Promotion of the Cool Japan Strategy and the Creative Tokyo Project

Creative Industries Division
Ministry of Economy, Trade and Industry
1. Cool Japan Strategy

Through the Cool Japan Strategy, ensure employment by promoting overseas development by small and medium businesses and young designers, attracting tourists to Japan, and revitalizing local communities.

Japan

Fashion
- Students learn about clothing patterns

Anime
- Students study sketching

Food culture
- Chefs demonstrate Japanese food
- Kumano brushes

Regional specialties and design skill

Tourism
- Tour guides for foreign tourists (Akihabara)
- Coming to Japan in search of the "real thing" and the "real place" (Visits by tourists and creators)

Construction of creative ecosystems
- Promotion of creative cities, etc.
- Implementation of foreign development projects
- Creation of funds, etc.

Transfer Cool Japan's popularity to export products
- "Japan" is popular overseas

"Japan" is popular overseas
- Parisian girls in "Goth Lolita" fashions (Japan Expo)
- Janadriya festival in Saudi Arabia

Outbound
- Connect those in charge, the workers, creators and small and medium businesses, with world markets.

Inbound
- Tourism promotion
- Loosening criteria for creators' visas
- Etc.
The following measures will be promoted to establish a new business model making large profits, thereby broadening the industrial base.

1. Combining Japanese contents and consumer goods
   - Aiming to make large profits by combining Japanese contents and consumer goods
   - A meeting to match content holders and consumer goods manufacturers held on March 12
   - Offering support to create concrete consortiums leading to successful cases

2. Collaborating with retail distributors, including commercial facilities
   - Aiming to make large profits through collaboration with retail distributors, including commercial facilities
   - Holding large-scale business matching events to support the creation of consortiums, encouraging new business startups, and helping business promotion, thereby creating successful cases

3. Exploring regional resources and communicating information globally
   - Exploring undiscovered regional resources and communicating information thereon globally, thereby revitalizing local communities and attracting tourists
   - In order to attract overseas demand in respective regions, facilitating links among producers familiar with foreign markets, the tourism industry, resources unique to respective regions (food, traditional craftwork, culture), and various entities (creators, companies, NPOs, citizens, local governments, etc.)
   - Offering support for building a platform for collaboration among relevant entities
3. FY2012 Overseas Projects

- Promotion of Japanese Cuisine (France)
- TOKYO FASHION WEEK (Saudi Arabia)
- Test Operation of Japanese Food Business (Thailand)
- 「HARAJUKU +」 (Taiwan)
- Bridging Asia and Japanese rural culture (Vietnam)
- Cool Japan in Indonesia (Indonesia)
- Incubation of Japanese Food Industry (Indonesia)
- TOKYO shibuya × singapore (Singapore)
- 「VOCALOID Trans-Pacific」 Project (USA)
- Japa-con Kids TV Project (India)
- Contents × Rural culture
- New Asian Platform for Japanese Contents
- Branding Craftsmanship of Kyoto
- Japanese inns and their hospitality service (China)

Red: Combining Japanese contents and consumer goods
Blue: Collaborating with retail distributors, including commercial facilities
Green: Exploring regional resources and communicating information globally
4. Creative Tokyo Project

METI has promoted the Cool Japan strategy in close collaboration among related ministries and agencies, based on the proposal by the Cool Japan Advisory Council, with the aim of acquiring 8 to 11 trillion yen in the worldwide markets in creative industries, as of 2020. In order to achieve this goal, we started the “Cool Japan Strategy Program” last year focusing on the development of foreign distribution/retail channels for SMEs in the fields of the Japanese content industry, fashion, food, local products, traditional culture and craftsmanship.

We plan to carry out various domestic projects together with local governments and related ministries and agencies so as to advance the idea of the “development of creative hubs” as suggested by the Advisory Council, endeavoring to revitalize local communities by way of promoting the creative industries that make the most of regional resources and tourism resources. As a part of such initiatives, we will promote the “Creative Tokyo” project in the capital city as a showcase of Japanese creative industries. Related ministries and agencies, shopping districts, department stores, developers, universities, organizers of related events, and NPOs will all unite with the aim of reviving the Tokyo brand, activating towns in Tokyo and stimulating consumption, and attracting more tourists to Tokyo.

“Moving towards Creative Tokyo -Transforming Tokyo into a Creative Hub -”

Nov. 4, 2011

The supporters of “Creative Tokyo”

Now is the time when Japan should build a new society through the combined power of its industries, economy and culture. With a clear understanding of our country’s current situation in mind, we support and foster the development diversity of our creative industries. We hope to ultimately transform Tokyo into the most prominent creative hub in Asia. Furthermore, we would like to propose using the power of creativity to invigorate Japan, with the ultimate aim of enhancing the image of our country.

Therefore, the relevant government offices, local authorities and leaders in the private sector will all collaborate to intensify the exchange between people and information, and to reform institutional issues. The following tasks will be undertaken:

1. With the support of Tokyo districts, Japanese creativity will be conveyed across both internationally and domestically. Through this, we will seek to bring in talented human resources, relevant information and funds from all around the world. We will also aim to establish Tokyo as a leading creative hub.

2. We plan to promote strengthened cooperation between companies and take them beyond the classification of ‘industries’, creating businesses which are related to Japanese culture and lifestyle. Through this, we will boost Japan’s domestic consumption and support the foreign operations of our national companies.

3. We will invite creative world figures into Japan. We will aim to work together and create opportunities so that young talents can improve themselves and flourish in a variety of cultures. Through these efforts, we will seek to nurture human resources and corporations in ways that will be effective worldwide.

4. In cooperation with international and domestic creative cities, we will aim to secure opportunities for global business through the exchange of human resources and relevant information, and through the operation of joint projects.

5. With the support of Tokyo districts, we will develop environments free from any unnecessary restrictions so that we can welcome new values and facilitate creative activities. Through this, we hope to construct a new future for Japan.
5. Goals of the Creative Tokyo Project

Goal 1

**Enhancement of the appeal of towns:** Demonstrate the appeal of Tokyo to overseas influencers, that ranks with Paris, Milan, New York, etc.

Goal 2

**Efforts to challenge taboos:** By promoting deregulation and collaboration, make it possible to create new business scopes and invite creators from all over Japan and from the whole world.

Goal 3

**Appeal of profound Japanese culture:** Present extensive Japanese culture that integrates tradition and modern taste, ranging from Japanese content, lifestyle, hospitality and traditional culture, to advanced technology.

✓ As of September 27th, **Over 100 organizations/companies** have joined the CREATIVE TOKYO project.
✓ **More than 150 companies** have joined “Cool Japan Matching Events”.
✓ Making collaboration with IMF/WB Annual Meetings, strengthen communication to deliver information on Cool Japan.
6. Past initiatives under the Creative Tokyo Project

**TOKYO AUTUMN 2011  (October to November 2011)**

- All creative events held in autumn in Tokyo were advertised jointly on websites and posters.
- As the core event, METI hosted the Creative Tokyo Forum on November 4. Japanese and foreign participants relating to creative industries exchanged opinions on the potential of companies in this field and the reconstruction and recovery of Japanese society.

  - Examples of activities by supporting members
    - Mercedes-Benz Fashion Week Tokyo
    - DESIGNTIDE TOKYO
    - Tokyo Designers Week 2011, etc.

**TOKYO SPRING 2012  (February to March 2012)**

- PR activities were also conducted concerning creative events to be held in the following spring in Tokyo, using websites and posters. Cross-industrial collaboration among diversified participants was promoted.
- Participants identified regulations that would hinder creative events and jointly worked for the project.

  - Examples of activities by supporting members
    - Street fashion show “Ginza Runway”
    - Tokyo Premium Project: Joint project by Gurunavi, Art Fair Tokyo, and JFW Exhibition and sale of modern art works at restaurants joining the Restaurant Week, exhibition of fashion installation at Art Fair Tokyo, introduction of restaurants to overseas collectors, etc.
Upon the holding of the IMF / WB Annual Meeting in Marunouchi, we plan to hold an exhibition targeting Japanese fashion, daily commodities, and lifestyle and the Cool Japan Matching Grand Prix aiming to create consortiums of companies that intend to expand business overseas. Furthermore, we will promote collaboration among creative industry-related events to be held concurrently, and thereby vitalize towns and facilitate consumption.

Through these efforts, we aim to show Tokyo’s appeal as a showcase of Japanese creative industries in and out of Japan and renew the Tokyo brand.

7. TOKYO AUTUMN 2012 (September to November 2012)

- **CREATIVE TOKYO Forum & Convention 2012**

  **Period**: Oct. 12 (Fri.) to 13 (Sat.)
  **Venues**: Roppongi Hills Shibuya Hikarie

- **Imagined business**
  - Attract buyers, investment, and tourists
  - Vitalize towns and encouraging consumption through participation and collaboration of diversified entities

- **Building of a Creative Hub**
  - Communicate information worldwide and make profits overseas
  - Creation of business matching opportunities for promoting overseas business expansion
  - International communication by influencers

- From all over the world
- To all over the world
8. CREATIVE TOKYO Forum & Exhibition 2012

Date: October 12th (Fri), 2012 10:30-20:30
October 13th (Sat), 2012 13:00-20:00

Venue: October 12th Roppongi Academy Hills 49 (Tower Hall)
October 13th Shibuya Hikarie (Hall B, Hoyer B)

Organizer: SME Support, Japan
Co-organizer: JFW/JETRO
Supporter: Ministry of Economy, Trade and Industry

CREATIVE TOKYO Forum & Exhibition 2012

October 12th (Fri) at Roppongi Academy Hills 49

【Cool Japan Matching Grand-Prix】
10:30-15:00
<Theme 1> 「Content」 & 「Consumer Goods Industries/ Sponsor」
15:00-19:00
<Theme 2> 「Retail Distributer」 & 「Fashion, Food, Services etc.」

【Reception】
19:00-20:30

October 13th (Sat) at Shibuya Hikarie

【Cool Japan Matching Grand-Prix】
13:00-17:30
<Theme 3> 「Local Resources」 & 「Designer / Creator」

【Symposium】
17:50-19:10
“Exploring Regional Resources and Strengthening International Communication”

【Exhibition】
Local “Cool Japan” products from the TOHOKU area will be exhibited, that will support its recovery from the Great East Japan Earthquake.
9. Supporters of the CREATIVE TOKYO Project (1)

(As of September 28th, 2012)

アートフェア東京実行委員会
株式会社RSJ
株式会社アイグリッツ
青山学院大学 大学院国際マネジメント研究科
（青山ビジネススクール）
青山コモンズ・渋谷芸術祭実行委員会
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秋葉原タウンマネジメント株式会社
秋葉原電気街振興会
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荒川区役所
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株式会社SJFactory
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株式会社おいしいJAPAN
お台場学園祭2012実行委員会

鹿島建設株式会社
一般社団法人銀座通連合会
クリエイティブクラスター
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一般社団法人国際人材革新機構
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／NPO渋谷駅周辺地区まちづくり協議会
株式会社白組
スポーツオブハート実行委員会
墨田区役所
一般社団法人3Dデータを活用する会・3DーGAN

世界料理サミット実行委員会
株式会社そごう・西武
株式会社ソニー・ミュージックアーティスツ
台東区役所
多摩美術大学
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株式会社東急設計コンサルタント
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東急不動産株式会社
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一般社団法人TOKYO INSTITUTE OF PHOTOGRAPHY
東京急行電鉄株式会社
東京芸術大学
東京地下鉄株式会社
学校法人 専門学校 東京ビジュアルアーツ
東京フォト実行委員会
10. Supporters of the CREATIVE TOKYO Project (2)

(As of September 28th, 2012)