

## Symposium on the Future of Japan's Cultural Strategy

Date & Time: September 19, 2024 (Thursday) 17:00~19:00

Venue: National Graduate Institute for Policy Studies (GRIPS)  
& Online

### ■ Purpose of the event

Japan is home to a wide variety of world-class culture, arts and attractive contents. Recently, there has been a growing movement to connect diverse cultural resources, from Japanese cuisine to contemporary art, to the appeal of local communities. Various issues, however, have been pointed out in disseminating them to the world, utilizing them from multiple perspectives, and fostering them as an industry.

Leading panelists from industry, government and academia will exchange opinions on the way forward to create vitality for local communities and industries with the value of culture and the arts, return the fruits to those involved in such activities, resulting in further creation of value and innovation.

### ■ Program (\*Participation is free)

17:00 Opening Ceremony

17:05 Panel discussion

17:05 – 17:20 Keynote Speech:

TOKURA Shunichi, Commissioner for Cultural Affairs

17:20 – 18:50 Discussion

ITOH Hiroyuki, CEO of Crypton Future Media, Inc.

TOKURA Shunichi, Commissioner for Cultural Affairs

TORII Shingo, Representative Director and Vice Chairman of the Board, Suntory Holdings Ltd.

HWANG Seonhye, Professor, Faculty of Media Studies/Graduate School of Business Design, Josai International University

MURAYAMA Takashi, Mayor of Kanazawa

Moderator: OTA Hiroko, President, National Graduate Institute for Policy Studies

18:55 – Closing

● ITOH Hiroyuki, CEO of Crypton Future Media, Inc.

After working at Hokkaido University, he established Crypton Future Media Inc. in Sapporo in July 1995. It is constantly building and developing services and technologies inspired by sound, such as DTM software, music distribution aggregators, and 3DCG technology. It is also known as the development company of "Hatsune Miku". In the fall of 2013, he was awarded the Medal with Blue Ribbon. In 2016, he received the FIT2016 Funai Achievement Award at the Information Processing Society of Japan. He is also the CEO of OngaLAB, Inc., a music AI developer, and a professor at the Kyoto College of Graduate Studies for Informatics.

● TOKURA Shunichi, Commissioner for Cultural Affairs

Born in Tokyo, Japan. Tokura's professional music career started while studying law at Gakushuin University in Tokyo. He then further studied composition, conducting as well as screening and studio production extensively in Japan, Germany, and the United States. He continued his music career of a broad genres from popular music to contemporary music in various countries, mainly in Japan, the United States, and Britain. Tokura has won numerous major awards in Japan, including the "Japan Record Awards" and the "Japan Music Awards" four times each. He has served in positions such as the chairman of Japanese Society for Rights of Authors, Composers and Publishers (JASRAC), and as a board member of the Council for Cultural Affairs. Currently, he is a member of the Japan Sumo Association's Yokozuna Deliberation Committee. In 2018, Tokura was selected Person of Cultural Merits; and in April 2021, he was appointed Commissioner for Cultural Affairs.

● TORII Shingo, Representative Director, Vice Chairman of the Board, Suntory Holdings Ltd.

After joining Suntory Ltd. (currently Suntory Holdings Ltd.), he served as Representative Director, Senior Managing Director and Executive Vice President, Representative Director, Chief Operating Officer of the Company, before assuming his current position in 2014. He is also Representative Director of Suntory Foundation for the Arts, Director General of Suntory Foundation, Chairperson of Osaka Chamber of Commerce and Industry, and External Director of Daikin Industries, Ltd.

● HWANG Seonhye, Professor, Faculty of Media Studies/Graduate School of Business

Design, Josai International University

After working at Korean Broadcasting System and Sony Network Communications, she became the director of the Business Center of the Korea Creative Content Agency in Japan in 2018. She has been in her current position since 2023. She is the author of "Global Strategy for Korean Content: A Map of the Future of Korean Dramas, K-Pop, and Webtoons."

●MURAYAMA Takashi, Mayor of Kanazawa

After working at the Ministry of Internal Affairs and Communications, Iwate Prefecture, Ehime Prefecture, Sendai City, Kawasaki City, Kagawa University, among others, he became Mayor of Kanazawa City in March 2022. In December 2023, the city formulated a vision of "Kanazawa: City of Culture Growing Together for the Future." In addition to holding many music events such as Kanazawa Jazz Street and Kanazawa Acapella Town, he also plays the flute at music festivals held in Ishikawa Prefecture.

●OTA Hiroko, President, National Graduate Institute for Policy Studies (GRIPS)

Her areas of expertise are economic policy and public finance policy. In 1997, she became an associate professor at GRIPS. In 2002, she was seconded to the Cabinet Office, where she served as Director, Deputy Director General and Director General. Since 2006, she has served as Minister of State for Economic and Fiscal Policy in the Abe and Fukuda cabinets. In 2008, she returned to GRIPS as a professor. She has been in her current position since 2022. In 2024, she was awarded the Order of the Rising Sun, Gold and Silver Star.