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'Cool Japan'

brand fund Bill



On March 15, 2013, the Japanese Cabinet approved the Bill of the Act on the Japan Brand Fund\*, and the Ministry of Economy, Trade and Industry (METI) will submit the bill to the 183rd ordinary session of the Diet.

In order to contribute to the sustainable growth of Japan's economy, the bill aims to establish the **Japan Brand Fund** (hereinafter referred to as the "Fund"), which is a company to support business activities for cultivating overseas demand for Japan's attractive products or services that make full use of the unique characteristics of Japanese culture and lifestyle, through support measures, such as supplying risk money by utilizing the Special Account for the Fiscal Investment and Loan Program.

Under the bill, the Fund will support business activities, such as distributing Japan's content, expanding overseas the products of regional enterprises that express their unique sense and creativity , and efficiently providing products or services related to the basic necessities of daily life, through support measures, such as investment in activities, dispatching experts, and counseling by such experts.

Read more about the [progress of the Bill](#) to establish the Japan Brand Fund

\*Note: Japan Brand Fund is a tentative title.

Read more about the [plans for Japan cultural promotion](#)

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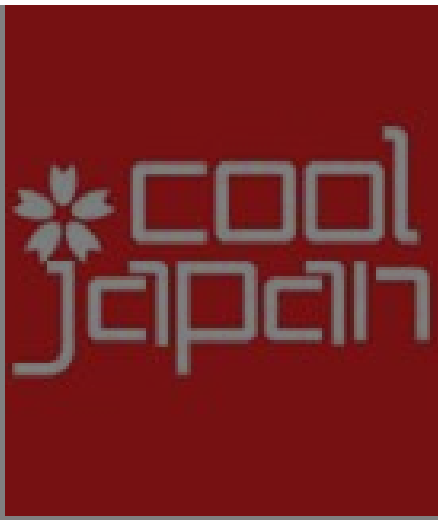
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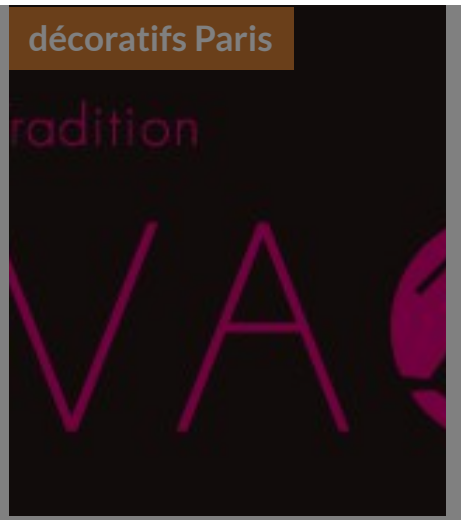
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