



## CONNECT JAPAN 2015 EVENT OVERVIEW

2014年11月27日

CONNECT JAPAN 2015 実行委員会

勝田隆仁

(marcmarc0606@gmail.com)

## 会社概要: VERTEX ASIA

- 会社名: Vertex Asia Corporation., Ltd
- 所在地: バンコク タイ国 ■ 設立: 2012年
- 事業領域: 日本と泰国、その他アジア諸国間のB2B (事業構築支援、出資等)、B2C (メディア、コンテンツ構築等) 事業展開。  
主な領域は【ファッション・美容】、【音楽】、【旅行】、【アニメ】
- VERTEX ASIA 主要メンバー:
  - Jirath Phavaravadhana  
/ ROSE ENTERTAINMENT オーナー (タイへの日本アニメ番販約70%を取り扱い、自社衛星チャンネルも所有する最大手アニメメディア事業者)
  - 勝田隆仁  
/ 三菱商事在籍約20年  
(中国やタイ等、アジアにおける消費者系事業構築が専門分野)  
/ iGRITZS 執行役員 (最大級B2Cファッションイベント TOKYO RUNWAY 等主催会社)

## TOKYO RUNWAY supported by JAPAN EXPO

DATE	Aug 30,31 2014
VENUE	● CENTRAL WORLD OUTSIDE AREA
ORGANIZER	● IGRITZS ● VERTEX ASIA
ATTENDANCE	● 120,000 People in 2days



## TOKYO RUNWAY supported by JAPAN EXPO

### Media Exposure Example



● TOKYO RUNWAY supported by JAPAN EXPO

1. COOL/EDGE Music Artist from JAPAN



● TOKYO RUNWAY supported by JAPAN EXPO

2. Fashion Show from all around JAPAN

- TOKYO RUNWAY
- FUKUOKA ASIA COLLECTION
- KOBE COLLECTION



● TOKYO RUNWAY supported by JAPAN EXPO

3. Collaboration with various JAPANESE SPONSORS

- JAPANESE SAKE
- YANMAR
- ISUZU



Nation

▫ JAPAN RUNWAY:  
JAPAN FASHION + MUSIC

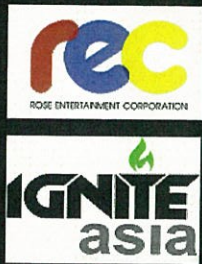
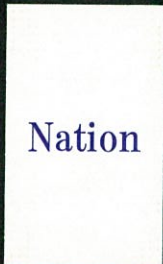
▫ Japan Shopping!  
JAPAN SHOPPING+TRAVEL

▫ MOSHI MOSHI NIPPON:  
JAPAN POP CULTURE

▫ JAPAN FILM FESTIVAL:  
JAPAN MOVIE



# CONNECT JAPAN : THAI PARTNER



# CONNECT JAPAN : SCHEDULE



CONNECT JAPAN will start in Bangkok (CENTRAL WORLD/GROOVE) and continue to several areas in Thailand

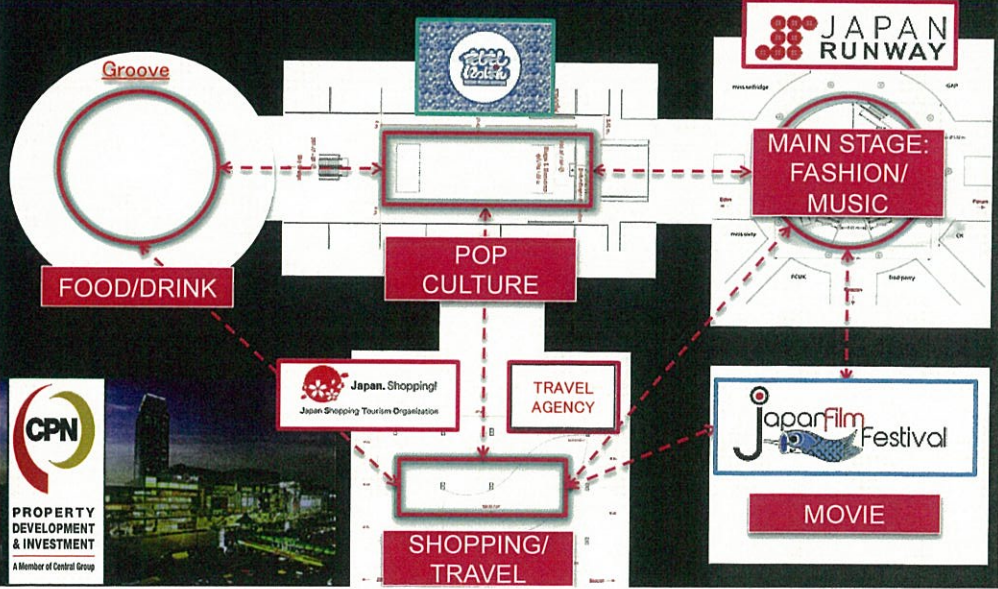
EVENT VENUE/ SCHEDULE	May 11-17	18-24	25-31	June 1-7
Central World (1st FL)	•May 15, 16, 17			
Central World (7th FL)	•May 15-21 (Pending)	→		
Central Pattaya		•May 20-24		
Central Hatyai			•May 27-31	
Central Changmai				•June 3-7



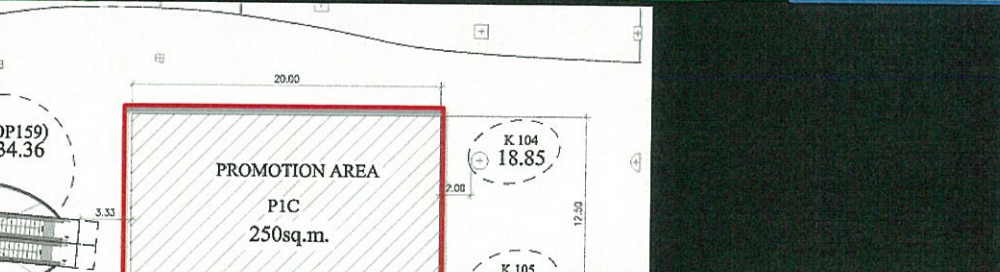
# CONNECT JAPAN : BANGKOK



Bangkok event will utilize many areas of CENTRAL WORLD/GROOVE.



# OPATTATA VENUE



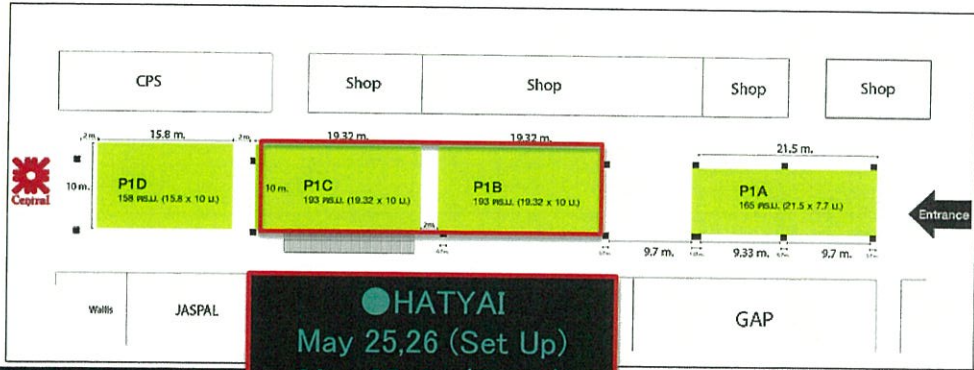
●PATTAYA  
 May 18,19 (Set Up)  
 May 20-24 (Event)



## 1<sup>st</sup> FLOOR PLAN P1A, P1B, P1C และ P1D

Update : 21 April 2014

centralfesti**val**  
HATYAI



● HATYAI  
May 25,26 (Set Up)  
May 27-31 (Event)

※386 SQ M



ขนาดพื้นที่ 279 ตารางเมตร (7.6 X 37 เมตร)

Power Supply : 100 AT/3P จำนวน 2 ชุด Telephone box 6 ชุด

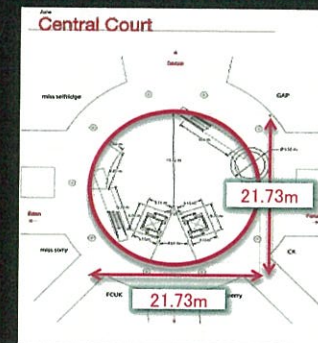
● Ceiling Height

● CHANGMAI  
June 1,2(Set Up)  
June 3-7(Event)



## JAPAN RUNWAY : JAPAN FASHION & MUSIC

● 3 Major Fashion Shows from all around Japan



# CONNECT JAPAN



## JAPAN RUNWAY : JAPAN FASHION & MUSIC

We will be bringing the essence of three major B2C Fashion Shows from around Japan.

**TOKYO RUNWAY:** 15,000 audience/day for each of the two shows held in Central Tokyo (SPRING SUMMER / AUTUMN WINTER)

**KOBE COLLECTION:** The fashion hub of Western Japan. KOBE City boasts of elegant fashion. Also collects 15,000 audience / day for each of the two annual shows.

**FUKUOKA ASIA COLLECTION:** One of the major cities in Japan with close ties with Asian Countries. Have a unique blend of Fashion.



# CONNECT JAPAN



## JAPAN RUNWAY : JAPAN FASHION & MUSIC

We will be bringing the essence of three major B2C Fashion Shows from around Japan.

There will be around 15 REAL CLOTHES FASHION BRANDS from Japan for the show (example shown below). These brands are the newest & trendy fashion brand from Japan.



# CONNECT JAPAN



## Artist Line Up (Pending)

We will be bringing around SIX COOL/EDGE music artists from Japan. Below are some examples.



### CREAM

<http://www.creamofficial.com/?aid=304>

- Mainstream as base and cover, EDM, POP, HIP HOP. Not like other artists, they covered widely and creating "NEW J-POP" to Japan's music industry!
- Their talent doesn't just stay as an artist, they work as a creator by giving lyrics and song to big Japanese artists: Namie Amuro, BoA, V6, Hey! Say! JUMP.
- "CREAM VISION" set up by them self on Youtube channel with full of wide rang music and viewed more than 1.9 million and it reached to 60,000 channel followers.
- They succeeded not only in Japan, their fans are expanded to Asia (Thai, Singapore, Korea) with successful lives at each countries.



# CONNECT JAPAN



## Artist Line Up (Pending)

We will be bringing around SIX COOL/EDGE music artists from Japan. Below are some examples.



### TEMPURA KIDZ

<http://tempurakidz.asobisystem.com/>

- Cant believe they are kids dancers as their comical movement and high quality dance are hard to take eyes off. "Colorful pop" are their trademark for 5 member dance group.
- Japan's current spotlight dancers, they have career as back dancers for famous singer Kyary pamyu pamyu.
- Their dance clips on Youtube have been played more than 2 million times.
- Performed in ROCK IN JAPAN and other big FFS as well. Represent of Japan's great high quality dancer team.



# CONNECT JAPAN



## Artist Line Up (Pending)

We will be bringing around SIX COOL/EDGE music artists from Japan. Below are some examples.

### KSUKE

<http://ksukejpn.com/>

- Born in 1989. Performed as front act for many well-known domestic DJ. Number 1 as young DJ and non stop invitation to many Outside festival around Japan.
- It took only 2 years for KSUKE to play at front act with many international artist too. (AFROJACK, Alex kenji, TV Rock, BOYS NOIZE, Infected Mushroom, JAMES ZABIELA, Kill The Noise... and more)

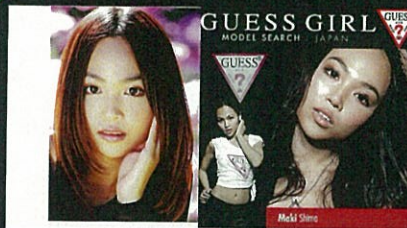
- Event he is young DJ, it shows how great he is by getting invited to ULTRA KOREA/ULTRA JAPAN (Part of the biggest EDM event in the world) his performance enthral audiences to end with big successful performance. KSUKE is not only talented as DJ but his looks are respected as Fashion icon as well to have many followers.



# CONNECT JAPAN



## Model Line Up (around 10 Japanese models under negotiation)



### MAKI

- 2014 Miss World Japan Finalist
- 2014 Beauty Magazine VOCE contest Finalist
- 2013 Best Jeanist Grand Prix winner
- 2013 YVES SAINT LAURENT Beauty Contest Special Award
- 2014 GUESS GIRL Model Audition Finalist



### MOEKO (OKINAWA PREFECTURE)

- Fashion Model (Omotesando Collection, Schwarzkopf Germany Event, IFF Fashion Show etc)
- CM Talent (Disney Store, KDDI AU etc)



### AI (KOBE CITY)

- Winner of 2014 TRIUMPH (Famous lingerie company) image model
- Appear in many Japanese Fashion magazines (Oggi, CLASSY etc), as well as major Fashion shows (GIRLS AWARD, KOBE COLLECTION, TOKYO RUNWAY etc).

# CONNECT JAPAN



## Model Line Up (around 10 Japanese models under negotiation)



### CHIHIRO

- Winner of Fashion Magazine (PS) model contest
- Appear in many Japanese Fashion magazines (Oggi, VOCE etc), as well as major Fashion shows (GIRLS AWARD, KOBE COLLECTION, TOKYO RUNWAY etc).
- Currently working around Asia based in Hong Kong and Tokyo.



### ARISA (FUKUOKA PREFECTURE)

- Winner of 2013 TRIUMPH (Famous lingerie company) image model
- Currently living in Thailand working as model and CM talent



### MAMU

- Finalist of Fashion Magazine (RAY THAILAND) model contest
- Currently living in Thailand working as model and CM personality using her fluent Japanese and Thai speaking ability

# CONNECT JAPAN



## Model Line Up (around 10 Japanese models under negotiation)



### RAIKA (TOKYO)

- Member of CYBERJAPAN DANCERS team which performs in many famous clubs and music festival in Japan and all around ASIA (SINGAPORE ZOUK OUT, KOREA ULTRA MUSIC FESTIVAL etc)
- Appear in many Japanese Fashion magazines and music videos.



### NATSU (HOKKAIDO/SAPPORO)

- Member of CYBERJAPAN DANCERS team which performs in many famous clubs and music festival in Japan and all around ASIA (SINGAPORE ZOUK OUT, KOREA ULTRA MUSIC FESTIVAL etc)
- Appear in many Japanese Fashion magazines and music videos.



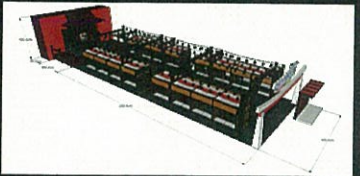
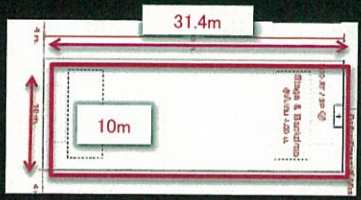
## MOSHI MOSHI NIPPON (POP CULTURE)



● Collaboration with ASOBI SYSTEM (MOSHI MOSHI NIPPON) to bring HARAJUKU KAWAII Pop Culture



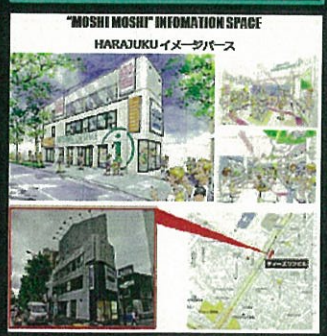
## MOSHI MOSHI NIPPON (POP CULTURE)



### MOSHI MOSHI NIPPON : GLOBAL EXPANSION



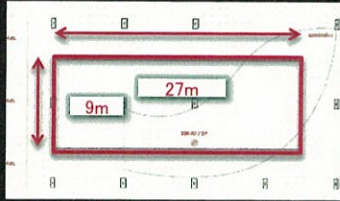
### MOSHI MOSHI NIPPON : STORE EXPANSION



# CONNECT JAPAN



## Japan Shopping! : SHOPPING & TRAVEL



● Shopping Area Partner Candidate



● Travel Area Partner Candidate



# CONNECT JAPAN



## Japan Shopping! : SHOPPING & TRAVEL



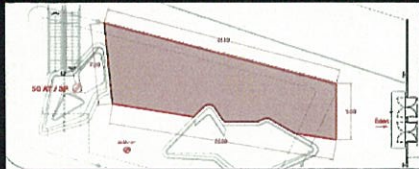
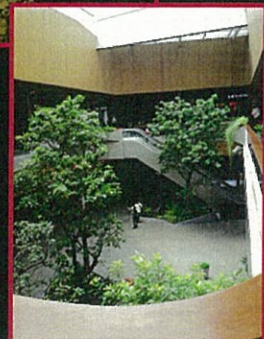
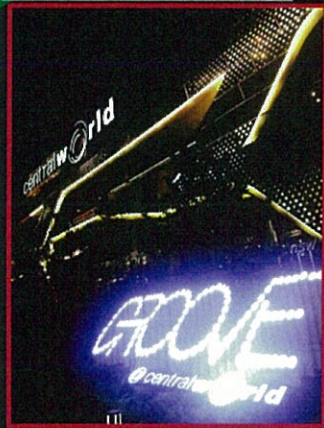
JSTO (Japan Shopping Tourism Organization) Members in Japan



# CONNECT JAPAN



## GROOVE AREA



# CONNECT JAPAN





# CONNECT JAPAN

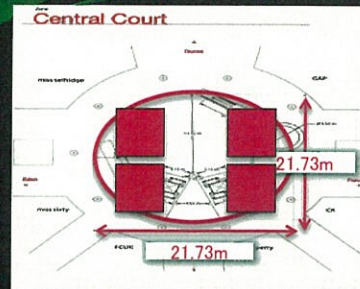
## JAPAN FILM FESTIVAL : JAPAN FILM



Film Area Partner Candidate

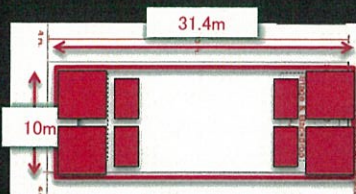


# VENUE DIAGRAM: BANGKOK



### [CENTRAL COURT]

● 4m x 4m X 4 Booth

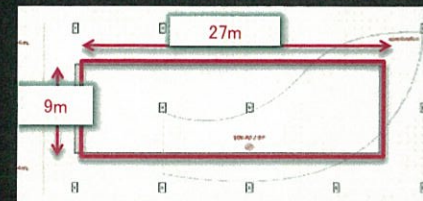


### [EDEN]

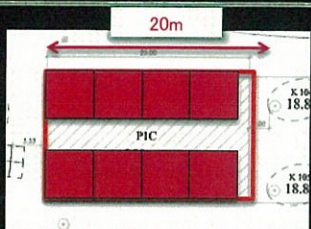
● 2m x 2m X 4 Booth  
● 4m x 4m x 4 Booth

### [ATRIUM]

✗ Not available  
(under discussion with Travel Agency and Convinient Store)

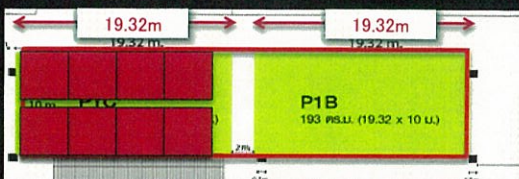


# VENUE DIAGRAM: NON-BANGKOK



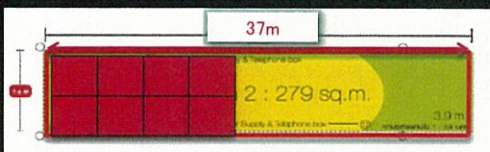
### [PATTAYA]

● 4m x 4m x 8 Booth



### [HADYAI]

● 4m x 4m x 8 Booth



### [CHANGMAI]

● 3.8m x 3.8m x 8 Booth  
(✗ Not 4m but 3.8m)

# SPONSOR PACKAGE: 5MIL BAHT



MEDIA SPONSORSHIP - Connect Japan					REMARK
SPONSORSHIP PACKAGE Baht 5,000,000 (as of 20/11/23) *package subject to change					
no.	Media	Details	Qty	unit price	Total
<b>JOINT BENEFITS (Promotion for Event in total)</b>					<b>28,372,000</b>
<b>PRINT MEDIA</b>					<b>3,072,000</b>
	Kom Chad Luek	HPFC	2	528,000	1,056,000
	Nation Sud Subda	FPFC	2	50,000	2,016,000
<b>TELEVISION NTV(Nation TV)</b>					<b>25,300,000</b>
	Promo Spot				
	- Prime Time	30 sec	100	120,000	12,000,000
	- Non Prime Time	30 sec	100	80,000	8,000,000
	Tie In				
	- Plate PR ( Morning / Noon / Evening)	30 sec	10	100,000	1,000,000
	- Super Impose		20	50,000	1,000,000
	- PR Anchor		10	75,000	750,000
	Live Broadcast				
	- Event Open Ceremony (Day 1)	30 min	1	300,000	300,000
	- Activities on Main Stage 3 time a day 3 days @ 30 min	30 min	9	250,000	2,250,000
<b>EXCLUSIVE BENEFITS</b>					<b>15,670,000</b>
	- Clients' Loose Spot (Sponsor CM spot)	60 sec	15	180,000	2,700,000
	- Logo on Main Stage (4Cities)	Prime Position	4	150,000	600,000
	- Activities on Stage 1 show per day X 3 days X 4 Cities	15 min	12	300,000	3,600,000
	- Booth Space (one space in each of 4 cities)	4*4 m	4	180,000	720,000
	- Trailer on Screen ( Cinema)	30 sec	25	80,000	2,000,000
	- In-Store Media	all area	20	250,000	5,000,000
	- J Flag		30	25,000	750,000
	- Tie-In / Interview on Connect Japan TV Program		1	300,000	300,000
<b>Grand Total Value</b>					<b>44,042,000</b>

PLATE PR: post on TV program  
SUPER IMPOSE: moving message  
PR ANCHOR: Anchor will speak about event

This is not sponsor stage, but stage such as fashion show or music artist stage. Bangkok event will be live broadcast.

Do not include construction fee  
Detail number to be fixed  
Detail number to be fixed  
Detail number to be fixed

# SPONSOR PACKAGE: 3MIL BAHT



MEDIA SPONSORSHIP - Connect Japan				
SPONSORSHIP PACKAGE Baht 3,000,000 (as of 20/11/23) *package subject to change				
no. Media	Details	Qty	unit price	Total
<b>JOINT BENEFITS</b>				<b>28,372,000</b>
<b>PRINT</b>				<b>3,072,000</b>
	Kom Chad Luek	HPFC	2	528,000
	Nation Sud Subda	FPFC	2	50,000
<b>TELEVISION NTV (NATION TV)</b>				<b>25,300,000</b>
<b>Promo Spot</b>				
	- Prime Time	30 sec	100	120,000
	- Non Prime Time	30 sec	100	80,000
<b>Tie In</b>				
	- Plate PR ( Morning / Noon / Evening)	30 sec	10	100,000
	- Super Impose		20	50,000
	- PR Anchor		10	75,000
<b>Live Broadcast</b>				
	- Event Open Ceremony (Day 1)	30 min	1	300,000
	- Activities on Main Stage 3 time a day 3 days @ 30 min	30 min	9	250,000
<b>EXCLUSIVE BENEFITS</b>				<b>9,450,000</b>
	- Clients' Loose Spot	60 sec	5	180,000
	- Logo on Main Stage (4Cities)	Second Tier	4	100,000
	- Activities on Stage 1 show X 4 Cities	15 min	4	300,000
	- Booth Space (one space in each of 4 cities)	2*2 m.	4	100,000
	- Trailer on Screen ( Cinema)	30 sec	10	80,000
	- In-Store Media	all area	20	250,000
	- J Flag		30	25,000
<b>Grand Total Value</b>				<b>37,822,000</b>

This is not sponsor stage , but stage such as fashion show or music artist stage. Bangkok event will be live broadcast.

Do not include construction fee  
Detail number to be fixed  
Detail number to be fixed  
Detail number to be fixed

# SPONSOR PACKAGE: 1MIL BAHT



MEDIA SPONSORSHIP - Connect Japan				
SPONSORSHIP PACKAGE Baht 1,000,000 (as of 20/11/23) *package subject to change				
no. Media	Details	Qty	unit price	Total
<b>JOINT BENEFITS</b>				<b>18,372,000</b>
<b>PRINT MEDIA</b>				<b>3,072,000</b>
	Kom Chad Luek	HPFC	2	528,000
	Nation Sud Subda	FPFC	2	50,000
<b>TELEVISION NTV (NATION TV)</b>				<b>15,300,000</b>
<b>Promo Spot</b>				
	- Prime Time	30 sec	50	120,000
	- Non Prime Time	30 sec	50	80,000
<b>Tie In</b>				
	- Plate PR ( Morning / Noon / Evening)	30 sec	10	100,000
	- Super Impose		20	50,000
	- PR Anchor		10	75,000
<b>Live Broadcast</b>				
	- Event Open Ceremony (Day 1)	30 min	1	300,000
	- Activities on Main Stage 3 time a day 3 days @ 30 min	30 min	9	250,000
<b>EXCLUSIVE BENEFITS</b>				<b>4,580,000</b>
	- Clients' Loose Spot	60 sec	3	180,000
	- Logo on Main Stage (4Cities)	Third Tier	4	60,000
	- Booth Space (one space in each of 4 cities)	2*2 m.	4	100,000
	- Trailer on Screen ( Cinema)	30 sec	3	80,000
	- In-Store Media	all area	10	250,000
	- J Flag		20	25,000
<b>Grand Total Value</b>				<b>22,952,000</b>

Detail number to be fixed  
Detail number to be fixed

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Do not include construction fee