

The Minister of Economy, Trade and Industry Award

Pokémon GO Project Team

Computer Entertainment Supplier's Association

Japan Game Awards 2017 (JGA 2017), organized by the Computer Entertainment Supplier's Association (CESA; Chairman: Hideki Okamura), has selected **Pokémon GO Project Team** for this year's Minister of Economy, Trade and Industry Award.

The award ceremony was held today in the TOKYO GAME SHOW 2017 (Venue: Makuhari Messe) and an award certification was presented to the team by the Ministry of Economy, Trade and Industry.



[Reason for the award]

A worldwide sensation that has achieved 500 million downloads in just two months since its release. A huge social phenomenon in Japan and overseas, with many players visible in cities and elsewhere – not just game fans, but all kinds of people from children through to adults.

Uses AR technology to present a new way of enjoying games that are connected to the real world, greatly expanding the game user base, and contributing to the growth of the industry. Other factors in winning the prize include its contribution to regional stimulation and revival of disaster-affected areas through games, etc., and its demonstration of the new potential and excellence of game contents.

The Minister of Economy, Trade and Industry Award was established in 2008 with sponsorship from the Ministry of Economy, Trade and Industry. It is the only award that recognizes an individual or organization that has made a great contribution to the growth and development of the Japanese computer entertainment software industry, and is selected based on the results of a title created and released in recent years. Selection is conducted with careful reviews by the Japan Game Award Committee.

[Past Winners of the Minister of Economy, Trade and Industry Award]

- 2016: **Dragon Quest 30th Anniversary Project Team** (Square Enix Co., Ltd.)
- 2015: **Mr. Masahiro Sakurai** (President, Sora Ltd)
- 2014: **Mr. Akihiro Hino** (President and CEO, LEVEL-5 Inc.)
- 2013: **"Puzzle & Dragons" Development Team** (GungHo Online Entertainment, Inc.)
- 2012: **The Nintendo 3DS Development Team** (Nintendo Co., Ltd.)
- 2011: **Mr. Tsunekazu Ishihara** (President and Representative Director of the Pokémon Company)
- 2010: **Mr. Yuji Horii** (Game Designer)
- 2009: **The "Monster Hunter" Development Team** (CAPCOM Co., Ltd.)
- 2008: **Mr. Shigeru Miyamoto** (Nintendo Co., Ltd.)

"Japan Game Awards" official website : <http://awards.cesa.or.jp/en/>

*prize logos: <http://awards.cesa.or.jp/prize-mark/index.html>