

JETRO BUYER INVITATION PROGRAM

EXCLUSIVE BUSINESS MATCHMAKING SESSIONS ON THE MARGINS OF ANIME JAPAN 2017

1 Objectives

- To provide Japanese animation company with an opportunity to meet with overseas buyers and build a new business in overseas markets.
- To provide overseas anime buyers with an opportunity to find Japanese anime/animation that has unique features which can differentiate themselves from others.

Key Venue

ANIME JAPAN 2017 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 2017 Schedule :

- **March 23-24 (Thu-Fri)** **Business day**
- **March 25-26 (Sat-Sun)** **Public day**

Place:

Tokyo Big Sight
(3-11-1 Ariake, Koto-ku, Tokyo, JAPAN 135-0063)
• East Exhibition Halls 1-7 [Main Area]
• Reception Hall (1F Conference Tower)

■ **2016 Event Results:**

- Total attendees : 135,323people
- Exhibitors: 174

companies/organizations

■ **2016 Report in English:**
<https://anime-japan.jp/2016/en/report/outline/>

JETRO Headquarter Support

■ **Key activities:**

Business matchmaking sessions

■ **Organized by:**

Japan External Trade Organization (JETRO)

■ **Event Plan:**

- Invited buyers : TBD
- Japanese company : 40-50 (expected)

■ **2016 Event Results:**

- Invited buyers : 13
- Japanese company : 40-50

■ **ATTENDEES SCHEDULE:**

- March 22 (Wed) Arrival in Japan
- March 23 (Thu)** **Business Matching Session**
- March 24 (Fri)** **Business Matching session**
- March 25 (Sat)** **Look around Anime Japan**
- March 26 (San) Departure in Japan

2 Invitation Guidelines

1. JETRO will select buyers from all countries / regions.
2. JETRO will publicly recruit Japanese animation company 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 Japanese animation in overseas markets.
- Has an established business in overseas animation markets.
- Preferably owns a media which has strong influence on animation fans.

Requirements for Invitees:

- An invitee must have authority to select and make procurement decisions.

Reference: Titles of past participants selected for the program

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*(if necessary).

*All fees are within JETRO rules.

- Additional participant(s) will be permitted, but the cost will be at his/her own expense.
- All invitees are asked to follow the prepared schedules and agenda (business meetings and

3 Business Matching

- JETRO will provide space for 2 matchmaking sessions at Anime Japan.
- Each invited buyers will be given a dedicated table to conduct a series of business meetings.
- Recruitment will start AFTER all invited buyers have been finalized. Japanese companies will apply for business matchmaking with a specific interest in your company.
- JETRO sends invitations to companies that may include Anime Japan exhibitors,
- All meetings are pre-arranged. Each meeting will run for 30-45 minutes (tentative).
- Language: English (An interpreter will be arranged per company.)
- The list of participating Japanese companies will be finalized by the beginning of March
- Buyers can also meet companies at Anime Japan

4 Required Information for Application

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

5 Time Line

Late January	Early February	Late February	Early March
Buyers Determined	Japanese Companies Recruited	Japanese companies selected, business matchmaking schedule created	Meeting schedule finalized