

JETRO INVITATION PROGRAM

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

I. BUYER INVITATION PROGRAM TO TIFFCOM 2016

(1) Objectives

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

(2) Key Venue

| TIFFCOM | JETRO ACTIVITIES |
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| <p><u>What is TIFFCOM ?</u></p> <ul style="list-style-type: none"> * It is a part of Japan Content Showcase (JCS) featuring 3 major content tradeshow in 3-4 days -TIFFCOM: Content Market at Tokyo International Film Festival (October 25th -27th) -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 <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 event, JETRO arranges many activities for invited buyers. Selected participants can attend 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. 25(Tue) Business day Oct. 26 (Wed) Business day Oct. 27 (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> Oct. 24 (Mon) Arrive to Tokyo Oct. 25(Tues) BizMatch @ JCS ↑ TBD Oct. 26 (Wed) BizMatch @ JCS ↑ JETRO Seminar Oct. 27 (Thur) BizMatch @ JCS ↓ @JCS Oct. 28 (Fri) Departure</p> |

(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.
- Have a solid business presence in their 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).



JETRO's BizMatch @JCS
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(4) Business Matchmaking

- JETRO will arrange 3 days of business matchmaking which takes place in JCS (TIFFCOM) venue.
- 3 days of matchmaking will take place in JCS.
- JETRO will hold a seminar at JCS. Some of the invitees will be asked to participate as speakers in the event.
- Recruitment of the Japanese companies 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 activities' past participants, industry association members, and more.
- All meetings are pre-arranged. Each meeting will run for 30 minutes to 1 hour (tentative).
- Language: English (An interpreter will be arranged per company.)

(5) JETRO Seminar

Some of the Invitees will be asked to be speakers at a JETRO-organized seminar held at JCS.

Objectives:

- To discuss the recent business trend of the content market and the possibility of Japanese visual content.
- To discuss best practices of coproduction and for utilizing Japanese content

Logistics:

Date: TBD

Location: @ JCS exact location TBD

Expected attendees: TBD

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 (genre, specific titles)
- Japanese content that was bought in the past by the company
- Message to Japanese content sellers (When selected as JETRO's invitee, this message will be used for potential business meeting partners)
- Past participation in international events (including Japan)

(7) Timeline (subject to change)

June 30th: Buyer Applications to Local JETRO Office

August: Invitees are determined by JETRO HQ

September-early October: Travel Arrangement by Local JETRO Office

October: Meeting Schedules are created by JETRO HQ

October 25th to 27th : JCS2016