



Now Selling General Admission Tickets for Overseas Visitors and Non-Japanese Residents from 3:00 p.m., July 26 (Wed.), JST. Business Day Pass Also on Sale!

Don't forget to pre-register for TGS Forum

From 3:00 p.m., July 26 (Wed.), Japan Standard Time, Computer Entertainment Supplier's Association (CESA; Chairperson: Haruhiro Tsujimoto) is selling general admission tickets to TOKYO GAME SHOW 2023 (TGS2023) for overseas visitors and non-Japanese residents. TGS2023 will be held in-person from September 21 (Thu.) to 24 (Sun.) at Makuhari Messe. Tickets are available online in two options: TGS Supporters Club Ticket with benefits (JPY4,000 including tax) and General Admission Ticket (JPY2,300 including tax) for entry on Sep. 23 (Sat.) or Sep. 24 (Sun.) For more details on ticket sales, please visit: <https://tgs.nikkeibp.co.jp/tgs/2023/en/ticket/publicday/>

Starting today, Business Day Pass also goes on sale. This pass grants entry to the event on two Business Days, September 21 (Thu.) and 22 (Fri.) Additionally, Business Day visitors can pre-register for the TGS Forum, which takes place on the same two days. Please note that most of the sessions will be conducted in Japanese. The TGS Forum is a seminar program that focuses on the latest trends and solutions in the gaming industry. Business Day visitors who have pre-registered can participate in the program on-site. If there are any empty seats, you can also register at the door.

Get ready for various excitements of the ever-changing gaming world at TGS 2023, themed under "Games in Motion, the World in Revolution." This year, TGS will occupy the entire Makuhari Messe halls for the first time in four years, featuring businesses in the game industry from Japan and abroad. Don't miss out on this thrilling opportunity!

*** Now Selling General Admission Tickets for Overseas Visitors and Foreign Residents in Japan (junior high school students or older)**

General admission tickets for overseas visitors and non-Japanese residents are now available from 3:00 p.m., July 26 (Wed.) Ticket types and pricing are listed below. For purchasing tickets, please visit the official website for more information at: <https://tgs.nikkeibp.co.jp/tgs/2023/en/ticket/publicday/>

- General Admission Tickets for Overseas Visitors and Foreign Residents in Japan (junior high schoolers or older) (four types in total)

Sep. 23 (Sat.)	Supporters Club Ticket	JPY4,000 (including tax)
Sep. 23 (Sat.)	One Day Ticket	JPY2,300 (including tax)

Sep. 24 (Sun.) Supporters Club Ticket JPY4,000 (including tax)

Sep. 24 (Sun.) One Day Ticket JPY2,300 (including tax)

*A single individual can purchase up to 10 One Day Tickets. (The purchase of Supporters Club Tickets is limited to a maximum of two per person.)

*No fee for children who are in elementary school children or younger.

*General Admission Tickets (One Day Tickets) and Supporters Club Tickets are sold only online.

*No ticket sales at the door.

* **About Business Day Pass**

TGS2023 will have two business days on Thursday, September 21 and Friday, September 22 for visitors involved in game-related businesses. We will create an environment that makes it easy to conduct business negotiations. Business Day is open to exhibitor invitees (Business Day pre-registration ticket holders) and Business Day paid pre-registrants. Business Day paid pre-registration will be pre-screened to be a person involved in the gaming industry. Only those who pass the screening process can participate in Business Day.

* Children under the age of 18 and students are not allowed to enter on Business Day. Infants and preschoolers are also not allowed to enter the venue.

Business Day visitors can make appointments with exhibitors and other organizations before the exhibition period by utilizing the TGS Business Matching System, an appointment system prepared by TGS (scheduled to be available from August 4). In addition, those who purchase the "Business Day Gold Pass" with benefits can smoothly accept admission at the dedicated counter and make business negotiation appointments not only with exhibitors but also with other Business Day's visitors. In addition, you can use the business lounge set up in the Makuhari Messe International Conference Center. Please refer to the official website for details.

- **Business Day Paid Pre-Registration**

Valid for two Business days: September 21 (Thu.) and 22 (Fri.)

- Paid pre-registration JPY11,000 (including tax)

(For those who do not have an invitation ticket from the exhibitor)

• Business Day Gold Pass JPY27,500 (including tax)

(For those who want to use benefits*)

*Use of business lounges, business negotiation appointments between visitors using the business matching system, etc.

* For paid pre-registration, we will pre-screen that the registrant is related to the game business.

*The official website for Business Day and its pre-registration:

<https://tgs.nikkeibp.co.jp/tgs/2023/en/ticket/businessday/>

* TGS Forum Information(vol.1) Three Companies for Sponsorship Session Selected!

Applications will be accepted from July 26 (Wed)

TGS2023 will hold the “TGS Forum” during Business days, which is a B-to-B seminar focusing on the latest trends and business trends in the game industry.

Now, Twitter Japan, Madness Ventures, by Product Madness , and Xsolla as sponsorship sessions have been decided, and applications will be accepted on the Business Day pre-registration site from today, Wednesday, July 26.

*For more information about the TGS Forum, please check the official website:

<https://tgs.nikkeibp.co.jp/tgs/2023/en/business/seminar/>

The outline of the sponsorship session that will be open today is as follows.

- **Company: Twitter Japan**

- Date: Thursday, September 21 12:30~13:30 (60 min.)

- Speech Title: The Future of Gaming on Twitter

- Session description:

Game producers and those involved in promotion will be introduced to the use of Twitter for content growth. (including the latest insights on Twitter)

As the title suggests, Twitter will support you in attracting potential fans and acquiring new fans by providing a space for public conversation.

- Speaker: Yu Nakamura, Twitter Client Solutions, Gaming Team / Manager, Twitter Japan K.K.

- **Company: Madness Ventures, by Product Madness**

- Date: Thursday, September 21 13:30~14:00 (30 min.)

- Speech Title: Funding Your Game Idea Amid Economic Challenges

- Session description:

In the midst of economic challenges, securing funding for your game can be tough. Join our session to discover valuable insights and practical steps for navigating the funding process. Gain actionable insights to secure funds for your game, team, and unique situation, regardless of your experience level. Don't miss out on this opportunity to equip yourself with the knowledge you need to succeed!

- Speaker: Zvika Pakula, Madness Ventures, by Product Madness

- **Company: Xsolla**

- Date: Thursday, September 21 14:30~15:00 (30 min.)

- Speech Title: Global Payment Trends "Taking Advantage of Xsolla"

- Session description: [Contents]

- Xsolla Introduction
- Xsolla Payments
- Xsolla Benefits and Advantages
- Trends and Industry Information
- Xsolla Custom Solutions such as WebShop
- WebShop Success Cases

- Speaker: Jin Jeong, Country Manager, Japan, Xsolla

* The content of the lecture, companies presenting, speakers, etc. are subject to change without notice.

*The TGS Forum is still preparing for organizer's sessions and other sponsorship sessions. Details will be announced on the official website as soon as they are decided.

■ TOKYO GAME SHOW 2023 Exhibition Outline

Event Title: TOKYO GAME SHOW 2023

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizers: Nikkei Business Publications, Inc., Dentsu, Inc.

Dates & Times: Business Days: 10:00 a.m. - 5:00 p.m. September 21 (Thursday)-22 (Friday), 2023
 Public Days: 10:00 a.m. - 5:00 p.m. September 23 (Saturday)-24(Sunday), 2023
 *Doors may open at 9:30 a.m. on Public Days depending on circumstances.

Venue: Makuhari Messe (Mihama-ku, Chiba City)
 Exhibition Halls 1 to 11 / International Conference Hall / Event Hall

Expected Number of Visitors: 200,000

Official Website: <https://tgs.cesa.or.jp/en/>