

MADE IN NEW JAPAN

*Two years after the 2011 disaster,
we are building a new future.*



ICT + Strawberries

Strawberry farms that were destroyed by the tsunami were re-innovated with the ground-breaking Information Technology.



Home-for-All

A space where disaster victims were able to freely gather and discuss their plans for the future.

Crafts Renaissance Project “WAO”

Collaboration between superior craftsmanship techniques and modern design to create new traditional crafts.



Bio Bank

Unlocking the future of medicine through a bio bank that combines medical knowledge with individual gene variation.



Smart Community

Making the best use of nature's power, New Japan offers optimal use of energy and lifestyle to the world.



Resilient ITS

Transportation technology that has helped rebuild devastated areas by collecting traveling data from vehicles.



Shinzo Abe

Shinzo Abe
Prime Minister of Japan

Hello, I'm Shinzo Abe.

Two years have passed since the earthquake of 3/11. Shortly after the disaster, I was in a small village called Watari. Nothing remained but debris.

I was stunned.
I was speechless.

During those challenging months, many people shed not only sweat but also tears for the victims. I can't express enough how thankful I still am for all the help you gave us.

Today, I am pleased to make an announcement: The people who suffered tremendously have not lost hope. In Watari, the strawberry farmers have recovered, rising to new heights. I ate their product, those big and red strawberries. They were delicious. Indeed, they may even be tastier, as the fruit is now being grown under newly installed precision temperature control, a cutting-edge technology.

This is the new Japan: The result of peoples' resolve plus advanced knowledge. A country that faced up to a taxing and unimaginable challenge has been reborn. The nation once helped by your goodwill now stands at the cusp of a new future.

Please join us as we journey into this new future. The New Japan.

Learn more about MADE IN NEW JAPAN at
mnj.gov-online.go.jp/

GOVERNMENT OF JAPAN