



Cool Japan Festival

Let's Learn More About Japan

Event Information

Mumbai & New Delhi
2017

JAPAN

LA DITTA LTD.

TEL : 03-5403-4853

E-MAIL : info@laditta.jp

INDIA

MAIDO ENTERPRISES PVT. LTD.

TEL : +91-9821270335

E-MAIL : anuj@maidoindia.com

What is Cool Japan Festival

India's biggest Japanese event ➡ Cool Japan Festival

Promoting 4 aspects of Japan that are known worldwide!
It is the best place to showcase Japanese products to the consumers in India!

FOOD

Japanese food (sushi, teppanyaki etc.),
Tasting and selling (eg. soft drinks)



Over 100,000 visitors



POP CULTURE

Anime, cosplay, video game,
Music, Dance & Products sale.



MODERN JAPAN

Technology, Fashion, Exhibition and sale of
home décor, etc



TRADITIONAL JAPAN

Cultural performances of dance, music and
sale of traditional craft items, local products
etc.



The Journey of Cool Japan Festival in India



Cool Japan Festival 2013 (Mumbai)

We continue organizing the festival as a voluntary project
More than 100,000 visitors

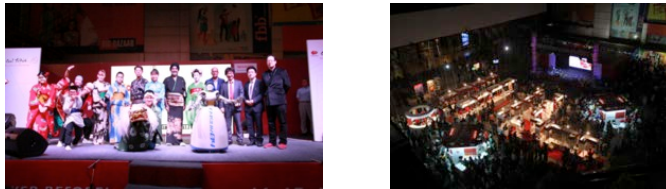


Cool Japan Festival @ Mumbai & Delhi!



Cool Japan Festival 2012 (Mumbai) More than 60,000 visitors

The first Japanese exhibition in India is held as a project entrusted by the Ministry of Economy, Trade and Industry.

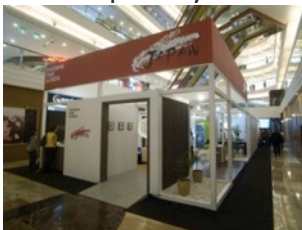


Cool Japan Festival 2014 & 2015 (Mumbai)

We continue organizing the festival as a voluntary project
Introduced various aspects of Japan like food, J-POP, etc



Feel Japan Style



India Design Council (IDC) - India Design Mark



In March 2012, the Ministry of Economy, Trade and Industry (METI), Government of Japan entrusted us with this project to celebrate the 60th friendship year between Japan & India. Cool Japan Festival was first held in Mumbai for 4 days in 2012.

More than 60,000 people visited the event and it became India's largest Japanese exhibition. From 2013 we have continued organizing this festival as a voluntary project. In 2013 & 2014, more than 100,000 people visited the festival during the 3 day events.

Participation @ Cool Japan Festival



Cool Japan Festival 2016

More than 150,000 people visited Cool Japan Festival 2016 over 2 days
We served about 3,000 Japanese dishes (Sushi, Yakitori, etc) at Rs. 150 per dish



Cool Japan Festival – General Layout @ Mumbai

The Focus is to promote 3 key aspects of Japan – Culture, Products & Food



Cool Japan Festival 2017

This year's theme is "Let's Learn More About Japan".

Promoting Japanese food, culture, lifestyle products, tourism etc. to Indian consumers

+ Networking with economic and business leaders

+ Interacting with Indian media.



Cool Japan Festival

FEEL JAPAN LIKE NEVER BEFORE

Event Theme 「Let's Learn More About Japan」

MUMBAI

25-26 November 2017

DELHI

2-3 December 2017

On the occasion of announcing Cool Japan Festival 2017 in India



“2016 was the 10th anniversary of our business – LA DITTA (Tokyo, Japan)
Our Indian subsidiary Maido Enterprises Private Limited (maidoindia, Mumbai, India) will complete 10 years in 2017! Our journey in India has been full of challenges but filled with so much learning. I would like to take this opportunity to express my gratitude to the Government of Japan, Government of India, our partners, staff, supporters, vendors and everyone who has been a part of our journey.
In the next 10 years from 2017, we would like to further invest in India, contributing in our own way to the development of friendly relationship between Japan and India.”

- Mr. Hakuei Kosato (Representative Director, LA DITTA Ltd)

From the desk of Mr. Yoshiaki Ito (Former Consulate General of Japan in Mumbai, India)

“My heartfelt gratitude to you and your staff for your energy and passion that have contributed to the growth and expansion of your company in the India market since you started Maidoindia business in 2007.

You have so much to be proud of. You are the one of the most important trailblazers to introduce Japanese food, products and media contents to the Indian consumers.

The annual “Cool Japan Festival in Mumbai”, which started in 2012, is made possible because of Maidoindia. The festival always garners great media attention and it brings about Japanese pop culture such as Cosplays, J-Pop, Cup noodles, Animation and Kawaii clothes/ jewelries and so on together with well-known Japanese traditional cultures such as Kendo and other martial arts.

One lakh Mumbaikars, mostly the young generation, enjoys this festival very much.

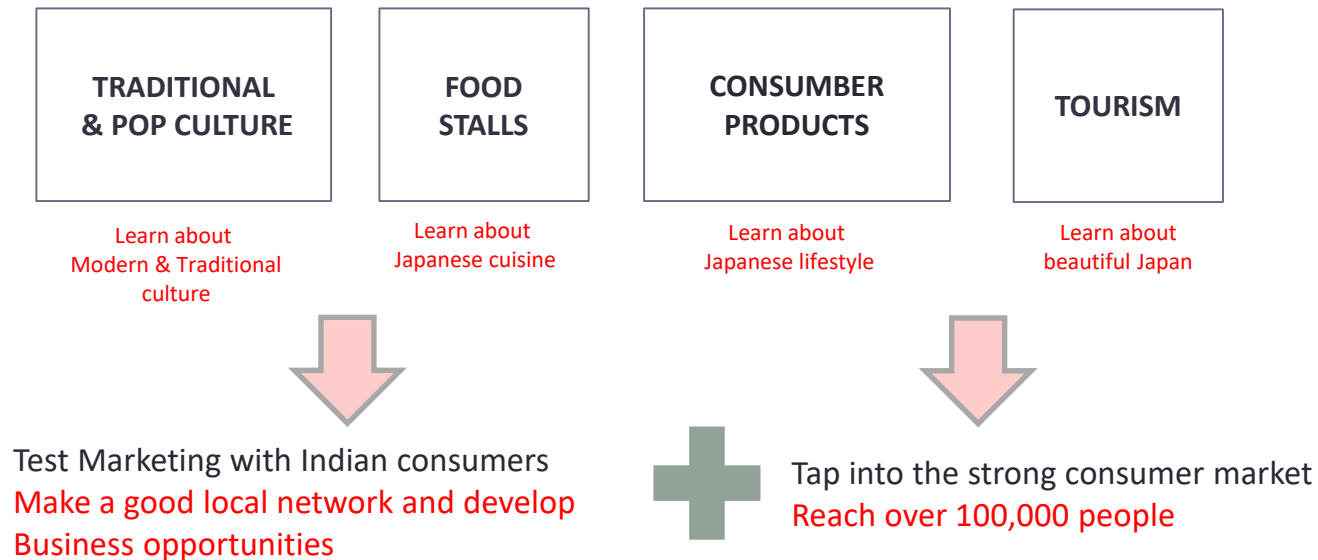
I sincerely hope you and your team continue to play a role in promoting and furthering the good India –Japan relationship. The year of 2017 is a very special year as it has been declared as “Indo-Japan Friendly Exchange Year” with the aim of making the Indo-Japan ties stronger by encouraging tourism, educational and cultural exchanges. Our office will cooperate closely with you towards the success of this initiative in this regard.

Once again, congratulations on the 10th Anniversary of Maidoindia”

Cool Japan Festival 2017



Event Theme 「Let's Learn More About Japan」



Cool Japan Festival 2017

Media from both India and Japan will cover this event
One can expect large scale exposure of your brand.

- 1 Newspaper Advertisements
- 2 Outdoor Advertisements
- 3 Web promotions & Social Media activation
- 4 Radio Advertisement
- 5 Leaflet distribution
- 6 Invitation to Japanese & Indian media



PREVIOUS COVERAGE:

INDIA

- TV - NDTV
- Newspaper - DNA After hrs / Ht Café / Hindustan Times / Indian Express / Middy / Time Out
- Online Magazine - Time Out Mumbai
- Web - Mainichi Daily News / The Indian Express / Mid Day / mumbai.burrrp / zomato.com / Mumbai city guide / buzz in town / RANG DE INDIA / urbanmixtape / Pink villa / High Street Phoenix

JAPAN

- TV - TV TOKYO World Business Satellite / NHK Good Morning Nippon / BSFuji JAPCON TV
- Web - Sankei.biz / Sanspo.com

SINGAPORE

- Newspaper - NNA.ASIA
- Magazine – Singapore Airlines in-flight magazine

Cool Japan Festival 2017 @ Mumbai

Mumbai's best entertainment & shopping destination 'Courtyard' @ High Street Phoenix, Lower Parel

500 brands under one roof!

High Street Phoenix is India's first commercial complex with a huge area approximately 300,000 square meters. It consists of over 500 branded shops, restaurants, and a multiplex complex. With the fusion of foreign brands/lifestyles with the urban-style concept, it is a modern style shopping mall and is one of Mumbai's largest and most popular shopping mall for the upper population of Mumbai.

Location: Lower Parel (South Mumbai)

Footfall: Approx. 45,000 / weekday | 150,000 / weekend

Cool Japan Festival 2017 MUMBAI SUMMARY

Saturday, 25 November 2017 & Sunday, 26 November 2017

25 Nov 2017 -> 12:00~22:00

26 Nov 2017 -> 12:00~21:00

* Tentative timings

Summary of the event:

- Cultural Performance at stage
- Sales of Japanese food (sushi, teppanyaki, soft drinks etc.)
- Japanese company booth (exhibition / sale)
- Prefectural introduction booth (tourism, food, introduction / sales of goods)



Cool Japan Festival 2017 @ New Delhi

NCR's most popular entertainment & shopping destination 'The Bridge' @ DLF Promenade & Ambience Mall, Vasant Kunj

Shopping + Entertainment!

THE BRIDGE is an outdoor venue space between the DLF PROMENADE and the AMBIENCE MALL, a super-large complex in Vasant Kunj (South Delhi). There are numerous brands in the two malls. One can find first-class brands, families, amusement facilities for kids & so many food restaurants and pubs. The malls experience a footfall of over 100,000 every weekend.

Location: Vasant Kunj (South Delhi)

Footfall: Approx. 35,000 / weekday | 100,000 / weekend

Cool Japan Festival 2017 DELHI SUMMARY

Saturday, 2 December 2017 & Sunday, 3 December 2017

2 Dec 2017 -> 12:00~22:00

3 Dec 2017 -> 12:00~21:00

* Tentative timings

Summary of the event:

- Cultural Performance at stage
- Sales of Japanese food (sushi, teppanyaki, soft drinks etc.)
- Japanese company booth (exhibition / sale)
- Prefectural introduction booth (tourism, food, introduction / sales of goods)



Basic Booth Information - Mumbai

Booth space:

Basic stand (W2m × H1m)

Included:

Corporate name signage, 2 chairs, basic lighting

Any further construction needs, will be charged separately.

Terms:

Sales/food service is allowed

(advance application needed)

Booth Costs:

JPY 600,000 (plus taxes as applicable)



* Delhi booth information to be announced shortly

Cool Japan Festival 2017

Various sponsorship & participation options are available. Feel free to reach out to us for more information.

Deliverables	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Associate Sponsor	Booth Only	Space Only	Japan100
Sponsorship Cost - Cash	JPY 10,000,000	JPY 3,800,000	JPY 2,300,000	JPY 1,500,000	JPY 600,000	JPY 2,250,000	JPY 50,000
Title Right	Yes	-	-	-	-	-	-
Logo & Brand mention in Press Release	Yes	Yes	Yes	-	-	-	-
Logo & Brand mention in other collaterals	Yes	Yes	Yes	Yes	-	-	-
Logo/Branding on Main Stage Backdrop	Yes	Yes	-	-	-	-	-
Brand material distributed at Main Reception	Yes	Yes	Yes	Yes	Yes	Yes	-
Product and brand promotion on stage	60 minutes/day	30 minutes/day	15 minutes/day	10 minutes/day	-	-	-
Brand mention	20 mentions/day	10 mentions/day	5 mentions/day	3 mentions/day	-	-	-
VIP Invites for Launch Party	20	10	5	5	2	2	-
6ftx3ft Signage Branding	3	1	-	-	-	-	-
No of Booths (2m x 1m)	3	2	2	1	1	N/A. 9m² space will be allotted	-
Slots available	1	1	2	2	12	2	100

■ Contact Us

Japan | LA DITTA 27th Floor, Shiroyama Trust Tower 4-3-1 Toranomon, Minato-ku, Tokyo TEL: 03-5403-4853 FAX: 03-5403-4854 E-MAIL: info@laditta.jp

India | Maido Enterprises Pvt Ltd 402, Shaniya Enclave, VP Road, Vile Parle West, Mumbai TEL: +91-9821270335 Contact person: Anuj Jodhani | anuj@maidoindia.com

* The event may be changed/cancelled due to natural disasters or other causes of force majeure. The organizer will not compensate for damage caused by this.

Cool Japan Festival 2017 | Mumbai Summary

EVENT	Cool Japan Festival 2017 - Mumbai edition
DATES	25 - 26 November 2017 (Sat, Sun)
VENUE	High Street Phoenix, 462, Senapati Bapat Marg, Lower Parel (West), Mumbai, India
ORGANIZERS	LA Ditta Ltd, Maida Enterprises Pvt. Ltd., Dream Edge Corporation
Supported by (Tentative)	Ministry of Economy, Trade and Industry (METI), Consulate General of Japan in Mumbai, Japan External Trade Organization (JETRO) New Delhi, Mumbai office, Japan National Tourism Organization (JNTO) Delhi office, Embassy of Japan, India
In association with	High Street Phoenix / Indian Japan Chamber of Commerce
OBJECTIVE	<ol style="list-style-type: none"> 1. Strengthening the friendship between Japan & India. 2. Bringing Japanese culture, products & food under one roof. 3. Creating awareness amongst Indians about the rich culture, high quality products & delicious food of Japan!
ENTRY FEE	Free
VISITOR PROFILE	General consumers (middle-class, upper middle-class & wealthy class) + Corporate/Office crowd
ESTIMATED FOOTFALL	Over 150,000 people

Cool Japan Festival 2017 | New Delhi Summary

EVENT	Cool Japan Festival 2017 - Delhi Edition
DATES	2-3 December 2017 (Sat, Sun)
VENUE	The Bridge @ DLF Promenade & Ambience Mall, Vasant Kunj, New Delhi
ORGANIZERS	LA Ditta Ltd, Maido Enterprises Pvt. Ltd., Dream Edge Corporation
Supported by (Tentative)	Ministry of Economy, Trade and Industry (METI), Consulate General of Japan in Mumbai, Japan External Trade Organization (JETRO) New Delhi, Mumbai office, Japan National Tourism Organization (JNTO) Delhi office, Embassy of Japan, India
In association with	DLF Promenade, Ambience Mall, Indian Japan Chamber of Commerce
OBJECTIVE	<ol style="list-style-type: none"> 1. Strengthening the friendship between Japan & India. 2. Bringing Japanese culture, products & food under one roof. 3. Creating awareness amongst Indians about the rich culture, high quality products & delicious food of Japan!
ENTRY FEE	Free
VISITOR PROFILE	General consumers (middle-class, upper middle-class & wealthy class) + Corporate/Office crowd
ESTIMATED FOOTFALL	Over 100,000 people

Organizer Information

LA DITTA LIMITED

La Ditta Ltd.



Maido Enterprises Pvt. Ltd.

DREAMEDGE

Dream Edge Corporation

LA DITTA Ltd. was founded in 2006 with the basic philosophy of "Transmitting Japanese culture to the world".

After that, Maido Enterprises Pvt Ltd was established in Mumbai and LA DITTA SINGAPORE PTE LTD in Singapore.

We are promoting various events in Japan, India, Singapore etc. to introduce Japanese food, contents, design etc. from India and Southeast Asia to the world.

We also support Japanese companies' overseas by making full use of our business experience in each country.

Dream Edge Co., Ltd. is involved in the planning / production of posters, catalogues, leaflets, etc., naming and logo development of companies, brands and products, planning, production and operation of exhibitions / exhibitions / events. It is an advertisement & production company. We are involved in India's largest Japanese introduction event "Cool Japan Festival" which is held annually since 2012 and have assisted in planning, organizing, managing the event & offering support to the Japanese companies in their test marketing effort in India.

Thank You

どうもありがとうございました