



- 1 Learn about Japanese Govt's latest REGIONAL CONTENTS PROMOTION STRATEGY
- 2 Explore collaboration with SAPPORO, HOKKAIDO – special zone for screen industry
- 3 Aspire to broaden BUSINESS NETWORK with Japanese TV producers
- 4 Acquire latest MARKET INTELLIGENCE of Japanese TV contents

Date: 26 March 2014 (FILMART DAY 3)

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AM10:30 ~ AM 12:00

Venue: Studio, Hall 1, HKCEC/FILMART Fairground

Organizer:	HKTDC
Co-organizer:	Hokkaido Bureau Ministry of Economy, Trade and Industry
Supporting organization:	Association of All Japan TV Program Production Companies
Programme:	Japan External Trade Organization (JETRO), UNIJAPAN

Keynote Speech

Mr. Toshikazu Masuyama, Director-General, Hokkaido Bureau Ministry of Economy, Trade and Industry
 “The government policy of Cool Japan and Sapporo- Hokkaido Contents Special Region

Speech 1

Mr. Tomokatsu Fukui, Executive Director, Sapporo Electronics and Industries Cultivation Foundation/
Screen Authority Sapporo

“Expanding worldwide from Sapporo-Hokkaido via Hong Kong”

Speech 2

Mr. Koji Kanazawa, Vice-Chairman, Association of All Japan TV Program Production Companies

“The latest development and trend of Japanese TV drama for overseas markets”

Panel Discussion: How can Japanese Contents make use of Hong Kong as the global gateway

Panelist: **Mr. Fred Wang**, Honorary Secretary, Hong Kong International Film Festival
Mr. Toshikazu Masuyama, Director-General, Hokkaido Bureau Ministry of Economy,
 Trade and Industry
Mr. Tomokatsu Fukui, Executive Director, Sapporo Electronics and Industries Cultivation
 Foundation/Screen Authority Sapporo
Mr. Koji Kanazawa, Vice-Chairman,
 Association of All Japan TV Program Production Companies
Mr. Soko Izumi, Meiah entertainment group, MATV LIMITED Anchor

With Simultaneous
 Interpretation:
 English & Chinese

Moderator: Ms. Tomoko Komatsuzaki, President, INTO

With Simultaneous
Interpretation:
English&Chinese

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