Overview

JETRO will arrange online business meetings between international buyers and Japanese sellers.

Schedule

Jan-March 2024
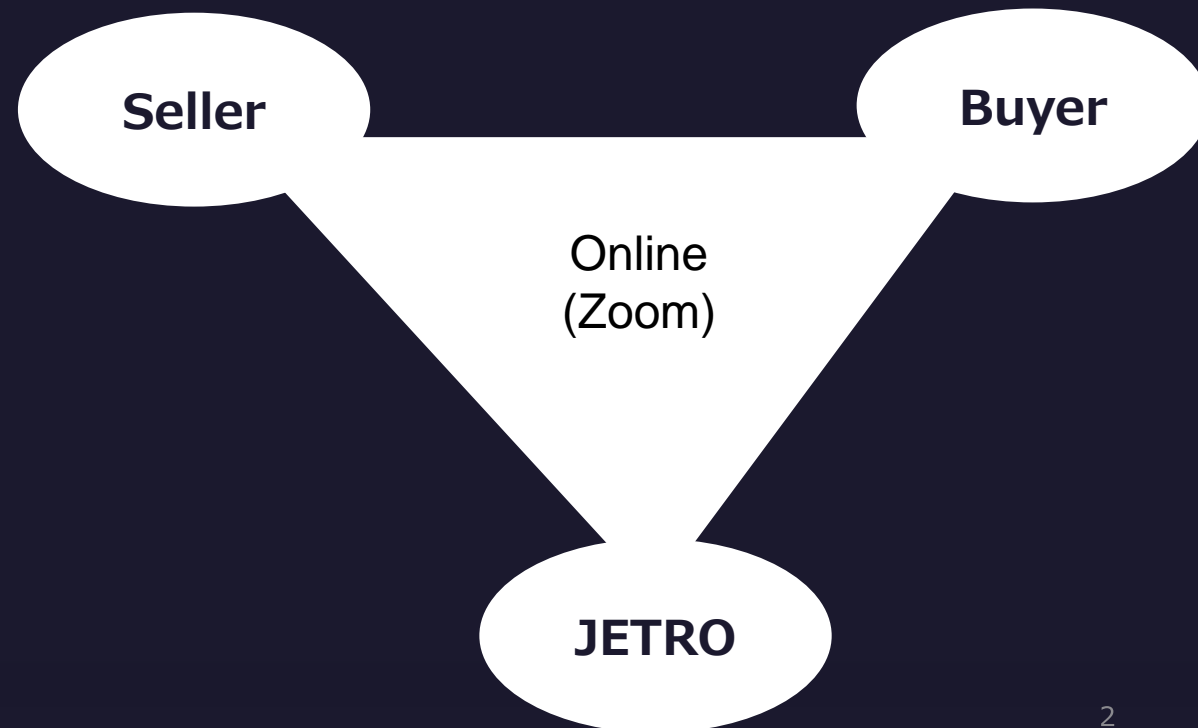One meeting will run for 25 min.

Sector

Animation (Film and TV/OTT), Publication, Character, License Business　etc.

The number of participants

International buyers：40-50 (expected)
Japanese sellers：50-60 (expected)

Seller **Buyer**

Online
(Zoom)

JETRO

Program Guidelines

- **JETRO will invite buyers from all countries / regions to the online program.**

- **JETRO will publicly recruit Japanese sellers, revealing names of invited buyers.**

- **JETRO will arrange meetings based upon both sellers' and buyers' requests. Buyers can choose which companies to have a meeting at Japan Street(online catalogue for overseas buyers)**

●Example of titles you can find at the program:
【JAPAN STREET】– Contents for MIPCOM (jetro.go.jp)

JETRO's criteria for buyers' selection

- **Strong desire to distribute Japanese animation content in overseas markets.**

- **Authority to select and make procurement decisions.**

- **Established business in overseas animation content markets.**

Business Meeting

- **Each buyer will join web business meetings from his/her own PC.**

- **All meetings are pre-arranged. Each Meeting will run for 25 minutes.**

- **JETRO will send meeting URL/ID/PW to a buyer.**

- **Language: English ※with translator if necessary**

Required Information for Application

During the nomination process of program, a candidate will be asked to register company & buyer information by mid of November 2023.

Timeline

Buyers Determined　　　　　　**Matching**　　　　**Online Business meeting （Feb-Mar2024）**

Mid of Nov.	December	Jan. – Feb.	February	March

Japanese Companies Recruited　　　　**Meeting schedule finalized**