

TOKYO GAME SHOW 2020 | ONLINE

The Future Touches Gaming First.

Press Release

August 17, 2020

Online Business Matching Event to be Held from Sep. 23 (Wed.) to 27 (Sun.)

Sign Up for Participation!

Register Now to Schedule an Appointment

Computer Entertainment Supplier's Association of Japan

Computer Entertainment Supplier's Association (CESA, Chairman: Hideki Hayakawa) will hold an online business matching event during the period of TOKYO GAME SHOW 2020 ONLINE (TGS2020 ONLINE) held for five days from September 23 (Wed.) to 27 (Sun.), 2020 on the official TGS website (<https://tgs.cesa.or.jp/>). Calls for participation with a fee, user registration and appointment scheduling start from August 17 (Mon.)

TOKYO GAME SHOW

2020

ONLINE

Individuals working for the game industry are also eligible to purchase a "GOLD Pass" or "General Pass" and register their information on the "TGS Business Matching System" to request for a meeting with TGS2020 ONLINE exhibitors. Taking on the advantage of this year's event held online, this valuable opportunity, which had been available only for Business Day visitors at the previous events, will be offered for game business professionals via online access.

Meetings with possible business partners during TGS2020 ONLINE will be organized through an online business matching system, and participants can schedule online meetings during the five-day event period. By searching through the data registered on the system, including exhibitor profiles as well as technologies, products and services they can offer or they are looking for, participants can make contact with the person in charge of the searched company.

The business matching system is also equipped with a "Recommendation" function, which will automatically select the most-suited partners based on the registered data of exhibitor profiles and

other attributes to help improve the percentage of successful business matching. The system is also compatible with mobile devices such as smartphones and tablets, and participants can update the status of appointments in real-time. The same as the previous events, TGS2020 ONLINE is attended by a large number of exhibitors from Asia and other parts of the world. This will be a rare opportunity for having business negotiations with international partners who are difficult to meet in regular business settings.

Additional information and details on TGS2020 ONLINE will be announced as decided on the official website (<https://tgs.cesa.or.jp/>), press releases and other notifications.

[Types of Passes for Participation with Fees]

***TGS Business Matching System "GOLD Pass":**

"GOLD Pass" holders can request for a meeting with exhibitors (over 300 companies from Japan and overseas) and other visitors of TOKYO Game Show 2020 Online.

Registration fee: JPY27,500 (per account, tax inclusive)

For registration and application:

<https://tgs.cesa.or.jp/tgsmatch2020/goldpass/>

***TGS Business Matching System "General Pass":**

"General Pass" holders can request for a meeting with exhibitors (over 300 companies from Japan and overseas) of Tokyo Game Show 2020 Online.

Registration fee: JPY11,000 (per account, tax inclusive)

For registration and application:

<https://tgs.cesa.or.jp/tgsmatch2020/visitor/>

*Both passes also welcome individual participation by game industry professionals (gaming company employees, other gaming business professionals and distributors.)

*Please register with each participant's own email address for purchasing the pass. We do not accept a group application.

*Each registration is valid for one person with a registered name only.

*Business matching meetings can be held during the period of five days: Sep. 23 (Wed.), 24 (Thu.), 25 (Fri.), 26 (Sat.), and 27 (Sun.).

*We only accept credit card payment for the passes. Please note that the payment cannot be canceled after the transaction has been authorized.

■「TOKYO GAME SHOW 2020 ONLINE」 Outline

Event Name: TOKYO GAME SHOW 2020 ONLINE

Web URL: <https://tgs.cesa.or.jp/>

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc. / DENTSU, INC.

Supporter: Ministry of Economy, Trade and Industry (Planned)

Period: September 23 (Wed.) – 27 (Sun.), 2020

*September 23(Wed.) will be online business matching ONLY.