

# 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/](http://mnj.gov-online.go.jp/)

GOVERNMENT OF JAPAN