

1. UKTI Tokyo Games Show 2010 Mission

Please apply here to be considered for the [UKTI Trade Mission to the Tokyo Games Show](#) from 13th - 17th Sept 2010.

This trade mission to Tokyo Games Show is open to digital companies that:

- » Are innovative
- » UK headquartered
- » Have 2 years trading history, or failing that, compelling early-stage fast-track potential
- » Can provide references from key sponsors/industry players
- » Are ready to do business in Japan OR potentially attractive to Japanese investors
- » Able to cover travel and accommodation costs
- » Able to cover event expenses £750

One of the most crucial elements of the application form is your elevator pitch. This allows the UKTI team in the UK & Japan ensure that your company will get the maximum benefit from the trip. It also helps provide information on priorities, objectives for the trip and which companies/sectors to target.

For a preview of the form, you can [download a PDF version](#) of this form. Don't forget to come back here to complete the form.

Best of luck!

* 1. Applicant personal details

Name:	<input type="text"/>
Email:	<input type="text"/>
Job Title:	<input type="text"/>
Phone:	<input type="text"/>

* 2. Please give us your elevator pitch in 100 words or less

* 3. Please tell us why you would like to take part in the UKTI Mission to the Tokyo Games Show in less than 200 words, what are your objectives? Why do you want to expand to Japan in particular?

*** 4. Applicant's Bio or CV (LinkedIn URL is fine)**

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	6

*** 5. Company details**

Company Name:	<input type="text"/>
Company Address:	<input type="text"/>
Company HQ Location:	<input type="text"/>
Company Website:	<input type="text"/>

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* 6. In which region of the UK is your company based?

- Scotland
- Wales
- Northern Ireland
- North East
- North West
- Yorkshire & The Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West

* 7. How long has your company been trading?:

- 0-2 yrs
- 3-5 yrs
- 5+ yrs
- We haven't started trading yet

* 8. How many permanent employees does your company have?

- 1-4
- 5-14
- 15-49
- 50-99
- 100-249
- 250+

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*** 9. What's your company's annual turnover?**

This financial year:

Next financial year:

*** 10. What is your revenue model?**

Advertising

Licensing product/service

Sponsorship

Professional service

Product sales

Other (please specify)

*** 11. Tell us about your key clients, the sectors you're targetting and your ideal clients:**

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*** 12. Tell us about the target audience for your product or service. Who are you targetting? How large is the audience? What size is your current audience? What's your target for next year?**

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*** 13. Tell us about your competitors, who are they? How does your company differ?**

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4. UKTI Tokyo Games Show 2010 Mission

14. Please rank the five reasons that your company should take part in the UKTI mission to the Tokyo Games Show (1 = quite important, 5 = critically important)?

	1 (Quite Important)	2	3	4	5 (Critically Important)
Meet potential investors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understand Japanese games marketplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find out how to set up an office in Japan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raise profile and gain PR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet potential strategic/business partners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet resellers/distributors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet Japanese-based games developers/publishers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forge relationships with UK digital SMEs attending	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet like-minded Japanese digital/games businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet Brits who have successfully opened an office in Japan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Anything else you would like to add to support your application? Have you won or been nominated for any awards? Have you had any outstanding achievements in the last 12 months? Dazzle us!

*** 16. Please confirm your availability to attend UKTI Trade Mission to Tokyo Games Show 13th - 17th Sept 2010:**

- Yes I am available on those dates
- I'm not able to make it but I'm not bitter, I'll send someone else instead (stomps foot)

*** 17. Please confirm that you are able to make the contribution towards costs for the Digital Mission. The contribution for this mission will be approx. £1k (confirmed when a place is offered) and will include:**

- » **Pre-mission advice & briefing including one-to-one session with UKTI Japan team**
- » **Roundtable workshop with key Japanese games companies, legal experts, industry analysts**
- » **Consulate networking reception at British Embassy, Tokyo**
- » **Press/marketing support including translation of material**
- » **Inclusion in Tokyo Games Show website**
- » **Access to UKTI stand and meeting space at Tokyo Games Show**
- » **Post-mission de-briefing**
- » **Invite-only access to Business Days at Tokyo Games Show**
- » **UK Trade & Investment Services**
- » **...and lots more**

Yes

*** 18. Terms & Conditions**

Cue obligatory small print:

- » **Entries must be received by 6pm Friday, 23rd July 2010**
- » **Only one entry per company please**
- » **The decision of the UKTI assessment team is final**
- » **Successful applicants will be notified as soon as possible after entry but by 30th July at the latest**
- » **Contribution to costs £750 is due to be paid in full to confirm a place on the Tokyo Games Mission**
- » **Companies are responsible for booking their own flights and accommodation**
- » **Companies are responsible for their own travel insurance**
- » **Details of the activities during the UKTI Trade Mission to Tokyo Games Show are subject to change**
- » **UKTI may wish contact you for marketing and research purposes from time to time, in applying for this mission you are agreeing to this**

Do you agree to these terms?:

Yes

5. Thanks for your application

Thanks for your application to join the UKTI Trade Mission to Tokyo Games Show 2010 and best of luck!

Each entry will be assessed, and a member of the UKTI Japan Team will be in contact to discuss your entry in further detail

If you have any queries in the meantime, [drop us a line](#).

Kind regards,

[UK Trade and Investment](#)
[Tokyo Games Show Mission](#)