

**Japan
Association
of
New
Economy**



- Japan Association of New Economy
(abbreviation : Shinkeiren / JANE)
- Founded: June 1, 2012
- Members: 537 companies

*as of Oct 19, 2022



Policy Recommendations for
the Economic Growth in
Japan



Economic association with
members from both startups
and large companies



Networking and information
exchange among business
leaders



Japan's newest economic association dedicated to creating an environment in which individuals and private companies can maximize their potential for economic and social reform centered on digital. With the basic principle of **"Give more authority to private sector"**, the association publishes numerous policy proposals and statements of both regulatory reform and market creation type every year. It has a diverse membership that transcends the boundaries of size and industry, ranging from start-ups to large corporations, and from IT companies to construction and manufacturing companies. In addition, more than half of the approximately 50 board members and executives are founders of the company, which distinguishes JANE as an "economic organization where entrepreneurs gather". In 2022, the year of its 10th anniversary, JANE is further revitalizing its activities under the new slogan **"Japan Transformation"** as a guideline that encompasses the origin of its activities: the promotion of "innovation, entrepreneurship, and globalization".

Board of Directors



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Representative Director
Chairman & CEO
Rakuten Group, Inc.



Susumu Fujita

Vice Representative Director
President
CyberAgent, Inc



Takashi Inoue

Director(Public Relations)
President & CEO
LIFULL Co.,Ltd.



Noboru Hachimine

Director(Member affairs)
Founder & Chairman
DIGITAL HOLDINGS, INC.



Noriyuki Matsuda

Director
Founder & CEO Sourcenext
Corporation



Takashi Yuri

Director
President & CEO
TechMatrix Corporation



Koichiro Yoshida

Director
CEO
CrowdWorks Inc.



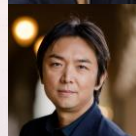
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Auditor
President
E-guardian Inc.

Executive Officers



Tomio Ikoma
President
With us Corporation



Gen Isayama
CEO
WiL, LLC



Sorato Ijichi
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Car7 Development.CO.,LTD.



Tomoharu Inoue
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Tetsuya Ebata
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Mirai Works Inc.



Yasuhiko Okamoto
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Reiko Okutani
Representative Director Chairman & CEO
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Hisashi Kitami
CEO
List Co., Ltd.



Masakatsu Saito
executive vice-president & COO
MINKABU THE INFONOID, Inc.



Daisuke Sasaki
CEO
free K.K.



Koki Sato
Group President and Chief Executive
Officer, Septeni Holdings Co. Ltd.



Hajime Satomi
Chairman, Representative
Director, Sega Sammy Holdings



Tetsuya Sanada
Director and Chairman
KLab Inc.



Takashi Shibata
President and CEO, Taiko
Pharmaceutical Co., Ltd.



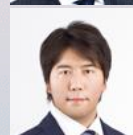
Richard Syuku
Representative & CEO
DIGITAL VORN Co., Ltd.



Yuya Taketani
Representative Director
and CEO, Gunosy Inc.



Yoshiro Tasaka
President
FURYU Corporation



Yoshikazu Tanaka
Founder, Chairman & CEO
Gree Inc.



Genichi Tamatsuka
CEO
LOTTE Holdings Co., Ltd.



Yosuke Tsuji
Founder & CEO
Money Forward, Inc.



Yuki Naito
President & CEO
Drecom Co., Ltd.



Takeshi (Tak) Niinami
President & Chief Executive Officer
SUNTORY HOLDINGS LIMITED



Kazuhiro Suzuki
President and General Manager
Cisco Systems G.K.



Keiji Nishie
Chairman and Representative Director
VECTOR INC.



Hirofumi Nomoto
Chairman Of The Board & Representative
Director, TOKYU CORPORATION



Yoshiaki Fujimori
Chairman & CEO
Oracle Corporation Japan



Koji Funatsu
Chairman & CEO
Transcosmos Inc.



Chikatomo Hodo
Senior Corporate Advisor
Accenture Japan Ltd



Muneaki Masuda
President & Chief Executive Officer
Culture Convenience Club Co., Ltd



Hirotake Yajima
Representative Director, President & CEO
Hakuhodo DY Media Partners Inc.



Taro Yamane
President
sanwacompany ltd.

New Member Companies joining in 2022

ENECHANGE

 esi.inc
To change your world

 LDH JAPAN


Body assist

 Values Fusion


MatchGroup

 SELREA

ARTERIA
アルテリア・ネットワークス株式会社

 ネクステージ

DIMENSION

 日本郵政

 STEMCELL

 EARTH FRIENDS
TOKYO

 Fourth Valley

 おいしい健康


TOW CO., LTD.
株式会社テーオーダブリュ


I'm beside you


 Auto Center Mori

 SPOKE

 bitkey


FRACTAL
WORKOUT

 Acroforce

 広済堂ホールディングス

zoom

 AS

株式会社 アスタリスク

 WORKS
APPLICATIONS

 Rehab


らくらグループ
Lacura Group

 REAL HOLDINGS
GROUP

COCOON LABO^{INC.}

JANE celebrated its 10th anniversary in 2022.

On this milestone occasion, we have incorporated our will to "fundamentally transform Japan," the starting point of our founding, into the words of JX (Japan Transformation).

On Sale!!

BOOK

Hiroshi Mikitani, Susumu Fujita, JANE Executives discuss a "future strategy for Japan" with entrepreneurs

JAPAN TRANSFORMATION
日本の未来戦略

著者名:一般社団法人 新経済連盟 出版社:株式会社KADOKAWA

New Book Released!!



Since the collapse of the bubble economy, Japanese society has been suffering from low growth, which has been called the "lost 30 years." A declining population, a rigid government system, a financial market with little future orientation, a culture that does not tolerate failure... However, there are signs of change by technology, the creation of new markets, and a new era of individuality is just around the corner. What should we do to bring together the power of entrepreneurs and transform Japan? In June 2022, the Japan Association of New Economy, which celebrates its 10th anniversary, aims to create a "future strategy for Japan".

The next decade of JANE begins on June 1, 2022

JANE 10th Anniversary event Japan Transformation - Entrepreneurs change Japan! - 2022.06.01

At the Prince Park Tower Tokyo
event to celebrate 10th anniversary



AWARD

JX Awards, an award for entrepreneurs who change Japan, is launched.

JX Awards

The award is given to entrepreneurial executives who are leaders of JX (Japan Transformation). The award winners were selected by a selection committee comprised of top executives from the front lines of business. The first award was presented at the 10th anniversary commemorative event. JANE plans to continue presenting the JX Award in the future.

== Grand Prize ==

== Special Prize ==



Yohei Kiguchi
ENECHANGE, Ltd.
CEO



Eiko Hashiba
VisasQ, Inc.
CEO



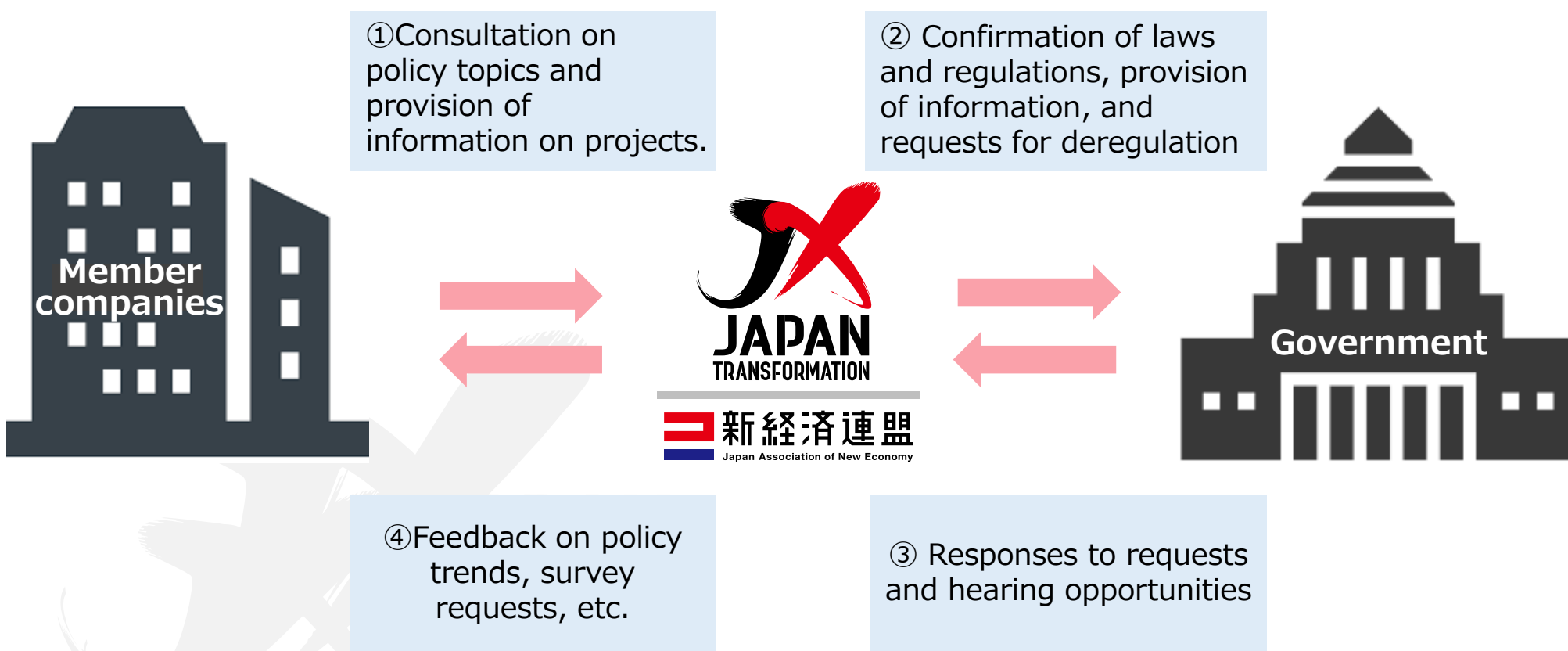
Toru Nishikawa
Preferred Networks, Inc.
Co-founder and CEO



Please visit the website for more details about the book, 10th anniversary events, and JX Awards.



Based on the principles of innovation, entrepreneurship, and globalization, JANE promote advocacy to the government for deregulation and other measures to ensure that government policies encourage the creation and revitalization of the digital economy and are fair to our member companies.



Major policy areas of JANE's work (examples in 2022)

■ Economic and digital policies

- | | |
|-----------|--|
| 2022/7/8 | 【Seminar】 Plan for a comprehensive review of regulations in light of the Digital Principles |
| 2022/6/8 | Comments by Representative Director Mikitani on "Honebuto-no-hoshin", the big-boned policy outline |
| 2022/1/27 | Urgent opinion on response to COVID-19 (co-sign with Keizai Doyukai) |
| 2022/1/12 | An urgent statement regarding the response to COVID-19 |



■ Telecommunications Industry

- | | |
|-----------|--|
| 2022/8/25 | Explanation of "Opinions on the Draft Ministerial Ordinance on Regulations for External Transmission of Information on Users" at the MIC working group on handling of user information pertaining to platform services (18th meeting). |
| 2022/8/25 | Submitted opinions on the MIC Working Group Summary (Draft) on the appropriate handling of specified user information". |
| 2022/8/9 | 【Seminar】 Second summary report of MIC's study group on platform services |
| 2022/8/3 | Submitted comments in response to the MICs' call for public comments on draft second summary report of the study group on platform services |
| 2022/6/22 | Explanation of "Opinions on Regulations for External Transmission of Information on Users" at the MIC working group on handling of user information pertaining to platform services (16 th meeting) |

■ Carbon Neutral

2022/9/29 【Seminar】 Japanese Industry's response and challenge in the international trend of non-financial information disclosure

2022/6/03 Launch of Carbon Neutral Working Group
▶ 27 member companies joined the WG and participate in discussions. In addition to monthly meetings, three subcommittees (EV Promotion, Sustainability Promotion, and Institutional Innovation) are operated towards making policy proposals. Offline meetings and get-togethers provide opportunities for active interaction among WG members.

2022/3/28 【Seminar】 Company management in the era of "Carbon Neutral" - towards launching of JANE WG -



■ Human Resource policy

2022/9/28 Submitted opinions on the Cabinet Secretariat's "Direction of the Legal System for Appropriate Transactions Pertaining to Freelance Workers".

2022/4/22 Submission of opinions on the Immigration and Immigration Agency's "Draft Roadmap for the Realization of a Society Coexisting with Foreign Residents".

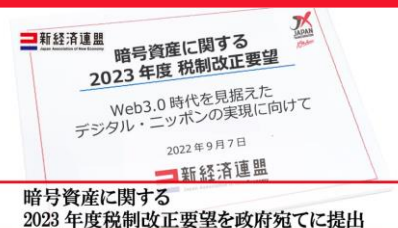
■ Competition Policy

2022/9/6 【Seminar】 Transactions in the cloud services sector from the perspective of competition law

2022/6/10 Submitted comments on the "Competition Evaluation Interim Report on Mobile Ecosystem" and "Competition Evaluation Interim Report on New Customer Contact Points (Voice Assistants and Wearables)" by the Secretariat of the Digital Market Competition Headquarters, Cabinet Secretariat

■ FinTech

- 2022/9/7 Submission to the Government of the 2023 tax reform request regarding crypto assets
- 2022/6/8 Submitted an opinion on the Accounting Standards Board's discussion paper for the issuance and holding of cryptographic assets ICO tokens under the Funds Settlement Law or electronic record transfer rights under the Financial Instruments and Exchange Law



■ Consumer Affairs

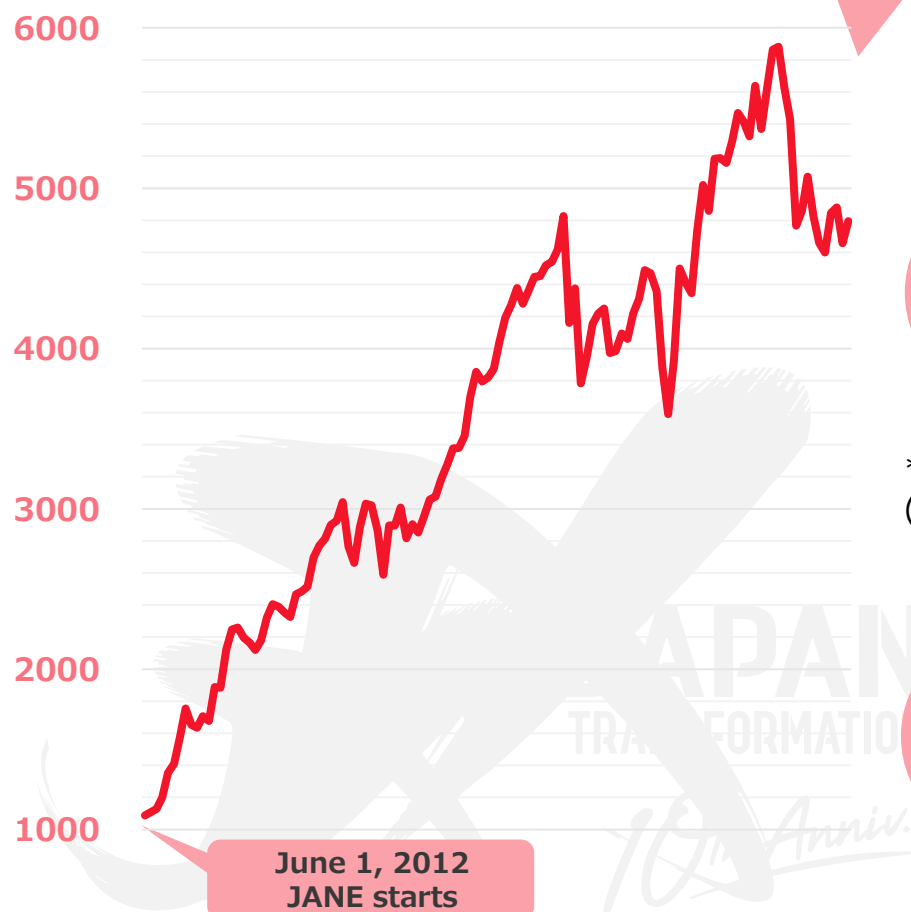
- 2022/9/7 Submitted comments on the Consumer Affairs Agency's proposed revision of "points to consider under the Act Against Unjustifiable Premiums and Misleading Representations and the Health Promotion Act Concerning Health Foods".
- 2022/9/2 Submitted opinions to the Consumer Affairs Agency regarding the study group on the computerization of contract documents, etc. under the Act on Specified Commercial Transactions, etc.
- 2022/6/13 Submitted comments about affiliate advertising on the Consumer Affairs Agency's draft guidelines for management measures and notes under Article 26 of the Act on Prevention of Unjustifiable Extra or Unexpected Benefit and Misleading Representation.
- 2022/4/15 【Seminar】 Briefing on the Consumer Affairs Agency's "Study Group on Affiliate Advertising, etc. the Economic Security Promotion Act"
- 2022/8/24 Submitted comments on the Cabinet Office's "Draft Basic Policy" and two "Draft Basic Guidelines" regarding economic security

Japan New Economy Index

The world's first* index created by a business association with its member companies as constituent stocks.

*Based on JANE's research (as of June 2019)

Returns since the start of JANE 〈Monthly basis〉



151
issues

Includes all 151*
general members
listed on the three
TSE/TYO markets.

*listed on three TSE/TYO markets
(Prime=73, Standard=25, Growth=53)

More than
5
times

Index rose to
near 5000,
5 times higher
than 1,000 as of
June 1, 2012

Major top component issues

Japan Post
Nitori Holdings
Trendmicro
Tokyu
Rakuten group
Oracle Corp. Japan
CyberAgent
Tokyu Land
Itoen
Kakaku.com
Sega Sammy Holdings
Fancl
Mercari
Park 24
Fujisoft
NIPPON GAS
Seino Holdings
Nextage
Benefit One
MoneyForward
Hazama Ando
Toei
Freee
Matsui Securities
Funai Soken Holdings

■ New Members MTG



An online event held quarterly where newly enrolled general members are invited to introduce their business in the form of a short pitch. Impressive presentations with full use of video and images. Each general member company that participates as an audience will be provided with contact information for the speaker's company for further business opportunities.

■ Off-line Meetup (TBD, planned in 2023)



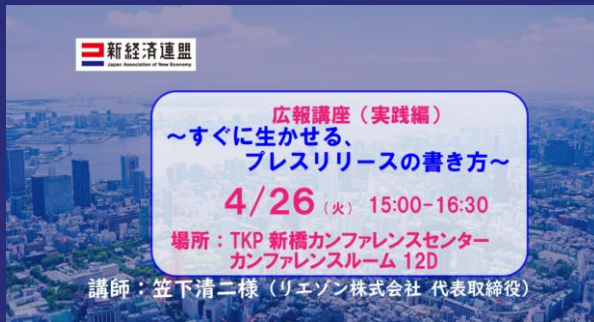
New offline meetups are being planned to further deepen exchanges among business owners and executives. Each meeting will have a set theme, and all participants will engage in discussion based on the lecturer's presentation. The event will be held every other month (light meals and drinks will be provided).

■ "Must" lectures for management



A "practical education course" offered to corporate managers and executives, as well as those who are seeking to start their own businesses. Specific theme is set each time and experts in various fields are invited to give lectures. The lecture is held 3 to 5 times each year. The first seminar in 2021 focuses on security theory, while the second seminar in 2022 focuses on organizational management theory.

Public Relations seminars



新経済連盟
Japan Association of New Economy

広報講座（実践編）
～すぐに生かせる、
プレスリリースの書き方～

4/26（火） 15:00-16:30

場所：TKP 新橋カンファレンスセンター
カンファレンスルーム 12D

講師：笠下清二様（リエゾン株式会社 代表取締役）

A very popular practical course for new PR professionals and those in PR and IR departments, where you can learn the basics and applications of PR and how to write press releases, etc., in multiple sessions.

JANE throughout Japan!!



新経済連盟
Japan Association of New Economy

好評プロジェクト「新経済 and 全国」第5弾
東京だけが舞台じゃない！
横浜！横浜のスタートアップ振興に迫る

2022/11/9（水）
15:00-16:00
Zoom ウェビナー
無料

大久保 智子 横濱市副市長
福島 正一 StockBase 代表取締役
関 芳実 StockBase 代表取締役
菊原 美里 StockBase 取締役
北見 尚之幹事 リスト代表取締役社長
江幡 哲也幹事 オールアクト代表取締役社長

To deepen connections with cities and regions throughout Japan and create new value through mutual exchange. Member companies and noteworthy companies headquartered in various regions of Japan speak frankly about their roots and growth in the region, challenges and future prospects. JANE will take reflect opinions to policy proposals in order to widely disseminate the real status and potential of the local economy.

DX SALON



DX SALON #02

100年企業のデジタル変革
— 石油会社が挑むデータビジネス —

三枝 幸夫 | 出光興産株式会社
執行役員 CDO・デジタル実業部長

2021年5月20日（木） 16:00-17:00

DATA IS THE NEW OIL !!

オンライン配信（ZOOMウェビナー・無料・登録制）

Discussion of the digital shift and future prospects for Japan from a practical perspective

Platform to discuss cutting-edge business trends among executives and gov officials

NEST-NEXT



NEST NEXT special

市場再編のインパクト
グロース市場活性化の秘策とは？

2月26日（金） 17:00-18:00
STOCKVOICE無料配信

清田 聡 | 日本取引所グループ
取締役兼代表執行役
グループCEO

三木谷 浩史 | 新経済連盟代表理事
兼文芸春秋編集長

斎藤 正晴 | 新経済連盟 前理事
前日本取引所グループ
執行役員

新経済連盟
Japan Association of New Economy

MIZUHO 三井住友銀行
JPX 大証証券
Rakuten 楽天証券
SBI証券

■ Member gathering event



Golf tournaments and mahjong tournaments for the purpose of developing relationships among member companies. The tournament is held at a prestigious golf course in the near Tokyo area, and the mahjong tournament, led by M-League Chairman and Vice Representative Director Fujita, is held under competitive mahjong rules.

■ Art Action Forum



Established in 2019 as a loose membership forum to pursue collaboration between art and business. It holds special previews of art events for management and seminars on art and business, and in 2022 will change its name to "Art Action Forum" to make it more active. The first event is a tour to Kyoto to participate in an art fair.

■ Overseas business tours



Overseas business tours for management-level employees. In the past, we visited Silicon Valley in the US, India, Finland, Estonia, Israel, and Belfast in Ireland. We will plan to have one in 2023.

« « photos: Israel tour in 2019 » » »



Membership Benefit

Access to the
latest trend of
business & policies

Participation in
policy advocacy
activities

Creating business
opportunities
through member
gathering

Membership fee

Annual fee:
JPY 200,000

- ✓ Same fee regardless of industry, sales, etc.
- ✓ No admission fee, no charge for seminars, etc.
- ✓ Business year: January-December

※We may request fee for some events

Apply with
application form
via website



Meeting with
secretariat



Approval
at the BoD

Apply online →



JANE website



JANE 10th special website



Interview to Entrepreneurs

