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Tama University to establish “Center for Rule-making Strategies”

*Aiming to be the center of excellence in rule-making strategies that
accelerate innovation for solving social issues*

TOKYO, JAPAN (June 1, 2016) – Tama University (Tama City, Tokyo / President: Jitsuro Terashima) announces that, effective today, it establishes its new Center for Rule-making Strategies (CRS). CRS will become Japan’s first full-fledged policy think-tank that specializes in rule-making strategies.

Rule-making strategies: a prerequisite for innovation in the 21st century

Japanese corporations have been known to pursue innovation with a disproportionate orientation toward technological excellence. From a global perspective, as the world in the 21st century is confronted by a growing number of issues in various fields including environment, health care, food, energy and technology, business leaders have started putting their strategic emphasis on high aspirations and leading the innovation of social systems that offer solutions to social issues, while creating new market opportunities at the same time.

In order to succeed in innovating social systems, in addition to developing innovative products or technologies, companies need to proactively drive “rule-making strategies”, that is, strategies that intend to create a new social order whereby the spread of products or technologies will help create new markets and also produce innovative solutions to social issues. Despite this trend, Japanese companies have a traditional tendency to consider rules as “given” conditions to adapt to with little attention paid to rule-making as a part of business strategies. This could help explain why Japan has been the source of very few mega-innovations in recent years.

On the other hand, rule-making has long been a theme of strategic importance for leading global businesses. Thus, many of them are committed to building closer relationships with governments, international organizations, think-tanks, non-profit organizations, etc. on a regular basis to accumulate relevant expertise and human networks by proactively employing various talented individuals. In Japan, over the last few years, there has been growing awareness for the necessity of rule-making strategies. METI (Ministry of Economy, Trade and Industry) set up an Office of Rules and Regulations at the Trade Policy Bureau in July, 2014 and the government of Japan, in its “Japan Revitalization Strategies: Revision 2014”, articulated a policy to promote rule-making that is aimed at helping Japanese companies accelerate growth in emerging economies. Nevertheless, since Japan continues to lag far behind U.S. or European countries in overall efforts to leverage rule-making strategies, it is considered a pressing national issue to develop talent and accumulate practical expertise related to rule-making.

Center for Rule-making Strategies: objectives and overview

To address this pressing issue, CRS will accelerate efforts to accumulate knowledge and expertise on rule-making strategies across different sectors in Japan ranging from politics, industry, government bureaucracy and academia. Moreover, it aims to gather intelligence on the latest trends in global rule-making by establishing closer relationships with experts and policymakers around the world. The ultimate objective is to help the Japanese government and corporations fundamentally strengthen their capabilities for rule-making strategies, thereby contributing to the enhancement of Japan’s international competitiveness.

CRS's leadership and activities are outlined below:

1. Leadership: Mr. Toshifumi Kokubun, who has led rule-making strategies at Deloitte Tohmatsu Consulting, will come onboard as Managing Director, supported by top-notch rule-making experts selected from politics, government, and industry. CRS's first leaders are shown below:

Title	Name	Affiliations
Managing Director	Toshifumi Kokubun	Professor, Tama University Partner, Deloitte Tohmatsu Consulting Senior Fellow, Pacific Forum CSIS
Deputy Managing Director	Koichiro Tokuoka	Dean & Professor, Tama Graduate School of Business, Tama University
Visiting Professor	Mineyuki Fukuda	Member of the House of Representatives / Former Deputy Minister of State for Economic and Fiscal Policy Secretary General, Content Subcommittee, Research Commission on Intellectual Property Strategy, Liberal Democratic Party
Visiting Professor	Toshihiko Fujii	Consulting Fellow, Research Institute of Economy, Trade and Industry (RIETI) Director-General, Natural Resources and Fuel Dept., Agency for Natural Resources and Energy (Former Director, Trade Policy Division, Trade Policy Bureau, Ministry of Economy, Trade and Industry)
Visiting Professor	Atsushi Sunami	Vice President, National Graduate Institute for Policy Studies Special Advisor to the Cabinet Office (Policies on science, technology and innovation)
Visiting Professor	Yoshiaki Ichikawa	Director, Chief Architect Office, Global Center for Social Innovation, Hitachi, Ltd.
Visiting Professor	Keisuke Hanyuda	Partner (Leader, Regulatory Strategy) Deloitte Tohmatsu Consulting

2. Activities: CRS's initial activities will focus on the themes listed below and include holding seminars, networking with experts in Japan and abroad, policy advocacy and publication of various policy reports and academic information:

- 1) Next generation energy and climate change
- 2) IoT (Internet of Things) and cyber security
- 3) Secure economic policy (the nexus of economic policy and national security)
- 4) Population growth and a society with increasing lifespans
- 5) Free Trade Agreements (FTA) and Economic Partnership Agreements (EPA), including the Trans-Pacific Partnership (TPP)

3. External Collaborations:

On an on-going basis, CRS will welcome politicians, policy practitioners from the government, and businesses representatives as visiting researchers and encourage interdisciplinary interactions among them to accumulate expertise and disseminate information. CRS will also offer them opportunities to exchange expertise with leading universities, think-tanks, political parties, governments and international organizations around the world.

Building on CRS's activities, Tama University aspires to be a pioneer in establishing curriculum on rule-making strategies, with the aim of creating a degree-awarding graduate study program that specializes in rule-making strategies.

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