

November 25, 2015

Outline of comprehensive policies related to
the Trans-Pacific Partnership (TPP) accord

[Goals of TPP-related policies]

1 Promotion of the TPP's utilization

(1) Establishing a system to thoroughly provide information and counseling:

- ① Raise awareness and proliferate information about the TPP

(Goal: A satisfaction rate of 60 percent or more in surveys of people who participate in TPP-related seminars, briefings, etc.)

- ② Establish a counseling system for second-tier, medium- and small-sized companies

(Goal: A satisfaction rate of 60 percent or more in surveys of people who use counseling services, etc.)

(2) Supporting the development of new markets and the building of global value chains:

- ① Drastically strengthen the mechanism to provide comprehensive support to second-tier, medium- and small-sized companies to help them develop new markets

(Goal: A success rate of 60 percent or more in new market development and business expansion among companies that receive support)

- ② Promote the export of contents, services, technologies, etc.

(Goal: Achieve about ¥20 billion in overseas sales for broadcasting and other related contents by the end of fiscal 2018)

- ③ Promote the strategic export of agricultural, forestry and fishery products, as well as foodstuffs

(Goal: Reach the target figure of ¥1 trillion in the export of agricultural, forestry and fishery products, as well as foodstuffs, ahead of the original target year of 2020)

- ④ Promote the export of infrastructure systems

(Goal: Win contracts worth about ¥30 trillion in 2020 to build infrastructure systems overseas)

- ⑤ Improve business environments in countries where Japanese companies operate

2 Building a “robust economy” through the TPP

(1) Measures to ensure that TPP-stimulated expansion of trade and investment leads to a rejuvenated domestic economy:

① Ensure higher productivity through innovation and collaborations between companies or industries

(Goal: Implement measures to create an environment conducive to the development of groundbreaking technology and innovation. Raise the growth rate of labor productivity in the service sector to 2.0 percent)

② Promote foreign investment in Japan

(Goal: JETRO to facilitate investment by foreign companies in at least 470 Japan-based projects—including 60 large-scale deals—by the end of fiscal 2018)

(2) Boosting the “earning power” of regions:

① Spread information about regional areas

(Goal: Attain ¥4 trillion in consumption by foreign tourists during their stay in Japan in the year when foreign travelers visiting Japan hit the 20-million mark)

② Bring together regional resources and branding

(Goal: Urge recipients of support to set specific achievement targets and establish adequate plan-do-check-act cycles so that all recipients can achieve their goals by the end of fiscal 2020)

3 Implement field-by-field measures

(1) Agriculture, forestry and fishery sector:

① Transform the sector into an aggressive industry (via measures to sharpen its competitiveness)

(Goal: Reach the target figure of ¥1 trillion in the export of agricultural, forestry and fishery products, as well as foodstuffs, ahead of the original target year of 2020.)

② Make preparations to ensure stable business management and supplies in connection with the following five important items: rice, wheat, beef/pork, dairy products, and sweetening-resource crops

(2) Food safety and public confidence in food safety

(3) Intellectual property related to:

① Patents and trademarks

② Copyright

[Key measures to achieve goals set in the policy outline]

1 Promotion of the TPP’s utilization

(1) Establishing a system to thoroughly provide information and counseling:

- ① Raise awareness and proliferate information about the TPP
 - Provide information to second-tier, medium- and small-sized companies and other segments of the industries
 - ② Establish a counseling system for second-tier, medium- and small-sized companies, etc.
 - Establish a counseling system for second-tier, medium- and small-sized companies
- (2) Supporting the development of new markets and the building of global value chains:
- ① Drastically strengthen the mechanism to provide comprehensive support to second-tier, medium- and small-sized companies to help them develop new markets
 - Drastically strengthen the mechanism to provide comprehensive support to second-tier, medium- and small-sized companies to help them develop new markets
 - Support to be provided by financial institutions, etc., to companies trying to expand their operations overseas
 - Support to be provided to facilitate the application of intellectual property standards
 - ② Promote the export of contents, services, technologies, etc.
 - Provide support to help market Japanese contents overseas
 - Provide support to improve the level of intellectual property protection within the TPP bloc
 - ③ Promote the strategic export of agricultural, forestry and fishery products, as well as foodstuffs
 - Develop overseas markets through collaborations between the agricultural, commercial and industrial sectors
 - ④ Promote the export of infrastructure systems
 - Provide support for the export of infrastructure systems
 - ⑤ Improve business environments in countries where Japanese companies operate
 - Create business environments to make it easier for Japanese enterprises to invest and for Japanese companies to establish operations overseas

2 Building a “robust economy” through the TPP

(1) Measures to ensure that TPP-stimulated expansion of trade and investment leads to a rejuvenated domestic economy:

- ① Ensure higher productivity through innovation and collaborations between companies or industries

- Facilitate improvements in productivity through innovations, etc.
 - ② Promote foreign investment in Japan
 - Maintain and refine the domestic industrial base as an innovation center
- (2) Boosting the “earning power” of regions:
- ① Spread information about regional areas
 - ② Bring together regional resources and branding
 - Implement measures in connection with the rejuvenation of regional areas
- 3 Implementation of field-by-field measures
- (1) Agriculture, forestry and fishery sector:
- ① Transform the sector into an aggressive industry (via measures to sharpen its competitiveness)
 - Foster next-generation human resources who possess excellent business sense
 - Facilitate innovation at production centers to help further sharpen their international competitiveness
 - Promote comprehensive projects to improve profitability in the livestock and dairy sectors
 - Develop marketing frontiers to export high-quality Japanese farm, forestry and fishery products
 - Strengthen the international competitiveness of plywood and lumber
 - Switch to operational systems that are sustainable and highly profitable
 - Strengthen tie-ups with consumers
 - Issues for further deliberation
 - ② Make preparations to ensure stable business management and supplies in connection with the aforementioned five important items
- (2) Food safety and public confidence in food safety:
- Provide information about food safety, etc.
 - Provide guidance to monitor imported foodstuffs, etc.
- (3) Intellectual property:
- Promote the export of agricultural, forestry and fishery products by establishing a system to mutually protect geographical indications
 - ① Patents and trademarks
 - Establish systems related to patents and trademarks
 - ② Copyright
 - Establish systems related to copyright

end