

Here is Everything about Anime

AnimeJapan 2015



JETRO Buyer's Invitation Program AnimeJapan 2015 Content Business Matching Event

AnimeJapan 2015 combines the elements of a business market (3/20-3/21) and a traditional festival (3/21-3/22), including vendor booths and stage events for fans, and is also the world's largest anime festival.

The Japan External Trade Organization (JETRO) will host the Content Business Matching Event during AnimeJapan in March 2015. JETRO will be inviting buyers from all over the world to match them up with Japanese film, anime and TV industry professionals attending AnimeJapan. Meeting arrangements, flight fees and hotel fees will be covered by JETRO.

Details are as follows:

1. Schedule

Wednesday, March 18, 2015	•Invitees arrive in Tokyo
Thursday, March 19, 2015	•Screening, Discussuon Session , Reception at TAAF*
Friday, March 20, 2015	•Meetings at AnimeJapan Welcome Reception
Saturday, March 21, 2015	•Meetings at AnimeJapan JETRO's seminar will be held
Sunday, March 22, 2015	•Invitees depart Tokyo

*TAAF: Tokyo Anime Award Festival (@TOHO CINEMAS NIHONBASHI) pre-event of AnimeJapan.

2. JETRO will be covering the following:

One representative per company will have his/her roundtrip flight and hotel cost, for the schedule stated above, covered by JETRO. JETRO will also cover the interpreter fee during the seminar and meetings arranged by JETRO.

Qualified Invitees must have the authority to make deals with Japanese companies on behalf of his/her company and must be capable of attending the entire program included in the schedule.

3. Event details:

JETRO's Content Business Matching Event:

- Date: Friday, March 20 - Saturday, March 21 / 10:00 a.m. - 5:00 p.m.
- Location: Nearby AnimeJapan's event location
(most likely a meeting room at Tokyo Big Sight)
- Participating Japanese companies: Approx. 40 companies in TV network, anime production, distribution and publishing industries.

JETRO's Content Business Seminar:

- Some of the invitees will be requested to be the panelist of JETRO's Seminar.
- Each speaker will have 15 - 20 minutes (depending on the number of speakers)
Interpreters will be arranged.

- Date: Saturday, March 21, March 22
(currently under negotiation with AnimeJapan)

- Location: AnimeJapan event site (150 attendees expected)
- Theme: The Current State of Global Anime Business (tentative title)

We may make changes to the title once we finalize the invitee list.

Topics to be covered include: current situation surrounding Japanese anime in speakers' regions, types of content in demand as well as routes to take when distributing anime in those specific regions and business models used by speakers' companies.

AnimeJapan 2015 event info

- March 20 (Fri) – 22 (Sun), 2015 9:00 a.m. - 5:00 p.m.
【Business Market 3/20 · 3/21】
- Host: AnimeJapan Executive Committee
- Location: Tokyo Big Sight East Exhibition Halls 1 - 6
- Exhibitors: 127 companies and organizations, 592 booths
- URL: http://www.anime-japan.jp/index_en.html?mode=pc