

Embassy of India  
Tokyo  
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**Press Release**

**India-Japan Partnership: Way Forward from WAVES Summit 2025  
Tokyo, June 18, 2025**

Embassy of India, Tokyo today organized an event on “India-Japan Partnership: Way Forward from WAVES Summit 2025”, celebrating the outcomes and future direction of the media and entertainment (M&E) collaboration between India and Japan, following the successful World Audio Visual & Entertainment Summit (WAVES) 2025 held in Mumbai in May 2025.

2. In his inaugural remarks, H.E. Mr. Sibi George, Ambassador of India to Japan, highlighted the potential of the India-Japan partnership in the AVGC-XR (Animation, Visual Effects, Gaming, Comics and Extended Reality) space, emphasizing India’s growing creative economy and Japan’s technological leadership as a powerful synergy for the future.

3. H.E. Mr. Ken Akamatsu, Parliamentary Vice Minister of Education, Culture, Sports, Science and Technology and a renowned manga artist, shared three key takeaways from his WAVES experience: the role of cultural content in diplomacy, India’s national prioritization of the creative economy under Hon’ble Prime Shri Minister Modi, and the vast potential of the Indian content market for Japanese creators.

4. H.E. Dr. L. Murugan, Hon’ble Minister of State for Information & Broadcasting, delivered virtual remarks and noted that India and Japan share a unique people-to-people connect. Indian films and stars—from Rajnikanth to “Baahubali” and “RRR”—have gained popularity in Japan, just as Japanese anime and manga have garnered a massive fan base among Indian youth.. He advocated for an MoU on content co-production and invited Japanese participation at the upcoming International Film Festival of India (IFFI) 2025 and WAVES Film Bazaar in Goa.

5. Mr. Takashi Tsuchiya of JETRO reaffirmed the growing popularity of Japanese anime in India and discussed JETRO’s initiatives to support Japanese content export and industry partnerships, including having a content officer posted in New Delhi and strong engagement at WAVES 2025.

6. Mr. Achal Malhotra, CEO of WAVES, presented highlights from the summit which brought together 650+ companies, 1 lakh+ visitors, and over 100 international speakers, marking India's emergence as a global media powerhouse. He also noted that Japanese digital entertainment firm MIXI launched a \$50 million CVC fund in Aug 2023 to invest in early-stage Indian startups in the B2C gaming and digital entertainment sectors.

7. Sony Group's Chief Strategy Officer, Mr. Toshimoto Mitomo, underlined the need for collaboration in innovation-driven content and noted Sony's growing presence in India's digital entertainment ecosystem.

8. Mr. Tatsuya Otsuka, Deputy Senior Director, CODA, praised WAVES 2025 as a transformative platform for showcasing India's rich cultural heritage and digital entertainment future. He stressed the importance of content protection and ongoing efforts for anti-piracy collaboration.

9. The event concluded with a networking session aimed at translating shared vision into tangible partnerships across the creative economy value chain.

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