

# Press Release: ASEAN Character Award 2016 Open for Applications

TOKYO, June 17, 2016

The ASEAN-Japan Centre has opened the call for applications for the ASEAN Character Award 2016. Content-related companies from ASEAN member states are encouraged to apply before July 22, 2016.

The ASEAN Character Award was established by the ASEAN-Japan Centre and LLP ASEAN Creative Supporters in 2014 in order to bring to light excellent content creative capacities possessed by ASEAN member states which are hitherto less known in Japan. This is an annual contest focusing on characters created by content-related companies of ASEAN member states operating in the fields of animations, games, and merchandising.

The ASEAN Character Award Panel, made up of top-notch experts who are well versed with the Japanese content business, will select the 2016 award winners. A prize for the winner is a free booth at the Tokyo Game Show 2016 in Makuhari Messe and, in addition to this, the Grand Prize winner will be granted the special privilege of an interview by Japanese media.

Last year's winners (Les' Copaque Production Sdn Bhd from Malaysia, Liffolab Co., Ltd. from Thailand, and Ayena Animation Studio from Indonesia) have all experienced strong growth of sales or market expansion with a range of 2 times to 7 times growth after they have received prizes.

Please refer to our entry guidelines here before submitting your application:

[https://asean.jp/aseancharacter/?page\\_id=24](https://asean.jp/aseancharacter/?page_id=24)

Applications for the ASEAN Character Award 2016 are being accepted until July 22, 2016 at:

<https://asean.jp/aseancharacter/>

## ◆ About ASEAN-Japan Centre ◆

Since its establishment in 1981 by the governments of ASEAN member states and Japan, the ASEAN Promotion Centre on Trade, Investment and Tourism (ASEAN-Japan Centre) has been promoting exports from ASEAN to Japan while revitalizing investment, tourism and exchanges of persons between Japan and ASEAN.

\* \* \* \* \*

Contact:

Kazuko Haruyama

ASEAN Character Award Secretariat

ASEAN-Japan Centre

Tel: +81-3-5402-8004

Email: [info-aca@asean.jp](mailto:info-aca@asean.jp)

\* \* \* \* \*



Winners of the ASEAN Character Award 2015