

UNIJAPAN International Promotion Department

Business report for fiscal year 2004

As of April 1, 2005, UniJapan Film (Association for the Diffusion of Japanese Films Abroad) together with the Tokyo International Foundation for Promotion of Screen Image Culture, the organizer of the Tokyo International Film Festival, joined to form a new organization *Japan Association for the International Promotion of Moving Images* (UNIJAPAN). Changes were made to the Statutes of Association including the name, purpose and projects. With the inauguration of this new organization the number of Board Members and Trustees increased and a number of new Board Members and Trustees were appointed, as it shall be explained in the following business report for fiscal year 2004.

Name of the New Organization

UNIJAPAN (Japan Association for the International Promotion of Moving Images)

Objective of the New Organization

This organization shall organize international film festival, support the finding and nurturing of young talented people, and promote the preservation of Japanese cinema. The organization aims to publicize Japanese films overseas to encourage development of the Japanese film culture and increase exports, as well as to contribute to international friendship and cultural exchange.

Projects of the New Organization

- ① Organization of international film festival, symposiums and seminars on moving images
- ② Organization of international film market
- ③ Creation, display and distribution of materials and data necessary for international diffusion and publicity of Japanese films
- ④ Survey on film industry overseas
- ⑤ Promotion of participation or entries to international film events such as international film festivals and international film competitions
- ⑥ Organization of preview shows for Japanese films abroad
- ⑦ Dispatch of film industry personnel overseas, or invitation and assistance of foreign film industry personnel to Japan
- ⑧ Offering assistance to foreigners studying Japanese film culture

- ⑨ Promotion of International Co-production
- ⑩ Promotion of International communication and cooperation among film industry personnel
- ⑪ Submission of recommendations, opinions and reports to concerned agencies
- ⑫ Awarding of films having artistic excellence, and awarding and subsidizing young talented people
- ⑬ Compilation and publication of journals and publication of materials regarding international film information
- ⑭ Compilation and publication of journals and publication of materials regarding international film information
- ⑮ Other projects necessary to accomplish the objective of the Organization in addition to those mentioned above

I Support Program for International Sales

Setting up the Promotional stands *Japan Pavilion* and *Japan booth*

1. Cannes International Film Festival *Japan Pavilion* (May 12 -23, 2004)
 - Set up a *Japan Pavilion* at the International Village as a center for information and exchange on Japanese films, as well as a *Japan Booth* in Riviera as sales base
 - Held a *Japan Reception* at Majestic Hotel
 - Published a special issue *Japan Special* of the *Screen International* featuring Japanese films
 - Organizers: METI, Bunka-Cho, JETRO, and UNIJAPAN
 - Budget: Y20,991,330

2. Venice International Film Festival *Japan Reception* (Sep 5, 2004)
 - The *Japan Reception* was held in response to the Festival's first bulk invitation of Japanese films
 - Organizers: Embassy of Japan in Italy, Bunka-Cho, and UNIJAPAN
 - Expense: Y1,752,133

3. Toronto International Film Festival *Asian Desk* (Sep 9 - 18, 2004)
 - *Asian Desk* was organized jointly with Korea (KOFIC) at the Toronto Film Festival's Film Industry Market to handle various inquiries.
 - *Asian Square* was organized at the Toronto Japan Cultural Center of the Japan Foundation for exchange and business meetings.
 - JETRO rented a club in Toronto to organize the *Japan Lounge*, which was opened to festival guests. It also held Japan Reception.

- Organizers: Bunka-Cho, Japan Foundation's Toronto Japan Culture Center, JETRO, and UNIJAPAN
 - Expense: Y3, 801,109
4. Pusan International Film Festival Japan Booth (Oct. 7 - 9, 2004)
- *Japan Booth* was organized at the same hotel as the Festival headquarters.
 - Market screenings were coordinated for buyers of Japanese films.
 - Organizers: Bunka-Cho, UNIJAPAN
 - Expense: Y944,513
5. Berlin International Film Festival *Japan Booth* (Feb. 10 - 20, 2005)
- Japan Booth* was opened at European Film Market. This booth was jointly used by eleven Japanese production and sales companies.
- Organized Japan Reception.
 - Organizers: Embassy of Japan in Germany, METI, Bunka-Cho, JETRO, and UNIJAPAN
 - Expense: Y5,833,795
 - Expenses for the *Bunka-Cho Film Week* held at the Tokyo International Film Festival in October exceeded the original budget by Y51, 356,038, received from the Bunka-Cho to manage the project.

II Support Program for Participation at Film Festivals

Same as in case of Support Program for International Sales, Support Program for Participation at Film Festivals is also carried under the auspices of the Commission of Bunka-Cho. Through this program, UNIJAPAN supports Japanese films or film professionals and artists participating in film festivals or film markets overseas.

The grant is given in the following three areas:

1. Production of foreign language subtitles
2. Coverage of overseas travel expenses
3. Coverage of promotional material expenses

The following three grants are available:

1. General grant for participants in film festivals or film markets
2. Special grant for participants in the competition of the ten major film festivals (Cannes, Moscow, Karlovy Vary, Shanghai, Locarno, Venice, San Sebastian, Cairo, Berlin, Mar del Plata)
3. Special grant for young and emerging filmmakers

61 grants were granted during fiscal year 2004 in respect to a total of 205 applications. The total amount of the grants was ¥43,647,426.

The budget was increased by ¥111,844,950 from the original budget as UNIJAPAN was entrusted with the organization of the Japan Film Festival *Japanese Film: Love and Youth* held in Seoul in November.

III Publication of Japanese Film Yearbook *Japanese Film*

The yearbook *Japanese Film* was compiled and published under the auspice of the Commission of Bunka-Cho.

1. List of Japanese films

49 major works from all Japanese films released in period from January to December 2004 were selected and introduced in both Japanese and English. (Works were selected by the Screening Committee, led by Mr. Nei Kawarabata.)

2. Japan Film Industry Data, Year 2004

Data regarding the film industry which was announced by Motion Picture Producers Association of Japan and the Foreign Film Importer- Distributors Association of Japan was listed. (Data including Japanese films whose box-office receipts exceeded 1 billion yen, number of films released attendance, average admission fee, box office receipts, number of screens, and number of foreign films released.)

3. Japan Film Industry List

Item	Number of listings
Film related organizations	31
Production companies	89
Animation coproduction companies	24
Distribution companies	60
Production and equipment facilities	20
Film commissions	66
Film festivals	27
Film schools	17

4. Others

In addition to the works listed in the lead, data on 80 other films released in 2004 were collected and listed.

IV Management of the Japanese film website www.unijapan.org

This project is initiated in May 2003 under the auspice of the Japan Keirin Association. The amount of the grant is one-half of the total settlement of accounts. The total settlement of accounts for 2004 was amounted to Y6, 802,885.

The website is generally a reproduction of the data from a yearbook *Japanese Film*. Nevertheless to coincide with the Tokyo International Film Festival held in October, the list of contacts and Japanese film database was updated and compiled.

To publicize the website, an advertisement was run in Cannes Film Festival *Japan Special* issue published at Cannes Film Festival. The magazine with this advertisement was also distributed at the Venice, Toronto, Pusan, and Tokyo International Film Festivals.

Since the inauguration of this website, monthly access has steadily exceeded 10,000 hits up until October of last year.

V Publication of the catalog for new Japanese films *New Cinema from Japan*

The catalog *New Cinema from Japan* was published and distributed worldwide. This catalog is being published twice a year since year 2003 as a joint project of UNIJAPAN and Japan Foundation. Diversely from *Japanese Film* which is a yearbook introducing Japanese films released in the previous year, *New Cinema from Japan* is published twice a year, February and September, as media to introduce new Japanese films including those not officially presented in public theatres around Japan.

In the autumn issue published in September 2004, the catalogue introduced 31 works shown at the world major film festivals in the first half of the year. In the Spring issue published in February 2005, 49 Japanese films which were participating in the Berlin Film Festival and the European Film Market were introduced. This new film catalog was distributed by UNIJAPAN and also by Japan Foundation at major film festivals and film markets in which UNIJAPAN and JETRO participated. These film festivals included film festivals and film markets in Cannes, Venice, Toronto, Pusan, Tokyo, American Film Market (AFM), Berlin and Hong Kong Filmart.

VI Publication of *UniJapan News*

UniJapan News is a by-weekly newsletter of the Association delivered by e-mail to film professionals and artists requiring information on film festivals.

In addition to information on film festivals and open entries, *UniJapan News* offers also information on the participation of Japanese films in the past indicating trends of Japanese films at international film festivals. *UniJapan News* is also posted on the UNIJAPAN's website so as the information could be accessible to anyone at any time.

In fiscal year 2004 *UniJapan News* has provided information on the following number of overseas film festivals.

Area	Number of festivals carried
Europe	79
North & South America	57
Middle East & Africa	10
Asia Pacific	14
Total	160

VII Conclusion of the Franco-Japonaise Cinematographic Cooperation Memorandum

Discussions between CNC (Centre National de la Cinematographie, France) and the organization of the Tokyo International Film Festival (Japan) began at the Cannes Film Festival in May 2004. At the Yokohama French Film Festival in June 2004, UNIJAPAN was appointed as Japan side counterpart. During the Tokyo International Film Festival in October a cooperation plan was discussed at a meeting attended by Ms. Monique Barbaroux, Associate Director General of CNC and Mr. Yosano Kaoru, Chairman of UNIJAPAN. The Franco-Japonais Cinematographic Cooperation Memorandum was signed at Cannes in May 2005.

The objective of the Memorandum is:

1. Improvement of environments in Japan and France for more frequent exposure of each country's films
2. Establishment of relationships to conclude co-production agreements between Japan and France
3. To be the first step to promote cinematographic cooperation not only with France but with other countries.

The memorandum confirms the agreement for cooperation and exchange of information on issues such as distribution, education, fund raising, film festivals, preservation, illegal copying, and broadcasting on television and regular meetings at Cannes Festival, Yokohama French Film Festival and Tokyo International Film Festival.

Merge of organizations and change to the Statutes of the Association

As of April 1, 2005, UniJapan Film (Association for the Diffusion of Japanese Film Abroad) and Tokyo International Foundation for Promotion of Screen Image Culture, which was the organizer of the Tokyo International Film Festival, merged forming a new organization UNIJAPAN. As a consequence, the Statutes of the Association were changed with regard to its name, objective and projects.

Resignation and appointment of Board Members and Trustees

With the merge of the organizations in 2005, the following Board Members and Trustees resigned on March 31, 2005 and others were newly appointed on April 1, 2005:

Resigning Board Members: Goto Wataru, Shirasu Harumasa, Narita Yutaka (3 persons)

Appointed Board Members: Inoue Hiroshi, Oga Masahiro, Okura Mitsuhiko, Okada Shigeru, Ogura Kazuo, Kamijo Kiyofumi, Sai Yoichi, Sakomoto Junichi, Sugaya Sadahiko, Tsujimoto Kenzo, Toyama Atsuko, Hashimoto Genichi, Hirose Michisada, Furukawa Hiromitsu, Mataka Tateo, Matsuoka Isao, Matsutani Takayuki, Murakami Koichi, Yoda Tatsumi, Watanabe Osamu (20 persons)

Resigning Auditors: Ishikawa Yoshitaka, Ide Shigeaki (2 persons)

Appointed Auditors: Okada Yusuke, Hamano Yasuki (2 persons)

Resigning Trustees: Asahi Hiroaki, Abiru Toru, Onishi Minoru, Kazano Kenji, Nagase Fumio, Furukawa Hiromitsu, Masuda Muneaki (7 persons)

Appointed Trustees: Okada Masayo, Kanematsu Kitaro, Komori Shigetaka, Goto Wataru, Sato Susumu, Sato Takashi, Sato Tadao, Sano Tetsuaki, Shinada Yukichi, Shindo Jiro, Sugita Shigemichi, Suzuki Josho, Takano Etsuko, Tomiyama Shogo, Hara Masato, Hayashida Hiroshi, Hiranuma Hisanori, Yamanouchi Hisashi (18 persons)

Relocation of office

UNI JAPAN's main office has been relocated as part of the merger in 2005.

Old address

2-11-6 Ginza, Chuo-ku, Tokyo, Japan

New address

2-15-14 Tsukiji, Chuo-ku, Tokyo, Japan