

**Japan
Association
of
New
Economy**



JAPAN
TRANSFORMATION



- Japan Association of New Economy (abbreviation : Shinkeiren / JANE)
- Founded: June 1, 2012
- Members: 535 companies

※as of October 19, 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"**, JANE 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".

Benefits of Membership

Access to the latest developments in business/politics

Participate in policy advocacies

Networking / information exchange among members



Hiroshi MIKITANI

Representative Director
Chairman & CEO
Rakuten Group, Inc.



Susumu FUJITA

Vice Representative Director
CEO, 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

General Partner & CEO
WiL, LLC



Sorato IJICHI

Founder & CEO
Creww Inc.



Mina ISHIWATARI

CEO
Hoppy Beverage Co., Ltd



Takayuki INOUE

Representative Director & President
CARSEVEN DIGIFIELD.CO.,LTD.



Tomoharu INOUE

President
Inoue Business Consultants Co., Ltd



Susumu IWATA

CEO
YRGLM Inc.



Koki UCHIYAMA

Group CEO
Hotto Link Inc.



Tetsuya EBATA

President & CEO
All About, Inc.



Toshiya OYAMA

Representative Director,
President & Group CEO
ADK Holdings Inc.



Nagaharu OKAMOTO

CEO
Mirai Works Inc.



Yasuhiko OAKMOTO

Founder, President and Group CEO
LIKE Co., Ltd.



Reiko OKUTANI

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



Yohei KIGUCHI

Representative Director & CEO
ENECHANGE Ltd.



Hisashi KITAMI

Representative Director and President
List Co., Ltd.



Masakatsu SAITO

Executive vice-president
MINKABU THE INFONOID, Inc.



Daisuke SASAKI

Co-Founder and CEO
freee K.K.



Koki SATO

Group President & Chief Executive Officer
Septeni Holdings Co. Ltd.



Hajime SATOMI

Chairman, Representative Director,
Sega Sammy Holdings



Tetsuya SANADA

Director & 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 President,
Gunosy Inc.



Yoshikazu TANAKA

Founder, Chairman & CEO
Gree Inc.



Genichi TAMATSUKA

CEO
LOTTE Holdings Co., Ltd



Yosuke TSUJI

Representative Director, President and CEO
Money Forward, Inc



Yuki NAITO

President & CEO
Drecom Co., Ltd.



Ichiro NAKAGAWA

President & General Manager
Cisco Systems G.K.



Takeshi (Tak) NIINAMI

Representative Director, President & CEO
SUNTORY HOLDINGS LIMITED



Keiji NISHIE

Chairman and Representative Director
VECTOR INC.



Hirofumi NOMOTO

Chairman Of The Board & Representative
Director, TOKYU CORPORATION



Yoshiaki FUJIMORI

Outside Director, Chairperson
Oracle Corporation Japan



Koji FUNATSU

Director, Corporate Advisor
Transcosmos Inc



Chikatomo HODO

Representative Director.
Bayhills Co., Ltd



Muneaki MASUDA

Chairman and CEO
Culture Convenience Club Co., Ltd



Taichiro MOTOE

Representative Director, President & CEO
Bengo4.com,Inc.



Hirotake YAJIMA

Representative Director.President & CEO & CCO
Hakuhodo DY Media Partners Inc.



Taro YAMANE

President
sanwacompany ltd.

New Members

ENECHANGE

zoom

LDH JAPAN

PROGRIT

WORKS
APPLICATIONS


MatchGroup


I'm beside you

 bitkey

 STEMCELL

 Rehab


Microwave Chemical

alue

Y SPOKE

 らくらグループ
Lacura Group

 CREATE
日本情報クリエイト株式会社

DIMENSION

Gamanoi アマノイ

PoliPoli

Cyber Com



 田中産業

 Loglass

 ベリーベスト
法律事務所

 Life is Tech!

GiXo

HashPort

 DELIVERY
CONSULTING

A X Z I A

 softsu
voice for innovation

 Cambridge
Consultants

 MicroAd
Redesigning the Future Life

 Impact HD

AZAPA

 Tech Japan

IKEUCHI GROUP

playground

 SCIENCE ARTS

 東海電子株式会社

 JNA

JX LIVE ! 2023

Event Report

~Think Japan's Future Vision with Business and Political Leaders~

The event aimed to widely disseminate JANE's policy message (JX : Japan Transformation) for revitalizing the Japanese economy and to strengthen the communities that share JANE's vision. Leading business leaders, politicians, and experts were invited to experience cutting-edge policy discussions in roundtables.

The discussions are now being streamed by [PIVOT](#). ▼



Submitted "JX (Japan Transformation) Policy Proposal – JANE's Vision for Japan's Future" to Prime Minister Fumio KISHIDA

Referring to the discussions at the event, JANE created "JX Policy Proposal". It consists of 3 key areas "Strategies to make Japan an innovation powerhouse that attracts people, knowledge, and money", "AI and Web3 Strategy", and "GX Strategy".



«JX Awards 2023»

= Grand Prize =

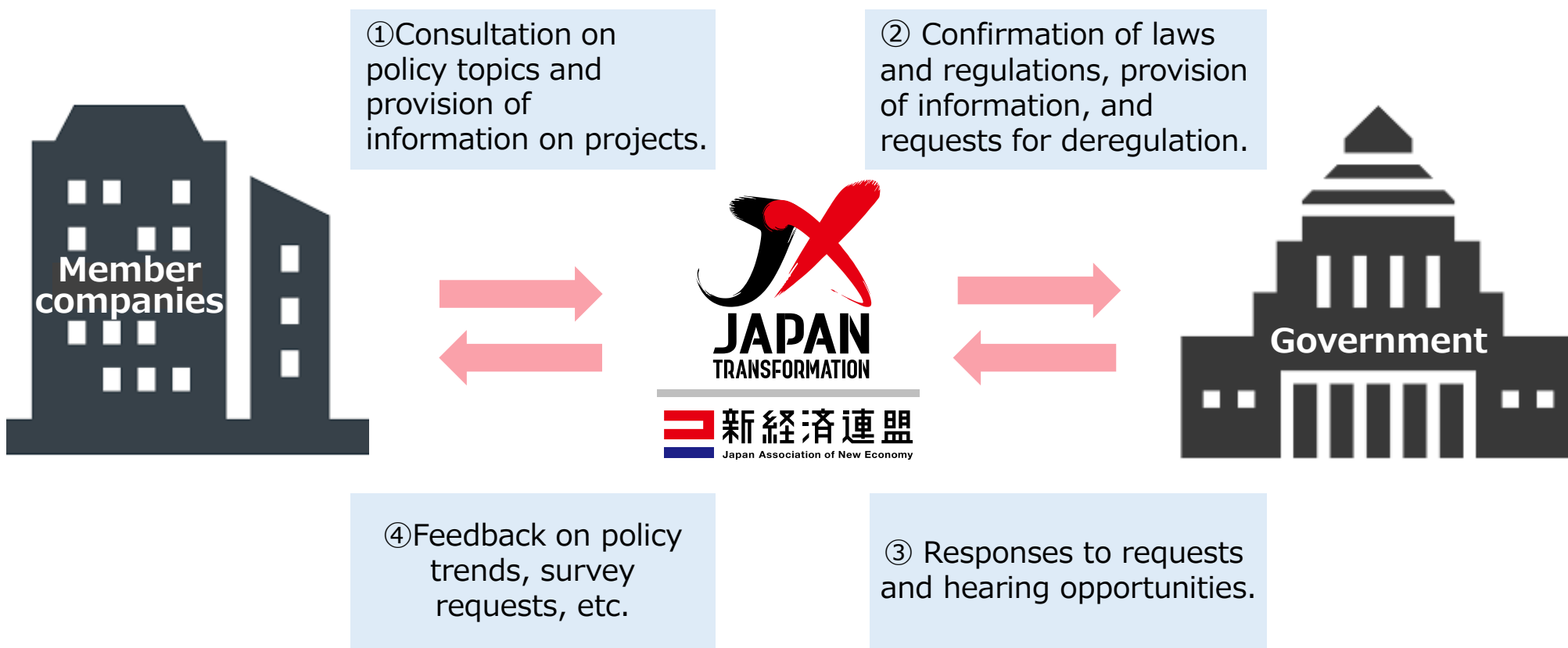
- Taejin SHIN (Gojo & Company, Inc.)

= Selection Committee Members' Special Awards =

- Hiroaki NISHINA (PJP Eye LTD.)
- Daisuke INABA (atama plus Inc.)
- Akemi TSUNAGAWA (Bespoke Inc.)



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 & Digital Policy

2023/9/15	Presentation at the National Comprehensive Development Council for Digital Lifelines (2nd meeting) held by the Ministry of Economy, Trade and Industry(METI) and others governmental organizations.	
2023/9/15	Released "Priority Tasks for Japan's Revitalization to be Implemented in the Future: On the Occasion of the Inauguration of the Reshuffled KISHIDA Cabinet".	
2023/7/11	Submitted "JX (Japan Transformation) Policy Proposal – JANE's Vision for Japan's Future" to Prime Minister KISHIDA.	
2023/6/28	Presentation at the National Comprehensive Development Council for Digital Lifelines (1st meeting) held by METI and others governmental organizations.	
2023/4/25	Presentation at Digital Agency's Digital Society Planning Council (7th meeting).	
2023/4/6	Commented at the Public-Private Partnership Forum on Increasing Domestic Investment (2nd meeting) held by the Cabinet Secretariat(CAS).	
2023/3/29	Presentation on standardization and digitalization (DX) of procurement procedures for local governments at the Ministry of Internal Affairs and Communications(MIC)' hearing for business organizations.	

■ Startup Policy

2023/6/21	Commented at the Regulatory Reform Promotion Council's 14th Startup Innovation Working Group Meeting.
2023/4/25	Released "Request for Policies Related to the Startup Development Five-year Plan (Part 3) " .

■ Telecommunications Policy

2023/9/19	Submitted comments in response to the Ministry of Economy, Trade and Industry(MIC)'s "Call for Proposals on Telecommunications Policies in Response to Changes in the Market Environment".
2023/8/15	Resubmitted comments on MIC's "Draft direction for future consideration in the working group on countermeasures against illegal and harmful information, such as slander and libel" in response to another request for opinions.
2023/6/29	Submitted comments on MIC's "Draft direction for future consideration in the working group on countermeasures against illegal and harmful information, such as slander and libel".
2023/4/24	Submitted comments on the MIC's proposed amendments to the "Guidelines for the Protection of Personal Information in the Telecommunications Business".

■ Carbon Neutral Policy

2023/9/27	Submitted comments on the Ministry of Economy, Trade and Industry(METI)'s "Draft Guideline for the Promotion of Charging Infrastructure Development."
2023/7/18	Carbon Neutral Working Group Phase 2 Began.
2023/4/26	Released JANE Carbon Neutral Vision.



■ Online Sales of Pharmaceuticals Policy

2023/8/31	Released Urgent Statement on Internet Sales of Drugs of Potential Abuse.
2023/8/3	Submitted opinions to the Ministry of Health, Labour and Welfare(MHLW) regarding a review of the over-the-counter (OTC) drug sales system.
2023/5/17	Explanation of sales method using digital technology for drugs requiring instruction at the MHLW's "4th Study Meeting on the Marketing System of Drugs".

■ Human Resource Policy

2023/5/26	Submitted comments on "Proposed Order Amending Part of the Order Concerning Restriction of Capacity of the Faculties in Specified Areas".
2023/4/28	【Webinar】 Introduction to New and Existing Systems for Accepting Foreign Nationals *Lecturer: Ministry of Economy, Trade and Industry(METI) and Immigration Services Agency(ISA).
2023/3/23	Submitted comments on "Draft Ministerial Ordinances and Notifications for the Acceptance of Special Highly-Skilled Professionals (J-Skip) and Future Creation Individuals (J-Find)".

■ Consumer Affairs Policy

2023/8/10	Expressed opinions at the Consumer Affairs Agency's " Discussion Group on the Review of 'Free Shipping' Labeling".
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■ Competition Policy

2023/8/18	Submitted comments on the Japan Digital Market Competition Headquarters' Final Report on Evaluation of Competition in the Mobile Ecosystem.
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■ Economic Security Policy

2023/3/10	Submitted comments on the "Basic Guidelines for Specified Social Infrastructure Services" regarding the Economic Security Promotion Act.
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■ Diversity & Inclusion Policy

2023/4/28	Issued a statement on promoting diversity equity and inclusion.
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Carbon Neutral WG

- Launched in April 2022 as a platform for information sharing and discussion among JANE members. This is in response to the global trend of promoting carbon neutrality and the increasing number of companies in Japan that are working on management and business development that respond to a decarbonized society, and the increasing level of climate change response required of companies regardless of their size.
- It consists of three subcommittees: the EV Promotion Subcommittee, the Sustainability Promotion Subcommittee, and the Institutional Innovation Subcommittee. The Institutional Innovation Subcommittee is further divided into three subcommittees: the Green Transformation (GX) Human Resources Development Subcommittee, the Consumer Behavior Change Subcommittee, and the Carbon Pricing Subcommittee.
- 28 member companies participated in the WG. (* As of July 2023)



<Recent activities>

2023/4/27 Released JANE Carbon Neutral Vision, as a summary of the year-long discussions in the WG.

2023/7/3 The chair and vice chair spoke at the roundtable “Revitalizing Japan through Green Transformation (GX): GX as Japan’s New Growth Strategy” at the JANE’s anniversary event JX Live !.

2023/7/11 Submitted “JX (Japan Transformation) Policy Proposal – JANE’s Vision for Japan’s Future” to Prime Minister Fumio KISHIDA.

* The proposal also mentions the GX.



▲ Carbon Neutral WG Phase 2 Members

Next Generation Education WG

- In June 2023, "Next Generation Education WG" was established under the existing Education Reform Project Team (PT). This is in response to the growing interest in entrepreneurial education, STEAM education, and Digital Transformation (DX) in education. 25 general member companies, mainly those involved in education-related businesses belong to the WG (*As of September 2023).
- The WG holds meetings on a bimonthly basis.
- Two subcommittees will be established under the WG. The subcommittees will discuss entrepreneurial education and STEAM education, as well as DX of school operations, promotion of the GIGA school concept, and analysis and utilization of educational data.

<Action Plan>

- Hold a general meeting every two months
- Presentations by member companies
- Exchange of opinions with relevant ministries and agencies
- Aiming to make policy proposals based on discussions in the WG



▲ Koji FUNATSU, JANE Executive Officer
(Chair of Next Generation Education WG)



▲ Discussions in the WG (August 2023)

Major policy advocacy achievements①

■ Digital Principles

2013/4	Proposal to eliminate the principle of written, sealed, and face-to-face meetings.
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.
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 of Minpaku (short term rental)

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

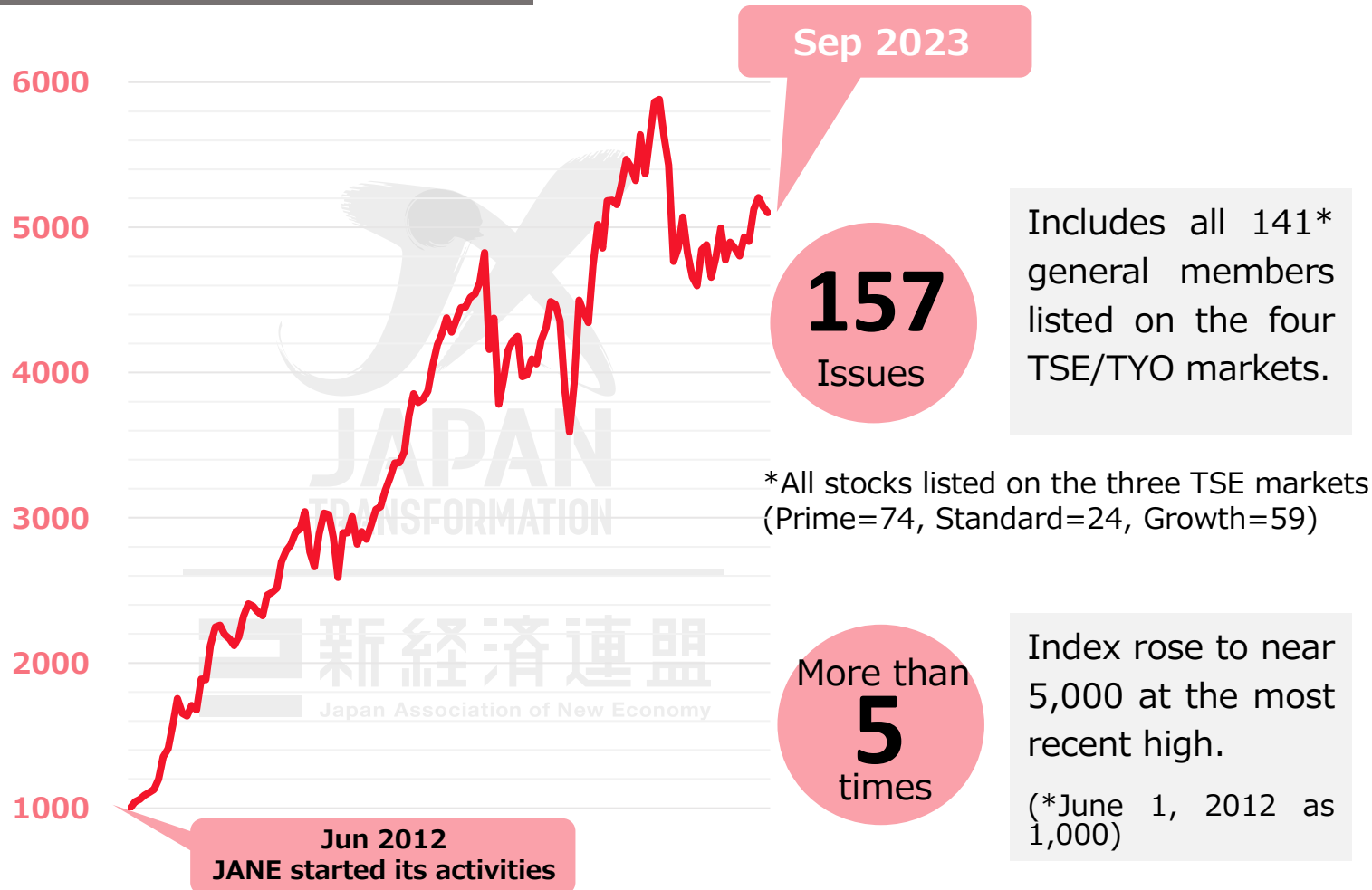
2021/10	Recommendation to review the taxation of unrealized gains from the mark-to-market valuation of crypto assets held by corporations at the end of the fiscal year.
2022/12	In the 2023 Tax Reform Proposal, it was decided to revise the book value valuation of in-house holdings at the end of the fiscal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

Japan New Economy Index <JANE Index>

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

Returns since the start of
JANE <Monthly basis>

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



Major Top Component Issues

JAPAN POST HOLDINGS
Nitori Holdings
Trend Micro
Tokyu Corporation
Rakuten Group
Oracle Corporation Japan
CyberAgent
Tokyu land holdings
ITO EN
Kakaku.com
Sega Sammy holdings
FANCL CORPORATION
Mercari
Park24
Fujisoft
NIPPON GAS
Seino Holdings
NEXTAGE
Benefit One
Money Forward
Hazama Ando Corporation
Toei
freee
Matsui Securities
Funai Consulting
Incorporated

Social Events for Member companies

■ Evening Meetup! by JANE



This series of events is targeted for entrepreneurs & executives, providing easy interaction between young and seasoned business leaders. JANE board members also participate in each event, which is held regularly in Tokyo and other locations. We plan to hold events throughout Japan in near future, so that everyone can interact with each other.
(* light meals & 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.

■ JANE and local cities !!



This project aims to deepen connections with local cities throughout Japan and create new value. JANE member companies and high-profile companies that are growing and taking root in their regions speak frankly about the state of companies, the challenges they face, as well as their requests to JANE. We will widely disseminate the potential of the local economy and utilize this information in our future policy proposals.

■ "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.

■ PR lecture



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. Seiji 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.

■ Cutting-edge Business Seminar in Diet



This series of seminar featuring JANE member companies with cutting-edge technology present their business and policy proposals in the Diet and share them with members of the Diet and JANE member companies. It started in 2018 and has been held more than 10 times. Networking opportunities are also provided, including business card exchanges between JANE member companies and Diet members.

Other events

■ 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. In 2024, we will continue to hold tours to participate in art fairs in Kyoto.

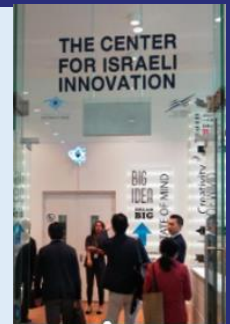
■ Overseas business tours



Overseas business tours for entrepreneurs & executives. In the past, we visited Silicon Valley in the US, India, Finland, Estonia, Israel, and Belfast in Ireland.

We had refrained due to COVID19 crisis, but will resume in 2024.

« « « Photos: Israel tour in 2019 » » »



■ NEST-NEXT

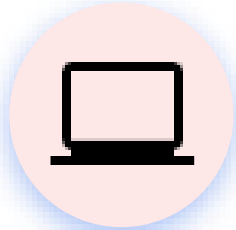


A platform for executives, government officials, and others to discuss cutting-edge business trends.

The theme of the second edition in 2023 is "Georgia's Potential in the IT Business."

» » »





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).