

## Press Release

Cool Japan Fund Inc.  
Tokyo, March 13, 2014

### **Cooperation between JETRO and Cool Japan Fund**

Japan External Trade Organization (JETRO) and Cool Japan Fund Inc. (Cool Japan Fund) today (March 13) signed a memorandum regarding cooperation in contribution to Japanese economic recovery through the cultivation of industry and development of overseas demand by more effectively communicating the rich culture of Japan and its appeal – from media to fashion to cuisine and lifestyle - to people around the world as Cool Japan.

JETRO, with its global network of 37 Japanese and 73 overseas offices, has the necessary knowhow to support Japanese companies operating overseas. Cool Japan Fund provides Japanese companies with venture financing to allow them to expand the “Cool Japan” concept even further. The aim of cooperation between these organizations is to generate positive growth that facilitates operations for both.

Through these efforts, JETRO hopes to broaden the support it offers to companies and Cool Japan Fund hopes to make use of JETRO’s information about conditions overseas, both of which will make more effective operational discovery and development possible.

By harnessing each organization’s strengths as much as possible and fortifying the cooperative mechanism between the organizations, they will be able to respond to the various overseas development needs of Japanese companies involved with Cool Japan.

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

- Mutual introduction to business operators, etc.
- Cooperation of each organization in Japanese business support and development
- Cooperation in studies and information gathering
- Holding of dialogues between the two organizations

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Supplementary Documentation: Details Regarding JETRO – Cool Japan Fund Cooperation

## Details Regarding JETRO – Cool Japan Fund Cooperation

### **1. Mutual introduction to business operators, etc.**

Both organizations are engaged in supporting and investing in businesses developing overseas demand for products, etc. that show the characteristic appeal of the Japanese lifestyle (Cool Japan Companies below), and each will inform the other of such partnerships and operational details thereof.

### **2. Cooperation of each organization in Japanese business support and development**

Both organizations provide investment and support to Cool Japan Companies (including overseas test marketing, business meetings, exhibitions, missions, etc.) and when that support is offered, each organization will actively cooperate in introducing related parties to the other organization.

### **3. Cooperation in studies and information gathering**

Both organizations will cooperate in surveys and information gathering on overseas market trends, regulations on trade, investment, and taxes related to the support and investment each is undertaking.

### **4. Holding of dialogues between the two organizations**

Both organizations will take part in timely meetings for information and opinion exchange regarding points 1 to 3 above.

# Support under the JETRO – Cool Japan Fund Alliance



CJ Fund

- Support for CJ Companies PR and Project Discovery Surveys
- Gather market info through surveys

By providing venture capital, set up and promote investment proposals and necessary due diligence

Through participating in management, offer hands-on support and maintain overseas development hubs/distribution networks for Japanese companies.



JETRO

- Markets and regulations in regions proposed by the CJ Fund, information sharing through personal networks, consultation on specialized fields
- Share market information, etc. gathered by the CJ Fund

In addition to the activities described on the left, hold events in cooperation with CJ Companies

Overseas Development and Market Cultivation by Japanese Companies

# Steps for Operational Expansion and Promotion

## Cool Japan Fund Approach (Maintaining Physical Distribution Hubs )

Utilizing commercial facilities/gathering shops in one place



## How JETRO Helps

- Support of overseas service industry development
  - Opening branches in makeshift shops (Food business, etc.)
  - Market inspection through trade missions
- Supporting export of agricultural and marine products /food
  - Offering Japanese-grown products tasting/monitoring
- Support export of consumables such as design and daily living products
  - Test marketing, PR exhibitions, business matching, etc. (Asia Caravan, etc.)
- Promotion of Tourism in Japan
- Introduction to JETRO's work (Supporting of investments in Japan, etc.)

## Cool Japan Fund Approach (Maintaining Media/Internet Distribution Hubs)

Broadcasting Japanese media content such as TV programs, animation  
Sale of distribution rights, goods etc.



## How JETRO Helps

- Export PR, etc. for products and services supported by JETRO
  - Agricultural and marine products /food
  - Media
  - Consumables such as design and daily living products
- Promotion of Tourism in Japan
- Introduction to JETRO's work (Supporting of investments in Japan, etc.)