

Projects for fiscal year 2006

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 was started in fiscal year 2003 by the Commission of the Agency for Cultural Affairs (hereinafter referred to as *Bunka-Cho*).

In the fiscal year 2006 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 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 for young and emerging filmmakers.

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

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

In year 2006 under this program, UNIJAPAN plans to organize open competitions for Japanese film producers which aim at international co-production, have them selected and presented in project development workshops organized within Japan and abroad, and assist them up until the conclusion of a development package with possible financial assistance from abroad.

Simultaneously in order to assist film producers who aim at international co-production, this program shall also help the renewal of present Japanese film archives creating a film database with information on Japanese film industry including search for production, distribution sales and other Japanese film related organizations.

III Public Relations and Publicity

1 Management of 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 represents a one-half of a total budget.

Under this program UNIJAPAN runs Japanese film data base, Japanese film industry contact list, film industry statistics, information on film market and film festivals bilingually in English and Japanese.

The program also supports the sending-out of by-weekly email newsletter 'UniJapan News' to Japanese distribution and production film companies.

2 Publication of a yearbook Japanese Film for overseas market

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 leading Japanese films released during the year ahead, 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.

3 Publication of the catalogue 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.

IV Research and Development

1 Promoting International Co-production

Upon the conclusion of 'Japan-France Cinematographic Corporation Memorandum' and binding of 'Asian Film Industry Network' (AFIN) with Korea, Thailand and Vietnam in year 2005, for this fiscal year UNIJAPAN plans to promote co-production so as to further encourage the development of Japanese film industry.

Under this program in fiscal year 2006 UNIJAPAN plans to organize workshops focusing on young filmmakers of Asia and Europe in accordance with the opening of Tokyo International Film Festival. Through these workshops UNIJAPAN will work on promotion of the interaction among Japanese and French film producers.

Simultaneously, UNIJAPAN will seek the opportunity to further the cinematographic cooperation with other countries from abroad.

2 Gathering information on Japanese film releases abroad

This program aims at supporting the collecting of information on Japanese film releases abroad. It also aims at gathering the articles related to Japanese films introduced in major world film magazines.