

Internationalisation Series: Next-Gen and Beyond - Navigating Japan's Gaming and VR Landscape, Tokyo

Pre-Trip Workshops:

	Agenda
Session A (9:00am to 12:30pm)	<p>Introduction to Tokyo's Ecosystem</p> <ul style="list-style-type: none"> History and Influence of Tokyo in the Global Gaming Scene: Discussion on Tokyo's impact on gaming culture worldwide, including the development of iconic games and genres. Discussion on the history and influence of Tokyo in shaping global digital trends. Networking in Tokyo's Gaming Industry: Tips and strategies for building valuable connections with key players in Japan's tech and gaming industries.
Session B (1:30pm to 5:00pm)	<p>Applications of Artificial Intelligence</p> <ul style="list-style-type: none"> How AI is used to enhance gameplay, create adaptive challenges, and personalize player experiences. Discussion on the application of AI for strategic game planning, real-time decision-making, and training of e-sports athletes.
Session C (9:00am to 12:30pm)	<p>VR/AR Innovations and Tech Demos</p> <ul style="list-style-type: none"> Explore the advanced technology used in e-sports and game development in Tokyo, including VR, and AR enhancements. Deep dive into the latest gaming innovations and tech demos from leading Tokyo-based developers, with group discussions.

Programme in Tokyo:

	Agenda
Day 1	<ul style="list-style-type: none"> Flight to Tokyo. Overview of tech, gaming and startups in Tokyo.
Day 2	<p>Tokyo AI Expo (https://www.nextech-week.jp/hub/en-gb/lp/ai.html)</p> <ul style="list-style-type: none"> Attend a technology conference to gain insights into current trends and network with industry professionals.
Day 3	<p>Morning Session: Workshop Landscape in Japanese Gaming</p> <ul style="list-style-type: none"> Market Analysis and Consumer Trends: In-depth discussion on the Japanese gaming market. Identifying what makes gaming companies thrive in Japan. <p>Afternoon Session: Company Visit Possible Visits: Sony Headquarters or Panasonic Center Tokyo</p>

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Day 4	<p>Morning Session: Workshop Building and Managing Gaming Communities</p> <ul style="list-style-type: none"> • Techniques for Fostering Communities: Best practices for engagement and management. • Case Studies: Successful gaming community management examples. <p>Afternoon Session: Company Visit Possible Visit: Sega or Toyota Research Institute - Advanced Development</p>
Day 5	<p>Morning Session: Company Visit Possible Visit: Bandai Namco or Konami</p> <p>Afternoon Session: Company Visit Possible Visit: AI Startup</p> <ul style="list-style-type: none"> • Learn About Startup Culture: Understand challenges and success strategies in Japan. • Insights into AI Utilisation: How leading gaming companies integrate AI into their products and services. • Future Trends: Exploring the next big trends in AI within the gaming industry.
Day 6	<p>Morning Session: Workshop Leveraging AI and Gaming Insights for Business Innovation</p> <ul style="list-style-type: none"> • Apply the innovative practices and AI advancements observed during their visits to leading Japanese gaming and technology companies to their own business contexts, fostering sustained innovation and competitive advantage. • Assessment: Participant's trip reflection • Trip Summary and Closing <p>Flight back to Singapore</p>