

Projects for fiscal year 2005

UNI JAPAN, International Promotion Department

UNI JAPAN will conduct the following projects according to the Statutes of Association, Article IV, Chapter II *Projects*.

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 2005 activities to promote international sales of Japanese films shall be carried out through setting up of promotional stand *Japan Pavilion* or *Japan Booth* at major international film festivals : Cannes (May), Toronto (September), Pusan (October) and Berlin (February).

Activities shall include handling various queries or requests from abroad distribution of promotional materials, publicity activities, organizing reception 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 professionals and artists participating in overseas film festivals or overseas film markets.

The support shall cover expenses for: 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 competition of major film festivals at Cannes, Venice and Berlin, and a special budget for young and emerging filmmakers.

III Publication of a yearbook Japanese Film for overseas markets

With the support of Bunka-Cho, the yearbook Japanese film in English *Japanese Film* shall be compiled and published in March, and distributed worldwide.

The yearbook shall include introductions of 50 leading Japanese films released during the year 2005, including statistical data of Japanese film industries, and contact addresses of Japanese film related companies and organizations. This data shall also be posted on UNIJAPAN official website (www.unijapan.org).

This yearbook shall be distributed at major international film festivals and film markets, and also made available at Japanese diplomatic offices abroad.

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

This project is initiated in May 2003 under the support of Japan Keirin Association. The amount of the grant shall be one-half of the total budget of the Foundation.

The website shall post Japanese film database, lists of Japan film contacts, industry statistics, and film festival and film market related information.

The information on film festivals and film markets information shall be updated every two weeks, and distributed by e-mail in *UniJapan News*.

V Publication of the catalog of Japanese Film *New Cinema from Japan*

Under a joint project of UNIJAPAN and Japan Foundation, a catalogue of Japanese film *New Cinema from Japan* shall be published (twice a year, February and September), and distributed worldwide.

The publication shall be distributed at major film festivals: Cannes, Berlin, Venice, Toronto, Pusan and Tokyo.

VI Publication of a bi-weekly newsletter *UniJapan News*

Information on international film festivals being held abroad shall be collected and compiled in a

bi-weekly newsletter *UniJapan News*. The newsletter shall be distributed to film industry in Japan, as well as concurrently posted on UNIJAPAN official website (www.unijapan.org)

The newsletter will also collect the box-office results of the Japanese films shown in theaters across Europe, North America and Korea as well as articles on Japanese films introduced in major foreign film magazines.

VII Additional projects in line with the organization's objective

Conclusion of the Franco-Japonais Cinematographic Cooperation Memorandum

Information related to major international film promotion policies and international joint productions shall be collected, and cinematographic cooperation with major foreign countries shall be promoted.