



**TIFFCOM 2010**  
Marketplace for Film & TV in Asia

TIFFCOM NEWS VOL.3

Japan Institute for the Development and  
Promotion of Pictures  
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[ Register now ] Anime Business Seminar organized by TIFFCOM2010

TIFFCOM 2010 (Date: October 25 - 28, 2010 Tentative), will organize an Anime business seminar at Tokyo International Anime Fair 2010, which will held from March 25 - 28 at Tokyo Big Sight East Hall.

China is said to be the most difficult overseas market for Japanese corporations to enter. At the same time, its large scale and remarkable growth are the focus of much attention. While introducing the most updated market analysis, strategies for entering the market, hints for how to enter the market, and actual examples of collaborative work between China and Japan, we will examine various aspects with the goal of building a win-win relationship for both China and Japan.

<Anime business seminar outline>

Title : CoFesta Symposium  
 Anime Business: The Equation for Entering the Chinese Market  
 Date : March 26 (Friday), 2010 14:30-16:00 (Entrance opens 13:45)  
 Venue: Tokyo Big Sight Conference Room 605-606 (Tokyo International Anime Fair Official Symposium)  
 Organizers: TIFFCOM 2010, Ministry of Economy, Trade and Industry  
 Program (Tentative):  
 "Examples and Examination of Measures for Entering the Chinese Market with Japanese Animation"  
 Speaker: Mr. Yuji Mori, CEO & President, THINK Corporation  
 "Rules for Entering the Chinese Animation Market"  
 Speaker: Mr. Steven Ching, President & CEO, A Go Go Corporation  
 Entrance fee: Free  
 Maximum participants: 150  
 How to apply: [http://www.tokyoanime.jp/event/view\\_symposium.php?id=11&time\\_id=3](http://www.tokyoanime.jp/event/view_symposium.php?id=11&time_id=3)  
 Please apply online at the Tokyo Anime Fair official website.

**【Special partner event】 CoFesta Making Animation in Foreign Locations**

Date : March 26 (Friday), 2010 16:30-18:00  
 Venue: Tokyo Big Sight Conference Room 605-606

The focus this year is on the production of animation set in foreign locations. Junichi Sato, director of the hugely popular animation series ARIA and Marin's Great Sea Story will show clips and give us an insight into the production process from project development through location scouting in one of the most beautiful tourist destinations in the world. The director will explain why he spent so much time diligently scouting for locations in Venice, and about the directorial techniques he used to create the world of the film by incorporating the unique customs and culture of the city. This symposium will explore the cultural heritage hidden in the background of animation content.

Application form: [http://www.tokyoanime.jp/event/view\\_symposium.php?id=11&time\\_id=4](http://www.tokyoanime.jp/event/view_symposium.php?id=11&time_id=4)

**Official Website**  
<http://www.tiffcom.jp>

TIFFCOM2010 Search

Contact information

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