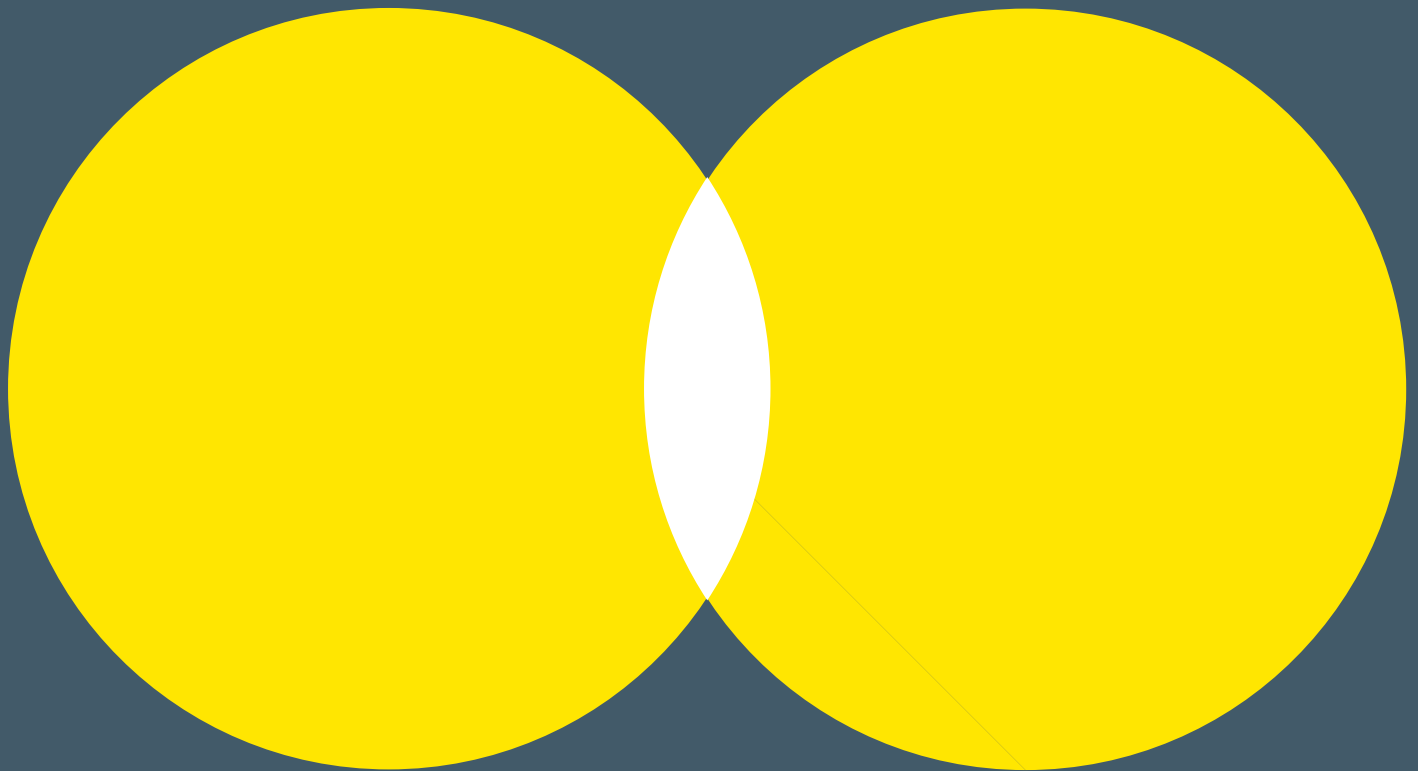




OUTWARD MISSION TO TOKYO GAMES SHOW 13TH-17TH SEPTEMBER 2010 MAKUHARI MESSE, JAPAN



Learn about the Japanese market as a place to succeed in business

Learn about the Japanese Games and Digital Media industries and how to access them

Raise your company's profile in a competitive market.

The Tokyo Game Show (TGS) is Japan's main annual computer games convention. Despite the global economic downturn, TGS 2009 had 185,000 visitors and over 180 exhibitors (including 92 from overseas). TGS 2010 is expected to have more visitors this year with an even more international focus.

The Japanese market is always interested in new products. Opportunities exist for advanced and innovative products, especially in the areas of software, hardware, peripherals, animation and 3D, design services in new digital games and digital media.

This exciting mission organised by UK Trade & Investment experts based in Japan provides a unique opportunity for UK-based games firms to understand the Japanese Games and Digital Media industry, through networking, raising awareness and visiting the Tokyo Games Show.

Who should apply?

This mission is ideal for companies who are new or have limited experience of the Japanese games market. The aim is to provide in-depth briefings covering the challenges of working in Japan and the opportunities to work leading organisations in the Japanese game industry.

The trip is centered round the Tokyo Games Show and is designed for both traditional games development companies and those focusing on social gaming, mobile gaming and serious games.

Support provided and cost of participation

The most valuable support UKTI can provide is in using our network of contacts within Japanese business to set up business-to-business meetings with the right contact for your product or service. UKTI's dedicated, experienced and well-connected team in the UK and Japan is entirely focused on giving UK companies this type of support.

Mission participants will benefit from bespoke support both in the UK and Japan. In advance of the mission, we will discuss your requirements and help you ensure you have prepared adequately. The team in Japan will make regular contact during the process of arranging your programme so that you arrive in Japan with a clear itinerary and clear objectives. After the mission, we will help you to follow up on your meetings and can also advise you on your next steps.

Participation in this mission is charged at £750: giving you:

- Pre-mission assistance and advice, including a one to one meeting with a UK based technology sector expert, a teleconference with the team in Japan, and, just before the trip, a pre mission briefing for all participants.
- A round table workshop with invited guests from Japanese digital games/content companies businesses including leading publishers/developers for console and mobile games. Banks, game analysts, online games, venture capital, and licensing experts will also be invited to participate.
- A Network reception with Japanese digital games/content/media companies at the British Embassy in Tokyo: 50 - 60 guests from Japanese industry.
- Exhibitor Pass for Tokyo Game Show(TGS) on Business and Consumer Days
- Your Business profile translated and displayed at UKTI stand at TGS. Mission brochures will be produced and handed out to Japanese contacts at TGS.
- Access to meeting space adjacent to the TGS venue that is dedicated to mission participants
- Access to the TGS International Reception
- Pre-mission publicity in Japan through our e-newsletter, Embassy website and the TGS website, with 1-1 meetings with Japanese companies that show interest at the TGS.
- If you have an interesting story, media interviews can be arranged upon request with Japanese industry newspapers/magazines
- A post mission debriefing to discuss experiences and next steps.

Market information research and meeting arrangement

The basic package of support outlined above is provided under the Overseas Market Information Service (OMIS). In addition to this support most companies take advantage of the bespoke meeting arrangement service and ongoing advice that we can provide. Our colleagues in Tokyo can provide you with the basic package outlined above, a programme of targeted one-to-one meetings during the mission, and help and guidance on the all important follow-up on those interactions. Examples of such follow-up action may include helping you: ensuring that any additional information you send following a meeting is received and understood; conduct further research; arrange a programme of meetings for your next visit; and any necessary follow-up in the UK.

Since it can take time to develop a programme of targeted meetings, we would like to receive your OMIS order by **30 July 2010**.

Financial support

Travel grants for mission delegates who are new to exporting may be available through your local International Trade Team based throughout England. The devolved administrations of Scotland, Northern Ireland and Wales may also be able to provide support. To locate your nearest team, please visit www.ukti.gov.uk or call +44 (0)20 7215 8000.

Mission schedule & programme

This is the base programme and will develop, a company visit is planned within this schedule and individual meetings based on your requirements can be built into the programme.

Sunday 12 September

Arrive at Tokyo, Japan

Monday 13 September (Tokyo)

Location: The British Embassy Tokyo

Morning: Mission briefing

- Japan briefing

- Licensing issues on digital content/games in Japan

Networking lunch with invited speakers

Afternoon: Round table Workshop

- Open discussion with invited guests from Japanese digital content/games industry; publisher/developers of console and mobile games, game analysts, venture capitalists, licensing experts etc

Networking reception at the Embassy

- Networking with leading Japanese digital content/games businesses

- Presentation opportunity during the reception

Tuesday 14 September

Possible Company visit or cultural learning eg; Visit to Akhibara (Electronics town) and/or Fish Market Tsukiji

Wednesday 15 September

As above. We can also suggest a number of options for effective use of this time as part of our pre-mission assistance

Thursday 16 September

Visit TGS and one-to-one meetings arranged by OMIS service or own arrangement

TGS International Networking Reception

Friday 17 September

Visit TGS and one-to-one meetings arranged by OMIS service or own arrangement

Saturday 18 September

Depart to UK

To register for this event contact:

Visit: <http://chinwag.com/ukti/japanmission>

Email: uktijapan@chinwag.com

Tel: +44 (0)20 7183 2923.