

NINJA NIPPON PROJECT

For immediate release

Wednesday February 22, 2017
Japan Ninja Council

2.22 (Wed) Ninja Day

Spread the culture of the Japanese “Ninja” to the world.

NINJA NIPPON PROJECT Outline

"Ninja tourism" to revitalize the regional economy as well as to increase inbound consumption through Ninja.

"Ninja Official Business Measures" to develop official Ninja content business with companies and organizations.

The Japan Ninja Council (<https://ninja-official.com/?lang=en>) defines "Ninja" as a cultural heritage unique to Japan, looking ahead to the 2020 Tokyo Olympics and Paralympics, we have been promoting and raising awareness of the Ninja as a brand for "Cool Japan", "Tourism Resources" and "Cultural Exchange", both domestically and internationally.

In order to promote these activities, the Japan Ninja Council has established the "NINJA NIPPON PROJECT" with the aim to specifically promote the “Dissemination of Japanese Culture” and “Regional Tourism Development” domestically and internationally through Ninja.

The outline and overview of the NINJA NIPPON PROJECT has been decided as such. Our main pillars for the project will be: "Ninja Tourism" to revitalize the regional economy as well as to increase inbound consumption through Ninja, and also "Ninja Official Business Measures" to develop official Ninja content business with companies and organizations. Some measures such as the timing of implementation may not be finalized at this point, however, we will make an announcement as soon as the detailed content of each measure is decided.

■ List of NINJA NIPPON PROJECT measures

| «Ninja Tourism» | «Ninja Official Business Measures» |
|--------------------------------|---|
| Developing Ninja Tourism | Collaboration with Official Corporations |
| Establishing the Ninja Academy | Launching the Japan Ninja Council Official Merchandise 「NINJA SYURIKEN ORIGAMI」 |
| Establishing the Ninja Museum | Joint promotion for the movie “ <i>Shinobi no Kuni</i> ” |

For each measures of the “NINJA NIPPON PROJECT” in detail, please see as follows.

«Ninja Tourism»

■ Ninja Tourism Development

The various "Ninja" related locations scattered throughout Japan are places where you can unveil and learn about "real" Ninja supported with history. There are still some cultures and customs existing which are deeply connected with Ninja, and these are what make the areas more attractive. This is a tourism plan that cooperates with such "Ninja" related regions and therefore will promote the wonders of the Ninja to the world.

● Concept

Link regions across Japan through the common bond or "Ninja" and connect with the rest of the world

- Specific Plans

● Collate and Disseminate Information

Collating Ninja related information (facility tours, Ninja experience etc.) in each region and by introducing the region as a "Ninja related location" will help to highlight the characteristics (Ninja) of that region. Also, having information on all of the Ninja related regions across Japan nationwide on a single website can encourage more travel to those regions.

Collating and disseminating Ninja related information can make Ninja content more accessible to people who are interested, therefore making it more effective.

● Tours

Two forms of tours are to be introduced. "Circular Tour", in which you can visit several Ninja sites in Japan, visit the facilities related to the Ninja in that area to learn, experience, enjoy local cuisine and hot springs. The "Stay Tour", on the other hand, lets visitors stay in one particular region and explore the subject of Ninja in a deeper context.

【Circular Tour】

This tour lets you to visit multiple regions and experience "Ninja" by regions. By comparing the Ninja of each region, you can learn the history and culture unique to each region. This tour could appeal to a wide range of people with other sightseeing elements such as local cuisine and hot springs on top of Ninja related locations.

(Tour Example)

- Tokyo→Odawara→Nagano (Stay overnight)→Tokyo: 1 night 2 days
- Tokyo→Nagoya→Iga (Stay overnight)→Koka→Tokyo: 1 night 2 days

【Stay Tour】

This tour lets you stay in a Ninja related region for around 5 to 7 days and deepen your knowledge of the Ninja in that particular area. This tours main targets are inbound tourists and those who want to learn more about Ninja..

(Tour Example)

- Stay in Iga: 4 nights 5 days

■ Establishing the Ninja Academy

At the Ninja Academy, under the supervision of Mr. KAWAKAMI Jinichi - the "LAST Ninja" who inherits the spirit and skills of Ninja passed down for many years - and Prof. YAMADA Yuji - the leading expert in Ninja and Ninjutsu research -, skills and knowledge related to Ninja that have been passed down in Ninja regions throughout Japan will be re-aggregated systematically and not only the so-called "art of self-defense" but also skills for effective communication and human intelligence will be comprehensively taught.

Hence, the Ninja Academy will be an educational institution of "Real Ninja" that will discover, train and produce talented individuals not only from Japan but from all over the world.

Another purpose of the Ninja Academy is to nurture "Ninja Ambassadors". By disseminating the knowledge acquired by this academy to the world, they would spread the wonders of Ninja culture, teach the correct Ninja culture, and contribute to the growth of Ninja fans.

- Training System

By designating special consultant "LAST Ninja" Mr. KAWAKAMI Jinichi as the head, some stages such as "Jo-nin", "Chu-nin", "Ge-nin" will be set. (*Detailed class settings will be also set for each stage)

From the beginner stage that anyone can easily participate, the trainee will be promoted when certain conditions are satisfied and gradually step up to expert class where strict examination criteria are required. At the end, the trainee will do full-scale training and master the practical skills. After the trainee passes the final examination, they will be given the title of "Real Ninja" certified by the Academy.

It is not just a novel experience. If the trainee works hard, the dream of becoming a real Ninja can be within their reach.

- Establishing the Ninja Museum

Various sites for the Ninja Museum, where you can learn everything about Ninja through the "history", "experience", and "exhibition" of Ninja tools, have been discussed in cooperation with Tokyo Sumida Ward, with the aim of opening the facility opening in 2018.

Currently the Ninja Museum of Igaryu in Iga City, Mie Prefecture has more than 200,000 visitors a year. Having a high proportion of inbound visitors around 15%, it is a very popular spot for inbound tourists and the new Ninja Museum will be in partnership with them.

Also, the Ninja Museum will work as a hub for Ninja facilities nationwide, and will disseminate a wide range of Ninja information for inbound visitors and others.



《Ninja Official Business Measures》

■ Collaboration with Corporations

In order to materialize the Ninja business, we will implement an official recognition system. Specifically, original certified logos will be exploited, and original merchandise will be developed in partnership with corporations. Currently, we are working with 4 companies: IDES Co.,Ltd., Mikakuto Co., Ltd., Rohto Pharmaceutical Co., Ltd. and Tobu Top Tours Co., Ltd.

■ Launching the Japan Ninja Council Official Merchandise “NINJA SYURIKEN ORIGAMI”

The first official merchandise of the Japan Ninja Council, Origami specifically to make Syuriken, the "NINJA SYURIKEN ORIGAMI", will be available for online purchase from February 22nd (Wed), on “Ninja Day”.

■ Joint promotion for the movie “Shinobi no Kuni”

We are also planning to cross promote the movie “*Shinobi no Kuni*”- to be released on July 1 (Sat), 2017- as an accredited Ninja movie by the Japan Ninja Council. For details for this movie, please check the official website of “*Shinobi no kun*” (<http://www.shinobinokuni.jp/index.html>).



【What is the JAPAN NINJA COUNCIL?】

The JAPAN NINJA COUNCIL is the world's only official organization composed of groups including municipalities, organized with the aim to spread the culture of the Japanese Ninja, something that has long been veiled in mystery. Looking ahead to the year 2020, various groups have come together to form the council under the nationwide network of local governments, universities, tourism associations, private organizations and business institutions. The council is designed to promote tourism, culture, and to contribute to the local economy through the Ninja, sparing no effort in researching, collecting and offering the information on Ninja to others.

• Official HP : <https://ninja-official.com/?lang=en>

<Inquiries about this release>

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