Welcome to J-POP SUMMIT 2017

Greetings from Consul General

The Consulate General of Japan is proud to support this terrific event which continues to deliver the latest and most exciting performers, artists, and content directly from Japan. I congratulate Mr. Seiji Horibuchi, chairman of J-POP SUMMIT on another wonderful festival and for all of the great work J-POP SUMMIT accomplishes in connecting Northern California with Japan! This year’s theme of “Arts, Eats, and Innovation” promises to once again deliver a wide variety of interactive fun especially tailored to the interests and passions of the Bay Area and beyond. Whether you are immersing yourself in Japanese pop culture for the first time, or you are a life-long fan, there are so many wonderful new sights, sounds, and experiences to inspire you. So please discover all that J-POP SUMMIT Festival 2017 has to offer as you explore contemporary Japan in the heart of Northern California!

With warmest regards,
Jun Yamada
Consul General of Japan in San Francisco
### Festival Pavilion - Main Stage (9/9, 9/10)

#### 9.9 SAT

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 am</td>
<td>VIP Entrance</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>Opening with Babylights Japan</td>
</tr>
<tr>
<td>12:20 pm</td>
<td>Topology with Gino Lucas</td>
</tr>
<tr>
<td>12:40 pm</td>
<td>Q&amp;A with BAND-MAID</td>
</tr>
<tr>
<td>1:00 pm - 2:10 pm</td>
<td><strong>Intermission</strong></td>
</tr>
<tr>
<td>2:10 pm</td>
<td>Japan Film Festival of SF Honorary Award</td>
</tr>
<tr>
<td>2:35 pm</td>
<td>Q&amp;A with Misaki Iwasa</td>
</tr>
<tr>
<td>3:05 pm</td>
<td>Cosplay Masquerade</td>
</tr>
<tr>
<td>3:55 pm</td>
<td>Hiroyuki-Mitsume Takahashi Digital Live Drawing x VJ TIM ABAD</td>
</tr>
<tr>
<td>4:35 pm</td>
<td>Azumi Inoue &amp; Yuyu</td>
</tr>
<tr>
<td>5:00 pm - 6:10 pm</td>
<td><strong>Intermission</strong></td>
</tr>
<tr>
<td>6:10 pm</td>
<td>Zoomadanke</td>
</tr>
<tr>
<td>6:35 pm</td>
<td>Babylights Japan</td>
</tr>
<tr>
<td>7:15 pm</td>
<td>TOKYO GEONGODB</td>
</tr>
<tr>
<td>7:55 pm</td>
<td>May'n</td>
</tr>
<tr>
<td>8:40 pm</td>
<td>J-POP Sing Along!</td>
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</tbody>
</table>

#### 9.10 SUN

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:00 am</td>
<td>VIP Entrance</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>J-POP IDOL 2017 Team Karaoke Face-Off!</td>
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<tr>
<td>2:10 pm</td>
<td>BABY, The Stars Shine Bright Fashion Contest</td>
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<tr>
<td>3:05 pm</td>
<td>Misaki Iwasa x Topology Design Competition</td>
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<tr>
<td>3:25 pm</td>
<td>Q&amp;A with May’n</td>
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<tr>
<td>4:00 pm</td>
<td>Zoomadanke Summit Showdown</td>
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<tr>
<td>5:00 pm - 6:10 pm</td>
<td><strong>Intermission</strong></td>
</tr>
<tr>
<td>6:10 pm</td>
<td>Misaki Iwasa</td>
</tr>
<tr>
<td>6:40 pm</td>
<td>YANAKIKU</td>
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<tr>
<td>7:15 pm</td>
<td>&quot;J-POP QUEEN&quot; Drag Contest with Mitz Mangrove</td>
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<tr>
<td>8:35 pm</td>
<td>BAND-MAID</td>
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#### Festival Pavilion - Meet & Greet

- **F6** Enka Singer MISAKI IWASA Booth
  - 5:00 pm Misaki Iwasa

- **F1** Hiroyuki-Mitsume Takahashi Booth
  - 11:20 am Digital Portrait Sessions & Meet & Greet
  - 1:00 pm Live Paint Demonstration & Meet & Greet

- **B8** iichiko USA Booth
  - All Day Meet YANAKIKU!

- **C1** Kendama USA Booth
  - 2:10 pm Zoomadanke & Pros

#### VIP Lounge (Firehouse) - VIP Exclusive

**VIP Exclusive**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>1:15 pm</td>
<td>May’n - Group Photo Session**</td>
</tr>
<tr>
<td>1:45 pm</td>
<td>May’n Autograph Session (Exclusive only to the raffle winners)</td>
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<tr>
<td>3:00 pm</td>
<td>BAND-MAID Photo Session**</td>
</tr>
<tr>
<td>4:15 pm</td>
<td>BAND-MAID Autograph Session (Exclusive only to the raffle winners)</td>
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</tbody>
</table>

* You need a VIP Pass
** Pre-registration is required for photo sessions.

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Schedule is subject to change without notice. Visit J-POP.com for more information.
Let's share our JAPANESE Story!

JAPANKURU presents
VIRTUAL TRIP
SEASON 2
JAPANIMMERSION

Let's share our Japanese Stories!
www.japankuru.com
**Sat & Sun | All Day**

JAPANKURU presents VIRTUAL TRIP
Season 2 – “Japanimmersion,” which IMMERSES you in the real JAPAN through experiences. Come see, feel, and learn about the fantastic Japan!
Presented by JAPANKURU, Global Daily

**iiynan & Shimane**
Go-torch character “iiynan” from the innan district in Shimane prefecture will welcome you at the “iiynan & Shimane” booth!

**Tokyo Daijingu**
Enjoy Omikuji fortune slip drawings, “Ema” writing of wishes, and a traditional Shinto dance by professional Miko (shrine maiden).

**VANQUISH**
Try the VR at the VANQUISH Booth, and be teleported to Shibuya! You’ll also receive an original sticker and “Gonuturn” lacemask.

**Rinka Kimono Rental**
Try on a Kimono! “Rinka” is a Kimono rental/fitting service in Tokyo that brings Kimono right to your door and helps you put it on!

**Ryokan**
Come to the Ryokan booth to discover the best ryokan to fit your needs! Also, the unique products of the go-torch characters are available.

**Tochigi**
Meet Kuroro and also find the goodies of Nasu’s Go-torch characters, Kyubii, Yumena and more!

**NTA (Nippon Travel Agency)**
Exclusive deal from NTA! Buy a JR pass and get free tickets to Nikko Edo Village, Nasu Animal Kingdom, and Ashikaga Flower Park – a total value of $100!

**Tokyo**
Receive a Tokyo map and “Uchiwa” at the TOKYO booth! Join the calligraphy workshop and write “Tokyo 東京” on your Uchiwa and also get your nail art done!

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**Book a tour with a local.**

**WOW U**
https://wow-u.jp

WOW U’s certified professional tour guides support you by consulting your personal trip plan and suggesting the best plan for you.
TRAVEL MINI-STAGE!

SAT
11:05am: Opening Ceremony
11:20am: Events by Ryokans
11:45am: WOW U
12:40pm: Sacred Miko's dance
1:00pm: WOW U-2
1:30pm: Ghibli Quiz and Talk Show with Azumi Inoue & Yuyu
2:20pm: Shamisen Performance
3:00pm: Ramen Contest
3:30pm: Event by Fukuoka idol group, LinQ
4:00pm: Sacred Miko's Dance
4:25pm: Go-torch Characters
4:55pm: Day 1 Finale
5:10pm: Kawachi Folk Dance

SUN
11:05am: Opening Ceremony
11:20am: Game by WOW U
11:50am: Okinawa Taiko
12:35pm: Event by Ryokans
1:00pm: Go-torch Characters
1:25pm: Game by WOW U
1:50pm: Event by Ryokans
2:15pm: Sacred Miko’s Dance
2:35pm: Go-torch Characters
3:00pm: Ramen Contest
3:30pm: Event by Fukuoka idol group, LinQ
4:00pm: Sacred Miko’s Dance
4:25pm: Event by Ryokans
4:55pm: Grand Finale
5:10pm: Kawachi Folk Dance

*Schedule is subject to change.

Fuuko designed by Zelda's author, Akira Himekawa!
Fuuko, popular character of the professional bicycle team “Blasen” in Nasu-machi, Tochigi, is also exhibited at the Tochigi booth! Fuuko is a character designed by Akira Himekawa, the author of the legendary comic Zelda!!
Celebrate Japanese Arts!

**ARTIST PROJECT**

Fun hands-on activities & demonstrations! Try something new and experience Japanese culture first hand!

**HIROYUKI-MITSUME TAKAHASHI**

Mitsune designed our 2017 theme image to express the colorful, fun, and chaotic nature of our festival, and we are going to reflect his colorful world in the interior decor throughout the Festival Pavilion! Come see it!

**MOSHI MOSHI NIPPON**

Enjoy celebrating the 10th anniversary for HATSUNE MIKU, collaborating with AEON, one of the biggest shopping complexes in Japan!

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Kinokuniya USA is now the official retail partner for **STUDIO GHIBLI**!

We have an exciting line of merchandise from your favorite Studio Ghibli movies! Most items are shipped directly from Japan!

© 1988 Studio Ghibli | usa.kinokuniya.com
On Stage!

J-POP NIGHT LIVE!
[SAT] May’n, TOKYO GEGEGAY, Babraids Japan, Zoomadanke, Azumi Inoue & Yuyu
[Sun] BAND-MAID, YANAKIKU, Misaki Iwasa

Q&A WITH GUESTS
Ask questions to BAND-MAID, May’n and Misaki Iwasa!

“J-POP QUEEN” DRAG CONTEST
Sat 7:15pm - Calling all Harajuku Grrrls, Gaysha Grrrls, Sailor Moons and beyond!

COSPLAY MASQUERADE
by BANDAI NAMCO Sat 3:05pm - With YANAKIKU!

J-POP SING-ALONG!
Sat 8:40pm - Let’s sing “Sukoyaki song - “Ue wo muite aruko” together with all casts!

PREORDER NOW
AND GET BONUS DLC CHARACTERS

AVAILABLE 09.29.17

ASW-08 Gundam Barbatos Lupus
BN-8763 Hot Scramble Gundam
GN-005 Gundam Virtue
Kendama USA Summit Showdown!
Sun 4:00pm Fort Mason Main Stage
Zoomadanke, a kendama master from Japan and pros from the US gather to create a premier freestyle exhibition match!
Participating pros:
- Jake Wiens
- TJ Kolesnik
- Kenyatta Williams
- Dylan Westmoreland

Japan Film Festival of San Francisco
Sept 1 - 10, 2017  JFFSF.org
NEW PEOPLE Cinema
(1746 Post St., San Francisco Japantown)
Premiere screenings of the latest Japanese live-action and animation films, special appearances and Q&A sessions with filmmakers will be held at NEW PEOPLE Cinema located at SF Japantown.

JFFSF Honorary Award 2017
Sept 9th 2pm at Fort Mason Main Stage
The film festival will present the JFFSF Honorary Award 2017 to Actor and Director Kaori Momoi (Memoirs of a Geisha, Ghost In the Shell)
The critically acclaimed hit that has captured hearts across the world!

your name.

Own it on Blu-ray and DVD 11/7

funimationfilms.com/yourname
Foods Galore!

SAKE SUMMIT Premium
9.9 Sat 6:30pm at Firehouse
This new sake-related event goes beyond our daytime Sake Summit. Explore the depth of sake with a rare premium selection!

Red Tea Ceremony
with iichiko, ITO EN, SOU•SOU SF
Sat & Sun at 1-3pm
"Red Man" Ken Hamazaki will serve you a cup of ITO EN tea blended with iichiko!

Kikkoman
Have you ever tried popcorn with soy sauce flavor? Come see how it tastes!

Participating companies: JFC International | Takara Sake USA | NA Sales | HOSODA Brothers | GRC Imports | Sushiran | Kampai Sake Box | Sake Brothers & Todd Eng | Shige Sushi | Kemuri Japanese Bar | UZUMAKIYA Dandelion Chocolate | Hakutsuru | Ohashi Ryoki Co.Ltd. | Sakenomy

Participating food companies:
[Sake Summit - Day time] JFC International | Takara Sake USA | NA Sales | HOSODA Brothers | GRC Imports | Sake Brothers | Kampai Sake Box | Wisemettac | Sakenomy | [Ramen Summit] nojo ramen tavern | ORENCHEI BEYOND | Hinodeya Ramen Bar | Yoroshiku | Marufuku Ramen | Yoroshiku | Yamachan Ramen | Sun Noodle | [Food & Drinks] Takara Sake USA | Choya Umeshu USA | Kikkoman | Shimodaya | ITO EN | Minamoto Kitchoa | iichiko USA | Calbee North America | SAPPORO | Shige Sushi | [Food Trucks] JapaCurry | J-Shack | We Sushi Wapioca | HIROTAKO

SAPPORO
LEGENDARY BIRU

PLEASE SHARE SAPPORO RESPONSIBLY
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**iichiko x YANAKIKU**

iichiko is bringing back YANAKIKU as their official ambassadors again this year! Come enjoy "iichiko Bar FRUITS YUZU and UME" which are made with 100% natural ingredients and receive a YANAKIKU x iichiko original Uchiwa!

**About iichiko:**

IICHIKO is a best selling shochu brand dedicated to their motto, "Quality comes first." They carefully select the finest natural ingredients and water and then apply their advanced brewing and distilling technologies to produce the highest quality shochu.

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**iichiko Bar FRUITS**

NEW

**8% ALC/VOL**

**YUZU**

**UME**

iichiko, Raising the Bar
Ramen Summit 2017

$8/bowl
Serve ends at 6pm

SATURDAY TICKET IS VALID ON SAT ONLY, SUNDAY TICKET IS VALID ON SUN ONLY. NO REFUNDS. FIRST COME FIRST SERVE. WHILE RAMEN LASTS. DO NOT BRING RAMEN INTO PAVILION! DISPOSE SOUP TO THE DESIGNATED BIN.

Yoroshiku
Yoroshiku from Seattle serves Sapporo-style Spicy Miso Ramen with house-made broth using local ingredients and 25 kinds of herbs, original miso base with chili oil.

Spicy Miso

Hakata Tonkotsu

MARUFUKU Ramen
Marufuku Ramen boasts its "Real Artisan Flavor"! Try the genuine Hakata-style ramen with pork bone soup cooked for over 20 hours and their signature ultra-thin noodles!

Pirikara-Spicy Dashi

Hinodeya Ramen Bar
Slurp Hinodeya’s Pirikara-Spicy dashi ramen (TODAY ONLY!) that has been preserved for 130 years through four generations and that was voted BEST RAMEN in Northern Tokyo!

"Beyond" Tonkotsu

nojo ramen tavern
Nojo Ramen Tavern offers a deep and rich Chicken Paitan broth as the base for their ramen, paired with thick and savory noodles tailored specifically to match their Paitan broth.

ORENCHI BEYOND
Try their speciality ramen "Beyond Ramen," served with homemade creamy tonkotsu (pork) base broth with flavorful garlic soy sauce and special thick ramen noodle.
INTERACTIVE SUMMIT 2017

Here is your playground filled with the latest in Japanese technology! Be wowed as you play, experience, and interact with advanced VR/AR, games, apps, and software!

Participating companies:

Nifty | NHK | NTT | NTT West | NTT Solmare | NTT Data | YAMAHA | FUJITSU | IDEO | Topology | Panasonic
SoftBank | Dendama | ATMOPH | KAMARQ | MIRAISENS | U-Will Marketing USA | XOOMS | SAKAE Casting USA
Play & Experience

KOMUSUMEGANE by NTT West
Turn your concert and play experience into a manga with the AR technology of “Komusumegane”!!

HEARTALK & VOCALOID by Yamaha
HEARTalk is a new system that converts a flat computerized voice into a more natural human-like dialog. VOCALOID is a voice synthesis technology and software - input a melody and lyrics and your virtual singer will sing for you!

TOPOLOGY APP by TOPOLOGY Eyewear
Topology’s custom-fit eyewear fits perfectly to never pinch, squeeze, or slip. Scan your face and design your glasses all from your iPhone!

SAMURAI BATTLE by hugpathy, Panasonic
Panasonic presents “Samurai Battle” using simple and natural user interface technology “Hugpathy”. Come fight!

NHK
Pop into the NHK booth and experience the extraordinary in VR; the stunning views of Salar de Uyuni, ALMA observatory in Chile, and the Great Pyramid of King Khufu.