

IGX X Cool Japan Festival 2017 Collaboration

India's Largest Consumer Gaming Event "IGX" teams up with India's biggest Japan event "Cool Japan Festival 2017- Mumbai and Delhi", Cosplayers get ready!

TOYKO, - -, JAPAN, May 17, 2017
/EINPresswire.com/ -- Mark your calendars! IGX 18-19 November 2017, followed by the Mumbai Cool Japan Festival 25-26 November 2017, and the Delhi CJF 2-3 December 2017.

India's Largest Consumer Gaming Event "IGX" to collaborate with India's biggest Japan event "Cool Japan Festival 2017- Mumbai and Delhi". IGX and Cool Japan Festival, Mumbai and Delhi will cross-collaborate both events, which will be held in November & December 2017. The main collaboration aspects will be:

- 1) IGX will promote the Cool Japan Festival Mumbai and Delhi at their event
- 2) Cool Japan Festival Mumbai and Delhi will promote IGX at their events
- 3) Japanese corporations interested in the Indian gaming industry can contact La Ditta Limited in Tokyo for exhibiting at IGX, India's largest consumer gaming event

The three companies commented as follows.

Sameer Desai, founder of IGX (Indian Games Expo), India's largest annual consumer games expo recently announced that the 3rd edition of the IGX will take place at Bombay Exhibition Centre in Mumbai on 18-19 November 2017. IGX is expected to receive a record-breaking 50,000 visitors during this year's two-day event. Desai stated, "Japanese culture has played an integral role in shaping the global video game landscape, and we are thrilled to be partnering with the Cool Japan Festival, which has over the past five years provided us with a great insight into Japanese popular culture. We look forward to giving IGX visitors a taste of what Cool Japan Festival 2017 holds in store, and to bringing some IGX gaming love to this year's Cool Japan Festival."

Anuj Jodhani, of Maido Enterprises Private Limited (Maidoinida), co-organizer of the Cool Japan Festival in Mumbai and Delhi, recently announced the 6th edition of the Mumbai Cool Japan Festival



IGX x Cool Japan Festival 2017



Children enjoying games at last year's IGX

2017, on 25-26 November 2017, one week after the IGX event, which is expected to draw 150,000+ visitors to High Street Phoenix, Lower Parel. Additionally, the Delhi Cool Japan Festival shall take place 2-3 December 2017 at "The Bridge" between DLF Promenade & Ambience Mall, Vasant Kunj.

Jodhani stated, "In celebration of 10 years of Maidoindia in India, we are pleased to collaborate with IGX. IGX has grown from a small event to be the biggest consumer gaming event in India. IGX fans can come to Cool Japan Festival Mumbai which will happen one week after the IGX event."

Taka Daiya, Senior Vice President of La Ditta Limited, Tokyo, Japan co-organizer of the Cool Japan Festival 2017 stated, "We are pleased to be working with IGX. La Ditta Limited celebrated 10 years in 2016, and this partnership with IGX brings further Japanese enthusiasts to Cool Japan Festival Mumbai and Delhi, and our subsidiary Maido Enterprises Private Limited (Maidoindia) is delighted to collaborate with partners like IGX to further develop the appreciation of Japanese culture in India."

[About IGX - Indian Games Expo](#)

IGX is India's largest annual gaming expo targeted purely at the consumer audience, where visitors can experience the latest games across PC, console, mobile and virtual reality platforms. Participants at IGX include the biggest gaming and technology brands from around the world, and the expo also plays host to gaming tournaments, a two-day cosplay competition, as well as a showcase of the best games from Indian developers.

[About CJF - Cool Japan Festival](#)

CJF is India's largest Japanese event promoting Japanese culture, Japanese products & Japanese food. Started in 2012 to celebrate 60 years of friendship between Japan & India, the Cool Japan Festival brings many Japanese brands under one roof during its 2-day festival. In addition, it also welcomes cosplayers and fans of Japanese pop-culture to come and get a real taste of Japan. This year the CJF is expanding to introduce new Japanese media, games, and entertainment.

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Cosplayers show their love and support for the Cool Japan Festival!

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