

# JETRO INVITATION PROGRAM

*Join our Business Matchmaking Program at TIMM  
and meet potential partners with various Japanese artists / musical contents!*

## I. BUYER INVITATION PROGRAM TO 14th TIMM

### (1) Objectives

To provide international firms the opportunity to connect with Japanese providers for the purposes of buying, selling, and collaborating in the field of music.

### (2) Key Venue

14th TIMM	JETRO ACTIVITIES																						
<p><u>What is TIMM?</u></p> <ul style="list-style-type: none"> <li>* Part of Japan Content Showcase (JCS) featuring 3 major content tradeshow in 3 days               <ul style="list-style-type: none"> <li>-TIMM: Tokyo International Music Market</li> <li>-TIFFCOM: Content Market at Tokyo International Film Festival</li> <li>-TIAF: Tokyo International Anime Fair</li> </ul> </li> <li>* One stop market place with listening, buying, and networking opportunities</li> <li>* Showcase performances</li> <li>* Access to musical content</li> <li>* URL: <a href="http://www.jcs.tokyo/en/">http://www.jcs.tokyo/en/</a></li> </ul> <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 of TIMM, JETRO arranges many activities for invited buyers. Selected participants can get up to 3 days of business matchmaking meetings, and can participate or be featured in a JETRO Workshop.</p>																						
<p><u>Dates &amp; Agenda:</u></p> <table border="1"> <tr> <td>Oct.23(Mon)</td><td rowspan="3">Business day</td></tr> <tr> <td>Oct.24(Tues)</td></tr> <tr> <td>Oct.25(Wed)</td></tr> </table> <p><u>Place:</u> &lt;Conference &amp; Tradeshow&gt; Excel Hotel Tokyu , Japan (October 23<sup>th</sup> to 25<sup>th</sup> ) <a href="http://www.tokyuhotelsjapan.com/en/hotel/TE/index.html">http://www.tokyuhotelsjapan.com/en/hotel/TE/index.html</a> *1 minute from Shibuya Station</p> <p>&lt;live showcases&gt; Tsutaya O-East (October 23<sup>th</sup> to 25<sup>th</sup> )</p>	Oct.23(Mon)	Business day	Oct.24(Tues)	Oct.25(Wed)	<p><u>Dates &amp; Agenda (subject to change):</u></p> <p><u>Basic Schedule</u></p> <table border="1"> <tr> <td>Oct.22(Sun.)</td><td>Arrive to Tokyo</td></tr> <tr> <td>Oct.23(Mon.)</td><td rowspan="3">BizMatch, Showcase Live, Networking @JCS(TIMM)</td></tr> <tr> <td>Oct.24(Tue.)</td></tr> <tr> <td>Oct.25(Wed.)</td></tr> <tr> <td>Oct.26(Thu.)</td><td>Depart Tokyo</td></tr> </table> <p>Schedule for buyers who will be participating in JETRO Workshop (tentative)</p> <table border="1"> <tr> <td>Oct.22(Sun.)</td><td>Arrive to Tokyo</td></tr> <tr> <td>Oct.23(Mon.)</td><td rowspan="3">BizMatch, Showcase Live, Networking @JCS(TIMM)</td></tr> <tr> <td>Oct.24(Tue.)</td></tr> <tr> <td>Oct.25(Wed.)</td></tr> <tr> <td>Oct.26(Thu.)</td><td>Workshop (tentative)</td></tr> <tr> <td>Oct.27(Fri.)</td><td>Depart Tokyo</td></tr> </table>	Oct.22(Sun.)	Arrive to Tokyo	Oct.23(Mon.)	BizMatch, Showcase Live, Networking @JCS(TIMM)	Oct.24(Tue.)	Oct.25(Wed.)	Oct.26(Thu.)	Depart Tokyo	Oct.22(Sun.)	Arrive to Tokyo	Oct.23(Mon.)	BizMatch, Showcase Live, Networking @JCS(TIMM)	Oct.24(Tue.)	Oct.25(Wed.)	Oct.26(Thu.)	Workshop (tentative)	Oct.27(Fri.)	Depart Tokyo
Oct.23(Mon)	Business day																						
Oct.24(Tues)																							
Oct.25(Wed)																							
Oct.22(Sun.)	Arrive to Tokyo																						
Oct.23(Mon.)	BizMatch, Showcase Live, Networking @JCS(TIMM)																						
Oct.24(Tue.)																							
Oct.25(Wed.)																							
Oct.26(Thu.)	Depart Tokyo																						
Oct.22(Sun.)	Arrive to Tokyo																						
Oct.23(Mon.)	BizMatch, Showcase Live, Networking @JCS(TIMM)																						
Oct.24(Tue.)																							
Oct.25(Wed.)																							
Oct.26(Thu.)	Workshop (tentative)																						
Oct.27(Fri.)	Depart Tokyo																						

### (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 the capabilities to book artists for performances overseas.
- Has a solid business presence in its home market.

Requirements for Invitees:

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



BizMatch @JCS 2014  
© Japan External Trade Organization

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).

### (4) Business Matchmaking

- JETRO will arrange 3 days business matchmakings.
- The event will take place within JCS at TIMM Venue in Shibuya on 23<sup>th</sup> and 25<sup>th</sup>)  
The workshop will be held within JCS or in a nearby venue.
- 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 which may include JCS exhibitors, JETRO activities' past participants, industry association members, and more.
- All meetings are pre-arranged by JETRO. Each meeting will run up to 30 minutes (tentative).
- Language: English (An interpreter will be arranged per company.)

### (5) JETRO Workshop

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

Objectives:

- To discuss trends in the international marketplace
- To discuss best practices for utilizing Japanese musical content
- Maximizing financial gain through effective use of Japanese content

Schedule:

Date: Within JCS or on October 26<sup>th</sup> (Thu.)

Location: TBD

Expected attendees: 30~50

Presentation length per speaker: 30min

Language: English (Simultaneous interpretation will be arranged.)



JETRO Workshop 2014  
(C) Japan External Trade Organization

## **(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 musical content (specific titles)
- Past participation in international events (including Japan)

## **(7) Timeline (subject to change)**

July-early August: Buyer Applications to Local JETRO Office

August-early September: Invitees are determined by JETRO HQ

September-early October: Travel Arrangement by Local JETRO Office

October: Meeting Schedules are created by JETRO HQ

October 23<sup>th</sup> to 25<sup>th</sup>: JCS2017 (14<sup>th</sup> TIMM)