

Feb. 14 (Tue), 2023

Bushiroad Inc.



For Immediate Release

★PRESS RELEASE★

Launch of “2023 BUSHIROAD EXPO ASIA” in 6 Asian Cities, Starting with Hong Kong Kowloon Bay International Exhibition and Trade Center (KITEC) on Mar. 24 (Fri), 25 (Sat)!

Strengthening Overseas Entertainment Circulation!

Bushiroad Inc. (Head office: Nakano-ku, Tokyo, President & CEO: Takaaki Kidani) announced that “2023 BUSHIROAD EXPO ASIA” will be held from Mar. 24 (Fri) to 25 (Sat) in Hong Kong Kowloon Bay International Exhibition and Trade Center (KITEC). The exhibition will be held in six cities across Asia throughout the year.



“2023 BUSHIROAD EXPO ASIA” is being held as a chance for people outside of Japan to see with their own eyes Bushiroad’s various entertainment contents, such as TCG, Mobile Games, Console Games, Music, Stage Plays, Merchandise, and Manga.

Whether you’re one of Bushiroad’s current business partners domestic or abroad, a potential business partner, or a fan supporting Bushiroad’s contents, we welcome your participation regardless of nationality or place of residence.

Starting from the launch of “2023 BUSHIROAD EXPO ASIA”, the Bushiroad Group is making plans for various events to strengthen our overseas entertainment circulation. Having had our plans delayed by the pandemic, we look forward to upcoming opportunities to bring entertainment from Japan directly to overseas fans.

■ “2023 BUSHIROAD EXPO ASIA” Hong Kong

●Details

Venue: Kowloon Bay International Trade & Exhibition Centre (KITEC) 1 Trademart Drive, Kowloon Bay, Hong Kong

▼DAY 1: Mar. 24 (Fri) 15:00~23:00

Contents: Exhibition Displays, Console Game Demos, “Yumenokessho” Demo Corner, TCG Tournament (Shadowverse EVOLVE only), Merchandise

▼DAY 2: Mar. 25 (Sat) 09:00~20:00

Contents: Exhibition Displays, Console Game Demos, “Yumenokessho” Demo Corner, TCG Tournaments, Stage Events, Merchandise

Both days are free entry, all are welcome to visit.

Home Page: <https://bushiroad.com/2023bushiroadexpoasia>

●TCG Tournament

▼DAY 1 : “Shadowverse EVOLVE”



Participation Prize: To Be Announced

Winner Prize: To Be Announced

▼ DAY 2: “Cardfight!! Vanguard”, “Weiß Schwarz”, “Rebirth for you”



Participation Prize: Receive a PR card for every title you participate in!

(Eg. When participating in a “Cardfight!! Vanguard” tournament, you will receive a “Cardfight!! Vanguard” PR card.)



Winner Prize: Receive an additional copy of the Participation PR card, as well as a playmat!

● Stage Event (DAY 2 Only)

Card fight stages will be held with the cast, along with autograph sessions.



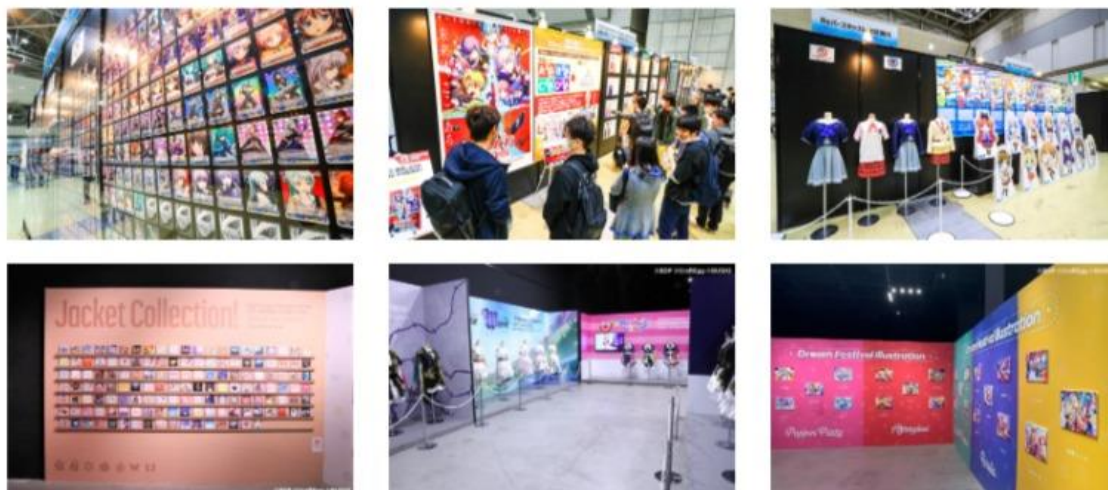
Aina Aiba (Voice of Yukina Minato from “BanG Dream!”)

Hina Aoki (Voice of Halona Walker from “Cardfight!! Vanguard will+Dress Season 2)

Yuka Nishio (Voice of Yuki Ichidoji from “Cardfight!! Vanguard Dear Days”)

- **Exhibition Displays (Throughout DAY 1, DAY 2)**

Actual card products, live concert costumes from “BanG Dream!”, and comics from Bushiroad Creative will be displayed.



※ Photos are from “Bushiroad Card Game Festival 2022” (Upper) and “GBP 4th Anniversary Exhibition in Gallery AaMo” (Lower).

- **Console Game Demo Corner (Throughout DAY 1, DAY 2)**

Try out demo plays of “Cardfight!! Vanguard Dear Days” and “Miss Kobayashi’s Dragon Maid Burst Forth!! Choro-gon☆Breath”.



● **“Yumenokessho” Demo Corner (Throughout DAY 1, DAY 2)**

Experience the voice creation software “Yumenokessho BanG Dream! AI Singing Synthesizer”, a collaboration between “BanG Dream!” and voice creation software “CeVIO AI”.

BanG Dream! AI Singing Synthesizer



Powered by **CeVIO AI**

■ **Future Plans for “2023 BUSHIROAD EXPO ASIA”**

The exhibition will be held in the 6 cities below in 2023. Details will be announced at a later date.

City	Dates
Hong Kong	March 24 – 25, 2023
Taipei	May 19 – 20, 2023
Bangkok	August 2023
Kuala Lumpur	September 2023
Singapore	November 2023
Seoul	December 2023

■ **Exhibitor Applications**

We are currently welcoming exhibitors at locations after Taipei. Companies that want to spread their works across the world, and companies that wish to collaborate with Bushiroad’s works, we look forward to your participation.

Details will be announced at a later date.

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