

**Anime, Manga & Games**

**Seminar on**

**Entrepreneurship in the  
Creative Industry: Japan & UAE**

## **Seminar:**

### **Remarks by Ambassador Akio Isomata**

#### **Part 1: Talks & Experience Sharing by experts**

- (1) Dr. Muna Al Suwaidi, Programs and Projects Advisor, Ministry of Culture and Youth
- (2) Mr. Mohamed Aljneibi, CEO, Hello Sir Games
- (3) Ms. Makiko Allum, CEO, IPSO Arabia
- (4) Mr. Karma Lal, Director, Active Gulf
- (5) Mr. Vann Oba, Animator
- (6) Panel Discussion

#### **(Refreshment)**

#### **Part 2: Special Presentation**

- (1) Mr. Hiroyuki Yamada, Introduction of Osaka Design College
- (2) Professor Goi Hoe Chin, Graduate School of Management, Nagoya University of Commerce and Business  
Q & A Session with audience and Prof. Goi

**Ministry of  
Culture & Youth**

**Dr. Muna Obaid Al Suwaidi  
Projects and programs Advisor  
Cultural and Creative Industries  
Section**

**The National Cultural and Creative Industries Strategy 2021 – 2031**

- General Framework of the Strategy
- Definition and Sectors of the Cultural and Creative Industries
- CCI data globally
- Economic performance of the Cultural and Creative Industries in the UAE
- Where can you find Creative Majors in the UAE?
- Creative Career Opportunities for UAE Students
- Free Zones across the UAE that cater to the Cultural and Creative Industries
- Emirati Animators that have built their own businesses



**Mr. Mohamed Al Jneibi  
CEO, Hello Sir Games and  
Ego Punch Entertainment  
and  
Acting Executive Director,  
Department of  
Government Enablement**

For more than 12 years, Mr. Al Jneibi had been working with major Japanese content providers to collaborate and develop UAE based content for both Japanese and foreign markets. He will discuss the entrepreneurship principles that have helped him navigate the content industry in both the UAE and Japan.



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**Ms. Makiko Oi Allum  
Founder & Director,  
IPSO Arabia**

Abu Dhabi-based market entry and partnership liaison expert who facilitated the Emirati animation “Freej” export to Japan, which was aired in 2019.

She will talk about licensing in the creative industry from her time in Tokyo and London and discuss her involvement in bringing the beloved “Freej” to Japan.



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**Mr. Karma Lal**  
**Director,**  
**Active Gulf FZCO**

A Japanese businessman based in the UAE.  
Active Gulf FZCO works as the official distributor to  
represents several Japanese brands in the gaming  
space in the region. He will discuss the works as  
distributor and the eco-system of gaming space.



A young Sudanese animator born and raised in Abu Dhabi who has worked with several Japanese animation houses for the films/TV series such as “One Piece”, “Jujutsu Kaisen” and “Ranking of Kings”. He will talk about his profession as animator.

## Mr. Vann Oba Animator



OSAKA  
SOGO DESIGN



## **Mr. Hiroyuki Yamada Director for Student Services, Osaka Design College**

Mr. Yamada will introduce Osaka Design College, one of the most prestigious specialized colleges in the field of design, animation and creative contents located in Osaka, Japan. The college has been nurturing creators and professionals in the industry since 1965.





### **Professor Goi Hoe Chin Nagoya University of Commerce and Business**

Presentation title:  
How to create business: Design  
Thinking approach and the  
case of Manga Project

Prof. Goi Hoe Chin is a Singaporean professor teaching at Nagoya University of Commerce and Business. His research fields include “design thinking”, entrepreneurship and sustainability. He has been organizing a series of workshops and projects, such as the “Creation of New Narratives through Design Manga Project ” etc with his students. He will give a special presentation on the creative industry based on the “design thinking”.