Cool Japan Initiative

July 2014
Cool Japan Initiative

Severe economic environment. (i.e. Decrease in domestic demand)

Change the appeal of Japanese culture, lifestyle and clothing, food and housing and contents (anime, drama, and music) into additional value (Commercialization of the Japanese appeal) in addition to the traditional industry such as cars, home electronics and devices,

Achieve Japanese economic growth (vitalization of the Japanese enterprises / Job creation) by capturing vibrant overseas demand.

The role of METI: Linking “Cool Japan Initiative” to private business and spreading them out to the world.

The global market scale of the creative industries

Gain momentum of Japanese enterprises which embody “Cool Japan” via developing and expanding demand overseas.
1. Present condition of the Creative industry
Japan was evaluated as the most creative country in the world. Tokyo was evaluated as the most creative city in the world.

More people abroad evaluated them as “creative” than the interior.

Note: Survey of 1000 people over 18 years old of US, UK, Germany, France and Japan. Survey of 5000 people in Japan is the most creative country in the world. Tokyo is the most creative city in the world.

The source: state of create study (April 2012 Adobe)
## The potential of the Japanese contents

### The popularity of contents of Japan, Korea, US, and Europe in major cities in Asia

<table>
<thead>
<tr>
<th>Country</th>
<th>Japan (%)</th>
<th>US/Europe (%)</th>
<th>Korea (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taipei</td>
<td>61%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Hong Kong</td>
<td>48%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Bangkok</td>
<td>28%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Shanghai</td>
<td>25%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Jakarta</td>
<td>19%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>Singapore</td>
<td>17%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Ho Chi Minh</td>
<td>13%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Mumbai</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Taipei and Singapore:** Music of the US and Europe are popular.

**In Taipei and Singapore,** music of the US and Europe are popular

**Especially Korean dramas are popular**

In India, the domestic contents are popular whereas foreign contents stay unfamiliar.

**In India,** the domestic contents are popular whereas foreign contents stay unfamiliar.

### The events for Japanese content in US/Europe

**JAPAN EXPO**

JAPAN EXPO visitors that French private organization hosts every year had 230 thousand visitors in the 14th event in 2013. Japanese Pop culture (mainly contents) was exhibited and received good fame.

**Anime Expo**

A large event of Japanese anime and mange hosted by private organization since 1992 in Los Angeles. In 2013, 6 thousand visitors came to the event (gross 160 thousand visitors) reaching a new record. In North America, although the sales of anime and manga are decreasing the potential market is growing.

### Hollywood movies originally made in Japan

<table>
<thead>
<tr>
<th>Title</th>
<th>Original</th>
<th>Theatre</th>
<th>Box-office sales ($100000)</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>Godzilla</td>
<td>Godzilla</td>
<td>3,310</td>
<td>136.3</td>
<td>1998</td>
</tr>
<tr>
<td>The Ring</td>
<td>The Ring</td>
<td>3,927</td>
<td>129.1</td>
<td>2002</td>
</tr>
<tr>
<td>The Grudge</td>
<td>The Grudge</td>
<td>3,348</td>
<td>110.3</td>
<td>2004</td>
</tr>
<tr>
<td>Shall We Dance</td>
<td>“Shall We Dance”</td>
<td>2,542</td>
<td>57.8</td>
<td>2004</td>
</tr>
<tr>
<td>Eight Below</td>
<td>Eight Below</td>
<td>3,122</td>
<td>81.6</td>
<td>2006</td>
</tr>
<tr>
<td>One Missed Call</td>
<td>One Missed Call</td>
<td>2,240</td>
<td>26.8</td>
<td>2008</td>
</tr>
<tr>
<td>Yomigaeri</td>
<td></td>
<td></td>
<td></td>
<td>TBD</td>
</tr>
<tr>
<td>Death Note</td>
<td></td>
<td></td>
<td></td>
<td>TBD</td>
</tr>
<tr>
<td>MONSTER</td>
<td></td>
<td></td>
<td></td>
<td>TBD</td>
</tr>
</tbody>
</table>

※Office earner of original Japanese movie “Godzilla 2000” $100000

Reference: “Japanese movie global business” HP: from Box office Mojo

**In Tokyo,** Japanese Pop culture (mainly contents) was exhibited and received good fame.

**Especially Korean dramas are popular**
③ Fashion/Makeup

Japan is popular, especially in Hong Kong, Taiwan and China in the attitude survey “Which country influences you the most in fashion and makeup”. On the other hand, Korean is more influential than Japan among the young generation (15-29 yrs old) in Southeast Asia (Ho Chi Minh City etc).

Countries which have influence in fashion/cosmetics

In China, Japanese fashion magazines are popular:
5 Japanese fashion magazines rank in China’s most popular 10 fashion magazine.
Restaurant in Japan is highly esteemed among experts around the world: the most restaurant with stars of Michelin in the world.

Not only Japanese dishes, but also French and Italian cooked by Japanese chef are also highly esteemed.

**Evaluation of the Japanese food**

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Cities</th>
<th>Restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Kyoto/Osaka/Kobe/Nara</td>
<td>300 restaurants</td>
</tr>
<tr>
<td>2nd</td>
<td>Tokyo/Yokohama/Shonan</td>
<td>293 restaurants</td>
</tr>
<tr>
<td>3rd</td>
<td>Paris</td>
<td>64 restaurants</td>
</tr>
<tr>
<td>4th</td>
<td>New York</td>
<td>62 restaurants</td>
</tr>
</tbody>
</table>

Japanese Food: Tavern, Eel, Oden, Sukiyaki, Vegetarian food, Sushi, Soba-noodle, Teppanyaki, Tempura(deep-fried), Yakitori (Grilled-Chiken) etc.

Evaluation from overseas of the Japanese Chefs

<table>
<thead>
<tr>
<th>Rating</th>
<th>Restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td>★★★</td>
<td>1 restaurants</td>
</tr>
<tr>
<td>★★</td>
<td>12 restaurants</td>
</tr>
</tbody>
</table>

Japanese chefs have received high praise in the world of French cuisine. It demonstrates Japanese good dietary sense deriving to food culture.
Japan won 2 categories in ranking of an attractive sightseeing city carried out by the major newspapers in U.K.

① Long Haul country: 1st Japan
② City category: 1st Japan

Ranking by the US major travel magazine;

Asia city category: 1st Kyoto, 7th Tokyo

<table>
<thead>
<tr>
<th>Guardian Travel Awards</th>
<th>Favourite Long Haul Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1位</td>
<td>Japan</td>
</tr>
<tr>
<td>2位</td>
<td>Maldives</td>
</tr>
<tr>
<td>3位</td>
<td>Peru</td>
</tr>
<tr>
<td>4位</td>
<td>New Zealand</td>
</tr>
<tr>
<td>5位</td>
<td>Vietnam</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Guardian Travel Awards</th>
<th>Favourite Overseas City</th>
</tr>
</thead>
<tbody>
<tr>
<td>1位</td>
<td>Tokyo</td>
</tr>
<tr>
<td>2位</td>
<td>Sydney</td>
</tr>
<tr>
<td>3位</td>
<td>Cape Town</td>
</tr>
<tr>
<td>4位</td>
<td>San Francisco</td>
</tr>
<tr>
<td>5位</td>
<td>New York</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Condé Nast Traveler 2011 Cities in Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>1位          Kyoto</td>
</tr>
<tr>
<td>2位          Bangkok</td>
</tr>
<tr>
<td>3位          Hong Kong</td>
</tr>
<tr>
<td>4位          Chiang Mai</td>
</tr>
<tr>
<td>5位          Ubud</td>
</tr>
<tr>
<td>6位          Singapore</td>
</tr>
<tr>
<td>7位          Tokyo</td>
</tr>
<tr>
<td>8位          Luang Prabang</td>
</tr>
<tr>
<td>9位          Thimphu</td>
</tr>
<tr>
<td>10位         Shanghai</td>
</tr>
</tbody>
</table>

The source: ※1 「Guardian Travel Awards 2011」
※2 「Condé Nast Traveler 2011」
Trade in Creative industries

Import excess in creative industries except for game.

### Trade volume in Creative industry

<table>
<thead>
<tr>
<th></th>
<th>Game</th>
<th>Makeup</th>
<th>Fashion (Textile)</th>
<th>Movie</th>
<th>Music</th>
<th>Book</th>
<th>Magazine</th>
<th>Copyright</th>
<th>Tourism</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export (receipt)</td>
<td>2,930</td>
<td>1,292</td>
<td>376</td>
<td>46</td>
<td>22</td>
<td>73</td>
<td>43</td>
<td>1,317</td>
<td>8,752</td>
<td>14,851</td>
</tr>
<tr>
<td>Import (Payment)</td>
<td>21</td>
<td>1,674</td>
<td>18,516</td>
<td>408</td>
<td>240</td>
<td>217</td>
<td>72</td>
<td>7,007</td>
<td>21,716</td>
<td>49,871</td>
</tr>
<tr>
<td>Balance Of payments</td>
<td>2,909</td>
<td>△382</td>
<td>△18,140</td>
<td>△362</td>
<td>△218</td>
<td>△144</td>
<td>△29</td>
<td>△5,690</td>
<td>△12,963</td>
<td>△35,019</td>
</tr>
</tbody>
</table>

Unit: hundred million yen

※Source
- Game・Movie・Music・Book・Magazine: Foreign trade statistics (products only, excluding online)
  - Music2005, others: 2011
- Copyright・Tourism: Bank of Japan Balance of Payment statistics 2011
- Fashion: Fiber Handbook 2009
2. Cool Japan Policy
Cool Japan Initiative

<Current Status>
Japan’s creative industry such as content, fashion, animation has been gaining popularity worldwide. However, those Japanese industries cannot fully transform the attractiveness into business.

The bottlenecks are a lack of:
- funding risk money by banks and investors
- successful experience overseas
- overseas bases for launching businesses mainly for SMEs, etc.

<Support for Overseas Expansion>

① Japan boom Overseas
Overseas expansion of Japanese content
(1) The support for Localization and Promotion of contents
   - J-LOP
(2) Promoting information transmission overseas
   - Co Festa
   - Project of inviting Influencers

② Business Development Overseas
Increasing overseas base for launching business
(1) Product development and collaborating with partners
   - Promotion collaboration between enterprises and producers
   - Cool Japan Matching Grand Prix
(2) Business matching with local companies
(3) Test Marketing
(4) Providing risk money
   - Cool Japan Fund

③ Consuming in Japan
Increasing foreign tourists
- Promoting information transmission overseas
(Ref.1) Overall Image of the Cool Japan Initiative to Make Large Profits

1. Creating a Japan boom
   (Distribution & broadcasting media)
   - Animation
   - Music programs
   - Information programs, etc.
   - Fashion programs
   - Dramas, etc.
   - Cooking programs
   - Dramas, etc.
   - Variety shows
   - Dramas, etc.
   - Tour programs
   - Information programs, etc.

2. Making profits locally
   (Logistics & commercial bases)
   - Stores (Character goods, etc.)
   - Event and live concert venues
   - Appearance in CMs (Personalities)
   - Dance classes, game centers, etc.
   - Stores (Clothes, nail salons)
   - EC sites
   - Fashion shows, etc.
   - Stores and restaurants
   - Supermarkets and convenience stores, etc.
   - Stores (Electronics retail stores)
   - Dealers
   - EC sites, etc.
   - Travel agencies (Tours)
   - Airlines, etc.

3. Consuming in Japan
   (Inbound)
   - Akihabara [For Otaku]
   - Ginza [For mature ladies]
   - Shibuya [Kawaii]
   - Harajuku [Street fashion]
   - Tsukiji [Sushi]
   - Noda [Soy sauce]
   - Kyoto [For luxuryseeking people]
   - Hokkaido [Skiers]
   - Okinawa [Divers]

Mechanism for incubation through cross-industrial collaboration
- Provision of risk money when companies intend to conduct overseas businesses to make large profits in specified fields
- Planning of the overall strategy and miscellaneous administrative services for individual companies

Cool Japan-related products
(that have large markets) [in Japan]

Food
- Dining out (Sushi, ramen, sweets, etc.)
- Retort and other processed food
- Liquor and beverages
- Dishes and cooking equipment

Fashion
- Fashion, apparel
- Beauty and cosmetic
- Fashion programs
- Dramas, etc.

Lifestyle
- Home appliances, Washlets, etc.
- Interior accessories and furniture
- Stationary goods, sundries, and traditional craftwork
- Variety shows
- Dramas, etc.

Tourism
- Sightseeing spots
- Inns and hotels
- Tour programs
- Information programs, etc.

Securing broadcasting & distribution channels through collaboration with local broadcasters
*Widely disseminate content, fashion, food, tourism of Japanese origin to overseas consumers to create a Japan boom in foreign countries*

Exploring sales channels through collaboration with the retail and distribution businesses, such as
commercial bases
*Create a mechanism to gain profits locally through product sales and provision of services (stores, EC, TV shopping, etc.)*

“Visit Japan” campaign
*Create a mechanism to invite Japan followers to “meccas” in Japan and promote consumption in Japan*

Increase National Wealth

<Consumer goods(BtoC)>
A video production company in Hiroshima, TSS production, started to broadcast the program “Japan Motion” in 2009 which promotes the appeal of Chugoku district on France cable TV “NO LIFE”
※6.5 million households subscribe, available to 12 million people.

The appeal of Hiroshima and other local region is spread out by this program and the event Japan Expo. As a result, the business performance of local companies and visitors to Hiroshima has increased and marked an effect.

1. Japan boom overseas

2. Making profits overseas

3. Consumption in Japan

(Total revenue)

Visitors in JAPAN EXPO

Number of french tourists in Hiroshima

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Tour Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.1</td>
<td>Miyajima (Hiroshima)</td>
</tr>
<tr>
<td>No.2</td>
<td>Hiroshima Peace Memorial Museum (Hiroshima)</td>
</tr>
<tr>
<td>No.3</td>
<td>Kinkakuji (Kyoto)</td>
</tr>
<tr>
<td>No.4</td>
<td>Asakusa Temple (Tokyo)</td>
</tr>
<tr>
<td>No.5</td>
<td>Himeji Castle (Hyogo)</td>
</tr>
</tbody>
</table>

Foreign tourists favorite tour spot Top 5 (2012)
Japanese companies are now establishing “Japan Channel” which broadcast/deliver programs about Japanese animation, entertainment, culture, and lifestyle, overseas, especially in Asian countries.

**“Japan Channel”**

<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
<th>Start Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel JAPAN</td>
<td>Singapore, Taiwan area, India</td>
<td>April 2012</td>
<td>Program of Japanese animation, entertainment, culture, and lifestyle.</td>
</tr>
<tr>
<td>NHK WORLD</td>
<td>130 countries</td>
<td>1995</td>
<td>International TV channel of NHK mainly for news program and documentary.</td>
</tr>
<tr>
<td>New Japan Channel</td>
<td>Indonesia → Asian countries</td>
<td>January 2014</td>
<td>Satellite TV channel of Japanese contents.</td>
</tr>
</tbody>
</table>

**Program of Japanese animation, entertainment, culture, and lifestyle**

- **JAPAN in Motion**
  - France (2009~)
  - Program of Japanese food, music, fashion, sightseeing, broadcasted at “No Life, which is French cable TV station.

- **Channel JAPAN**
  - Singapore, Taiwan area, India (April 2012~)
  - Program of Japanese business, economy, trend and culture.

- **NHK WORLD**
  - 130 countries (1995~)
  - International TV channel of NHK mainly for news program and documentary, funding support by NHK and government.

- **Gramedia Digital Comics**
  - Indonesia
  - Web platform for smartphone and tablet of Japanese comics.

- **Hello! Japan**
  - Singapore → Asian Countries

- **New Japan Channel**
  - Indonesia → Asian countries
  - Satellite TV channel of Japanese contents.

**Web platform of Animation**

- **DAISUKI.net**
  - North America (May 2013~)
  - Web platform for (1) video-on-demand of Japanese animation & (2) EC of character goods.

- **UTB Channel 18**
  - Southern California, USA (1971~)
  - The first Japanese terrestrial TV channel in USA, which broadcast programs of Japanese contents and information.

**Source:** Press release of companies.
1-(1) J-LOP: The support for Localization and Promotion of contents

The Japanese government decided to start the support for the localization and promotion of Contents.

**Budget: US$155 million**

<table>
<thead>
<tr>
<th>Localization Support</th>
<th>Promotion Support</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budget: about US$ 95 million</strong></td>
<td><strong>Budget: about US$ 60 million</strong></td>
</tr>
<tr>
<td><strong>9,500 million yen</strong></td>
<td><strong>6,000 million yen</strong></td>
</tr>
<tr>
<td><strong>Candidate</strong></td>
<td><strong>Candidate</strong></td>
</tr>
<tr>
<td>Contents holder, etc.</td>
<td>Contents holder, etc.</td>
</tr>
<tr>
<td><strong>Objects</strong></td>
<td><strong>Objects</strong></td>
</tr>
<tr>
<td>Film</td>
<td>Film</td>
</tr>
<tr>
<td>TV program</td>
<td>Music</td>
</tr>
<tr>
<td>Game</td>
<td>TV program</td>
</tr>
<tr>
<td>Digital comic</td>
<td>Game</td>
</tr>
<tr>
<td>etc..</td>
<td>Digital comic</td>
</tr>
<tr>
<td><strong>Grant rate</strong></td>
<td><strong>Grant rate</strong></td>
</tr>
<tr>
<td>Up to 50% of localization cost</td>
<td>Up to 50% of localization cost</td>
</tr>
</tbody>
</table>

Current Results (as of the end of February 2014)

- The total number of applications: 2,564
- The total number of approvals : 1,570
- Approved organizations (localization) : 147
- Approved organizations (promotion) : 239
1-(1) J-LOP: The support for Localization and Promotion of contents

**Localization Support**
- animation
- digital comic
- Television channel

**Promotion Support**
- JAPAN EXPO
- Festival de Cannes

Examples of support for companies participating overseas trade fairs
- Asian Film Market (Korea)
- China International Licensing Show (China)
- Anime Festival Asia (Singapore)
- Asia Television Forum (Singapore)

Examples of support for companies holding an event promoting Japanese content
- Tokyo Girls Collection at ASIA STYLE COLLECTION in Singapore

Support is provided only for events which is approved to be effective to disseminate Japanese pop culture

1-(2) Promoting information transmission overseas

- CoFesta (Japan International Contents Festival) is the largest comprehensive contents festival in Japan. Eighteen events connected with the content industry including games, animation, comics (manga), characters, broadcast, music and films, and content-related industrial events like fashion and design are held in cooperation with each other.
- Content industry works together to promote its contents overseas with powerful public relations.

<table>
<thead>
<tr>
<th>Achievement at CoFesta</th>
<th>CoFesta Overseas Access</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CoFesta2007</strong></td>
<td><strong>Japan Expo (Paris)</strong></td>
</tr>
<tr>
<td>Official event (18),</td>
<td>- The biggest Japanese pop-culture event in the world</td>
</tr>
<tr>
<td>Partner event (6)</td>
<td>- July 1 – 4, 2010</td>
</tr>
<tr>
<td>Attendance: 0.80</td>
<td>- 160,000 attendees, 63 items exhibited</td>
</tr>
<tr>
<td>million</td>
<td><strong>CoFesta in Shanghai</strong></td>
</tr>
<tr>
<td>[All Events]</td>
<td>- June 12 – 23, 2010</td>
</tr>
<tr>
<td>[TIFFCOM]</td>
<td>- 70,000 attendees</td>
</tr>
<tr>
<td><strong>CoFesta2008</strong></td>
<td><strong>CoFesta in Brazil</strong></td>
</tr>
<tr>
<td>Official event (15),</td>
<td>- Independent event in Sao Paulo</td>
</tr>
<tr>
<td>Partner event (10),</td>
<td>- March 11 – 14, 2010</td>
</tr>
<tr>
<td>Original event (11)</td>
<td>- 3,000 attendees, 70 items exhibited</td>
</tr>
<tr>
<td>Attendance: 0.82</td>
<td><strong>Anime Festival Asia 2009</strong> (Singapore)</td>
</tr>
<tr>
<td>million</td>
<td>- The biggest Japanese animation and pop-culture event in SE Asia</td>
</tr>
<tr>
<td>[All Events]</td>
<td>- November 21 – 22, 2009</td>
</tr>
<tr>
<td>[TIFFCOM]</td>
<td>- 50,000 attendees 21 items exhibited</td>
</tr>
<tr>
<td><strong>CoFesta2009</strong></td>
<td><strong>MANGA Festival in Singapore</strong></td>
</tr>
<tr>
<td>Official event (18),</td>
<td>- A comic event by 10 Japanese MANGA publishers</td>
</tr>
<tr>
<td>Partner event (16),</td>
<td>- February 15 – 17, 2013</td>
</tr>
<tr>
<td>Original event (6)</td>
<td>- 3,000 attendees</td>
</tr>
<tr>
<td>Attendance: 1.00</td>
<td><strong>Japan Expo</strong></td>
</tr>
<tr>
<td>million</td>
<td><strong>CoFesta in Shanghai</strong></td>
</tr>
<tr>
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<tr>
<td>[TIFFCOM]</td>
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<td><strong>CoFesta in Brazil</strong></td>
</tr>
<tr>
<td>Official event (17),</td>
<td>- Independent event in Sao Paulo</td>
</tr>
<tr>
<td>Partner event (9),</td>
<td>- March 11 – 14, 2010</td>
</tr>
<tr>
<td>Original event (2)</td>
<td>- 3,000 attendees, 70 items exhibited</td>
</tr>
<tr>
<td>Attendance: 1.30</td>
<td><strong>Anime Festival Asia 2009</strong> (Singapore)</td>
</tr>
<tr>
<td>million</td>
<td>- The biggest Japanese animation and pop-culture event in SE Asia</td>
</tr>
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<td>- A comic event by 10 Japanese MANGA publishers</td>
</tr>
<tr>
<td>Partner event (14),</td>
<td>- February 15 – 17, 2013</td>
</tr>
<tr>
<td>Original event (2)</td>
<td>- 3,000 attendees</td>
</tr>
<tr>
<td>Attendance: 2.30</td>
<td><strong>Japan Expo</strong></td>
</tr>
<tr>
<td>million</td>
<td><strong>CoFesta in Shanghai</strong></td>
</tr>
<tr>
<td>[All Events]</td>
<td>- June 12 – 23, 2010</td>
</tr>
<tr>
<td>[TIFFCOM]</td>
<td>- 70,000 attendees</td>
</tr>
<tr>
<td><strong>CoFesta2012</strong></td>
<td><strong>CoFesta in Brazil</strong></td>
</tr>
<tr>
<td>Official event (18),</td>
<td>- Independent event in Sao Paulo</td>
</tr>
<tr>
<td>Partner event (11)</td>
<td>- March 11 – 14, 2010</td>
</tr>
<tr>
<td>&lt; as of December 2012 &gt;</td>
<td></td>
</tr>
<tr>
<td>Attendance: 1.80</td>
<td><strong>Anime Festival Asia 2009</strong> (Singapore)</td>
</tr>
<tr>
<td>million</td>
<td>- The biggest Japanese animation and pop-culture event in SE Asia</td>
</tr>
<tr>
<td>[All Events]</td>
<td>- November 21 – 22, 2009</td>
</tr>
<tr>
<td>[TIFFCOM]</td>
<td>- 50,000 attendees 21 items exhibited</td>
</tr>
</tbody>
</table>
1-(2) Promoting information transmission overseas

Project of inviting Influencers & foreign students studying in Japan Tokyo, Japan

This project promotes information transmission overseas. The Japanese government invited influencers to creative events.

(Examples of influencers)
- Frame Magazine, editor-in-chief
- ELLE (Paris), editor
- Fashion blogger
- Yahoo Taiwan, editor

(1) Creative Tokyo Events
“Creative Tokyo” aims to promote information transmission overseas, reviving the Tokyo brand, stimulating consumption, and attracting more tourists to Tokyo.

- HARAJUKU KAWAii!! FES 2013
- Mercedes-Benz Fashion Week
- Tokyo Midtown DESIGN Touch
- TOKYO DESIGNERS WEEK

(2) CoFesta Events
“CoFesta” aims at being the world’s largest contents festival which creates new capability and spreads it overseas widely.

Japan Content Showcase 2013
26th Tokyo International Film Festival
TOKYO GAME SHOW 2013
1-(2) Promoting information transmission overseas

『100 TOKYO』

○ 100 Tokyo is a web-site introducing the most charming and unique facets of Japan’s capital city.

○ Canvassing Tokyo locals, it has carefully selected inspirational stuffs for design, fashion, technology, art, food, architecture and sightseeing that will shape your perception of our city in thrilling new ways.

○ The goal is to vitalize Japanese economy from creative viewpoint by uncovering Tokyo’s unique appeal and unknown Japan’s value, motivating foreigners to travel to Tokyo and improving the quality of consumption during the stay.

○ Release date : March 20 2014

○ Main language : English

URL: http://100tokyo.jp
2-(1) Product development and collaborating with partners

Promotion collaboration between enterprises and producers such as creators and designers

Local enterprises dealing with crafts, tourism, manufacturing, contents and food × Producers like creators and designers

Encouraging local enterprises to take on the challenge of overseas markets by promoting collaboration among them

Asahi shuzo dassai × Mr. Maruwaka, famous designer

Ohmiya Ktogohuku × Mr. Nishihori, famous designer

Cool Japan Matching Grand Prix

The Japanese government holds matching sessions to support collaboration with companies of different business categories.

〈1st Event Outline〉
◆ Date: July 4 and 5, 2013
◆ Participation: presenters 81 people (estimate) / visitors 670 people (estimate)

【effect】
Tie up with a Japanese company exporting anime to Nigeria and a Japanese stationery company to export stationary there.

〈2nd Event Outline〉
◆ Date: October 30, 2013
◆ Participation: Presenters 71 people (estimate) / visitors 539 people (estimate)

【effect】
The number of exchanged business cards was approximately 2,500.

〈3rd Event Outline〉
◆ Date: February 27 and 28, 2014
◆ Participation: Presenters 83 people (estimate) / visitors 664 people (estimate)

【effect】
The number of exchanged business cards was approximately 3,694.

Access to Nico Nico Doga: 205,123 views
2-(2) Business matching with local companies

Cool Japan World Trial

The Cool Japan World Trial aims at developing business overseas through providing exhibitions of creative industries as well as a business matching with local companies in the United States, India, Indonesia, France, Italy, and Viet Nam.

〈Schedule〉

- **Aug**
  - America/Santa Clara
    - From Aug 23 to 26
  - Exhibiting a booth of creative industries at Japan Expo

- **Sep**

- **Oct**
  - Indonesia/Djakarta
    - From Nov 27 to Dec 1
  - Exhibiting a booth of creative industries with PPKI (The Preparatory Committee for Indonesian Independence)

- **Nov**
  - India/New Delhi
    - From Nov 14 to 19
  - Exhibiting a booth of creative industries at the India International Trade Fair which has visitors of approximately 370 million last year
  - Italy/Milan
    - From Jan 11 to 24
  - Holding a show case of creative industries during Milan fashion week

- **Dec**
  - France/Paris
    - From Jan 23 to 29

- **Jan**
  - Promotion Japanese food and tableware with Alain Ducasse, who is a French chef
  - Viet Nam /Hồ Chí Minh
    - From Feb 7 to 10
  - Exhibiting a booth of creative industries at AEON mall
2-(3) Test Marketing

Cool Japan Promotion Project ～supporting development of foreign market～

Supporting to explode Japanese attractive goods and services (e.g. animation & comics, fashion, food, local products) on a worldwide scale by Japanese SMEs which play an important role in developing overseas market, facilitating interactions with local companies to sell them this field.

【Category】

I : collaborating between manufacturers and distributors
II : utilization of contents
III : developing new products by producers

【Field】

Fashion
Contents
Food
2-(4) Cool Japan Fund : Resolving Bottlenecks for Cool Japan Businesses

**Bottlenecks for Cool Japan businesses**

<table>
<thead>
<tr>
<th>Insufficient finance provided by banks and investor</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Japanese companies hesitate to invest overseas due to a lack of experience and earning models in overseas market.</td>
</tr>
<tr>
<td>✓ Banks and investors are cautious about providing risk money.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lack of overseas base for launching businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Difficulty in securing business space in overseas commercial centers.</td>
</tr>
<tr>
<td>✓ Insufficient information and know-how.</td>
</tr>
<tr>
<td>✓ Lack of the appeal to overseas consumers.</td>
</tr>
</tbody>
</table>

**Resolving bottlenecks**

- Helping Japanese companies secure commercial space to launch its business in overseas market.
- Supporting B to B service enterprises’ which will support overseas business projects.
- Providing specialized support for Cool Japan Initiative fields
  - Providing business exploration, deal-making and management support (hands-on support for enterprises’ overseas expansion)

✓ To promote the Cool Japan Initiative, Japanese Government sets up a fund providing risk money, named ‘Cool Japan Fund’ which cannot be offered by private sector alone.

✓ The fund supports companies investing overseas to explode Japanese attractive goods and services on a worldwide scale.
Cool Japan Fund: Scheme of the Cool Japan Fund

Japanese Government

- FY25: 50 billion yen
- FY26: 30 billion yen

Private sector

- Banks, securities companies
- Manufacturers, distributors, real estate-related entities, etc.

Duration of the fund: 20 years

- Support companies investing overseas, especially cultural area
- Support Project development and management

Investment

Cool Japan Fund

Project entity A

Project entity B

Banks

Private companies

Investment

Loan

Investment

8.5 billion yen (as of April 2014)

30 billion yen (as of 2013 Nov.)
2-(4) Cool Japan Fund: Examples of Projects

**Media space projects**
- Broadcasting and distribution of Japanese contents and the sale of relevant goods

**Japan channel**
- Idol-oriented documentary film
  - Source: NEW PEOPLE
- Cosmetics, etc.
- TV broadcasting, distribution, etc.
  + Sale of goods, etc.
  - (c) BAKUGAN PROJECT

**Physical space projects**
- Cooperating with commercial facilities to integrally provide goods and services

**Japan Mall**
- Japan gourmet
- Interior shop
- Food
- Clothing
- Housing

**Japan Street**
- Apparel shop
- Nail salon

**Regional resource projects**
- Overseas marketing of products with regional characteristics

**Nambu ironware**
- Popular in China

**Kumano cosmetic brushes**
- Also used by famous people overseas
The outline of the ‘Investment Guideline’.

(1) Contribution to the Cool Japan Initiative
   — Exploding Japanese attractive goods and services
   — Become a driving force for Japan’s economic growth

(2) Profitability
   — Profitability of the investment project
   — Appropriate management system
   — Joint capital investment by private sector
   — Clear ‘Exit’ strategy

(3) Economic effect and Impact
   — Enterprise partnership among various industries
   — Opening up a new market / Significant increase of market share
   — Providing business platform for SME etc,
2-(4) The mission of the Cool Japan Fund

- The fund carries its business following the three missions below.
  ① Expansion of the Overseas Market and the Creation of Successful Business Models
  ② Hands-on Support and the Development of Human Resources.
  ③ Enhancement of the Japanese Brand through Efforts to Open Up and Expand Cool Japan Business Ventures.

- It supports private-sector business through investment and hands-on support according to the following strategy.

1. **Platform development**
   - Developing business platforms for Japanese goods and services in overseas markets.

2. **Supply-chain development**
   - Building distribution networks for Japanese goods and services in overseas markets.

3. **Support of regional companies**
   - The enterprises which promotes ‘To the world from a district’.
Cool Japan Fund Inc. is a corporation established on ‘Companies Act’.

The final investment decision is made by the ‘Investment Committee’, in accordance to the ‘Investment Guideline’.

- Consist of 7 members including the Chairman, President and 5 outside board members.
- Making final investment decisions and ‘Exit’ decision objectively according to the Investment Guideline.

The Fund submits business report to the Government annually.
The Government reviews the report and announce the result officially.

Cool Japan Fund : [http://www.cj-fund.co.jp/](http://www.cj-fund.co.jp/)

**Shareholder meeting**

**Board of directors**

**Chairman**

**CEO**

- CIO
- Front office team
- Back office team
2-(4) Cool Japan Fund : Board Members

**Chairman**

Kazunobu Iijima

- **Experience**
  - 2012  President - The Sankei Building Co., Ltd.
  - 2008  Executive Director – Fuji Media Holdings, Inc.
  - 2001  Executive Officer - Fuji Television Network, Inc.
  - 2000  President & CEO - Satellite Service Co., Ltd.
  - (Formerly SKY Perfect JSAT Corporation)
  - 1997  Fuji Television Network, Inc.
  - 1972  Mitsubishi Corporation

- **Education**
  - 1972  WASEDA University (Tokyo, Japan) BA in Education

**CEO**

Nobuyuki Ota

- **Experience**
  - 2011  Managing Executive Officer - Matsuya Department Stores
  - 2006  Director - Japan Fashion Week
  - 2000  President & CEO - ISSEY MIYAKE Inc.
  - 1995  Adviser - Matsuya Department Stores
  - 1985  Secretary general – Council of Fashion Designers Tokyo
  - 1977  Fashion Journalist

- **Education**
  - 1977  MEIJI University (Tokyo, Japan) BA in Economics
2-(4) Cool Japan Fund : Board Members

CIO
Koichiro Yoshizaki

Experience
2009  Managing Partner - Founded Growth Initiative Inc.
2005  Carlyle Asia Growth Partners - The Carlyle Group,
1998  MKS Partners (Formerly Schroder Ventures)
1995  AT&T
1990  Mitsubishi Trust and Banking Corporation

Education
1990  AOYAMA GAKUIN University (Tokyo, Japan) BA in International Politics and Economics
1998  HOSEI Business School, MBA

Outside director
Shoei Utsuda   Chairman of the Board of Directors - MITSUI & CO., LTD
Yusuke Kawamura Vice chairman - Daiwa Institute of Research Group
Takeo Takasu   Chairman of board of directors - NAMCO BANDAI Holdings, Inc. (as before)
Izumi Hayashi  Partner & Lawyer - Eidai Kyodo Law Office /
Takashi Muraoka Partner & Managing Director - Industrial Growth Platform, Inc. (IGPI) Inc.

Auditor
Toshio Kinoshita Director - The Japanese Institute of Certified Public Accountants