

The Minister of Economy, Trade and Industry of Japan, Mr. Yukio EDANO, and the Minister of Commerce and Industry of India, Mr. Anand SHARMA, following up the Joint Statement between the Japanese Prime Minister Mr. Yoshihiko NODA and the Indian Prime Minister Dr. Manmohan SINGHh to strengthen Japan- India Strategic and Global Partnership in economic areas and celebrating the 60th anniversary of the establishment of diplomatic relations between Japan and India, expressed their intention to enhance cooperation between the two countries in the area of Creative Industries, as a result of their discussions held on 30th April 2012.

1. The two sides recognize that creative industries ranging from contemporary design, apparel, textile & fashion, daily household goods, jewelry, food, film, animation to traditional arts & crafts have a huge potential to contribute to the growing consumer market in Asia. While on the one hand IT & Electronics Industry can contribute to enhancing productivity and commercialization of Creative industries, it also offers a huge potential for the design & innovation of new IT & Electronics products with significant creation of IPR on the other. The two Ministers reached the common recognition that enhancing bilateral cooperation in the area of Creative Industries will be regarded as an important new pillar of Japan and India industry cooperation. The two Ministers welcomed the successful results of the first participation in Tokyo Fashion Week at India Fashion Week in February and “Cool Japan Festival in Mumbai” in March 2012. The two Ministers shared the view that Japan and India will work together for a new “Japan-India Comprehensive Cooperation on Creative Industries” to explore further cooperation for strengthening connections in Creative Industries.

2. The two Ministers shared the recognition as below:
The creative industries
 - are new growth industries of the 21st century as they add value to economy as a whole and contribute to enhancing people’s living standard in Asia;

- offer new business opportunities for young entrepreneurs, creators, designers and small and medium enterprises (SMEs); and
 - create new source for growth and employment opportunities.
3. The two Ministers shared the view that under “Japan-India Comprehensive Cooperation on Creative Industries”, the two ministries will work together in the following areas:
- Promotion of industry cooperation such as:
 - Japan External Trade Organization(JETRO) and the related organizations in India to cooperate in B2B matching of Japanese and Indian Creative Industries
 - promotion of the “Good Design Award” in India where the “India Design Mark” was launched successfully in January 2012, by the India Design Council (IDC) in cooperation with the Japan Institute of Design Promotion (JDP) and India Design Mark Exhibition.
 - collaboration of Japanese and Indian fashion designers, apparel & textile, craft and household products manufacturers.
 - collaboration between Japanese and Indian content industries including co-production of animations and films and on-location shoots.
 - Improvement of business friendly regulatory environment in both countries; and
 - Promotion of mutual understanding at grass-roots level such as the Cool Japan Festival held in March 2012 in India and similar events in Japan.
5. The two Ministers instructed their senior officials to set up regular dialogues to monitor the progress.

Delhi, on April 30, 2012

Anand Sharma
Minister of Commerce and Industry
Government of India

Yukio Edano
Minister of Economy, Trade and Industry
Government of Japan

Annexure

< Traditional/Regional Product >

- Memorandum of Understanding for cooperation on sales of traditional/regional products
 - Signer: 47Club Co. Ltd.(Japan)
Future Group (India)
Maido India Enterprise Pvt. Ltd. (India)

< Animation >

- Memorandum of Understanding for co-production of Animation
 - Signer: Kodansha Ltd.(Japan)
DQ Entertainment Ltd. (India)
- Memorandum of Understanding for co-production of Animation
 - Signer: Thanks Lab. Inc.(Japan)
Level 10 Entertainment (India)
Zero-sum Wireless Solutions India (India)

< Apparel and Fashion >

- Memorandum of Understanding for the Cooperation on Apparel and Fashion Industries on Business Matching and Human Resources Development.
 - Signer: Japan Apparel-Fashion Industries Council (Japan)
Clothing Manufacturers Association of India (India)

< Lifestyle/Luxury Product >

- Memorandum of Understanding for cooperation on sales of lifestyle/luxury products
 - Signer: Infinity Creations Ltd. (Japan)
Arora Brothers (India)

< Food >

- Memorandum of Understanding for marketing research for restaurant/bar (IZAKAYA) business
 - Signer: PrunZ Ltd. (Japan)
Wazir Advisors Pvt. Ltd. (India)