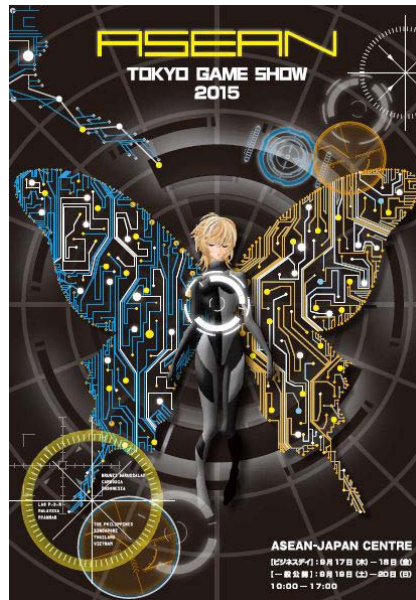


Post Activity Report of Tokyo Game Show 2015



September 17-20, 2015



-TRADE & INVESTMENT DIVISION-
ASEAN PROMOTION CENTRE
ON TRADE, INVESTMENT AND TOURISM

I. Outline of Tokyo Game Show 2015

A. Outline of the Show

1. Name: Tokyo Game Show 2015
2. Duration: September 17 (Thu) – 18 (Fri) Business Day
September 19 (Sat) – 20 (Sun) Public Day
3. Opening Hours: 10:00 – 17:00
4. Venue: Makuhari Messe, Chiba Pref.
5. Number of Exhibitors: 480 companies and organizations
(234 domestic exhibitors and 246 overseas exhibitors)
6. Number of Visitors: **268,446 visitors**

Date	Visitors
Sep. 17 (Thu)	29,058
Sep. 18 (Fri)	29,557
Sep. 19 (Sat)	97,601
Sep. 20 (Sun)	112,230
Total	268,446

7. Organizer: Computer Entertainment Supplier's Association (CESA)
<http://tgs.cesa.or.jp/index.html>

B. Outline of the ASEAN Pavilion

1. Booth : "5-N01" at Asian New Stars Corner
2. Number of Exhibitors: 30 companies from 8 ASEAN Member States

Brunei Darussalam	2
Indonesia	3
Malaysia	8
Myanmar	3
The Philippines	5
Singapore	3
Thailand	3
<u>Vietnam</u>	<u>3</u>
Total	30

3. Space of the Pavilion: 31 units (155 m²)
4. Number of Mission Members: 92 persons (including Trade Promotional Organization officials etc.)
5. Related Activities:
 - Orientation Meeting
Date: September 16 (Wed), 2015
Venue: Chelsea Room of Hotel Green Tower at Makuhari
Number of Attendees: 65 participants
 - ASEAN Character Award Ceremony and Networking Meeting with Japanese Content-related Companies
Date: September 19 (Sat), 2015

Venue: 302 & 303 Meeting room at International Convention Hall in Makuhari

Number of Attendees: 100 participants

6. Number of Media Coverage: 53 (as of October 8, 2015)
7. PR by the ASEAN-Japan Centre:
 - Centre Mail Magazine: 8,551 mails were dispatched on Aug. 18.

II. Results of Business Meetings on September 17-18, 2015

1. **Number of Business Meetings: 1,199 meetings**
2. **Results of Questionnaires Submitted by Participants (Total : 32)**

A. Usefulness of this exhibition for Exhibitors' business

Useful	Fairly Useful	Not Particularly Useful	Not Useful	Ratio of Usefulness
27	5	0	0	100 %

B. Top Five companies by the number of inquiries during the Business Meetings

<Company Name>	<Products>
1. Streamline Media Group (Malaysia)	GameDevelopment / Art outsourcing
2. Springloaded Games (Singapore)	Mobile Games Development
3. Daylight Studios Pte. Ltd. (Singapore)	Mobile Games Development
4. Orbital Speed Studio (Thailand)	Game Software / Digital Art Service
5. Pixelated Enterprise (Brunei Darussalam)	Mobile app and gaming

<Photos of Tokyo Game Show>

Opening Ceremony on September 17, 2015



ASEAN Booth





ASEAN Character Awards Ceremony and Networking Meeting with Japanese Companies on September 19, 2015



Grand Prize /
PUTERI, Malaysia



Second Prize /
Shewsheep—the Eat All Day Sheep, Thailand



Jury Special Awards /
Super Neli, Indonesia

