



21st TOKYO INTERNATIONAL FILM FESTIVAL

October 18-26, 2008 Roppongi Hills and Bunkamura (Shibuya)

News Letter

October 03, 2008

Dear Friends,

The month of October has already arrived and we have just 3 weeks to go before the opening of the 21st TIFF.

In order to offer opportunities to know more about the festival and Japan's multi-content industry in-depth, we will offer the Journalist Programme focusing on concurrent seminars/conferences/networking events during the festival.

If you wish to join the programme, please make registration by filling in the reply slip. We will send the detailed information for your entry.

Other information included in this newsletter is;

- Journalist Programme (with registration form)
- Chairman's message at Press Conference held on Sep. 18th
- Final announcement of Press Accreditation
- CoFesta Information

Looking forward to hearing from you soon.

Announcement for the Journalist Program

As an innovative approach in accordance with the theme "ecology", TIFF will offer various relevant seminars/workshops and networking events, where the industry and the public can join, on top of more than 300 screenings.

For the foreign press, we will organize first-time ever "Journalist Program" during the festival, offering in-depth opportunities to know more about the festival and the industry of Japan's multi-content which draws the world's attention.

Please join us and take advantage of the program for your coverage of TIFF 2008.

Please return the below reply slip not later than October 10th by E-mail, we will send the confirmation sheet once receiving your reply. The detailed program will be confirmed and given soon.

REPLY SLIP

Please return the below by filling in the necessary information.

I will join not join the Journalist Program (Oct. 18th-26th)

Name:

Name of press:

E-mail:

Tel/Fax:

Address:

The 21st TIFF held the Press Conference

The Press Conference for the 21st TIFF was held in Tokyo on September 18th.

Over 300 press and film industry members from domestic and International gathered at the Roppongi Hills, Tokyo.

Hideyuki Takai (President of the Japan Association for International Promotion of the Moving Image), and Tom Yoda

(Chairman of the Tokyo International Film Festival) gave their speeches. As special guests, Atsuro Watabe (Director and

Actor) and Saki Takaoka (Actress) from "Echo of Silence", and Tetsu Maeda who directed "School Days with a Pig"

appeared on the stage. The both films will world premiere at the competition.



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The chairman Yoda remarked; *Thank you all for joining today's press conference. we are given tremendous cooperation and supports by our partners and sponsors. I am truly honored that we can open today's conference, it is all thanks to our partners and sponsors, and our team members.*

This year we decided to take up 4 main concepts; Linkage, High-quality, Opportunity, Innovation. Based on these concepts, the theme of the 21st TIFF will be "Ecology," in recognition of the fact that we as human beings are responsible for protecting and preserving the global environment. To symbolize our commitment to the environment, this year's TIFF will feature a "Green Carpet" instead of the traditional red carpet.

"We make films, but the Earth made us. Action! for Earth"

Our home planet Earth is abundant with Green, and is the only planet with pure water in the universe. We filmmakers can produce and create films by solely relying on this beautiful planet, and Earth and films are dependent on each other. Filmmakers and the industry should have ardent interest in preserving and protecting this beautiful planet, and it is our responsibility to advocate and voice out in order to raise awareness on the importance of the Earth's environment through films.

The 5th TIFFCOM, our affiliated market, and TPG have been making a steady growth as a crucial entertainment-content market. It is our great pleasure to receive more exhibitors and registrations from various countries over last year with a surprising good response from the broadcasting industry.

In the first year of my 3-year tenure of chairmanship, I will put every effort to make a small step in "Hop, Step, and Jump" and to make TIFF as a truly international film festival by improving communication with our guests from various countries and by strengthening our hospitality. I will pledge to announce our commitment towards 2009 when we complete all the programs of 21st edition successfully on the occasion of Closing Ceremony on the 26th of October.

Chairman Yoda also mentioned the president and members of the Jury as well as the new innovative programs of the 21st TIFF such as newly launched section "natural TIFF", "TOYOTA Earth Grand Prix", and other events relevant with the theme of "Ecology".

Press Accreditation for the 21st TIFF

Press Accreditation started from August 4th and ended on September 22nd, 2008. We are still accepting the applications for Press Accreditations, please submit all of your information and a photo to tiff-pr@tiff-jp.net by e-mail ASAP.

CoFesta (JAPAN International Contents Festival)

CoFesta (JAPAN International Contents Festival) is the world's largest comprehensive contents festival. 15 official events for the content industry like game, animation, manga & character, music, broadcast, and film are organized in the month of October.

This year's CoFesta of which TIFF is one of its official events celebrated its opening on September 30th with CEATEC JAPAN 2008 (Cutting-edge IT & Electronics Comprehensive Exhibition). The other official events include Tokyo Game Show 2008, 2008 5th TAM~Tokyo Asia Music Market, AKIHABARA ENTAMATSURI 2008 and etc. The detailed information on all events and its partner events are available at <http://www.cofesta.jp/2008/english/>

For more information or inquiries on CoFesta, please contact Yasue Nobusawa at nobusawa@vipo.or.jp

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