



KAKEHASHI Project Online Alumni Meeting with Bandai Namco Follow-up Project Report

1. Program Overview

【Objective】 This program was conducted to provide past KAKEHASHI Project participants (alumni) from the U.S., Canada, and Japan with an opportunity to connect online and learn about Japanese companies to maintain their interest in Japan and to strengthen the alumni network.

【Participants】 Total: 40 alumni (FY2015-FY2023 KAKEHASHI Participants) from the United States, Canada, and Japan

(Breakdown) 28 from the U.S., 9 from Canada, 3 from Japan

【Location】 United States

【Program Schedule】

■ Online Visiting Japan Program:

Thursday, February 22, 2024

1. Opening Remarks
2. Ice Breaker – KAKEHASHI Project alumni
3. 【Lecture】 “Marketing Strategy and Activities in the U.S.”
Lecturer: Mr. ZAMA Daisuke/Senior Vice President, Brand Toy Department, BANDAI NAMCO TOYS&COLLECTIBLES AMERICA INC.
4. Commemorative Photo
5. Q&A Session
6. Comments and Words of Appreciation – KAKEHASHI alumni representative
7. Future Programs

2. Program Photos

Icebreaker led by KAKEHASHI Project alumni	【Lecture】“Marketing Strategy and Activities in the U.S.”
【Lecture】“Marketing Strategy and Activities in the U.S.” Introducing the entrance of the company	【Lecture】“Marketing Strategy and Activities in the U.S.” Introducing how the outside of the company looks
【Q&A Session】	Commemorative photo

3. Voices from the Participants (excerpt)

◆ **High School Student (Canada)**

The Lecturer was very entertaining to listen to, and provided useful insight as to how Bandai Namco works in the West. I did not know that Bandai Namco owned/collaborated with certain IPs prior to the presentation (Tamagotchi, Kamen Rider, etc.) It was also very interesting to know about certain statistics regarding the anime industry as a whole, and its international influence.

◆ **Working Youth (U.S.)**

It was amazing! 感謝の気持ちがあふれています！ It is truly an honor to be invited to these

kinds of things. The KAKEHASHI program has sincerely changed my life for the better. I still can't get over how amazing the opportunities and experiences it has given me have been. I am very, very appreciative to it and to all the wonderful people who help put it together. The Alumni event was very exciting. It opened up my eyes to many things about how Japanese companies like Bandai conduct their business and make decisions on the things I am passionate about. It was so great to hear more about these things I love and an honor to hear it directly from Bandai representatives as well. Even better it was the SVP of Bandai North America and I can't believe how awesome that is. Special thank you to the lecturer for the presentation and to all of the amazing people who helped put the alumni meetings together! We appreciate your hard work!

◆ **High School Student (Japan)**

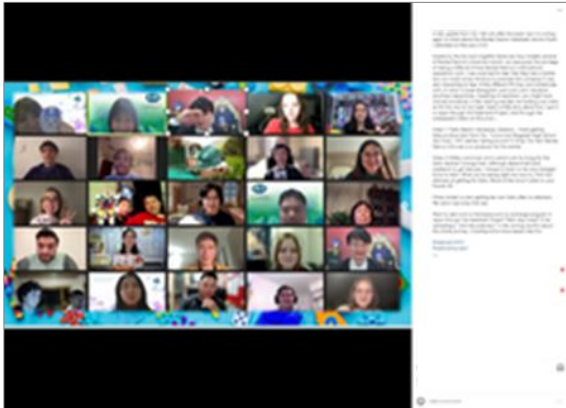
I was hooked on Tamagotchi when I was younger, so I feel I was able to understand the background of Tamagotchi and Bandai Namco at a deeper level. Thank you so much for this amazing opportunity.

4. Voices from the Receiving Parties (excerpt))

◆ **Lecturer**

It was very encouraging to see once again that there are so many people all over the world who are interested in Japanese culture and our company. Thank you so much for giving us this opportunity. I hope activities like this will help to develop as many fans of Japan as possible and bring even more qualified human resources into Japanese companies.

5. Disseminations by the Participants (excerpt)

	
February 22, 2024 (Instagram) KAKEHASHI and Bandai Namco! Thank you for all you did for us.	February 23, 2024 (Facebook) Hello everyone! ... We received a fun and insightful lecture from Bandai Namco Toys & Collectibles America Inc. and were fortunate enough to have a very special glimpse into the international operations of the

	Bandai Namco Group. I was surprised to learn that they have trucks going all over the U.S. to promote their companies! It was also interesting to hear about the various IPs they own or work with, including Tamagotchi and the Love Live! Nesoberi dolls. Did anyone else notice that some of the other event participants were holding Nesoberi dolls? ...
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Implementation Agency: Japan International Cooperation Center (JICE)