

JETRO

Game Content Business Matching Program

Join our program and meet potential
partners with Japanese games!



Overview

JETRO will arrange business meetings between international buyers and Japanese sellers at the Tokyo Game Show venue.

Schedule

September 25-26, 2025
One meeting will run for 40 min.

Sector

Game Publish, Game Development, Game Investment,
Game Co-Development/Remake, Outsourcing etc.

The number of participants

International buyers : 10 (expected)
Japanese sellers : 25 (expected)



Program Guidelines

- **JETRO will select buyers from all countries / regions.**
- **JETRO will publicly recruit Japanese sellers, revealing names of invited buyers.**
- **JETRO will arrange meetings based upon both sellers' and buyers' requests.**

Example of game titles you can find at the program

Here are some examples of Japanese game companies that have participated in JETRO's game projects in the past.

https://store.steampowered.com/sale/jetro_gdc2024/

<https://store.steampowered.com/sale/gdc2025-made-in-japan-collection>

If you are looking for any partnership or collaboration with Japanese game developers or publishers, this business matching event will be fruitful for you!

JETRO's criteria for buyers' selection

- Strong desire to publish and distribute Japanese game content in overseas markets or Strong desire to work with Japanese game companies for co-development/outourcing etc.
- Authority to select and make procurement decisions.
- Established business in overseas game markets.
- Companies that can travel to Tokyo Game Show 2025 for face-to-face business meetings.
*Online is possible, but preference will be given to companies that can travel.



Business Meeting

- To be held at the JETRO booth in the Business Meeting Area of the Tokyo Game Show
- Each buyer will join web business meetings from his/her own PC.
- All meetings are pre-arranged. Each Meeting will run for 40 minutes.
- Language: English
*With translator if necessary



Required Information for Application

During the nomination process of program, a candidate will be asked to register company & buyer information by the mid of July 2025.

Timeline

Buyers recruitment

Matching & Schedule Setting

June

July-August

September

**Tokyo Game Show
2025**

**Japanese Companies
Recruited**

Business Meeting