

9.20 (THU)



TGS
Forum

10:30
12:00
Keynote Session

Hall 1 Event Stage

Road map for e-sports to spread out as “sports” ~ From game development to making fans, challenges and visions the game industry should address

e-Sports is now initiating worldwide movements. We see the increased momentum of popularization in Japan too. In this environment, what does the game industry should work on? Hearing opinions by the people involved in real sports, we discuss challenges and visions in game development and making fans of games.

<Simultaneous interpretation in Japanese, English, Chinese and Korean>

[Panelist]



Heideki Okamura

Japan esports Union
(JeSU), Chairman



Shigenori Araki

CAPCOM
Managing Corporate Officer
Head of eSports Group



Naoki Morita

KONAMI
“Winning Eleven” Series
General Manager



Kenneth Fok

Asian Electronic
Sports Federation
(AESF), President



Kazumichi Iwagami

Japan Football Association
(JFA), Vice President



[Moderator]
Ryota Tamaki

NIKKEI x TECH/NIKKEI COMPUTER
Deputy Editor

13:00
14:30
Global Game Business Summit

Hall 1 Event Stage

How the domestic games can succeed in the world: Learn from global hit titles made-in-Japan

—The latest strategies of marketing, development and promotion for overseas markets—

Over the recent years, Japanese games have been said to face a bigger hurdle to compete against Western games in global markets, due to the scale of development costs and the styles of games. In the past couple of years, however, game titles made in Japan have been starting to show their strong presence. Amid the progress of multi-platforms and the growth of new entertainment such as e-Sports, what are the tactics to compete in the global game market? What will be the most important factor to win— initial plan, development process or marketing strategy?

<Simultaneous interpretation in Japanese, English, Chinese and Korean>

[Panelist]



Yosuke Saito

SQUARE ENIX
“NieR:Automata”
Producer



Ryoza Tsujimoto

CAPCOM
“Monster Hunter: World”
Producer



Fumihiko Yasuda

KOEI TECMO GAMES
“Nihon” Director

[Moderator] **Junpei Furuhashi** NIKKEI x TREND Deputy Editor