

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.

Private sector and government initiatives to deepen and enhance the Cool Japan Strategy

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 -

1. Create a public-private partnership platform to organize joint public-private projects.
2. Government branches work together to assist private-sector initiatives aimed at constructing hubs that bring together people and information from many fields and disseminates information.
3. Creation of networks of ambassadors composed of non-Japanese Japan fans.
4. Establish regional Cool Japan consulting offices in cooperation with JETRO and local governments.
5. 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 - Private-Sector Project Models -

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 Ruscoe "Robotic Arm Lifting Dice" <https://flic.kr/p/deHtEb>

Content - Private-Sector Project Models -

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 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 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

Cuisine - Private-Sector Project Models -

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



Regions/Tourism - Private-Sector Project Models -

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

- 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

Related Organizations

- Nobuyuki Ota: CEO, Cool Japan Fund Inc.
- Miyako Hamano: executive vice-president, Japan External Trade Organization