



Celebrating Japan-CARICOM Friendship Year 2024

Japanese Animation Lecture: "Japanese Animation and the Content Industry" by Prof. Mitsuteru TAKAHASHI



On March 1, 2024, the Embassy of Japan held a public Animation Lecture on "**Japanese Animation and the Content Industry**" by guest lecturer, **Professor Mitsuteru TAKAHASHI**, Dean of the Faculty of Digital Communication at **Digital Hollywood University** in Japan, at the Daphne Joseph Hackett Theatre in Queen's Park.

Ambassador Kayoko Fukushima gave opening remarks and recalled having fond childhood memories of watching anime and reading manga as well as shared her happiness that anime had become very popular across the globe and Barbados was no exception. She expressed her wish that the audience would enjoy the lecture by Dr. TAKAHASHI and gain enhanced knowledge and understanding of the Japanese animation production techniques.



During his remarks, **Deputy Principal of the Barbados Community College, Mr. Samuel Bowen**, said that the lecture was timely given the recent launch of the first-ever technical degree programme in Game Art and Animation and expressed his pleasure that students of the degree programme were in attendance.



Professor TAKAHASHI, an expert in the field of **content development** and its **intellectual properties**, presented on the global economic contribution of the animation and content industry. He also outlined that various career opportunities exist in this dynamic field apart from the popularly known director, animator and creator. These include storyboard artist, music director, voice performer, digital artist and character designer. Additionally, he explained the processes involved in **international co-production** and highlighted some future prospects of the animation industry.



This lecture is one of several Embassy activities being held to commemorate Japan-CARICOM Friendship Year 2024. It was well received by the Barbadian public and was attended by 110 persons, including representatives from academic, technical and vocational institutions, the business community, members of the media and Japanese animation enthusiasts.

