

# Cool Japan Fund Launched to Aid Global Promotion of Japanese Culture

*By Japan SPOTLIGHT Editorial Section*

Japanese culture, from animation to fashion and the broader notion of “Japanese hospitality”, is now a new target for export promotion for the Ministry of Economy, Trade and Industry (METI) in the 21st century.

Prior to our next issue highlighting “the role of Japanese culture in foreign policy”, we introduce our readers to METI’s new policy to promote exports of Japanese cultural goods. This is considered one of the important policy measures presented as “the third arrow of Abenomics”, the growth strategy, and thus culture in our postindustrial society has economic policy implications as well. In reading both this short article and our next issue we hope you will enjoy learning about the wide range of these implications.

On Nov. 25, 2013, at Toyko’s Roppongi Hills, Japanese business people and bureaucrats celebrated the office opening of the Cool Japan Fund, financed to the tune of 60 billion yen by the government and the private sector. This fund aims to invest money in companies and projects selling Japanese cultural products (the basic scheme is shown in the Charts below).

Japan’s culture-related industries, such as software, fashion, animation and cuisine, have been gaining popularity worldwide. However, since they are mostly SMEs or individuals, they cannot take full advantage in business terms of their appeal.

According to METI, the bottlenecks are lack of transmission of information about overseas markets, the funding of risk money by banks and investors, successful business experience abroad, and acquiring overseas bases for SMEs to expand their businesses.

To resolve these problems, METI set up the Cool Japan Fund to provide risk money that cannot be offered by the private sector alone. METI hopes the fund’s support will lead to an explosion of attractive Japanese goods and services on a worldwide scale and

that their popularity will become a driving force for Japan’s economic growth.

You can learn about the targets and projects below. If you are interested in the Cool Japan Fund, you can contact us (tel:03-5565-4822 or [naoyuki-haraoka@jef.or.jp](mailto:naoyuki-haraoka@jef.or.jp)) and we will connect you with the relevant person in the fund. **JS**

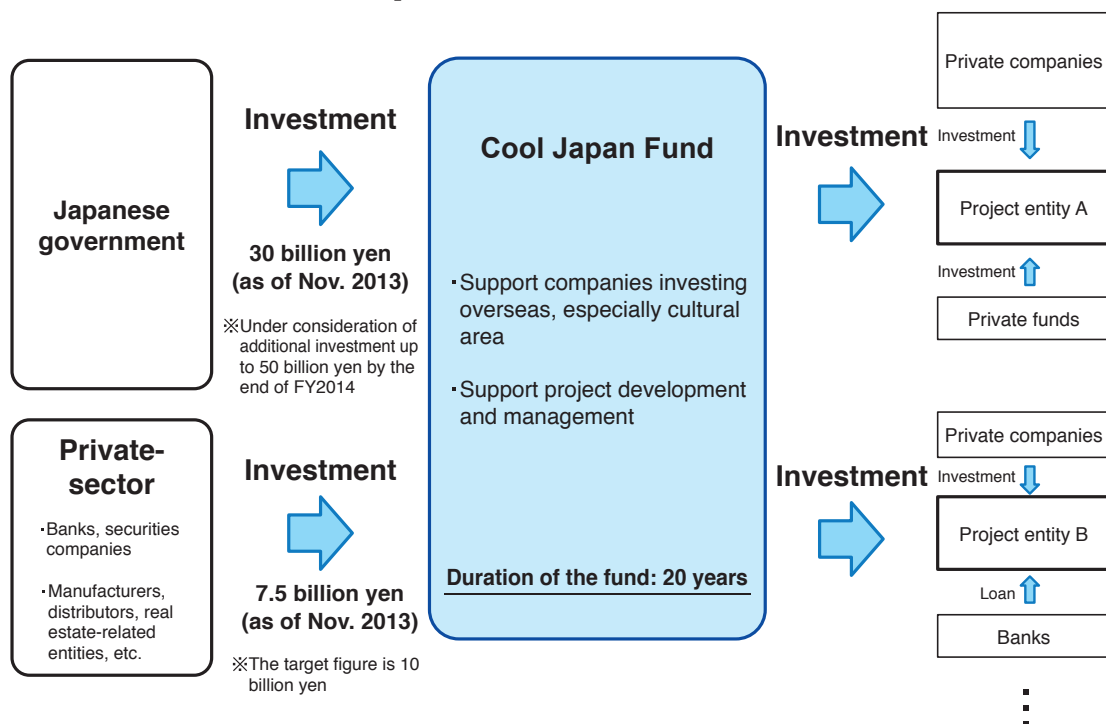
*Photo: Ministry of Economy, Trade and Industry (METI) Japan*



*Opening ceremony of Cool Japan Fund, at Roppongi Hills on Nov. 25, 2013.*

CHART 1

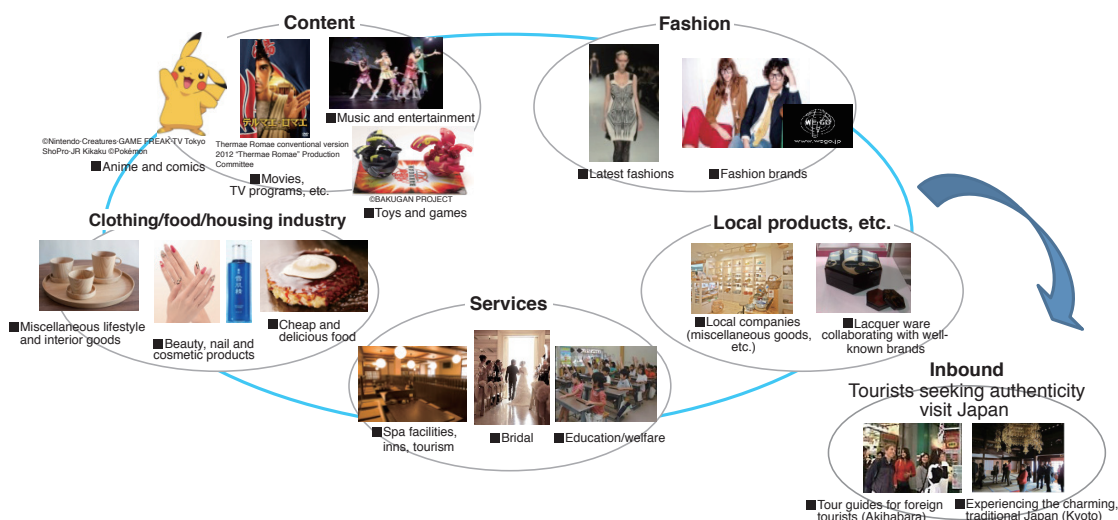
## Scheme of the Cool Japan Fund



Source: Ministry of Economy, Trade and Industry (METI) Japan

CHART 2

## Cool Japan Initiative

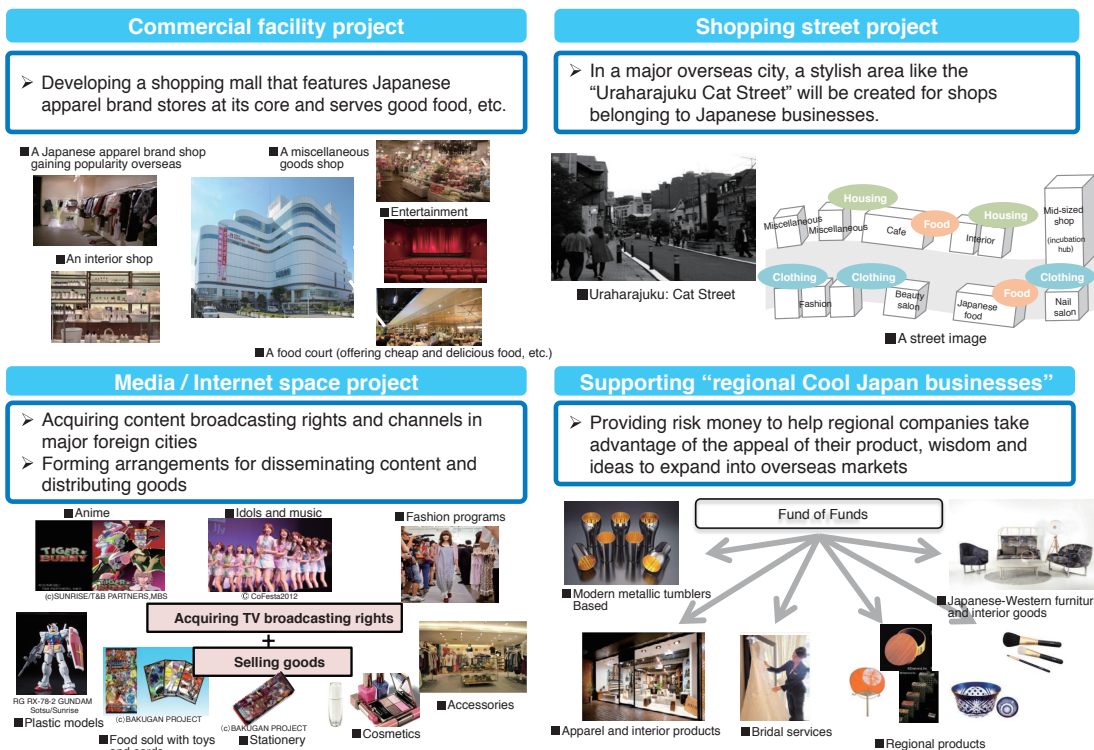


**Cool Japan-related businesses:** a wide range of Japanese businesses representing Cool Japan (Japan's strengths and attractive qualities - covering content, clothing/food/housing, services, advanced technologies (electrical appliances, automobiles, robots, etc.), leisure, local and traditional products, education, tourism, etc.).

Source: Ministry of Economy, Trade and Industry (METI) Japan

CHART 3

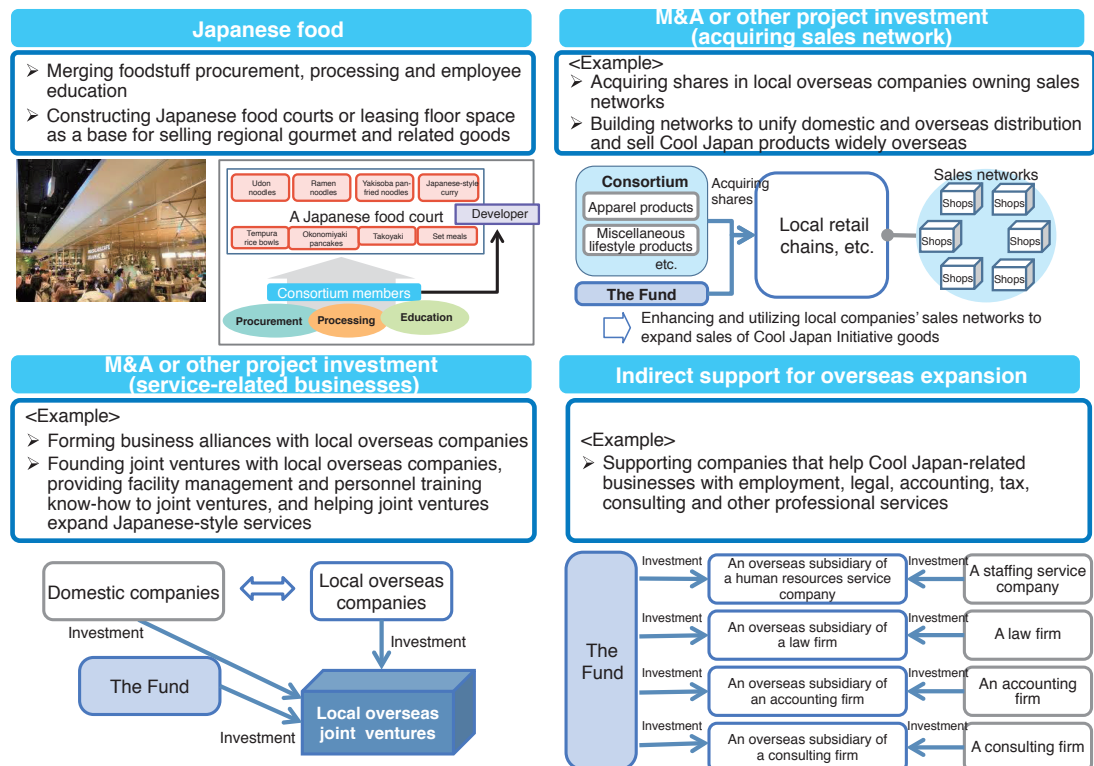
## Image of the projects -1



Source: Ministry of Economy, Trade and Industry (METI) Japan

CHART 4

## Image of the projects -2



Source: Ministry of Economy, Trade and Industry (METI) Japan