

The Japan Foundation Asia Center × Tokyo International Film Festival
**Launching a New Comprehensive Platform to
 Create New Japanese Film Market Opportunities in Asia**



JAPANESE
 FILM
 FESTIVAL

The Japanese Film Festival: Asia-Pacific Gateway Initiative

■ Overview

The JFF Initiative will bridge the Asia-Pacific film market and Japanese film industry to expose Japanese films to a wider audience, activating both the emergence of potential film lovers and the Asia-Pacific film industry as a whole into a new level of the demand, supply, and appreciation of film.

- 【Period】** April 1, 2016 - March 31, 2017 (to be continued until 2020)
【Target countries】 10 ASEAN countries and Australia (to be expanded within the Asian region)
【Organizer】 The Japan Foundation Asia Center and its overseas offices in ASEAN countries
【Cooperation】 Tokyo International Film Festival
【Basic schemes】 1. JFF Asia-Pacific Network
 (strengthening network with Japan Film Festival in the ASEAN countries and Australia)
 2. JFF Asia-Pacific PR events that fans participate
 3. Construction of JFF online platform

The Japan Foundation Asia Center launched **the Japanese Film Festival: Asia-Pacific Gateway Initiative** (hereinafter referred to as the “JFF Initiative”) with the Tokyo International Film Festival (TIFF) in 2016 to raise interest in Japanese films and draw in a larger audience in the ASEAN countries.

Japan’s weakness in exporting its films, particularly to the ASEAN countries, has been pointed out for quite a long time. There are two major reasons behind this: unavailability of a strategic infrastructure by the public and private sectors and the lack of interest in Japanese films throughout the area. Although the Japan Foundation has conducted the Japanese film festivals in the area for years, it has not reached the comprehensive brand-building which is interlocked between countries. In order to ameliorate this situation, the JFF Initiative provides opportunities for people to gather offline and online, under the vision of building a system for an extensive bridge between the Asia-Pacific film market and the Japanese film industry. To increase interest in Japanese films and create new market opportunities for Japanese films, the following three schemes are planned: strengthening network by carrying out the Japanese film festivals in the ASEAN countries and Australia, organizing PR event that fans participate, and constructing an online platform. In the future, the Japan Foundation wishes to create a comprehensive platform for the Japanese film industry that attracts potential clients, aiming to activate Japanese film industries as well as the entire Asia-Pacific film industry.

Regarding the detailed information about the basic schemes, please refer to the next pages.

JFF Asia-Pacific Gateway Initiative

■ Three Basic Schemes

For the first phase, the Japan Foundation Asia Center will concentrate on bringing the JFF Initiative to audiences and film professionals in the ASEAN countries as a brand. By carrying out building the JFF Asia-Pacific Network, organizing JFF Asia-Pacific PR event that fans participate, and constructing JFF online platform, the Japan Foundation aims to reach 0.1 million audiences within the entire ASEAN countries and Australia. At the time of the Tokyo 2020 Olympic and Paralympic Games, the Center will aim for 1 million audiences. By constantly integrating new approaches, the Japanese film industry as a whole will further unfold into market opportunities in the Asia-Pacific.



1. JFF Asia-Pacific Network

The Japan Foundation Asia Center, working together with the overseas offices of the Japan Foundation and diplomatic establishments, conducts Japanese film festivals in 11 countries (10 ASEAN countries and Australia). While taking advantage of the uniqueness in each country, it establishes a network as a "JFF brand" using consistent marketing and management methods.

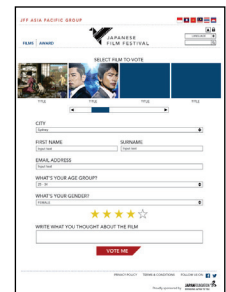


2. JFF Asia-Pacific PR events that fans participate

To deepen the bonds with Japanese film fans, the Japan Foundation Asia Center selects one city from the target areas each year to expand recognition of Japanese films and hold PR events that fans participate. The first event is scheduled to be held in Bangkok, Thailand in February 2017 as part of the 130th anniversary of the Japan- Thailand diplomatic relations project.

3. Construction of JFF online platform

Online services, including a website, social networking services, and online applications will be built to provide a platform to which fans can freely access. These services are available initially in English, but with the aid of the Japan Foundation's overseas offices, services in local languages of the ASEAN countries will become available so that fans can easily access the latest information on Japanese films. We will launch a comprehensive site in English on October 6, 2016, followed by sites in local languages. Maintaining the messages consistently, we create and release the contents to introduce Japanese films depending on the fan base of each country. These services will stimulate both the existing and potential supporters of Japanese culture and film industry, to better disseminate information on not only Japanese films but also the other engagements of the Japan Foundation Asia Center.



Top: poster image
Center and bottom:
website image

Website (to be launched on October 6, 2016): <http://www.japanesefilmfest.org/>

The Japan Foundation Asia Center www.jfac.jp

The Japan Foundation is Japan's principal independent administrative institution dedicated to carrying out cultural exchange initiatives throughout the world.

The Asia Center, established in April 2014, is a division within the Foundation that conducts and supports collaborative initiatives with its Asian—primarily ASEAN—counterparts. Through interacting and working together in Japanese-language education, arts and culture, sports, and grassroots and intellectual exchange, the Asia Center pursues to develop the sense of kinship and coexistence as neighboring inhabitants of Asia.

Tokyo International Film Festival www.tiff-jp.net

The Tokyo International Film Festival (TIFF) started in 1985 as Japan's first major film festival and the only Japanese film festival accredited by the International Federation of Film Producers Associations (FIAPF). Since then, TIFF has grown to become one of the largest film festivals in Asia. Every year in October, filmmakers and film fans of all ages gather in Tokyo to enjoy excellent films from around the world and TIFF's many colorful events. These include TIFF's affiliated media content market TIFFCOM, seminars for students, professionals, and business people, and symposiums and workshops for networking with the world film industries, developing international co-productions, and promoting the global film business.

Screening Lineup 2016 ※A selection of movies may differ depending on the location.



【What a Wonderful Family!】



【Creepy】



【The Magnificent Nine】



【The Mohican Comes Home】



【Chihayafuru】



【TSUKUJI WONDERLAND】



【The Boy and the Beast】



【An】



【The Anthem of the Heart】

and More

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 ©2016 "The Mohican Comes Home" Production Partners, LLC ©2016 "Chihayafuru" Film Partners ©Yuki Suetsugu / KODANSHA LTD. ©2016 Shochiku Co., Ltd.
 ©2015 THE BOY AND THE BEAST FILM PARTNERS ©2015 "AN" FILM PARTNERS/COMME DES CINEMAS/TWENTY VISION/ZDF-ARTE ©KOKOSAKE PROJECT

Dispatch of Movie Officials 2016

Kirin Kiki at the Japanese Film Festival in Malaysia

On September 6, the opening ceremony of the Japanese Film Festival was held in Klang Valley, Malaysia, as part of the Japanese Film Festival: Asia-Pacific Gateway Initiative. Japanese actress Kirin Kiki, who appeared in *After the Storm*, attended the ceremony. As many films in which she appears have been screened in Malaysia, many media and fans welcomed her at the venue. Kiki commented, "The movie is about a parent and a child living in an obscure corner of Japan. I played a mother with an awkward son but who does not want to face this reality, thinking about the love every mother has towards her son. Please enjoy this movie." On September 7, Kiki also attended the special preview of *An*, a film in which she appeared as a guest and enjoyed interacting with the audiences.



The opening ceremony at the JFF in Malaysia

Next Dispatch (planned)

■Masahiro Motoki (actor) and Miwa Nishikawa (director)
 to the Japanese Film Festival (Australia)

【Dates】 November 27 – 28, 2016

【Locations】 Sydney, Melbourne

【Film】 The Long Excuse

※Other movie officials to be dispatched will be announced.



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