



“The Minister of Economy, Trade and Industry Award”

Mr. Masahiro Sakurai

President, Sora Ltd.

Computer Entertainment Supplier's Association

Japan Game Awards 2015 (JGA 2015), organized by the Computer Entertainment Supplier's Association (CESA; Chairman: Hideki Okamura), has selected **Mr. Masahiro Sakurai** for this year's Minister of Economy, Trade and Industry Award.

The award ceremony was held today on September 17 in the TOKYO GAME SHOW 2015 and an award certification was presented to him by the Ministry of Economy, Trade and Industry.



***Reason for the award:**

Over the years, many of his titles recorded hits after hits all over the world.

Also, his flagship work “Super Smash Bros.” series have brought various popular characters into life from numerous titles including Nintendo and conveyed the appeal of the many titles through one title series.

Furthermore, he has been the head judge of the Game Designers Award Committee and contributed to the development of the game industry through wide range of activities to convey the appeal of the games, which led to winning of the award.

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**

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/>

*photos of the award ceremony: <https://www.fileyp.jp/tgs/> (ID: tgs_press, PW: press_tgs)

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