

Press Release

1st June 2006

Announcement of Launching "Japan Brand Projects 2006"

METI (Ministry of Economy, Trade and Industry) announces 67 successful applicants for "Japan Brand Projects 2006".

What's Japan Brand Programme?

METI started "Japan Brand Programme" in 2004 and has been supporting various projects (Japan Brand Projects) of local enterprises and organizations aiming at developing new products/ services which embody Japanese traditions and skills.

The Chamber of Commerce and Industry (CCI) and Society of Commerce and Industry (SCI) play a key role as coordinators of respective projects.

"Two-tier" and "continuous" approach

In order to make these products/ services authentic "Japan Brands", Japan Brand Programme introduces 'Two-tier approach:

(Tier 1) Concept making phase: 23 projects

e.g. Formulation of basic branding strategy, SWOT analysis, analysis of the materials, etc

(Tier 2) Brand building and developing phase: 44 projects

e.g. Development of prototype, marketing strategy, exhibition, sales promotion and PR, etc.

*Continuous support for 'Tier 2' projects (maximum 3 years)

Annex 1 Japan Brand Programme (Chart)

Annex 2 List of the Projects (Brand Building Phase)

Annex 3 List of the Projects (Concept-Making Phase)

(Contact)

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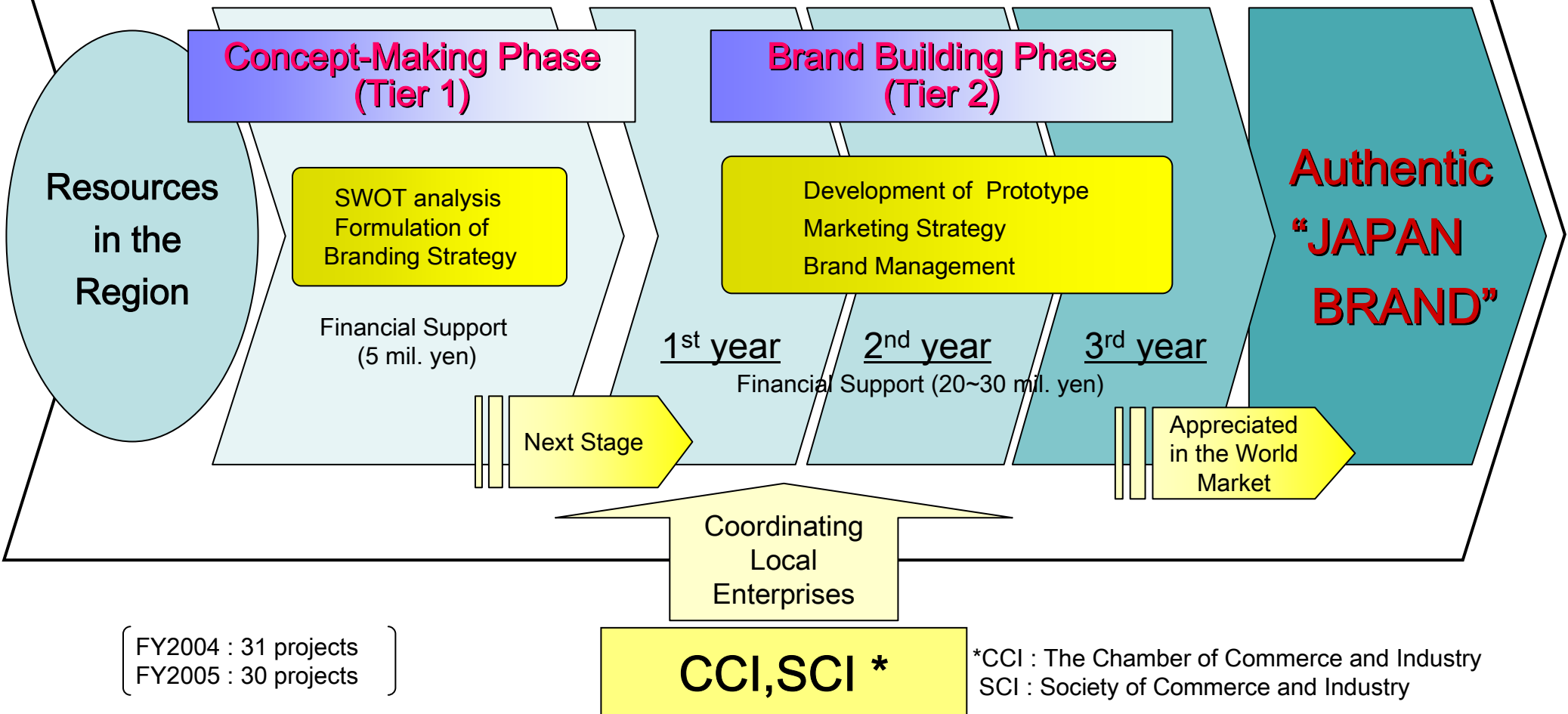
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JAPAN BRAND Programme

【Point】

- . Two-tier Approach
- . Continuation Support (Maximum 3 years)



List of the "JAPAN BRAND Projects 2006"
Brand Building Phase (1st year)

	Organization(CCI/SCI)	Prefecture		Organization(CCI/SCI)	Prefecture
1	Sapporo CCI	Hokkaido	5	Kobe CCI	Hyogo
2	Morioka CCI	Iwate	6	Imabari CCI	Ehime
3	Utanotown SCI	Nara	7	Chuugei SCI	Kochi
4	Izumisano CCI	Osaka			

* CCI : The Chamber of Commerce and Industry
SCI : Society of Commerce and Industry

List of the "JAPAN BRAND Projects 2006"

Brand Building Phase (2nd year)

	Organization(CCI/SCI)	Prefecture		Organization(CCI/SCI)	Prefecture
1	Otaru CCI	Hokkaido	15	Ichinomiya CCI	Aichi
2	Asahikawa CCI	Hokkaido	16	Arimatsu SCI	Aichi
3	Hirosaki CCI	Aomori	17	Takayama CCI	Gifu
4	Higashidoorivillage SCI	Aomori	18	Kihokutown SCI	Mie
5	Yamagata CCI	Yamagata	19	Wajima CCI	Ishikawa
6	Aizuwakamatsu CCI	Fukushima	20	Nototown SCI	Ishikawa
7	Kawaguchi CCI	Saitama	21	Yamanaka SCI	Ishikawa
8	Fujiyoshida CCI	Yamanashi	22	Sabae CCI	Fukui
9	Sanjo CCI	Niigata	23	Kyoto CCI	Kyoto
10	Tsubame CCI	Niigata	24	Kyoto Prefectural Federation SCI	Kyoto
11	Kamo CCI	Niigata	25	Ichinomiya SCI	Hyogo
12	Okaya CCI	Nagano	26	Gobo CCI	Wakayama
13	Iidacity Kanae SCI	Nagano	27	Matsue CCI	Shimane
14	Fukudetown SCI	Shizuoka	28	Fuchu CCI	Hiroshima

	Organization(CCI/SCI)	Prefecture		Organization(CCI/SCI)	Prefecture
29	Kumanotown SCI	Hiroshima			
30	Takamatsu CCI	Kagawa			
31	Higashikagawacity SCI	Kagawa			
32	Fukuoka CCI	Fukuoka			
33	Okawa CCI	Fukuoka			
34	Hirokawatown SCI	Fukuoka			
35	Reihokutown SCI	Kumamoto			
36	Oita Prefectural Federation SCI	Oita			
37	Kagoshima Prefectural Federation SCI	Kagoshima			

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List of the "JAPAN BRAND Projects 2006"

Concept Making Phase

	Organization(CCI/SCI)	Prefecture		Organization(CCI/SCI)	Prefecture
1	Noshiro CCI	Akita	13	Takaoka CCI	Toyama
2	Miyagi Prefectural Federation SCI	Miyagi	14	Ono CCI & Katsuyama CCI	Fukui
3	Yanagawatown SCI	Fukushima	15	Tottori Prefectural Federation SCI	Tottori
4	Ashikaga CCI	Tochigi	16	Shincity SCI	Hiroshima
5	Kanuma CCI	Tochigi	17	Mikamotown SCI	Tokushima
6	Itoigawa CCI	Niigata	18	Ikazaki SCI	Ehime
7	Kofu CCI	Yamanashi	19	Kamicity SCI	Kouchi
8	Shizuoka CCI	Shizuoka	20	Ookitown SCI	Fukuoka
9	Toyohashi CCI	Aichi	21	Koishiaravillage SCI	Fukuoka
10	Seto CCI	Aichi	22	Jyoujimatown SCI	Fukuoka
11	Gamagori CCI	Aichi	23	Naha CCI & Kunigamivillage SCI	Okinawa
12	Shirakawavillage SCI	Gifu			

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 SCI : Society of Commerce and Industry