

**JETRO BUYER INVITATION PROGRAM**  
**EXCLUSIVE BUSINESS MATCHMAKING SESSIONS ON THE MARGINS OF**  
**TOKYO GAME SHOW 2017 (Sep 18 to 23 in 2017)**

**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.

**TOKYO GAME SHOW overview**



**Biggest Game Showcase in Japan**

**TOKYO GAME SHOW 2017 Schedule:**

- Sep. 21-22 (Thu-Fri) Business day
- Sep. 23-24 (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?**

\*Video game expo and convention  
 \*Since 1996

**2016 Event Results:**

- Exhibitors: 614 (abroad 34)
- Total attendees : 271,224 (1st 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 : 10-12
- Japanese developers : 30 (expected)
- Seminar attendees : 70-100 (expected)

**2016 Event Results:**

- Invited buyers : 10
- Japanese developers : 32
- Number of meetings : 132

**ATTENDEES SCHEDULE:**

- Sep. 18(Mon) Arrival in Japan
- Sep. 19 (Tues) Seminar/  
Business Matching Session
- Sep. 20 (Wed) Business matching session  
with JOGA
- Sep. 21(Thu) Visit Tokyo Game Show /  
Business matchmaking
- Sep. 22 (Fri) Visit Tokyo Game Show /  
Business matchmaking
- Sep. 23 (Sat) Departure

## 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

### 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

## 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. 19 (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

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

Schedule may vary, if you are interested in the program, please contact: [tor@jetro.go.jp](mailto:tor@jetro.go.jp)