



July 29<sup>th</sup>, 2008

To Whom It May Concern

The Japan International Contents Festival Committee

**JAPAN INTERNATIONAL CONTENTS FESTIVAL 2008**

**CoFesta2008**

**Held a ceremony celebrating the establishment of  
The 100 People Committee**

**-Shindo Senior Vice Minister economic industry and representatives in the industrial world  
got together-**

The Japan International Contents Festival Committee (Tokyo) held the ceremony celebrating the establishment of The 100 People Committee of the world's largest comprehensive contents festival, the Japan International Contents Festival (Called 'CoFesta') at Tokyo Kaikan the main building on July 29th (Tue).

The 100 People Committee was established by the companies in the industrial world and the media content world to aim at supporting Cofesta.

Yoshitaka Shindo gave an speech at the ceremony.

"If we can introduce great Japanese contents to the world, this industry would expand. Then, I hope our ability to compete in the world would grow."





**NEWS RELEASE**

Yoshinari Hara who is the acting Chairperson of 100 People Committee, President and CEO of Daiwa Securities Group Inc. and the chairperson of the Committee on Industrial Affairs of Nippon Keidanren, he gave an address and proposed a toast.



Then next, representatives in the games, animations, cartoon characters, music, broadcasting and films fields gave speeches.

CoFesta announces Japanese contents to the world with each contents world and industrial world.

CoFesta HP URL : <http://www.cofesta.jp>

\*\*\*Please feel free to ask about those events!  
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