

Press Release

Japan National Tourism Organization (JNTO)

Cool Japan Fund Inc.

Tokyo, September 5, 2014

Cooperation between JNTO and Cool Japan Fund

Japan National Tourism Organization (JNTO) and Cool Japan Fund Inc. (Cool Japan Fund) signed a memorandum today (September 5) regarding strengthening the partnership between the two organizations and engaging in cooperative efforts to attract more foreign visitors - numbers of which are expected to increase in the years up to the 2020 Tokyo Olympics - and to improve overseas development and international competitiveness of Japan's incredible and world-famous products and services.

JNTO has tourism offices in 14 cities around the world and is engaged in promoting inbound tourism to Japan. Cool Japan Fund provides venture financing to Japanese companies looking to begin operations overseas in order to promote the "Cool Japan" concept in other countries. The goal of this collaboration is to communicate to other people what is great about our country, and to promote the development of Japanese industries and communities in a unified way.

In addition, the collaboration between these two organizations is being undertaken with the full support of both Japan Tourism Agency and Ministry of Economy, Trade and Industry (METI). This collaboration will serve as the foundation for a nationwide framework for the promotion of the Visit Japan and Cool Japan campaigns, not only for tourism-related industries but across a broad range of industries, from media and content, to cuisine, services, fashion, and lifestyle. From there, our goal is for the effect to spread outwards to regional industries across the country, and thereby contribute to the formulation of a "Japan brand" overseas.

Primary content and areas of cooperation are as below (details on attached sheet).

- Review and promotion of projects that serve the Visit Japan and Cool Japan aims.
- Cooperation in holding business meetings, exhibitions, and PR events
- Introduction of potential partners
- Cooperation in conducting studies and information gathering
- Exchange and sharing of information and opinions

◆ Contact:

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Supplementary Documentation: Details Regarding JNTO – Cool Japan Fund Cooperation

Details Regarding JNTO – Cool Japan Fund Cooperation

1. Review and promotion of projects that serve the Visit Japan and Cool Japan aims.

By implementing support and subsidy measures that harness the strengths of each organization, the alliance will review and promote projects for the overseas development of business fields related to the Visit Japan and Cool Japan campaigns.

2. Cooperation in holding business meetings, exhibitions, and PR events

When requests for cooperation arise during business meetings, exhibitions, missions and other business matching activities conducted by either organization or by related ministries and associations such as METI or MLIT's Japan Tourism Agency, whichever body makes the request will be provided with the necessary cooperation by the rest of the alliance through such means as management advice, facilitating business introductions in local areas, gathering participants, etc.

3. Introduction of potential partners

The alliance will provide outlines of local organizations and support measures and provide contacts to local governments, foundations, and businesses interested in promoting inbound tourism and/or overseas development. In addition, it will also provide access to documents/books and website links when necessary.

4. Cooperation in conducting studies and information gathering

Both organizations will cooperate in the conducting of surveys and in information gathering regarding overseas market trends, tourism efforts, and major players in tourism for the promotion of inbound tourism and cultivation of demand overseas.

5. Exchange and sharing of information and opinions

Both organization will provide information and share opinions regarding numbers 1 to 4 in a timely and appropriate manner.

Alliance between Japan National Tourist Organization and Cool Japan Fund

Harness the strengths of JNTO with its 14 overseas offices, and cooperate to promote the Visit Japan and Cool Japan campaigns

JNTO Approach

- ◆ If projects in new fields with potential demand are found during information collection overseas, JNTO will share this information with Cool Japan Fund.
- ◆ Visit Japan promotions will be done in conjunction with Cool Japan promotions at overseas travel expos/seminars/business meetings/PR events for visitors to Japan.



Overseas JNTO Event (Illustrative purposes only)

Cool Japan Fund Approach

- ◆ Cool Japan Fund will review and promote business looking into overseas projects and project ideas provided by JNTO.
- ◆ Cool Japan Fund and business entities in which the Fund has invested will provide necessary cooperation and personnel.



Commercial Facility in which Cool Japan Fund invested (Illustrative purposes only)

Harness the strengths of Cool Japan Fund, and cooperate to promote the Cool Japan and Visit Japan campaigns at facilities the Fund has invested in.

Cool Japan Fund Approach

- ◆ Will cooperate in the maintenance of Japan Malls, Food Towns and other overseas commercial facilities and commercial zones, in supporting overseas development for companies opening or expanding shops in such malls, and in providing marketing for inbound Japan tourism.
- ◆ By maintaining media/net-based distribution hubs, will promote the broadcast and delivery of Japanese TV content such as live programs and animation, and the sales of goods, and will market inbound tourism to Japan.
- ◆ Will maintain domestic commercial facilities and zones aimed at inbound tourists.

JNTO Approach

- ◆ Will utilize various media such as the web and SNS to introduce approaches taken by relevant facilities to market tourism to Japan. Will also review the implementation of Japanese tourism marketing and events at such facilities.
- ◆ Utilizing media maintained by Cool Japan Fund, will promote local areas and regional products around Japan.
- ◆ Will promote the relevant facilities at overseas travel expos and business meetings, etc. attended by JNTO, and through various media.