

4 June 2025 (No. of pages:2 )

Japanese report: 29 May 2025

# Advances in Generative AI and Responses Required of Corporations

*Providing a usage environment and fostering an internal culture are key*

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## Summary

- Although generative AI has undergone rapid technological advances in recent years, its usage rate in Japan remains low compared to the US and China. The main reasons for this are perceptions such as “I don't know how to use it” and “It's not necessary for my life.” It is believed that concrete understanding of the content and issues of generative AI services has not been fully disseminated.
- In Japan, while there is recognition of the potential for generative AI to play a highly specialized role, there is also a strong cautious view that it is currently falling short of expectations. However, the latest models have been confirmed to outperform experts, and the capabilities of generative AI are steadily improving.
- The performance of generative AI models is approaching a level that meets expectations, and it is likely that opportunities to come into contact with generative AI in daily life will rapidly increase in the future. Given this situation, it is necessary to deepen understanding of generative AI immediately. In that case, for those who think that generative AI is “not necessary for their lives,” it will be important to provide a usage environment in the workplace along with other preparations.
- In addition to the selection of appropriate services, careful preparation from the perspectives of information management, cost, and legal compliance is required before starting the use of generative AI services in the workplace environment. Furthermore, soft measures such as fostering organizational culture and improving employee literacy are also indispensable to promote the use of such services.
- Neither the development of an environment for the use of generative AI services in the workplace nor efforts to foster an organizational culture to promote their use are easy tasks. While government support is becoming increasingly important, it is highly likely that companies will not be able to keep up with the speed of change in generative AI simply by waiting for support to be

put in place. That is why companies need to work quickly to secure and train expert personnel, develop the environment for use, and foster a culture of utilization. Early exposure to generative AI and an attitude of exploring its potential for use will be the key to a company's future competitiveness.

**Attention**

This report is a summary translation. The official document is only in Japanese.