

**Post Activity Report
of
Tokyo Game Show 2016**



September 15-18, 2016



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

I. Outline of Tokyo Game Show 2016

A. Outline of the Show

1. Name: Tokyo Game Show 2016
2. Duration: September 15 (Thu) – 16 (Fri) Business Day
September 17 (Sat) – 18 (Sun) Public Day
3. Opening Hours: 10:00 – 17:00
4. Venue: Makuhari Messe, Chiba Pref.
5. Number of Exhibitors: 614 companies and organizations
(269 domestic exhibitors and 345 overseas exhibitors)
6. Number of Visitors: **271,224 visitors**

Date	Visitors
Sep. 15 (Thu)	31,399
Sep. 16 (Fri)	33,634
Sep. 17 (Sat)	98,074
Sep. 18 (Sun)	108,117
Total	271,224

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

B. Outline of the ASEAN Booth

1. ASEAN Booth: "3-N18" at Asia New Stars Corner
2. Number of Exhibitors: 24 companies from 6 ASEAN Member States and 3 winners of ASEAN Character Award 2016 from Malaysia, Thailand and Myanmar

Indonesia	4
Myanmar	3
The Philippines	6
Singapore	3
Thailand	5
Vietnam	3
Winners of ACA	3
Total	27
3. Space of the ASEAN Booth: 34 units (170 sq. meter)
4. Number of Mission Members: 61 persons (including Trade Promotional Organization officials etc.)

5. Related Activities:
 - ASEAN-Japan Networking Seminar
 - Date: September 17 (Sat), 2016
 - Venue: 303 Meeting room at International Convention Hall in Makuhari
 - Number of Attendees: 54 participants
6. Number of Media Coverage: 157 (as of October 12, 2016)
7. PR by the ASEAN-Japan Centre:
 - Centre Mail Magazine: 10,292 mails were dispatched on Jun. 17.
 - 10,277 mails were dispatched on Jul. 28.
 - 10,209 mails were dispatched on Aug. 10.
 - 10,161 mails were dispatched on Aug. 22.
 - 10,152 mails were dispatched on Sep. 7.

II. Results of Business Meetings on September 15-16, 2016

A. Number of Business Meetings: 682 meetings

B. Results of Questionnaires Submitted by Participants (Total: 27)

1. Usefulness of this exhibition for Exhibitors' business

Useful	Fairly Useful	Not Particularly Useful	Not Useful	Ratio of Usefulness
20	6	1	0	96 %

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

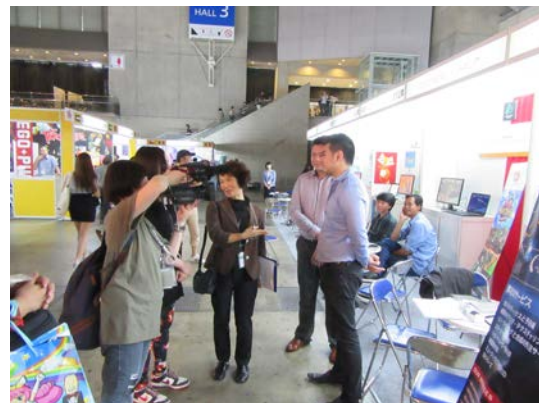
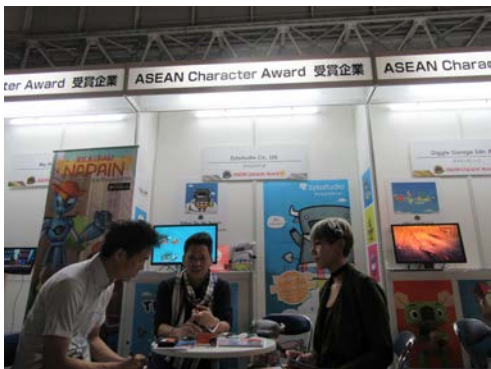
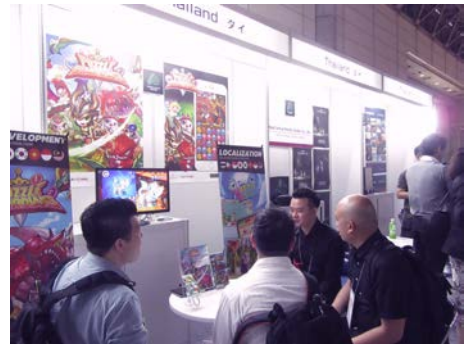
<Company Name>	<Products/service>
1. Paragon Pictures (Myanmar)	Films & Games
2. Enspire Studio (Indonesia)	3D Animation/Cinematic etc.
3. Yggdrasil Group Co., Ltd. (Thailand)	CG Animation, character design etc.
4. Rikkeisoft Co., Ltd. (Vietnam)	Game/Software Development etc.
5. Giggle Garage Sdn. Bhd. (Malaysia)	Animation etc.

<Photos of Tokyo Game Show 2016>

Opening Ceremony on September 15



ASEAN Booth on September 15 and 16



ASEAN-Japan Networking Seminar on September 17



3 winners of ASEAN Character Award 2016



Grand Prize
ORIGANIMALS
Giggle Garage Sdn. Bhd.
Malaysia



Second Prize
Tidlom The Sky Hanger
Zylostudio Co., Ltd.
Thailand



Jury Special Awards
Rickshaw NaPain
My Play Co., Ltd.
Myanmar

