



“The Minister of Economy, Trade and Industry Award”

Mr. Akihiro Hino

President and CEO, LEVEL-5 Inc.

Computer Entertainment Supplier's Association

Japan Game Awards 2014 (JGA 2014), organized by the Computer Entertainment Supplier's Association (CESA; Chairman: Shin Unozawa), has selected **Mr. Akihiro Hino for the Minister of Economy, Trade and Industry Award.**

The award ceremony was held today on September 18 in the TOKYO GAME SHOW 2014 and an award certification was presented to him by the Ministry of Economy, Trade and Industry.



*See more details for Mr. Hino's career on the next page.

***Reason for Selection**

Mr. Hino worked on various hit titles such as “PROFESSOR LAYTON™,” “INAZUMA ELEVEN™,” “Little Battlers eXperience™” and the STUDIO GHIBLI Inc.-animated “NI NO KUNI.” With “YO-Kai Watch,” which was released last year and has become a big social phenomenon, he has produced many derivative contents such as TV animation, comic books, and toys based on the game.

Mr. Hino has been recognized for demonstrating the potential of games, all the while contributing to the advancement of the industry.

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 home-use video game 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**

- 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/>

Press materials : <http://awards.cesa.or.jp/overview/index.html>

Biography
The Minister of Economy, Trade and Industry Award in 2014



Akihiro Hino

President and CEO, LEVEL-5 Inc.

After working as a main programmer and director at a Fukuoka-based game company, Mr. Hino established LEVEL-5 in 1998, aiming to create games that excite children. His works include warm titles for wide range of users such as the “PROFESSOR LAYTON™” series which recorded total shipments of 15.5 million units worldwide. He also specializes in cross-media development, producing “YO-Kai Watch” and many other hit titles, including the “INAZUMA ELEVEN™” series.

***Works:**

- PROFESSOR LAYTON™ series
- INAZUMA ELEVEN™ series
- Little Battlers eXperience™ series
- Ni No Kuni series
- FANTASY LIFE™ series
- YO-Kai Watch series
- WONDER FLICK R etc.

***Productions:**

- Creative Producer / Planning & Scenario draft: “YO-Kai Watch” (Animation)
- Story Draft: “PROFESSOR LAYTON and the Eternal Diva (Movie)
- Planning, Scenario, and Supervising Director:
“Inazuma Eleven GO vs Little Battlers eXperience W the Movie”