

JETRO

Content Business Matching Program

Join our program and meet potential
partners with various Japanese titles!



Overview

JETRO will arrange online business meetings between international buyers and Japanese sellers.

Schedule

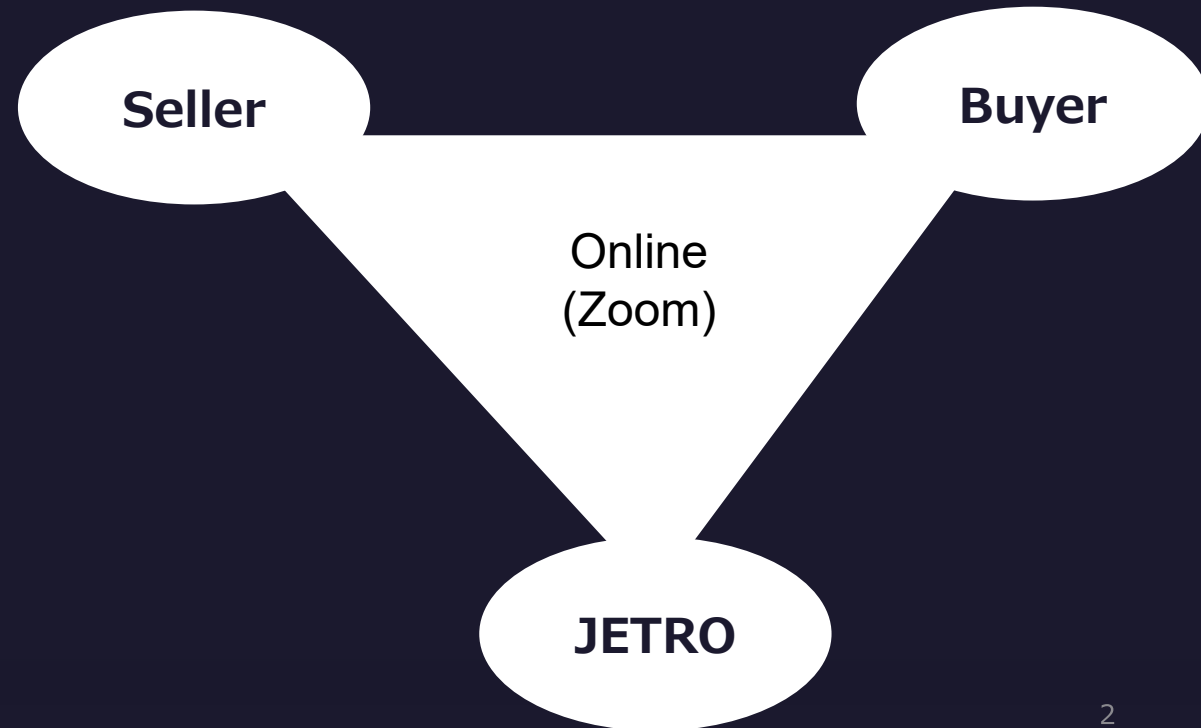
Mid of Oct. - End of Dec. 2026 (Plann)
One meeting will run for 40min.

Sector

Audio Visual, Animation, TV, OTT, Festival/Event,
Character IP, Merchandise etc.

The number of participants

International buyers : 50 (expected)
Japanese sellers : 70 (expected)



Program Guidelines

- JETRO will invite buyers from all countries / regions to the online program.
- JETRO will publicly recruit Japanese sellers, revealing names of invited buyers.
- JETRO will arrange meetings based upon both sellers' and buyers' requests. Buyers can choose which companies to have a meeting at Japan Street(online catalogue for overseas buyers)

▶ Example of titles you can find at the program:

[\[JAPAN STREET\]- Marche du Film Festival de Cannes 2025 -](#)

[\[JAPAN STREET\]- Hong Kong International Licensing Show -](#)

JETRO's criteria for buyers' selection

- Strong desire to distribute Japanese Audio Visual/Anime/TV/Character IP/Merchandise in overseas markets.
- Authority to select and make procurement decisions.
- Established business in overseas Audio Visual/Anime/TV/Character IP/Merchandise related content markets.



Business Meeting

- Each buyer will join web business meetings from his/her own PC.
- All meetings are pre-arranged. Each Meeting will run for 40 minutes.
- JETRO(Business Matching Coordinator) will send meeting URL/ID/PW to a buyer.
- Language: English
※with Zoom's auto-translation feature.



Required Information for Application

During the nomination process of program, a candidate will be asked to register company & buyer information by the end of August 2026.

Timeline (Plan)

Buyers Determined

Aug.21.

Aug.24 -
Sep.11

Screening

Sep.12 -
Oct.25

Oct.26 -
Dec.20

Japanese Companies
Recruited

Online Business meeting
(Nov. - Dec. 2026)