

JETRO INVITATION PROGRAM

*Join our Business Matchmaking Program at TIFFCOM / TIAF
and meet potential partners with various Japanese titles!*

I. BUYER INVITATION PROGRAM TO TIFFCOM / TIAF 2014

(1) Objectives

To provide international firms the opportunity to connect with Japanese film content providers for the purposes of buying film / TV content.

(2) Key Venue

TIFFCOM / TIAF 2014	JETRO ACTIVITIES												
<p><u>What is TIFFCOM / TIAF?</u> * Part of Japan Content Showcase (JCS) featuring 3 major content tradeshows in 3 days -TIFFCOM: Content Market at Tokyo International Film Festival -TIAF: Tokyo International Anime Fair -TIMM: Tokyo International Music Market *One stop market place with screening, buying, and networking opportunities *Access to film and TV content *URL: http://jcs2014.com/en/</p> <p><u>JCS is Organized by:</u> The Ministry of Economy, Trade and Industry PROMIC UNIJAPAN The Association of Japanese Animation</p>	<p><u>Key activities:</u> Throughout the 3 days, JETRO arranges many activities for invited buyers. Selected participants can get up to 4 days of business matchmaking meetings, and can participate or be featured in a JETRO Seminar.</p>												
<p><u>Dates & Agenda:</u> Oct. 21 (Tue) Business day Oct. 22 (Wed) Business day Oct. 23 (Thur) Business day</p> <p><u>Place:</u> Hotel Grand Pacific le Daiba Daiba, Japan http://www.grandpacific.jp/eng/ *20-min away from the center of Tokyo by train</p>	<p><u>Dates & Agenda (subject to change):</u> Option A Oct. 20 (Mon) Arrive Oct. 21 (Tues) BizMatch @ JCS ↑ TBD Oct. 22 (Wed) BizMatch @ JCS ↓ JETRO Seminar Oct. 23 (Thur) BizMatch @ JCS ↓ @JCS Oct. 24 (Fri) Departure</p> <p>Option B Oct. 24 (Fri) BizMatch @ JETRO Oct. 25 (Sat) Departure</p>												
<p><u>2013 Event Results (from all three tradeshows under the JCS)</u></p> <table> <tr> <td>Total Attendees:</td> <td>22,738</td> </tr> <tr> <td>Exhibitors:</td> <td>316</td> </tr> <tr> <td>Overseas Exhibitors:</td> <td>160</td> </tr> <tr> <td>Buyers:</td> <td>1,074</td> </tr> <tr> <td>Business Meetings:</td> <td>4,844</td> </tr> <tr> <td>Total Deal Value:</td> <td>\$64,947,380</td> </tr> </table>		Total Attendees:	22,738	Exhibitors:	316	Overseas Exhibitors:	160	Buyers:	1,074	Business Meetings:	4,844	Total Deal Value:	\$64,947,380
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(3) Invitation Guidelines

Key steps:

1. JETRO selects buyers to invite from around the globe.
2. JETRO publicly recruits Japanese content providers interested in meeting with the selected buyers by sharing buyer names and profiles.
3. JETRO arranges meetings and notifies the companies involved.

JETRO invites buyers that:

- Have a strong desire to distribute Japanese content in overseas markets.
- Have a desire to coproduce content with Japanese partners.
- Has a solid business presence in its home market.

Requirements for Invitees:

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

Travel Conditions (subject to change):

- JETRO covers the following cost for 1 person per company: Airfare, transportation in Japan (within JETRO rules), accommodation (within JETRO rules), and 1 interpreter for meetings (if necessary).
- Additional participant(s) will be permitted, but the cost will be at his/her own expense.
- An invitee is asked to follow the set schedules (travel dates) and agenda (business meetings and seminar).



BizMatch @JCS 2013
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(4) Business Matchmaking

- JETRO will arrange for 4 days of business matchmaking.
- The first 3 days of matchmaking will occur at JCS, and the final day of matchmaking will be at JETRO HQ.
- JETRO will also have a seminar at JCS.
- 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 JCS exhibitors, JETRO activity past participants, industry association members, and more.
- All meetings are pre-arranged. Each meeting will run for 45 minutes to 1 hour (tentative).
- Language: English (An interpreter will be arranged per company.)

(5) JETRO Seminar

Invitees have the option to be featured as speakers at a JETRO-organized seminar held at JCS.

Objectives:

- To discuss trends in Japanese visual content
- To discuss best practices for coproduction and for utilizing Japanese content

Logistics:

Date: TBD

Location: @ JCS exact location TBD

Expected attendees: 70

Presentation length per speaker: 15-30min

Language: English (Simultaneous interpretation will be arranged.)



JETRO Seminar 2013 @JCS
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(6) Required Information for Application

During the nomination process of JETRO’s invitation program, a candidate will be asked to provide the following information (subject to change):

- Personal information (name, company, title, company address, email, etc.)
- Applicant job description, work history, procurement authority, etc.
- Availability/Interest in being a speaker at the JETRO seminar
- Business details of applicant company (business type, activities, platforms, sales volume, target customers, key business partners)
- Interest in Japanese visual content (specific titles)
- Past participation in international events (including Japan)

(7) Timeline (subject to change)

