

The Minister of Economy, Trade and Industry Award

Nintendo Switch Development Team

Computer Entertainment Supplier's Association (CESA)

Japan Game Awards 2018 (JGA 2018), organized by the Computer Entertainment Supplier's Association (CESA; Chairman: Hideki Hayakawa), has selected **Nintendo Switch Development Team** for this year's Minister of Economy, Trade and Industry Award.

The award ceremony was held today at Tokyo Game Show 2018 (Venue: Makuhari Messe) and an award certificate was presented to the team by the Ministry of Economy, Trade and Industry.

[Reason for the award]

“Freedom to have fun. Wherever. Whenever.” Nintendo Switch arrived on the scene as new game hardware catering to today's diversifying lifestyles. It united the demographic which uses it as a console for play as a family with the demographic which uses one screen per person as a portable device and became a one-fits-all game hardware never seen before that suits any style of play.

Nintendo's titles developed from this radical console are extremely polished and original and continue to propose new forms of play.

This has prompted much activity in household game development and spurred momentum for new software development in many areas.

Such integration of hardware and software has gained the strong support of users in Japan and overseas, with units selling very quickly and causing a worldwide movement, even bringing household game consoles back into focus.

All were in agreement to select the Nintendo Switch development team for creating such wonderful game hardware, recognizing their stance in relentless pursuit of the potential of gaming and their astonishing accomplishment.



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]

- 2017: **Pokémon GO Project Team**
- 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>