



**Japan
Association
of
New
Economy**

- Japan Association of New Economy
(abbreviation : Shinkeiren / JANE)
- Founded: June 1, 2012
- Members: 519 companies

※as of Mar 15, 2023



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".

Membership Benefits

Access to latest trends
in business/politics

Participation in
Policy Advocacy

Creating business
opportunities through
member exchange

Board of Directors



Hiroshi Mikitani

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.



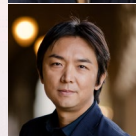
Yasuhisa Takatani

Auditor
President
E-guardian Inc.

Executive Officers



Tomio Ikoma
President
With us Corporation



Gen Isayama
CEO
WiL, LLC



Sorato Ijichi
Founder & CEO
Creww Inc.



Mina Ishiwatari
President
Hoppy Beverage Co., Ltd.



Takayuki Inoue
President & CEO
Car7 Development.CO.,LTD.



Tomoharu Inoue
President
Inoue Business Consultants Co., Ltd.



Susumu Iwata
CEO
YRGLM Inc.



Koki Uchiyama
Chairman of the Board
Hotto Link Inc.



Tetsuya Ebata
Representative Director & President,
Group CEO, All About, Inc.



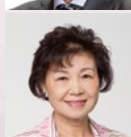
Toshiya Oyama
Representative Director Chairman
and CEO, ADK Holdings, Inc.



Nagaharu Okamoto
CEO
Mirai Works Inc.



Yasuhiko Okamoto
Chairman and President
LIKE Co., Ltd.



Reiko Okutani
Representative Director Chairman & CEO
CCC Support and Consulting Co.,Ltd.



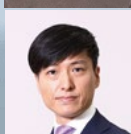
Hisashi Kitami
CEO
List Co., Ltd.



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



Daisuke Sasaki
CEO
freee 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



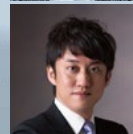
Yoshikazu Tanaka
Founder, Chairman & CEO
Gree Inc.



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



Ichiro Nakagawa
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



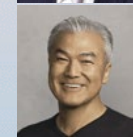
Yoshiaki Fujimori
Chairman & CEO
Oracle Corporation Japan



Koji Funatsu
Chairman & CEO
Transcosmos Inc.



Chikatomo Hodo
Senior Corporate Advisor
Accenture Japan Ltd



Muneaki Masuda
Chairman and CEO
Culture Convenience Club Co., Ltd



Taichiro Motoe
President CEO
Bengo4.com, Inc.



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



Taro Yamane
President
sanwacompany ltd.

Recently joined member companies



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!!

Visit special website for more details of the book, 10th anniversary event and JX Awards ▶

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".

EVENT

New real event launched for JANE to launch its 11th year.

JX LIVE ! 2023

~A Vision for Japan's Future - thinking with Business and Political Leaders ~

OVERVIEW

Date : 2023.07.03 Monday

Venue : Toranomon Hills Forum

The event will be held in Toranomon, Minato-ku, Tokyo, currently known as one of the most active business areas in Japan. The event will be a forum for discussing visions and strategies for the future to fundamentally change Japan, with "JX (Japan Transformation)" as its main theme.

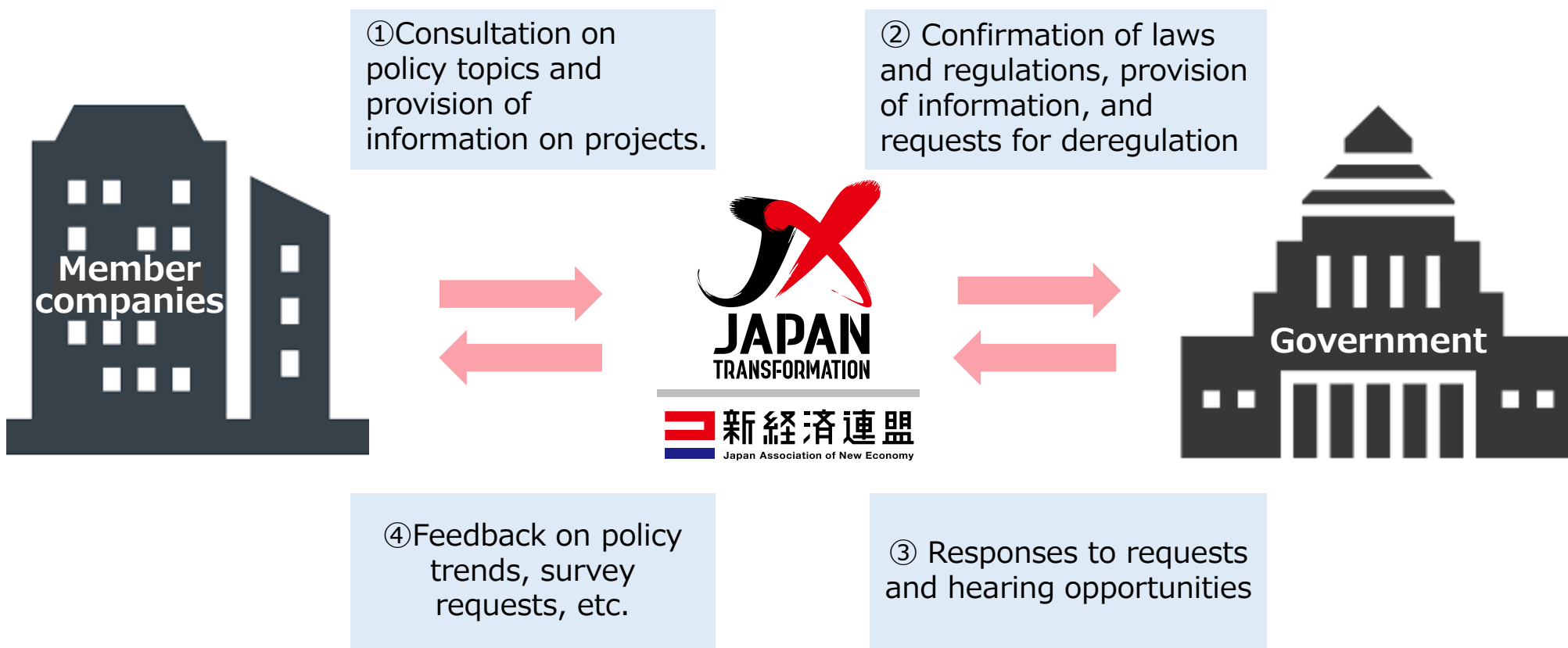
JX LIVE ! 2023

~A Vision for Japan's Future – thinking with Business and Political Leaders~

※ The program and other details will be announced shortly.



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.



Basic policy philosophy of JANE

(excerpts from the 10th Anniversary Policy Proposal)

Depopulation Low Growth Inward-looking society and economy Globally high tax rates Delay in digital readiness Lacking diversity in society Inflexible government



JAPAN TRANSFORMATION Change Japan Fundamentally

Make Japan a country where "people, knowledge, and money" gather from all over the world

There is no future for this country unless we change Japan toward a new era with the power of entrepreneurs

✓ Important Measures for realization of JAPAN TRANSFORMATION(JX)

1

Give more authority to the private sector

- The role of the government should be shaped according to this core principle
- Foster a **philanthropic ecosystem** centered on private sector

2

Reduce globally high tax rates

- Countries with high taxes will inevitably decline
- **Prerequisite for any reform** necessary for JX

3

Promote and use of "New Combination"

- "New combination" of all the connections that are fluidized by digitalization
- **Create new value and improve productivity** through "new combination"

Policy Action Item (excerpts from the 10th Anniversary Policy Proposal)

① Drastic reduction in tax rates and elimination of Galapagos regulations in funding and business.

- In order to compete for global talent acquisition and attraction of company locations, drastic reduction of individual/corporate income taxation and inherit tax (e.g., maximum individual income tax rate from current 55% to 40%) and revision of departure tax
- Revision to book value assessment taxation of tokens, including those held by third parties, and separate taxation of profits from crypto asset transactions
- Removal of restrictions on the listing of class shares
- Elimination of Galapagos regulations such as those that hinder inbound tourism (e.g., restrictions on heli-skiing and water cottages)
- Elimination of restrictions on C2C businesses such as ride-sharing and minpaku stays
- Conduct a collective review of the necessity and effectiveness of all the individual "business laws"

👉 **Companies can create and develop global businesses on a level playing field**

② Enact a "Basic Immigration Act" and establish an employment system of attracting people from the world.

- Clarification of the principles for accepting foreign nationals by enactment of the Basic Immigration Act and abolition of the technical internship system
- Introduction and thorough enforcement of rules for starting and ending employment based on job descriptions, which is normal outside of Japan
- Abolition of systems based on the "breadwinner of the family," such as the spousal deduction
- Establishment of a social insurance/labor system that facilitates freelance and other forms of work other than "employment".

👉 **Individuals can get opportunities of new job, job change, and job assignment of their choice and demonstrate their abilities in jobs required in the digital age**

👉 **Companies are able to utilize diverse and highly engaged human resources in the right place and at the right time**

③ Promote reform competition among local governments and foster a philanthropic ecosystem

- Establishment of a government system that promotes reform and competition among local governments with the *doshu* system as one option, and thorough national standardization of data infrastructure
- Drastic tax reduce and social security spending reform, reform of the public interest corporation system and the donation tax system in an integrated manner, and creation of new money flow through the "private" sector playing a "public" role (e.g., venture philanthropy)
- Recruitment and assignment of highly specialized human resources, and legalization of the EBPM principle in the government
- Abolishing the lifetime employment system for each ministry, which leads to bureaucrats becoming a resistant force tied to vested interests
- Adopting the common law approach and avoiding "pre-emptive regulations" through codification

☞ **Enables efficient government for evidence-based, pro-business responses in an agile manner**

④ Break away from an educational style that accumulates individual knowledge and strengthen "LEEDF" education on a broad base

- L: Leadership / E: Education / E: Entrepreneurs / D: Digital / F: Financial education— strengthen those in elementary, secondary, and higher education
- Expanding the number of faculty members with business experience, increasing the students in information related departments and curriculum reform in the university to respond to the digital age

☞ **Enables individuals to acquire the ability to think for themselves and live in the digital age**

⑤ Regulatory and taxation systems reforms to ensure digitalization in preparation for the Web3 era

- Enactment of the "Comprehensive Act for the Promotion of the Formation of Web3 Society" to collectively reform regulations and taxation systems that hinder the development and spread of blockchain/NFT
- Revision of the "Basic Act for the Formation of a Digital Society" to clearly state the principles of complete digitization of all procedures in the public and private sectors, realization of a "zero-cash society" by 2030, and opening of APIs.
- Introduction of regulations prohibiting acts that impede competition and fee regulations focused on OS/applications stores

☞ **Enabling "new combination" of connections throughout society that creates new value, not mere efficiency**

Recent policy proposals

■ Economic and digital policies

2023/3/7	Comments by Representative Director on Cabinet Decision on Lump-Sum Bill to Promote Digital Regulatory Reform	
2022/12/28	JANE Releases 10th Anniversary Policy Proposal	» » »
2022/12/13	Urgent Comments on Consideration of Increasing the Tax Burden on Higher Income Groups	
2022/12/8	Attended Cabinet Secretariat "Public-Private Partnership Forum for Expanding Domestic Investment"	



■ Telecommunications Industry

2023/2/17	Presentation entitled "Toward the Construction of a New Information and Communications Policy" at the 13th meeting of the General Policy Committee of the Information and Communications Council of the MIC
2023/1/26	Submitted opinions on MIC's "How platform operators should respond to illegal and harmful information such as slander and libel"
22/10/26	Submitted opinions in response to the MIC's "Request for Opinions on the Draft Ministerial Ordinance Partially Amending the Enforcement Regulations of the Telecommunications Business Law, etc."
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".

■ Consumer Affairs

- 2023/2/22 Submitted comments on the Consumer Affairs Agency's "Draft Notification and Draft Operation Standards on Stealth Marketing".
- 2023/2/9 Submitted opinions to the Consumer Affairs Agency regarding the report of the "Study Group on the Law against Unjustifiable Premiums and Misleading Representations"
- 2022/12/28 Submitted opinions on the Consumer Affairs Agency's "Draft Order Partially Amending the Enforcement Regulations of the Act on Specified Commercial Transactions"
- 2022/12/16 Submitted opinions to the Consumer Affairs Agency's "Draft Report of the Study Group on Stealth Marketing"

■ Carbon Neutral

- 2023/1/23 Submitted opinions on the "Basic Policy for the Realization of GX"
- 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 -



【オンラインセミナー】
カーボンニュートラル時代の企業経営
—新経連ワーキンググループの立ち上げに向けて—

3 / 28 (月)
18:30-19:30

城口 洋平 様 ENECHANGE 代表取締役 CEO
吉田 浩一郎 理事 クラウドワークス 代表取締役社長 兼 CEO

■ Human Resource Policy

- 2022/11/16 Attend and explain "Requests for the Promotion of Acceptance and Activities of Foreign Human Resources in the Post-COVID Global Society" at the 6th Meeting of the Working Group of the Council for Creation of the Future of Education of the Cabinet Secretariat
- 2022/9/29 Explanation at MEXT and METI's "The 1st Council for Promotion of Digital Human Resource Development"

■ Startup

- 2022/11/11 Express opinion at the Startup Innovation WG (2nd meeting) of the Council for Regulatory Reform of the Cabinet office
- 2022/11/2 At the LDP New Capitalism Implementation Headquarters, Subcommittee on Startup Policy Explanation of "Requests for Startup Policy"

■ FinTech

- 2023/1/27 Submitted comments on the proposed partial revision of the administrative guidelines related to crypto asset exchangers.
- 2022/11/10 Presentation on "Issues and Proposals Concerning Accounting of Crypto Assets" at the web3PT of the LDP Headquarters for the Promotion of a Digital Society

■ Economic Security

- 2023/3/10 Submitted opinions on the "Basic Guidelines for Ensuring the Stable Provision of Specified Social Infrastructure Services through the Prevention of Specified Interference" regarding the Economic Security Promotion Act
- 2022/10/12 [Seminar] "The Current Officials in Charge Speak Out! Frontline of Economic Security: Measures and Future of the Law for the Promotion of Economic Security"

Major policy advocacy achievements①


■ Digital Principles

2013/4	Proposal to eliminate the principle of written, sealed, and face-to-face meetings	 <p>新経済連盟 Japan Association of New Economy</p> <p>デジタル規制改革推進 のための一括法案の閣議決定 に当たっての代表理事コメント</p> <p>一般社団法人新経済連盟 代表理事 三木谷 浩史</p>
2015/10	Proposal to establish a law for the use of IT	
2017/5	Policy Recommendations for Digital First Implementation	
2021/5	Passage of "Digital Reform Related Laws	
2021/9	Launch of the Digital Agency	
2023/3	Cabinet approves "Lump-sum bill to promote digital regulatory reform," a comprehensive review of analog regulations such as written documents, stamps and seals, and face-to-face meetings.	

■ Realization of COVID19 workplace vaccination

2021/4	Publication of "Urgent Proposal for Vaccine Measures to Overcome the COVID19," Including Workplace Vaccination, and Call for Endorsers
2021/5	Representative Director Mikitani submitted the proposal and signatures of endorsers to then Prime Minister Yoshihide Suga
2021/6	Start workplace vaccination

■ Startup support

2013/4	Released "Urgent Recommendations on Innovation Promotion," including the establishment of a national policy on innovation promotion and reform of the tax system to stimulate startup investment and encourage business startups. Requested expansion of the angel tax system and introduction and strengthening of a tax system to encourage spin-offs of internal ventures.	 <p>新経済連盟 Japan Association of New Economy</p> <p>2023 年度税制改正提言 ～ Japan Transformation の実現～</p> <p>2022 年 10 月 14 日 新経済連盟 Japan Association of New Economy</p> <p>2023年度税制改正提言を政府宛てに提出</p>
2022/10	Requests Tax Reform to Support Startups in the Tax Reform Proposal for FY2023	
2022/11	5-year plan for startup development was set by the Government	
2022/12	The FY2023 Tax Reform Proposal includes a major expansion of the angel taxation system and measures to support startups, including a partial spin-off taxation system	

Major policy advocacy achievements②

■ Deregulation of online drug sales

2013/3	Proposes System to Enable Online Sales of OTC Drugs at MHLW Study Group
2014/6	Revised Pharmaceutical Affairs Law (Pharmaceutical Affairs Agency Law) comes into effect, allowing OTC drugs to be sold over the Internet again.

■ Online Real Estate Transactions

2014/8	Submitted opinion to MLIT regarding online real estate transactions
2017/10	Full operation of online briefing on important matters for real estate lease transactions
2021/3	Full operation of online briefing on important matters for real estate lease transactions
2022/5	Revised Building Lots and Buildings Transaction Business Law goes into effect, making real estate transactions online, including the abolition of the stamping process and the electronic delivery of documents

■ Education Reform

2013/4	Recommendation to improve IT literacy by giving one device per student.
2019/12	Distribution of one device per student was decided in the supplementary budget for fiscal year 2028. Moves toward the realization of the GIGA School concept are underway.

■ Realization if Minpaku stay

2015/10	Proposals for Revision of the Ryokan Business Law and other measures to revitalize sharing economy
2017/6	New law on private accommodations (Residential Accommodation Business Law) enacted.

■ Crypto Asset taxation

2021/10	Recommendation to review the taxation of unrealized gains from the mark-to-market valuation of crypto assets held by corporations at the end of the fiscal year.
2022/12	In the 2023 Tax Reform Proposal, it was decided to revise the book value valuation of in-house holdings at the end of the fiscal year for companies issuing tokens.

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〉



150
issues

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

*listed on three TSE/TYO markets
(Prime=73, Standard=25, Growth=52)

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.

■ Evening Meetup! by JANE



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).

■ 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.

■ "Must" lectures for management

新経済連盟
第2期 組織マネジメント論
経営者のための
必修講義
組織経営に必要な「聴く」力 (前編)
チームの能力を最大化する秘訣とは？
YELL
ZOOM ウェビナー/無料
篠田真貴子
エール株式会社 取締役
2022年5月17日火 14:00-15:00

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.

■ PR lecture

【セミナー】会場開催+懇親会
新経済連盟
広報講座
企業価値を高める！
IR 担当の基礎知識と投資家の視点
3.14 15:00-16:30 (懇親会 16:30-)
会場：虎ノ門琴平タワー 3階 大会議室
市川 祐子 様
マーケットリバー (株)
代表取締役

This is 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. The lecturers include Mr. Kasashita, Director of the Public Relations Department of JANE, Mr. Hiromasa Tanaka, Director of the Sei-katsu-sha Research Center, and Ms. Yuko Ichikawa, Representative Director of Market River Co.

■ JANE throughout Japan!!

新経済連盟
好評プロジェクト「新経済連と全国」第5弾
東京だけが舞台じゃない！
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
横浜市長
福島 正一
横浜銀行 営業部長
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
江崎 哲也 幹事
オールアバウト 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.

■ 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 » » »

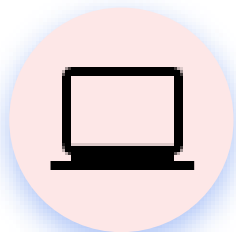


■ NEST-NEXT



A platform for executives, government officials, and others to discuss cutting-edge business trends. The first event of 2023 was held on the Power of Overseas Chinese Networks to Survive the Global Economy.



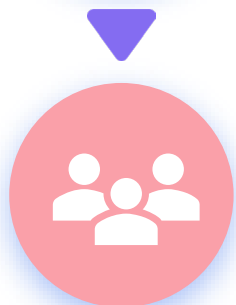


Apply

Fill out the enrollment form on the web.
Application process can be completed online.

*Please add your company's team mailing list as the second contact.

1



Meeting

A 30-minute meeting with JANE secretariat team will be arranged.

2



Approval

Membership will be granted after review and approval by the Board of Directors.

*Board meetings are held annually in Feb, Mar, Jun, Sep, and Dec.

3



Membership Fee

- Annual Membership Fee : 200,000
- Admission Fee : No charge

*Member services, including seminar entry are provided at no additional cost (some actual costs may apply).