**Press Release**

**C3 CharaExpo 2016 brings the stars of Japanese anime and manga under one umbrella**

*Leading Entertainment Company, Bushiroad is working with partners to foster new partnerships and develop new content in Southeast Asia*

**February 23, 2016, Singapore** – Fans of Japanese manga, anime, games and cosplay will have more to look forward to in July this year. Leading Entertainment Company, Bushiroad Inc, in partnership with ASATSU-DK INC., SOTSU CO., LTD. and Amuse Entertainment Singapore Pte Ltd, will host the re-positioned C3 CharaExpo2016 at the Singapore Expo Hall 7 on July 9 and 10.

C3 CharaExpo2016 will feature an expanded line-up of stars that combines Bushiroad’s strong pool of talent with the stars of New Japan Pro-Wrestling as well as the talents behind *Gundam*, *Atelier Escha & Logy* and *Super Robot Wars OG: The Inspector* and musical talents under Amuse Entertainment.

Bushiroad Inc’s President and Chief Executive Officer, Takaaki Kidani shares his insight for this year’s show, “To commemorate Singapore and Japan’s ties through SJ50, we want to deliver the best C3 CharaExpoexperience for the fans. We recognize that there is a massive demand for Japanese content in the region and are working closely with our partners to forge new ties with content producers in Singapore, Malaysia, Indonesia, Thailand and the Philippines to cater to that demand with fresh content.”

The expanded line-up for C3 CharaExpo2016 includes full-length concerts on July 9 and 10, hosted by Amuse Entertainment. Suzuko Mimori, the voice actress and singer, will perform; she is best known as the voice of Sherlock Shellingford in the Detective Opera Milky Holmes series, Umi Sonoda from the Love Live! franchise, Kourin Tatsunagi from Cardfight!!. Another performer will be Emi Nitta, the voice actress and singer known for her roles as Honoka Kousaka in Love Live! and Tokoha Anjou in Cardfight!! Vanguard G. Full details about the concert will be announced at a later date.

Key exhibitors include SHOGAKUKAN ASIA Pte. Ltd, the distributor of manga titles such as *Pokémon Adventure*, *Robot Warriors* and *The Legendary Hero is Dead*.

Kenji Oshiba, Executive Director of ADK Inc., the company responsible for producing anime series’ *Doraemon* and *Crayon Shin-chan* is optimistic about the upcoming C3 CharaExpo, “ADK has 50 years of solid experience in the animation industry in Japan as well as 20 years in the ASEAN countries. We would like to develop the Japanese game and creative content business across ASEAN together with Bushiroad, which is one of the most influential game companies in the world.”

Fans of pro-wrestling can look forward to the return of New Japan Pro-Wrestling’s stars. TheannualBushiroad Spring Fest will also take place, bringing out the best among the region’s new and veteran card players.

Ticket prices for a 1-day entrance fee to C3 CharaExpo 2016 will be priced at S$8 presale and S$10 on site. A 1-day entrance fee with attendance to the concert will be priced at S$43.

Learn more about C3 CharaExpo 2016 at <http://www.chara-expo.com>.

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**About C3 CharaExpo 2016**

C3 CharaExpo2016 is a Japanese manga, anime, games and cosplay event that will be held on 9 and 10 July 2016 in Singapore EXPO Hall 7. This is the first major Japanese content-related event to be held in Singapore. C3 CharaExpo2016 aims to shine the spotlight on the people and team behind the scenes of these Japanese-related content. The event will feature prominent producers, manga artists, illustrators, cosplayers and more. Fans can look forward to meeting these special guests and learn more about their passion and work.  Major Japanese anime, manga and game companies will also be participating in the event to showcase and offer event-exclusive exhibits and merchandise. For more information, visit <http://www.chara-expo.com/>.

**About Bushiroad**

Bushiroad Inc. is an entertainment company known for developing Cardfight!! Vanguard, Future Card Buddyfight, Weiss Schwarz, Luck & Logic and other card games, promotional items, smartphone applications around the world. For more information about C3 CharaExpo2016, please contact Bushiroad Inc. at press@bushiroad.com.

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