

**Online Business Matching in Game Industry  
in Central and Eastern Europe & Turkey  
February 16<sup>th</sup>-19<sup>th</sup>, 2021**

Japanese companies' profile and interests

- 1. Creek and River Co.**
- 2. KLab.inc**
- 3. KONAMI DIGITAL ENTERTAINMENT B.V.**
- 4. Kotobuki Solution**
- 5. PTW International**
- 6. Samaria Co., Ltd.**
- 7. SUCCESS Corporation**
- 8. XPAND Co., Ltd.**

## 1. Creek and River Co.

### Company Information

<b>Company Name</b>	Creek and River Co.
<b>Country</b>	Japan
<b>Website</b>	<a href="https://www.cri.co.jp/en/">https://www.cri.co.jp/en/</a> <a href="https://crdg.jp/">https://crdg.jp/</a> (Game studio)
<b>Interest in the content of B2B</b>	Third country expansion by discovering and local companies and publishing their contents. Meeting with developers which can make AAA asset, but any gaming affiliated companies are welcome to talk with us. Meetings with related authorities (government etc.) are also welcome.
<b>Country of special interest</b>	Poland, Estonia (but other countries are also of interest)
<b>Interest in the company size of the B2B partner</b>	Large companies small and medium-sized companies start-ups
<b>Business overview, company PR</b>	Creek and River Co., Ltd. was established in 1990 as a pioneer in the "creator agency" business. The key element of our business model is attending to every need of our clients by making appropriate use of our "creative network" consisting of about 80,000 creators and nearly 1,000 partner productions. We accommodate various creative needs in Japan and all over the world with an infinite number of possible combinations of different kinds of capacities and creativities. We aim for the realization of an affluent society by designing, developing, and providing creativity.
<b>Specific business negotiation request</b>	Basically, we can deal with almost everything related to gaming sectors. For example, we would like to publish the consumer games developed by your company in Japan and third countries. We assume that the target device is PS5 or Switch. Especially interested in: meeting with developers which have an experience of making AAA asset by MAYA. About AAA: <a href="https://en.wikipedia.org/wiki/AAA_(video_game_industry)">https://en.wikipedia.org/wiki/AAA_(video_game_industry)</a> We can also be a supplier such as providing Japan-style animations, programming etc.

## 2. KLab.inc

### Company Information

<b>Company Name</b>	KLab.inc
<b>Country</b>	Japan, Spain
<b>Website</b>	<a href="https://www.klab.com/jp/">https://www.klab.com/jp/</a>
<b>Interest in the content of B2B</b>	Interested in sales promotion of our contents. Search for local partner companies (including subcontracting), expand to third countries by discovering local companies and contents.
<b>Country of special interest</b>	Turkey (but other countries are also of interest)
<b>Interest in the company size of the B2B partner</b>	Large companies small and medium-sized companies
<b>Business overview, company PR</b>	Our mobile game Captain Tsubasa: Dream Team has a great Turkish user base (we even released the official Turkey National Football Team Uniform in the game) as well as in other MENA countries so I would like to find local partners to work on the promotion of the game. <a href="https://www5.jetro.go.jp/newsletter/rub/2021/game/KLab.pdf">https://www5.jetro.go.jp/newsletter/rub/2021/game/KLab.pdf</a>
<b>Specific business negotiation request</b>	Our mobile game Captain Tsubasa: Dream Team, based in the popular manga Captain Tsubasa (aka Captain Majid) has a great Turkish user base as well as in other MENA countries so I would like to find local partners to work on the promotion of the game as well as any kind of cooperation. As our product is mobile game, cooperation with mobile carriers, e-sports related companies as well as meeting companies that help us to understand our user base are our main goal. Finding mobile carriers, e-sports event organizers, e-sports teams, Sports companies (not e-sports), Sports media etc. including collaboration in related goods sales, advertisement use etc.

### 3. KONAMI DIGITAL ENTERTAINMENT B.V.

#### Company Information

<b>Company Name</b>	KONAMI DIGITAL ENTERTAINMENT B.V.
<b>Country</b>	United Kingdom
<b>Website</b>	<a href="https://www.konami.com/games/eu/en/">https://www.konami.com/games/eu/en/</a>
<b>Interest in the content of B2B</b>	Local game development, searching for local partner companies (including subcontracting)
<b>Country of special interest</b>	Turkey
<b>Interest in the company size of the B2B partner</b>	Large companies small and medium-sized companies
<b>Business overview, company PR</b>	<p>For more than five decades, KONAMI has offered unique new game content and user experiences in its Digital Entertainment Business by responding to changing customer needs. Starting with the manufacturing and sales of amusement machines (arcade games) in the early 1970s, we began manufacturing video games along with the release of video game consoles in the 1980s. From 2010, we started developing and distributing mobile games for rapidly-spreading portable devices, including smartphones and tablets.</p> <p>In recent years, we have begun offering titles on cloud gaming platforms and multiple devices to further strengthen subscription-type services.</p> <p>We will continue our challenge to the next innovation by fully leveraging the capabilities of high-performance devices and advanced technologies, including latest mobile communication systems such as "5G," "AI" and "AR."</p> <p>As a leading e-sports company, we are working to create a new user experience in e-sports, where games are viewed as competitions, by holding tournaments and events online so that people can enjoy them even in the current restricted condition.</p> <p>&lt;Main Titles&gt; Mobile Games: PES series, Yu-Gi-Oh!DUEL LINKS          Computer &amp; Video Games: PES,METAL GEAR, Silent Hill, Castlevania          Card Games: Yu-Gi-Oh!TRADING CARD GAME          Cloud Games: Bomberman</p> <p><a href="https://www5.jetro.go.jp/newsletter/rub/2021/game/KONAMI.pdf">https://www5.jetro.go.jp/newsletter/rub/2021/game/KONAMI.pdf</a></p>
<b>Specific business negotiation request</b>	Turkey has potential as both game market and game production hub. We are paying more attention to the former, "game market". Among them, we would like to have relationship with agencies and distributors which has plenty of experience for marketing and promotion in Turkey, especially in mobile game. For example, we are looking for agencies and distributors which can carry out promotion by local influencers and hold local events.

## 4. Kotobuki Solution

### Company Information

<b>Company Name</b>	Kotobuki Solution
<b>Country</b>	Japan
<b>Website</b>	<a href="http://www.kemco.game">http://www.kemco.game</a>
<b>Interest in the content of B2B</b>	Export of game content, search for distributors, local game development, development support (debugging, translation, porting, etc.), searching for local partner companies (including subcontracting).
<b>Country of special interest</b>	Poland (but other countries are also of interest)
<b>Interest in the company size of the B2B partner</b>	Small and medium-sized enterprises Startups
<b>Business overview, company PR</b>	We are developing and publishing JRPGs for Japan, North America and Europe. We are looking for partners who can help our game publishing in Central Eastern European market, and also we are interested in finding developers. <a href="https://www5.jetro.go.jp/newsletter/rub/2021/game/KEMCO.pdf">https://www5.jetro.go.jp/newsletter/rub/2021/game/KEMCO.pdf</a>
<b>Specific business negotiation request</b>	We have lots of JRPG games in Japanese and English languages. We are looking for partners who can help our game publishing in Central Eastern European market. We are looking for: 1) developers that can create games from planning to production 2) developers which have their own games completed at some level and which want to find its publisher. 3) publishers which want to sell our RPG with the local language version. Also, we are looking for developers of our own gaming software. Any proposals and suggestions would be welcome.

## 5. PTW International Holdings Limited

### Company Information

<b>Company Name</b>	PTW International Holdings Limited
<b>Country</b>	United Kingdom
<b>Website</b>	<a href="https://www.ptw.com/">https://www.ptw.com/</a>
<b>Interest in the content of B2B</b>	Exporting game content, searching for distributors, developing games locally, searching for local partner companies (including subcontractors), setting up customer support centers, etc., expanding to third countries by discovering local companies and content.
<b>Country of special interest</b>	Poland, Romania, Turkey (but other countries are also of interest)
<b>Interest in the company size of the B2B partner</b>	Large companies, Small and medium-sized companies, Start-ups
<b>Business overview, company PR</b>	<a href="https://www5.jetro.go.jp/newsletter/rub/2021/game/PTW%20SIDE%20OR%20G%20eneric%20Deck.pdf">https://www5.jetro.go.jp/newsletter/rub/2021/game/PTW%20SIDE%20OR%20G%20eneric%20Deck.pdf</a>
<b>Specific business negotiation request</b>	We are looking for the following: 1. Companies in Japan who want to sell their contents in the Central, Eastern Europe, and Turkey. 2. Companies in Europe/Turkey who sell their contents to Japan and Asia. 3. Companies in Europe/Turkey who are doing game development, QA, localization and are looking for business partners.

## 6. Samaria Co., Ltd.

### Company Information

<b>Company Name</b>	Samaria Co., Ltd.
<b>Country</b>	Japan
<b>Website</b>	<a href="https://www.samaria-co.com/">https://www.samaria-co.com/</a>
<b>Interest in the content of B2B</b>	Game content export, distributor search, development support (debugging, translation, porting, etc.), third country expansion by local companies and content discovery
<b>Country of special interest</b>	Poland, Hungary, Czech Republic, Romania, Austria, Turkey, Moldova, Estonia, Latvia, Lithuania
<b>Interest in the company size of the B2B partner</b>	Large companies Small and medium-sized companies Start-ups
<b>Business overview, company PR</b>	Samaria Co., Ltd. was established in 2017 as an advertising agency. The key element of our business model is in addition to high-quality video and design production, it is possible to consistently operate SNS and listing advertisements. Especially, we have a strong network of cartoonists, designers and CG creators. <a href="https://www5.jetro.go.jp/newsletter/rub/2021/game/Samaria.pdf">https://www5.jetro.go.jp/newsletter/rub/2021/game/Samaria.pdf</a>
<b>Specific business negotiation request</b>	1 Companies that want to produce advertising media for Japanese manga and anime 2 Local companies that sponsor the above 3 Investment companies and individual investors

## 7. SUCCESS Corporation

### Company Information

<b>Company Name</b>	SUCCESS Corporation
<b>Country</b>	Japan
<b>Website</b>	<a href="https://www.success-corp.co.jp/">https://www.success-corp.co.jp/</a>
<b>Interest in the content of B2B</b>	Export of game content, search for distributors; searching for a local partner company (including subcontracting)
<b>Country of special interest</b>	Poland, Hungary, Czech, Romania, Austria, Turkey, Moldova, Estonia, Latvia, Lithuania
<b>Interest in the company size of the B2B partner</b>	Large companies small and medium-sized companies start-ups
<b>Business overview, company PR</b>	<p>SUCCESS Corporation is a Japanese game developer with more than 40 years of experience in the industry.</p> <p>SUCCESS has developed and published over 1400 titles, which include arcade games, smart phone apps, PC games, console games, HTML5 games, and so forth. We specialize in the development of games in different genres, and we are the first company in Japan to develop HTML5 games with the most experience in this area. Thus far, we have developed more than 100 recreational HTML5 games that are available on all major HTML5 platforms in Japan. Our game genres include puzzle games, adventure games, chess and card games, action games, and so forth.</p> <p>Here at SUCCESS, our goal is to develop quality games and deliver excellent services so that gamers in Japan and all over the world can enjoy our games. Our aim is:</p> <p>To bring the games that SUCCESS has developed to the CEE area and promote them.</p> <p>SUCCESS' Achievements: HTML5; 100 recreational game titles Game Engine: Social Game; Village Simulation Game; Farming Simulation Game Apps: Casual Games; Farming Simulation Game; Pet-raising Simulation Game Console Games: Nintendo Switch; PlayStation 4</p> <p><a href="https://h5games.success-corp.co.jp/">https://h5games.success-corp.co.jp/</a> <a href="https://www5.jetro.go.jp/newsletter/rub/2021/game/success_html5games.pdf">https://www5.jetro.go.jp/newsletter/rub/2021/game/success_html5games.pdf</a></p>
<b>Specific business negotiation request</b>	<p>We want to find business partners (publishers) to push our game out of Japan. Especially HTML5 game's partners. We have more than 100 titles HTML5 casual games and we want to release them in different platforms.</p> <p>Keyword : HTML5, casual game, mini game, puzzle, browser game, mobile game.</p>

## 8. XPAND Co., Ltd.

### Company Information

<b>Company Name</b>	XPAND Co., Ltd.
<b>Country</b>	Japan
<b>Website</b>	<a href="https://xpand.codes/">https://xpand.codes/</a>
<b>Interest in the content of B2B</b>	Gaming developers, distributors (for advertisement use in an exhibition etc.), e-sports teams or e-sports associations, The organizers of e-sports event. Xpand can collaborate to make gaming related goods such as uniforms with Xpand code etc. Xpand has already been in collaboration with a company in Scotland.
<b>Country of special interest</b>	Poland, Hungary, Czech Republic, Romania, Turkey, Ukraine, Bulgaria (but other countries are also of interest)
<b>Interest in the company size of the B2B partner</b>	Small and medium-sized companies Start-ups
<b>Business overview, company PR</b>	<p>Our product "XPAND Code" is a super contactless tool for smartphones that can be used in the same way as a QR code. It can be used in conjunction with QR codes and can interoperate with QR code service schemes, but the main difference is the elongated design. It blends perfectly with the landscape and design, allowing services to be linked to smartphones while protecting the landscape and design. Another advantage of XPAND Code is its ability to be read from a distance. At a football stadium, it has been successfully read from a distance of 215 meters. The XPAND Code can also be read through a screen. They can also be read at low resolutions. This means that it is possible to link the game space to the real space in the following ways:</p> <ul style="list-style-type: none"> <li>- Attaching XPAND Codes to buildings and signs in the game space to create event points in the game.</li> <li>- Attach XPAND Codes to buildings and signs in the game space to link them to your smartphone through the screen.</li> <li>- Display the XPAND Code at the bottom of the game screen to link it to your smartphone.</li> </ul> <p>Using XPAND Codes, you can develop new contactless services that combine gaming and real space. It is automatically and instantly available from our website. Please try it first and if you're interested, we'd be happy to discuss a collaboration with you.</p> <p>Strength of Xpand code: It can be recognized from far away, and it can match the advertisement to the landscape (avoid spoiling the view), in addition to the use in an gaming contents.</p> <p><a href="https://www5.jetro.go.jp/newsletter/rub/2021/game/XPAND.pdf">https://www5.jetro.go.jp/newsletter/rub/2021/game/XPAND.pdf</a></p>

<b>Specific business negotiation request</b>	<p>We would like to discuss the below topics with game planning, development and distribution companies. If possible, we would also like to meet with export teams.</p> <ul style="list-style-type: none"><li>- The use of XPAND Codes in games</li><li>- Development of new services and advertising methods using XPAND Codes</li><li>- Development of game-related goods using XPAND Codes.</li></ul>
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