10th Trilateral Cultural Content Industry Forum – Outline of Results

July, 2017

Ministry of Economy, Trade and Industry

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1. Event Outline

(1) Dates: June 28 (Wed.) – 29 (Thu.), 2017
(2) Place: Tokyo Big Sight, held jointly with Content Tokyo 2017
(3) Attendees:
   - Japan: Masaki Ogushi, Parliamentary Vice-Minister, Ministry of Economy, Trade and Industry (METI); Yoshiaeki Takeuchi, Deputy Director-General for IT Strategy, METI; etc.
   - China: Xiang Zhaolun, Vice Minister, Ministry of Culture of the People’s Republic of China (MCPRC); Ma Feng, Deputy Director General, Department of Cultural Market Administration, MCPRC; Wang Chen, Director General Assistant, Bureau of External Cultural Relations, MCPRC; Miao Xiaotian, General Manager, China Film Co-Production Corporation; etc.
   - Korea: Na Jongmin, First Vice Minister, Ministry of Culture, Sports and Tourism (MCST); Kim Sang-ug, Director General, Content Policy Bureau, MCST; etc.

[June 28, Wednesday]
(1) Trilateral Intergovernmental Meeting
   - A joint statement was signed by vice-minister level officials of the three countries where it is agreed (a) to build up a portal site for sharing information on policies and regulations as to content industry in the three countries, (b) to aim to increase the number of exchange works through content markets and film festivals in the three countries, (c) to conduct cooperative activities among the three countries to promote public awareness about intellectual properties, etc.
   - 11th Forum has been agreed to be held in China in 2018. The representative of China, next host country, addressed that they would like to promote trilateral cooperation in the most advanced field of content technology and also would like the forum to produce industry-led results with the involvement of private companies and lawyers of the three countries.

(2) Networking Reception
   - A welcome reception & dinner was held with attendance of vice-minister level officials from the three countries and other guests from private companies.
   - Around 180 people in total attended, including Tsuguhiko Kadokawa, chairman of Kadokawa Corporation; Miao Xiaotian, general manager of China Film Co-Production Corporation; Masato Otaka, deputy director-general, Ministry of Foreign Affairs of Japan

[June 29, Thursday]
(1) Open Seminar (as an event of Content Tokyo 2017)
   - A seminar was held for the general public with those speakers who have experience of developing their content in the three countries.
   - The speakers were Japanese film producer Genki Kawamura who produced *Your Name.*; Chinese TV & film director Zhao Haicheng who directed *Mermaid*; and TV & film director Tae You Chang from Korea who directed *My Love from the Star*.

(2) Government and Private Sector Joint Session
   - Shared not only information on international cooperation policies in the content field by the whole government of the three countries including related ministries and agencies (Japan: Ministry of Internal Affairs and Communications and Agency for Cultural Affairs; China: China Film Co-Production Corporation; Korea: Korean Film Council) but also successful examples of international development by private companies.
   - Chinese representatives introduced Shanghai Free-Trade Zone that was founded in 2013 and where tenants in entertainment industry including games can enjoy the same treatment as Chinese domestic companies. Also, they remarked generous support is being given to start-up tenants, and foreign companies based there including Japanese ones are actively developing business.
2. Exhibiting and Business Matching by Japanese, Chinese and Korean Companies

(1) Participant Companies (42 companies)
- Japanese Companies (Total: 20 companies)
  - Movies: Toho, Toei; Animation: Nippon Animation, Toei Animation; Game Machines and Characters: Fields Corporation;
  - Games: DeNA; License: Sony Creative Products; Music: Avex Group; etc.
- Chinese Companies (Total: 13 companies)
  - Video Distribution: Youku; and other movie/video production, animation, game companies
- Korean Companies (Total: 9 companies)
  - Application Production: BLUEPIN(Kakao Kids); Games: Webzen; Animation: SAMG Animation; Video Production: DigitalIdea; and other license business companies; etc.

(2) Business Matching
- 107 business meetings were conducted between 42 participant companies from the three countries.
- A timetable was made in advance according to participants’ demand and meetings were conducted effectively.

(3) Some of the Comments from Japanese Participants
- We hope we can work together with China, participating in those movie projects where visual effects are involved.
- A very good first step to future collaboration.
- Korean characters might be interesting as no attention has been paid yet in Japan so far.
- Received an explanation of their business and requested them to contact us when they have decided their plan in Japan. We have expectations for their future.
- We needed more time. We will work hard to complement each other as two collaborating companies.

Contributing to creating new business opportunities with Chinese and Korean companies.