

# JETRO

Animation Content Business Matching Program

Join our program and meet potential partners with various Japanese titles!



# Overview

JETRO will arrange online business meetings between international buyers and Japanese sellers by web conferencing software via the Internet.

## Schedule

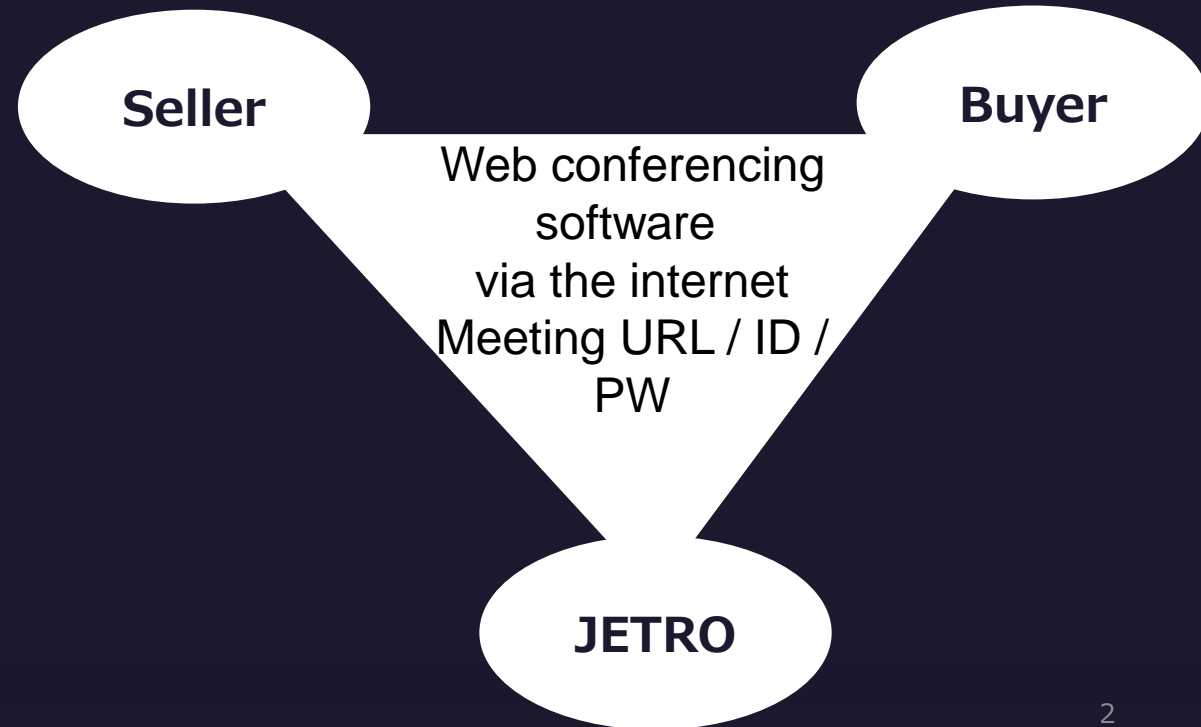
Buyer selects a few dates and time available in Mar. 2023.  
(i.e. AM 9:00 ~ AM 12:00 on from 6th to 10th Mar. 2023)  
One meeting will run for 30 min.

## Sector

Animation (Film and TV), Publication, Character,  
Mobile/Internet,  
Home entertainment (VOD, DVD, Blu-ray), etc.

## The number of participants

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



# Program Guidelines

- **JETRO will select buyers from all countries / regions.**
- **JETRO will publicly recruit Japanese sellers, revealing names of invited buyers.**
- **JETRO will arrange meetings based upon both sellers' and buyers' requests.**

# 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 30 minutes.
- JETRO will send meeting URL/ID/PW to buyer.
- Language: English



# 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**

Mid of Nov.

December

**Japanese  
Companies  
Recruited**

**Matching**

Jan. – Feb.

**Meeting schedule  
finalized**

**Online Business  
meeting**

February

March