NY restaurant “Chef’s Club”



Jack Tse

General Manager of the Japanese restaurant “Imasa” at The Pensinsula Hotel Hong Kong

Propose spaces for enjoying sake



Japan Sake and Shochu Information Center



Sudohonke

Collaboration among hubs in Japan



Hasegawa Saketen



Matsubayahonten



Masuichi-Ichimura Sake Brewery

Okazaki Brewery

Analyze the activities of influencers (information transmissions by media, commercial deals by buyers)

Expand exports of sake, etc. through networking of domestic hubs such as sake breweries having a strong appeal on wealthy overseas customers

[Field Project (5)] Establishing “Gastronomy Manifesto” through collaboration between food and local industries, etc.

<<Purpose>>

Chefs, agriculture, tourism, education, local governments and other parties and hubs collaborate to strengthen the international communication and expansion power of Japan in the field of food by: (1) establishing a “gastronomy manifesto”* to serve as a future vision (code of conduct) for Japanese food, and (2) spread attractions of Japanese food to overseas based on the manifesto.

*A declaration regarding the ways and methods of a food culture industry. Mainly in Europe, activities to communicate a concept (reflecting seasons in dishes, search for new value in traditional ingredients, etc.) put up as a manifesto to consumers all over the world have been on the increase.

<<Project Outline>>

Symposiums with invited overseas experts

- Discussed the effectiveness of a gastronomy manifesto in rural areas in a meeting by local governments, experts (Japan Gibier Promotion Association), educational institutes and the like (Jan. 21)
- Invited overseas experts* with deep knowledge on gastronomy to symposiums in Yamagata prefecture (Feb. 20) and Tokyo (Feb. 23). Discussed the strengths of Japanese food culture.

- Invited to Yamagata prefecture was Gabriella Morini, Assistant Professor at the University of Gastronomic Sciences in Italy.
- To Tokyo, Greg Drescher, Vice President of The Culinary Institute of America, in addition to Gabriella Morini, was invited.

Survey for strengthening collaboration between industry and rural areas

Carry out an interview survey in order to strengthen the collaboration between tourism operators and educational institutions with regard to the establishment and utilization of the manifesto.

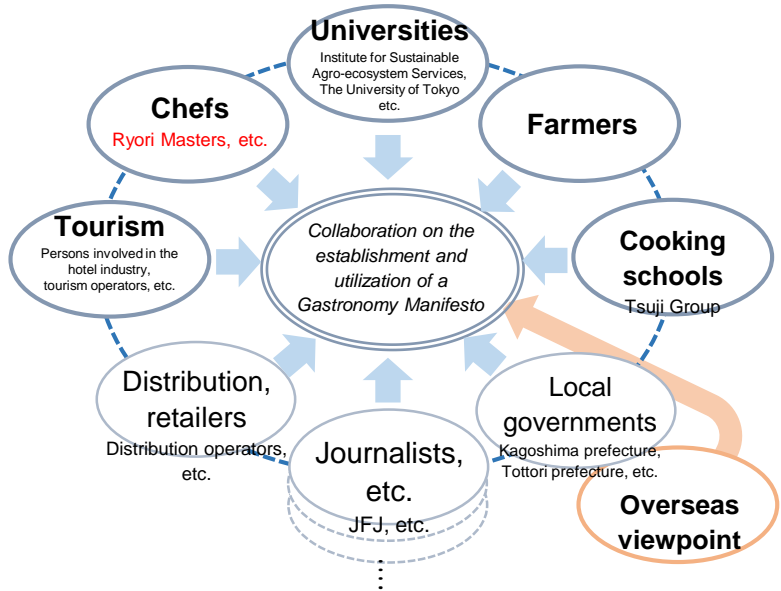
Input from regional viewpoints

Input from international viewpoints

Input from industry viewpoints

Meeting of Manifesto Establishment Work Group

Involve parties from various fields to establish a gastronomy manifesto and set up methods for an effective utilization of that manifesto.



On the establishment process of the manifesto, validate the ways of effective collaboration to strengthen and promote Japanese food culture by chefs, farmers and schools inside and outside of Japan

Strengthen the basis for international communication and expansion of Japan in the field of food

[Field Project (6)] Establishment of a cutting-edge design lab that merge technology with design

<<Purpose>>

Accelerate the development of creative talent in Japan by establishing a design lab based on collaboration between world-leading educational institutions for design and Japanese cutting-edge technology research institutes and : (1) invite excellent talent from Japan and overseas to this design lab to work on the production of prototypes of products and the like with superior design and functionality, and (2) intensify collaboration between Japanese companies, educational institutions and the like to communicate and disseminate the obtained results and methods on a wide basis.

<<Project Outline>>

Design projects in micro-labs

Carry out design projects in small teams consisting of members from the Royal College of Art*1 and the Institute of Industrial Science, The University of Tokyo*2, to have designers and engineers collaborate in developing proposals on ways to solve problems such as the ageing society and energy.

*1) The only graduate school for art and design in the world, allowing students to acquire a master's or doctor's degree. Located in London.

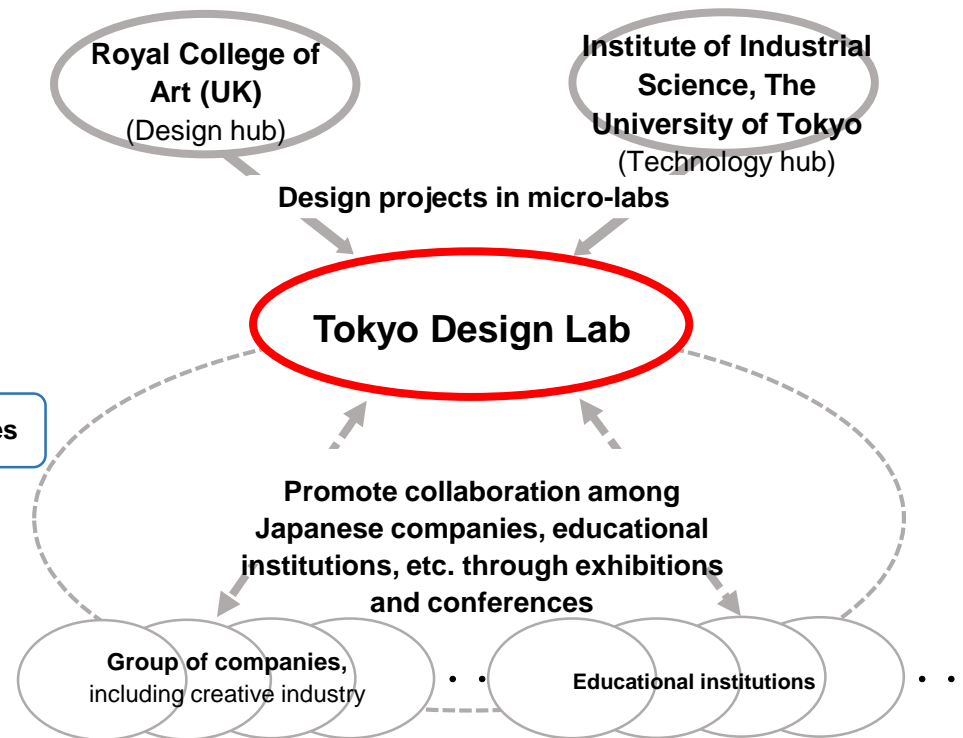
*2) A research institute of The University of Tokyo covering a broad scope of fields in engineering science.

Construction of an industry-government-academia network by conferences

Organized a conference for presenting the results of the micro-labs (Feb. 28), and built a network of industry, government and academia.

Spread of design engineering through workshops

Organized workshops for the public to spread design engineering to society (Feb. 17).



* Study into human resource development methods allowing to obtain synergy effects from design and engineering based on collaboration among advanced educational institutions in Japan and overseas

Accelerate the development of human resources capable of creating products and services incorporating both design and technology

[Field Project (7)] Utilization of urban Cool Japan talent and regional Cool Japan resources for effective promotion of rural area attractions

<<Purpose>>

- (1) Educate urban talent in Tokyo with proficiency in a foreign language, as Cool Japan talent capable of introducing the attractiveness of rural areas to people from overseas in great depth.
- (2) Promote the construction of a network of urban hubs performing human resource development and communication, and the rural area hubs, to create a system in which urban talent effectively introduces the attractions of rural areas to people from overseas.

<<Project Outline>>

Establish regional navigator schools

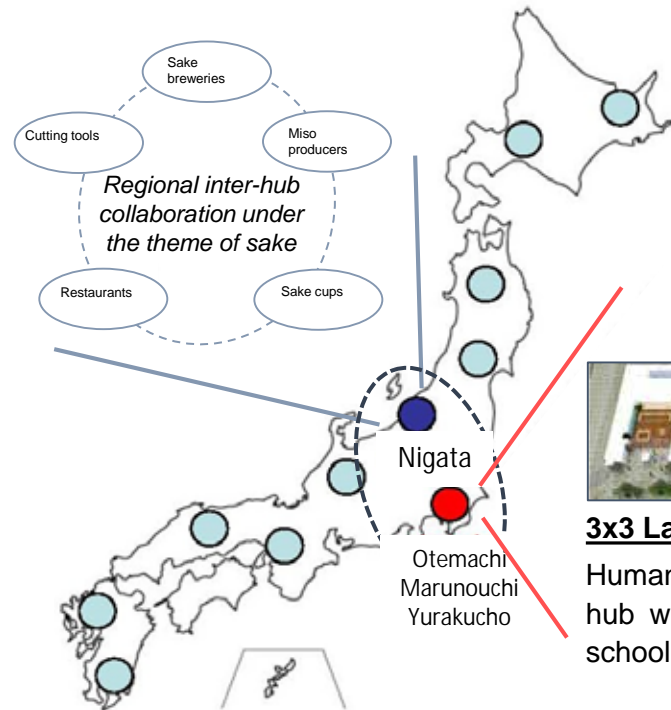
Carried out training programs for people proficient in foreign languages in the Otemachi, Marunouchi and Yurakucho area*, to enable them to communicate the Cool Japan regional resources to people in overseas, with depth (program including four sessions from Feb. 1 to Mar. 1).

Use navigators

* Eligible participants include Tokyo residents having experience of studying or living abroad, and foreigners having lived in Japan for a long time. Considerations on registering and listing the participants as "Nippon Navigators" in the future are currently under way

Tours utilizing navigators

As part of the navigator school, tours of Marunouchi (Feb. 15.-16.) and Niigata (Feb. 25.-26.) were organized under the theme of sake.



3x3 Lab Future

Human resource development hub where regional navigator school is established

Study into measures for constructing a system utilizing human resources of urban areas to effectively introduce the attractions of rural areas to people from overseas

Communicate the attractions of rural areas utilizing urban Cool Japan talent and regional Cool Japan resources

Reference: Members of the “Review Session for the Establishment of Hubs for Cool Japan”

[Chairperson] Minister of State for "Cool Japan" Strategy

| | |
|-------------------|--|
| Kazuko Ishikawa | President, The Association of Japanese Animations |
| Takaaki Umezawa | Partner and Japan Chairman, A.T. Kearney |
| Shujiro Kusumoto | President & CEO, Cafe Company Co., Ltd. |
| Masami Shiraishi | Representative Director, SCAI THE BATHHOUSE |
| Tomoyuki Sugiyama | President, Digital Hollywood University |
| Yasuhiro Tsuboi | Director, JTB Corp., Manager, Inbound Business Promotion Division |
| Takashi Toyama | Managing Executive Officer, Panasonic Corp. |
| Yusuke Nakagawa | President, ASOBISYSTEM Co., Ltd. |
| Yoshinobu Noma | Representative Director and President, Kodansha Ltd. |
| Yuko Hasegawa | Advisor, Museum of Contemporary Art Tokyo / Professor, Department of Arts Studies and Curatorial Practices, Graduate School of Global Arts, Tokyo University of Arts |
| Yoshitaka Hori | President & CEO, Horipro Inc. |
| Takuya Matsuo | Director, Senior Managing Executive Officer, General Manager of Domestic Subsidiaries & Affiliates Headquarters and Real Estate Development Headquarters, Isetan Mitsukoshi Ltd. |
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