

Cool Japan Fund Inc.

Tokyo, November 12, 2015

Investing in a Paris-Based Company to Boost Exports of Authentic Craft from Regional Japan

Cool Japan Fund has decided to invest approximately 100 million yen in SAS ENIS in Paris, which has accumulated key know-how in promoting authentic craft products from regional Japan in Europe, and in selling them to local consumers or business users such as retail shops or restaurants.

Through this investment, Cool Japan Fund aims to provide Japanese regional craft manufacturers, eager to promote their outstanding products in Europe, with stronger showcases and support for establishing a business, promoting merchandise, evaluating local demand, negotiating with European retailers, and handling customs and distribution. Over the next five years, Cool Japan Fund aims to help 200 regional companies start consistently exporting their products to Europe.

This investment will establish a platform for taking on the European market, useful even for small regional craft manufacturers, and increasing exports of authentic products. It also will encourage European consumers to realize the diversity and profoundness of Japanese culture, and will allow Cool Japan Fund to contribute to local economies by directing attention to regional Japan.

There are many highly skilled manufacturers in Japan, with outstanding craft products that do very well at exhibitions overseas. They manufacturers are often too small, however, to afford to turn their good reputations into sustained businesses, lacking resources, the ability to continue business negotiations, the knowledge to handle export procedures, or access to local market information in Europe. These limitations can restrain companies from starting their businesses overseas for decades.

SAS ENIS has established know-how in running promotional events that link directly to ongoing business transactions. Since 2012, it has organized around 50 events that showcase Japanese regions and authentic craft products in central Paris. Unlike conventional exhibitions that bring together many products for just a short period, SAS ENIS's events run for weeks based on distinctive themes: ARITA

Ceramics, NARA Hemp Cloth, FUKUI Knives, SABAE Eyeglasses, WAJIMA Lacquerware, GIFU Paper, YAMANASHI Knitwear and OMIYA Bonsai, among others. It presents regional craft products along with background histories, cultures or traditional techniques. Through these efforts to “sell stories,” SAS ENIS offers local consumers and buyers a better understanding of products’ value-add. It also takes steps to subsequently start business relationships with customers. These initiatives have enabled SAS ENIS to build up an extensive track record of collaboration with local authorities and other organizations related to regional products.

Cool Japan Fund has decided to invest approximately 100 million yen in SAS ENIS. It aims to provide Japanese regional craft manufacturers eager to promote products in Europe with holistic business support comprising stronger showcases and business support capabilities essential for continuing businesses in Europe, while promoting merchandise, evaluating local demand, negotiating with European retailers, and handling customs and distribution. Over the next five years, Cool Japan Fund aims to help 200 regional companies start consistently exporting their products to Europe.

This investment will establish a platform for taking on the European market, useful even for small regional craft manufacturers, and increase export of authentic products. Cool Japan Fund will pursue close collaboration with promotional initiatives operated by local/central authorities to effectively enhance business development activities in Europe. This trial will also encourage European consumers to realize the diversity and profoundness of Japanese culture, and will allow Cool Japan Fund to contribute to local economies by directing attention to regional Japan.

[SAS ENIS]

Established	October 2011
Location	Paris, France
President	Yoshiaki Shiokawa
Activities	Offer holistic support to sell Japanese craft products in Europe

* Firm name “SAS ENIS” become effective in mid-November 2015
Current firm name is “SARL ISONO”
