



**ASEAN-JAPAN CENTRE**  
(ASEAN Promotion Centre on Trade, Investment and Tourism)

Shin Onarimon Bldg. 1F, 6-17-19 Shimbashi, Minato-ku, Tokyo 105-0004  
TEL: +81-(0)3-5402-8001 FAX: +81-(0)3-5402-8003

News Release

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**Promoting ASEAN-Japan Business Alliance in Contents Industry**

**ASEAN-Japan Centre serves as a regional catalyst for the development of contents industry!**

As the “Cool Japan Experience” impacted the region, Japanese contents-related industries have established working relationships with ASEAN partners, which are making advances in recent years. An example is the popular J-POP idol group “AKB48” which conducted their first concert in Southeast Asia in November 2010 in Singapore. Already, from May this year, the group performs at regularly scheduled concerts in Singapore. Further, the first sister group of “AKB48” beyond the shores of Japan known as “JKT48” comprising all Indonesian members will make its debut later this year in Indonesia. ASEAN Member Countries are no longer mere recipients of the Japanese contents but becoming sincere partners of Japan in developing the industry. The growing ASEAN population of an estimated 600 million people currently, provides a sizeable consumer market base for Japanese contents producers and creators to expand their businesses, particularly through business networks and partnership with ASEAN counterparts.

Against this background the ASEAN-Japan Centre (AJC) will organize a regional forum on the development of contents industry on November 10-12 in Singapore, in association with the ASEAN Secretariat and supported by Media Development Authority of Singapore. This is the second forum following the inaugural forum held last year at the request of several ASEAN Member Countries to develop their contents industries for economic growth. While last year’s inaugural forum focused on sharing the Japanese and ASEAN experiences on the latest issues on the development of the contents industry as well as the impact of Japanese pop culture expressed in the forms of anime, music, film, manga, games and fashion in ASEAN Member Countries, this year’s forum will focus specifically on how to strengthen the business practices, in particular, digital content management including IPR issues and business collaborations which will be crucial for ASEAN countries to spearhead the growth and development of the contents industry. Several leading digital contents-related companies in the field of anime, film, music and games from Japan will participate in this year’s forum as resource speakers and participants to exchange their views with their ASEAN counterparts and to explore opportunities for co-creation, co-production, and co-investment.

Once again, the forum will be held in conjunction with the largest anime-pop culture event in Southeast Asia, “Anime Festival Asia (AFA)”, held during the same period in Singapore.

<p><b>&lt;Information on the AJC Forum&gt;</b></p> <p><b>【Title】</b> ASEAN-Japan Forum on the Development of Contents Industry: Creation, Commercialization, and Protection of Digital Contents</p> <p><b>【Organizer】</b> ASEAN-Japan Centre in association with the ASEAN Secretariat, and supported by Media Development Authority (MDA), Singapore</p> <p><b>【Dates】</b> November 10 (Thu) - 12 (Sat), 2011</p> <p><b>【Venue】</b> Grand Park City Hall Hotel, Singapore</p>	<p><b>&lt;Information on the Anime Festival Asia 2011&gt;</b></p> <p><b>【Organizers】</b> Dentsu Singapore and SOZO Pte Ltd</p> <p><b>【Dates】</b> November 11 (Fri) - 13 (Sun), 2011</p> <p><b>【Venue】</b> Suntec Convention Centre, Singapore</p> <p><b>【URL】</b> <a href="http://www.animefestival.asia">www.animefestival.asia</a></p>
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**【Inquiries on the AJC Forum】**

For more information on the Forum, please contact Mr. Lee Kia Yoke or Ms. Junko Nukiyama:  
TEL : +81-(0)3-5402-8002 FAX : +81-(0)3-5402-8003 E-mail : [toiawase\\_ga@asean.or.jp](mailto:toiawase_ga@asean.or.jp)

**【General Inquiries on the AJC】**

ASEAN-Japan Centre (ASEAN Promotion Centre on Trade, Investment and Tourism)  
TEL : +81-(0)3-5402-8001  
[www.asean.or.jp/en/](http://www.asean.or.jp/en/)

ASEAN-Japan Centre is an intergovernmental organization established by an agreement between the governments of ASEAN Member Countries and Japan.