

Cool Japan Fund Inc.
Tokyo, February 5, 2021

Cool Japan Fund has sold its shares in SAS ENIS

Cool Japan Fund(CJF) announces that it has sold all its shares in SAS ENIS, a Paris, France-based company that promotes the expansion of regional Japanese craft products throughout Europe.

In November 2015, CJF invested in SAS ENIS, which conducts the test marketing and local sale of regional Japanese craft products at its showrooms, namely “Discover Japan Paris” and “Maison WA”, located in central Paris, with the aim of supporting Japanese craft manufacturers to expand their business into the European market.

Since the investment, SAS ENIS has contributed to the branding and development of demand for Japanese craft products in Europe not only by communicating the value of the products to local buyers and consumers along with their historical and cultural background, and the traditional techniques, but also by managing a series of export-related operations that could be challenging for small-scale enterprises.

In fact, in cooperation with various Japanese local governments and organizations, and particularly the Challenge Local Cool Japan in Paris initiative in association with the Kansai Bureau of Ministry of Economy, Trade and Industry etc. have led to many regional products being sold at French local retailers and boutiques. Since the investment by CJF, SAS ENIS has supported around 500 manufactures, which have never done overseas expansion by their own, to expand their business into Europe.

In SAS ENIS’s new endeavor into its next growth phase, CJF decided to agree with a request from SAS ENIS to sell all its shares in SAS ENIS in order to ensure its further management flexibility.

Reference) CJF announced its investment in SAS ENIS on November 12, 2015.
https://www.cj-fund.co.jp/en/files/press_151112-1.pdf