



FROM JAPAN TO THE WORLD

Japanese popular culture and services ranging from manga, anime and video games to food, hospitality and street fashion have captured the imagination of people around the world. Meanwhile, efforts are being made to communicate the attraction and potential of “things Japanese” in a variety of ways through the Cool Japan Strategy, as discussed in our Interview with Tak Umezawa of the Cool Japan Strategy Promotion Council (p. 6). In this month’s issue, we take a look at some examples of “Cool Japan” content and its popularity, utility and adaptation overseas.

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