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

Pre-Trip Workshops:

	Agenda
Session A (9:00am - 12:30pm)	Introduction to Tokyo's Ecosystem • 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 - 5:00pm)	Applications of Artificial Intelligence • 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 - 12:30pm)	VR/AR Innovations and Tech Demos • 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	• Flight to Tokyo. • Overview of tech, gaming and startups in Tokyo.
Day 2	Morning Session: Workshop • Landscape in Japanese Gaming • Market Analysis and Consumer Trends: In-depth discussion on the Japanese gaming market. • Identifying what makes gaming companies thrive in Japan. Afternoon Session: Company Visit Sony Headquarters or Panasonic Center Tokyo

	Agenda
Day 3	Morning Session: Workshop Building and Managing Gaming Communities • Techniques for Fostering Communities: Best practices for engagement and management. • Case Studies: Successful gaming community management examples. Afternoon Session: Company Visit Possible Visits: Sega, Toyota Research Institute, Bandai Namco or Konami
Day 4	Morning Session: Workshop AI Workshop at Waseda University Introduction to practical AI and its applications across different industries. • Brief overview of current AI tools and trends • Live demonstrations or guided activities using AI tools Afternoon Session: Company Visit Possible Visit: AI Startup • 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 5	Tokyo Game Show 2025 Attend a technology conference to gain insights into current trends and network with industry professionals.
Day 6	Morning Session: Workshop VR & AI Workshop led by the CEO of a VR company in Japan. • 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 Flight back to Singapore