

About the “Review Session on Development of Human Resources for Cool Japan”

The “Review Session on Development of Human Resources for Cool Japan” was established in February 2017 in order to clarify the necessary human resources in each field of Cool Japan and studied into the how to develop talent in educational institutions, the industry and the like, and how to utilize foreign nationals.

Initial Roundup of this review session was publicated on May 26th to clarify the characteristics of the human resources required for the Cool Japan industry (contents, fashion, design, food, tourism etc.) and comprehensively and coherently addressed how to develop and acquire this talent.

Government moves related to the development of Cool Japan talent

Amendments to the School Education Act

Establish “professional universities” and the like for providing advanced professional training, to enhance the development of human resources capable of taking over central roles in the field

Amendment of the Act on National Strategy Special Zones

Permit the acceptance of foreign specialists in National Strategy Special Zones as exceptions from the Immigration Control Act

Private-sector moves related to the development of Cool Japan talent

Initiatives of companies, organizations and educational institutions

Collaboration between industry and educational institutions to promote the development of human resources that match the needs of the industry by improving the quality of education through the provision of learning material or the dispatch of lecturers to educational institutions

Develop regional producers through research, etc. concerning the effective use of regional tourism resources in tourism departments of universities

“Launch of Study Group” (Feb. 24)

1st Collecting
(Mar. 21)

Public comments and interviewing to the related entities, etc

(Feb. 24 to first half of May)

2nd Meeting
(Apr. 25)

Discussions at the study group

Listed up the following talent necessary for the development of Cool Japan-related industries, and reviewed measures to educate, acquire and accumulate these talent while considering a carrier chain.

3rd Meeting
(May 15)

(1) “Producer talent”, (2) “Advanced business management talent”, (3) “Advanced design talent”, (4) “Specialist talent”, (5) “Foreign talent”, (6) “Regional producer talent”

“1st Report” (May 26)

Study group meeting

Establish “Cool Japan Human Resource Development Government Liaison Committee” comprising government members of this study group, for following up on the current situation and effect of initiatives of the first report, as well as on movements of changes in related systems

“2nd Report” (around the end of the fiscal year)

Initial Roundup of the Review Session on Development of Human Resources for Cool Japan

Direction of key action for each talent category

(1) **Producer talent** ... human resources having both specialist and business skills

- > - Ensure the use of suitable teaching staff and the participation of practical instructors with consideration to the needs of industries, on the process of establishing practical scheme of professional universities.
- Support the development and implementation of mid-career educational programs by industry associations in industries related to Cool Japan.

(2) **Advanced business management talent** ... human resources who create new values and improve productivity in the industry

- > - Support initiatives for the development of advanced business management talent by collaboration between educational institutions and the industry (establish, for example, MBA courses for specialized in Cool Japan fields).
- Promote the maintenance and improvement of the quality of education and research by the flexible assignment of practitioners working at the frontline of business as teaching staff.

(3) **Advanced design talent** ... human resources who are capable of designing the development of products and services as a whole

- > - Support the establishment of a curriculum aiming to develop advanced design talent.
- Support collaboration and networking of educational institutions in the design and other fields, and collaboration between industry and academia.

(4) **Specialist talent** ... human resources having specialist skills, for example, creators, chefs, designers, etc.

- > - Support initiatives of educational institutions aiming to develop human resources matching the needs of the industry, by collaboration between educational institutions and industry associations, etc.
- Promote occasions for producing and presenting works by young talent in fields such as movies and Anime, in order to develop young talent

(5) **Foreign talent** ... human resources supporting the supply chain and market expansion of Cool Japan in Japan and overseas from a foreigner's viewpoint

- > - Ensure that foreign talent with advanced skills related to Cool Japan can work under the "Points-based System for Highly Skilled Foreign Professionals"
 - It is being pointed out that, after having graduated from an institution of higher education, some foreigners engaging in creative activities in Japan have to return to their home country because they can't satisfy the requirements of their residence status due to the characteristics of the field(ex, They can't start job hunting before finishing up graduation work.) Find out the facts regarding this problem and study into measures that could be taken.
 - Further, study into permitting foreign students who graduated from a cooking school course of fields other than Japanese cuisine, and acquired a cook license, to work for a certain period under certain conditions.

(6) **Regional producer talent** ... human resources who explore and polish regional Cool Japan resources

- > - Consider the establishment of a model program contributing to the development of regional producer talent in educational institutions, etc.

Reference: Members of the “Review Session on Development of Human Resources for Cool Japan”

[Chair person]

Minister of State for "Cool Japan" Strategy

[Members]

Kyoichi Ikeo	Professor, Faculty of Economics, Meiji Gakuin University / Honorary Professor, Keio University
Takaaki Umezawa	Partner and Japan Chairman, A.T. Kearney
Tomoyuki Sugiyama	President, Digital Hollywood University
Yoshiki Tsuji	Representative, The Tsuji Group / Headmaster, The Tsuji Culinary Institute
Ichiya Nakamura	Professor, Graduate School of Media Design, Keio University
Yuko Hasegawa	Professor, Department of Arts Studies and Curatorial Practices, Graduate School of Global Arts, Tokyo University of Arts / Advisor, Museum of Contemporary Art Tokyo
Koichiro Hayakawa	Member of the Regional Inbound Promotion Working Group, The Japan Chamber of Commerce and Industry
Kenji Matsubara	Representative Director, Sega Games Co., Ltd. / Specially Appointed Professor, Graduate School of Media Design, Keio University
Kenichi Watanabe	Representative, Genki Japan
Nobuyuki Ota	CEO, Cool Japan Fund

[Participants
from
Government]

Intellectual Property Strategy Headquarters, Cabinet Office
Headquarters for the Promotion of the Tokyo Olympic and Paralympic Games, Cabinet Secretariat
Office for Promotion of Regional Revitalization, Cabinet Office
Ministry of Internal Affairs and Communication
Ministry of Foreign Affairs
National Tax Agency
Ministry of Education, Culture, Sports, Science and Technology
Agency for Cultural Affairs,
Ministry of Agriculture, Forestry and Fisheries
Ministry of Economy, Trade and Industry
Japan Tourism Agency