

Post Activity Report of Tokyo Game Show 2013



September 19-22, 2013



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

I. Outline of Tokyo Game Show 2013

A. Outline of the Show

1. Name: Tokyo Game Show 2013
2. Duration: September 19 (Thu) - 20 (Fri) Business Day
September 21(Sat) – 22 (Sun) Public Day
3. Opening Hours: 10:00 – 17:00
4. Venue: Makuhari Messe, Chiba Pref.
5. Number of Exhibitors: 342 companies and organizations
(190 domestic exhibitors and 162 overseas exhibitors)
6. Number of Visitors: **270,197 visitors**

Date	Visitors
Sep. 19 (Thu)	29,171
Sep. 20 (Fri)	23,183
Sep. 21 (Sat)	102,399
Sep. 22 (Sun)	115,444
Total	270,197

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

B. Outline of the ASEAN Pavilion

1. Booth : “3-N2” at Asian New Stars Corner
2. Number of Exhibitors: 34 companies from 9 ASEAN Member States

Brunei Darussalam	1
Cambodia	2
Indonesia	6
Malaysia	4
Myanmar	3
The Philippines	3
Singapore	4
Thailand	4
<u>Vietnam</u>	<u>7</u>
Total	34

3. Space of the Pavilion: 22 units (110 m²)
4. Number of Mission Members: 59 persons (including 3 Trade Promotional Organization officials)
5. Related Activities:
 - Orientation Meeting
Date: September 18 (Wed), 2013
Venue: Mayfair East Room of Hotel Green Tower at Makuhari
Number of Attendees: 52 participants
 - Networking Meeting with Japanese Content Companies
Date: September 21 (Sat), 2013

Venue: 103 Meeting room at International Convention
Hall in Makuhari

Number of Attendees: 84 participants

6. Number of Media Coverage: 4 (as of September 30, 2013)

- **Nihon Keizai Shimbun**

September 19, 2013

- **Mainichi Shimbun**

September 22, 2013

- **Asahi Shimbun**

September 28, 2013

- **ASIA Business Forecast (NHK TV)**

September 20, 2013

7. PR by the ASEAN-Japan Centre:

- Centre Mail Magazine: 9,247 mails were dispatched.

II. Results of Business Meetings on September 19-20, 2013

Number of Business Meetings: 759 meetings

<Photos of Tokyo Game Show>

Orientation Meeting for ASEAN Trade Mission Members on September 18, 2013

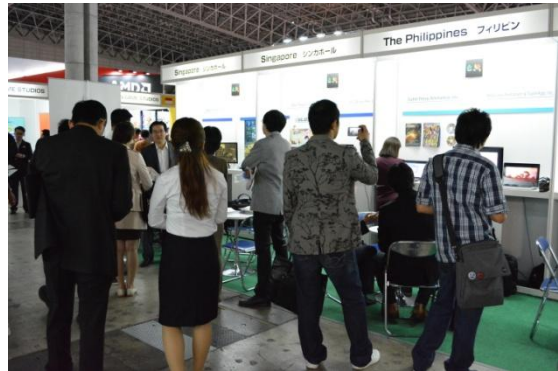


Opening Ceremony on September 19, 2013

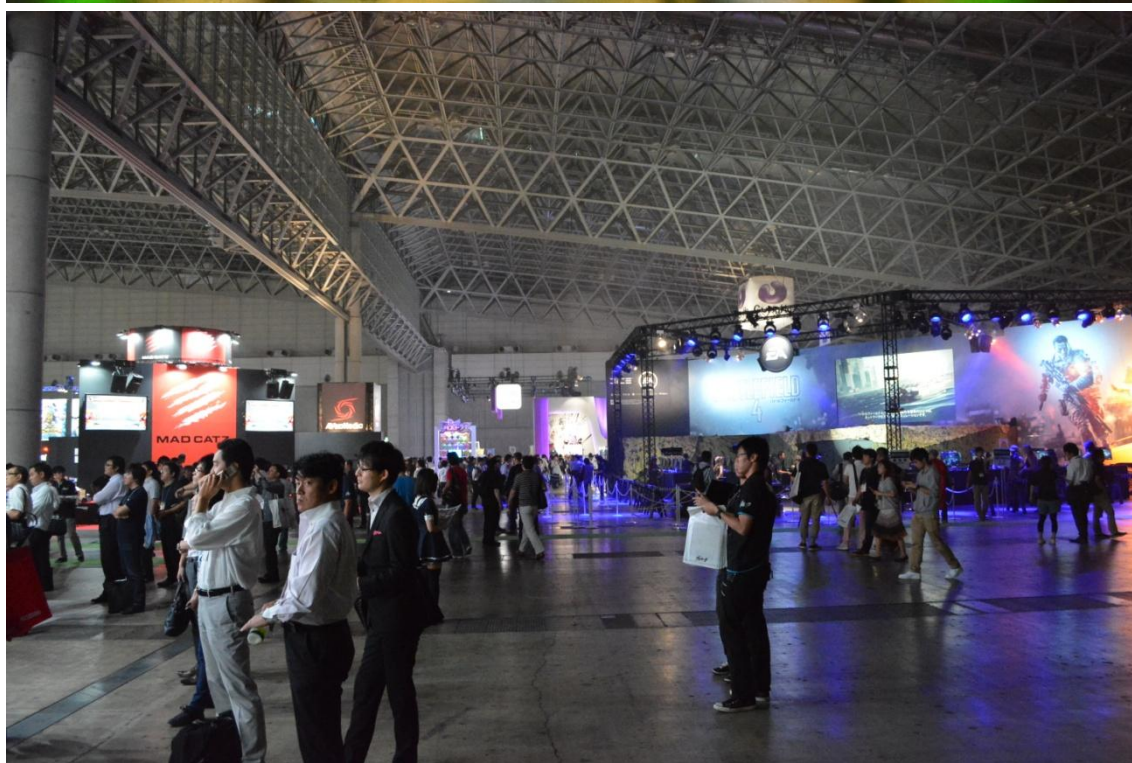


ASEAN Pavilion and Country's Stand





Whole scene of Tokyo Game Show 2013





Networking Meeting with Japanese Companies on September 21, 2013

