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**[Announcement]** The future of the Tokyo International Anime Fair  
-“Cool Japan”: Sharing the amazing art of Japanese animation-  
Japan’s gift to the rest of the world

Only one month until the start of TIFFCOM2009, which will be marking its sixth year (date: October 20-22, 2009) (Organized by: Ministry of Economy, Trade and Industry, Japan Association for International Promotion of the Moving Image (UNIJAPAN), and Japan Institute of Development and Promotion for Pictures). Seminar@TIFFCOM has been popular for its timely selection of the discussion themes. We are proud to announce the fifth edition of this highly recommended program from our seminar series.

**Seminar Title:**

The future of the Tokyo International Anime Fair

-“Cool Japan”: Sharing the amazing art of Japanese animation- Japan’s gift to the rest of the world

**The content of the seminars:**

In 2011, the Tokyo International Anime Fair ("TAF") will celebrate the 10th anniversary. This symposium discusses the forward development of TAF warming up every year.

Besides, featuring well-known Japanese animations (such as "Pokémon Pocket Monsters" and "Bakugan Battle Brawlers") that have been internationally recognized, this symposium discusses the keys to overseas success and the future of Japanese animation.

**Speaker:** <Part 1> “The future of the Tokyo International Anime Fair”

**Yuji Nunokawa**, Chief Director, The Association of Japanese Animations,  
President PIERROT CO.,Ltd, Vice Chairman, Tokyo International Anime Fair

**Hitoshi Suzuki**, Chief Producer, Tokyo International Anime Fair Executive Committee

<Part 2> “What is the key of success? : Japanese animation has spread over the world.”

**Masakazu Kubo**, Director, Character Business Center, Shogakukan, Inc.,  
Managing Director, Shogakukan Music & Digital Entertainment Co. Ltd.

**Michitoshi Sugimoto**, Executive Officer, Head of Global Business Division, SEGA TOYS Co.,Ltd

**Moderator:** Tadashi Sudo, President, Anime Anime Japan Ltd.

**Organizer:** Tokyo International Anime Fair

**Date:** October 20 (Tue), 2009 11:00-12:30

**Venue:** Auditorium, Roppongi Academyhills 49F, Roppongi Hills Mori Tower

**Remarks:** Pre-registration required for 150 seats. First-come, first-served basis.

TIFFCOM2009 ID Badge holders (Exhibitors, Visitors, Buyers, TPG) can participate.

**How to reserve your seat:** Application is available from Oct. 1st online.

Please see the official website ([www.tiffcom.jp](http://www.tiffcom.jp))

**Official website**

<http://www.tiffcom.jp/2009/>

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