

Projects for fiscal year 2007

UNIJAPAN International Promotion Department

I Support Program for International Sales

Setting up the Promotional Stands *Japan Pavilion* and *Japan Booth*

This project is initiated in fiscal year 2003 by the Commission of the Agency for Cultural Affairs (hereinafter referred to as *Bunka-Cho*).

In the fiscal year 2007 activities to promote international sales of Japanese films shall be carried out through setting up of the promotional stand *Japan Pavilion* or *Japan Booth* at major international film festivals: Cannes (May), Toronto (September), Pusan (October) and Berlin (February).

Activities shall include among all distribution of Japanese film promotion materials, publicity activities, organization of receptions and assisting business activities of Japanese film production and sales companies.

II Support Program for Participation at Film Festivals

Same as Support Program for International Sales, this program is also initiated in fiscal year 2003 under the auspice of Bunka-Cho.

In fiscal year 2005, the support of this program shall be provided to Japanese films or Japanese film producers and artists participating at international film festivals and film markets providing the subsidies in the following three areas: production of foreign language subtitles, production of promotional material, and travel overseas.

A priority budget of the program shall be set for film works invited to the feature film competition of major film festivals at Cannes, Venice and Berlin, and a special budget to young and emerging filmmakers.

「J-Pitch」 Support Program for International Co-productions

This is UNIJAPAN's new project initiated in year 2006 under the auspice of Ministry of Economy, Trade and Industry (METI).

In year 2007 this program will assist Japanese film producers, who aim at international co-production, to participate in major film markets such as Cannes, Berlin and Hong Kong. The dispatched film producers will be introduced to overseas film producers and will be given an opportunity to participate in diverse exchange meetings. The overall aim is to enable Japanese producers to establish and foster networks abroad.

Under this program UNIJAPAN plans to organize workshops within Japan which will address the issues related to the development of project accessible to overseas film market.

IV Publication and Database

1 Management of Japanese film website 「www.unijapan.org」

For managing of this program UNIJAPAN is receiving the grant from Japan Keirin Association since May, 2003. This grant represents the half of the Foundation's total budget.

Under this program in year 2007 UNIJAPAN plans to run Japanese film database, Japanese film industry contact list, film industry statistics, information on film market and film festivals bilingually in English and Japanese. UNIJAPAN will equally be engaged in transferring this data to above mentioned J-Pitch website.

2 Publication of a yearbook Japanese Film for overseas markets

Under the Commission of Bunka-cho, UNIJAPAN will be involved in the editing of its yearbook *Japanese Film* (published in March 2007), and in its national and international distribution.

All the films introduced in *Japanese film* yearbook as well as the information related to film industries and film production companies will be equally presented at Japanese film website.

This year's publication will also be distributed at major international film festivals such as Cannes and Berlin and will be offered as a reading material in the Japanese Embassies abroad.

3 Publication of the catalogue of Japanese Film *New Cinema from Japan*

UNIJAPAN aims to issue the Catalogue in accordance with the opening time of film festivals and film markets; to introduce the current Japanese films; and to provide the information on Japanese film production and distribution companies.

In this year the catalogue will be distributed at major film festivals in Cannes, Toronto, Pusan, Tokyo, Berlin and Hong Kong.

IV Research and Development

1 Promoting International Co-production

Upon the conclusion of 'Japan-France Cinematographic Corporation Memorandum' in year 2005 and 'Asian Film Industry Network' (AFIN) bound with Korea, Singapore, Thailand and Vietnam, in year 2007 UNIJAPAN will organize the joint project with an overall aim to stimulate Japan film industry.

This year UNIJAPAN also plans to conclude a co-production memorandum with Italy and China. It also plans to carry out exchange meetings as a means of information and opinion exchange with Korean Film Council (KOFIC) and China Film Co-production Foundation (CFCC).

2 Gathering information on Japanese film releases abroad

UNIJAPAN shall work on collecting of information on Japanese film releases abroad by gathering the articles related to Japanese films introduced in major world film magazines.

UNIJAPAN will also support the sending out of a bi-weekly newsletter *UniJapan News* and its distribution to national film production and distribution companies via mail.