

**JETRO BUYER INVITATION PROGRAM
EXCLUSIVE BUSINESS MATCHMAKING SESSIONS ON THE MARGINS OF
TOKYO GAME SHOW 2016**

1 Objectives

- To provide Japanese game developers with an opportunity to meet with overseas game publishers (buyers) and build a new business in overseas markets.
- To provide overseas game publishers (buyers) with an opportunity to find Japanese games that has unique features/technologies which can differentiate themselves from others.
- To give Japanese game developers information about game markets overseas.

Key Venue

TOKYO GAME SHOW overview



Biggest Game Showcase in Japan

TOKYO GAME SHOW 2016 Schedule :

- Sep. 15-16 (Thu-Fri) Business day
- Sep. 17-18 (Sat-Sun) Public day

Place:

Makuhari Messe (Chiba, Japan)
URL: <http://www.m-messe.co.jp/en/>
*30-min away from the center of Tokyo by train

■ Organized by:

Computer Entertainment Supplier's Association (CESA)
Nikkei Business Publications, Inc. (Nikkei BP)

■ Supported by:

The Ministry of Economy, Trade and Industry (METI)

■ What is Tokyo Game Show?

■ 2015 Event Results:

- Exhibitors: 480
- Titles: 1,283
- Countries: 37 countries
- Total attendees : 268,446
(2nd in the record)



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JETRO Headquarter Support

■ Key activities:

Business matchmaking sessions

■ Organized by:

Japan External Trade Organization (JETRO)

■ Event Plan:

- Invited buyers : TBD
- Japanese developers : 20 (expected)
- Seminar attendees : 70 (expected)

■ 2014 Event Results:

- Invited buyers : 11
- Japanese developers : <20
- Seminar attendees : 50
- Speakers : Asiasoft Online Pte Ltd.
Gameforge

■ ATTENDEES SCHEDULE :

- Sep. 12(Mon) Arrival in Japan
- Sep. 13 (Tues) Seminar/
Business Matching Session
- Sep. 14 (Wed) Business matching session
with JOGA
- Sep. 15(Thu) Visit Tokyo Game Show /
Business matchmaking
- Sep. 16 (Fri) Visit Tokyo Game Show /
Business matchmaking

2 Invitation Guidelines

1. JETRO will select publishers (buyers) from all countries / regions.
2. JETRO will publicly recruit Japanese developers, revealing names of invited publishers (buyers).

JETRO invite buyers who

- Has a strong desire to distribute Japanese games in overseas markets.
- Has an established business in overseas game markets.
- Preferably owns a media which has strong influence on game fans.

Requirements for Invitees:

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

Reference: Titles of past participants selected for the program

▼ Past invitees in 2015

Director, Business Development	Development Manager
Director of Developer Relations & Business Development	Head of Group Software
Head of Strategy & Business Development	Managing Director
Head of Publishing	Vice President
CEO	Director of Strategic Alliances

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 seminar).

3 Business Matching

- JETRO will provide space for matchmaking sessions and a seminar at JETRO HQ.
- Each invited publisher 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 Tokyo Game Show exhibitors, JETRO activity past participants, game association members, and more.
- 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 end of August.
- Publishers can also meet companies at Tokyo Game Show.

4 Seminar

- Date: Sep. 13 (Tue)
- Expected attendees: 70
- Presentation length per speaker: Within 30min
- Language: English (consecutive interpretation will be arranged.)

Invitees have the option to be featured as speakers at a JETRO-organized seminar held at JETRO headquarters to give Japanese game developers the insights on overseas game market trends and business models, and to demonstrate your interests in Japanese games and in growing business opportunities for Japanese games.

5 Required Information for Application

During the nomination process of JETRO's invitation program, a candidate will be asked to provide some information (See the application form).

6 Time Line

Late July	Early August	Late August	Early September
Publishers Determined	Japanese Companies Recruited	Japanese companies selected, business	Meeting schedule finalized