

JETRO BUYER INVITATION PROGRAM

EXCLUSIVE BUSINESS MATCHMAKING SESSIONS ON THE MARGINS OF "AnimeJapan 2019"

1 Objectives

- To provide overseas animation Buyers with an opportunity to meet with Japanese Animation Sellers/Production* and build a new business in overseas markets.
* Anime-related Production, Film company, TV station, Distributor, Licensor, Publisher, Musicians, etc.
- To provide overseas anime buyers with an opportunity to find Japanese animations and anime-related contents. (Animations, Anime Songs, Merchandising, MANGA/ original of Anime, etc.)

Key Venue

ANIME JAPAN 2018 overview



Biggest Anime Showcase in Japan!

■ Organized by:
AnimeJapan Organization

■ What is "Anime Japan" ?
The world's biggest B to B/C anime event
URL: <http://www.anime-japan.jp/en/>

Anime Japan 2019 Schedule & Venue :

- **March 23-24 (Sat-Sun) Public day**
Tokyo Big Sight *
East Exhibition Hall 1-8
- **March 25-26 (Mon-Tue) Business day**
Tokyo Big Sight *
Reception Hall, Conference Tower

* 3-11-1 Ariake, Koto-ku, Tokyo, JAPAN

■ AnimeJapan 2018 Event Results:

- Total attendees: 152,331 people
- Exhibitors: 241 companies

■ 2018 Report in English :
<https://www.anime-japan.jp/en/report/outline/>

JETRO Support

■ Key activities :

Business meeting sessions

■ Organized by :

Japan External Trade Organization (JETRO)

■ Event Plan :

- Invited buyers: 12 (Expected)
- Japanese companies: 40 (Expected)

■ 2018 Event Results :

- Invited buyers: 12
- Japanese companies: 40

■ ATTENDEES SCHEDULE :

- March 23 (Sat) Arrival in Japan
- March 24 (Sun) Site tour "AnimeJapan 2019"
- March 25 (Mon) Business meeting Session
- March 26 (Tue) Business meeting Session
- March 27 (Wed) Departure from Japan

2 Invitation Guidelines

1. JETRO will select buyers from all countries/ regions in the world.
2. JETRO will publicly recruit Japanese animation companies by revealing names of invited buyers.
3. JETRO will arrange meetings with Japanese companies and notifies schedule to buyers.

JETRO invite buyers who

- Has a strong desire to broadcast or digital distribution Japanese animation in overseas markets.
- Preferably owns a media which has strong influence on animation fans.
- Has an established business in overseas animation markets and can give the market information to Japanese companies.
- Has not participate in the past Anime program.

Requirements for Invitees:

- An invitee must have authority to select and make procurement decisions.
- An invitee must have priority to the schedule that JETRO showed over other appointments.

Travel Conditions (subject to change):

- JETRO covers the following cost for 1 person per company: Airfare*, transportation*, accommodation*, and 1 interpreter for meetings in Japan*.

*All fees are within JETRO rules.

- Additional participant(s) will be permitted, but the cost will be at his/her own expense.

3 Business meeting

- JETRO will provide business meeting space at AnimeJapan 2019.
- All meetings are pre-arranged. Each meeting will run for 30 minutes (tentative).
- Recruitment of Japanese companies including Anime Japan exhibitors, will start after all invited buyers have been finalized.
Japanese companies will apply for business meeting with a specific interest in your company.
- Interpreter will be arranged per company.
- The list of participating Japanese companies will be finalized in early March.
- Buyers can also meet companies at AnimeJapan except the JETRO programs.

4 Required Information for Application

During the nomination process of JETRO's invitation program, candidate for invitation will be asked to provide information about the business.

5 Time Line

Late January	Early February	Early March	Mid March
Buyers Determined	Japanese Companies Recruited	Japanese companies selected, confirming capability of the meetings to the buyer	Meeting schedule finalized

* Subject to be changed.