

March 19, 2018
【Manga Productions】

Saudi Arabian Animation to be broadcast by TV Tokyo

Manga Productions, a Saudi Arabian production company based in Riyadh, have teamed up to create a number of animation projects and creative content with Toei Animation, based in Nakano Ward, Tokyo. And, in May, TV Tokyo will broadcast a joint production based on the classic Arabian folktale, *The Woodcutter's Treasure* (Kikori-to-Takaramono). In conjunction with the planned release, Manga Production will unveil a trailer for *The Woodcutter's Treasure* at their booth at AnimeJapan 2018.



The Woodcutter's Treasure is the first animation to be coproduced by Saudi Arabia and Japan. For the broadcast, the story has been edited into a 22-minute animation for TV (broadcast date and details to be announced later). The story, passed down from generation to generation throughout the Middle East, offers a good hint of what Japanese viewers can expect in future from the budding collaboration.

With regard to the upcoming broadcast, the TV Tokyo producer in charge, Mr. S. Kaeyama stated the following: "With *The Woodcutter's Treasure*, we will be showing the whole episode ahead of its release in Saudi Arabia. The story carries a universal message very similar to ancient tales and folk stories in Japan – moreover, the story is a heartwarming one that everyone can enjoy, so please tune in!"



Manga Productions will continue to develop animated shows for broadcast in serial formats in both Japan and Saudi Arabia.



The Woodcutter's Treasure

[Manga Productions to run a Booth on Both the Business Days and the Public Days of AnimeJapan 2018]

- Manga Productions has been invited by JETRO to participate in “AnimeJapan x JETRO Content Business Matching Event” (business area) being held as part of AnimeJapan 2018 from 22 to 23 March. JETRO has set up this business matching event to enable 12 overseas companies that are interested in Japanese animations to have desks in the business areas to facilitate business talks with Japanese animation production companies. Saudi Arabia’s MiSK Foundation (Manga Productions Co.) is the only Middle East Company to have a desk and, therefore, the opportunity to discuss future collaborations with Japanese counterparts. (Note 1)
- On the public days at AnimeJapan 2018 between 24 and 25 March, Manga Productions will run an event booth offering animation trailers, as well as trial runs on game consoles enabling visitors to try out games introducing new Saudi Arabian characters, the giving away of Manga character badges and a calligraphy corner where visitors can write their names in Arabic.



Example of Badge design

Speaking in preparation for his visit to Japan and the AnimeJapan 2018 Event, Manga Productions’ CEO, Essam Bukhary, said: “This is the first time in history that Japan and the Middle East have coproduced an animation. And, I am extremely glad that the coproduction effort will be rewarded with a slot on Japanese TV. Furthermore, we will be participating in AnimeJapan for the first time, enabling us to make direct contact with everyone in Japan, so we look forward to seeing you all at our Manga Productions booth between 24 and 25 March.”

(Note 1) The business days at AnimeJapan 2018 are by reservation only. Please see the JETRO homepage below for details:

<https://www.jetro.go.jp/events/sic/8913bc30bae63184.html>

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