



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

**PRESS REVIEW**  
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## **Cannes Sets Japan IP Market in Collaboration With Tokyo International Film Festival Content Market**

Cannes is set to welcome a Japan IP market at this year's festival.

Cannes market, the film festival's business hub, is collaborating with [Tokyo International Film Festival](#) Content Market (TIFFCOM) on the strategic gathering, which will run from May 15 to 17.

The news comes as Japan readies to take the spotlight at this year's market after being named [the 2026 Country of Honor](#).

The event will also include a focus on the relationship between France Japan, highlighting the creative and industrial partnership between the two countries.

Among IP holders set to attend are Amuse Creative Studio, Kadokawa Corporation, Nihon Bungeisha, Nippon Animation, Shochiku, Shufu To Seikatsu Sha and Toei Company.

Keynote seminar "The Future of Japanese IP in Global Adaptations," presented by "One Piece" exec producer and Filosofia CEO Tetsu Fujimura, is set for May 16 at 10am. Pitch sessions will take place on May 16 and one-to-one meetings throughout the three days of the IP market. Pre-registration is required.

"We are thrilled to demonstrate how the Country of Honour program can create new opportunities for collaboration, and the launch of the Japan IP Market with TIFFCOM is a perfect illustration," says Marché du Film exec director Guillaume Esmiol. "Japan is renowned as the birthplace of some of the world's most powerful IP, from manga and anime to novels, remakes and video games. This new initiative will create further opportunities to foster international collaborations. At the same time, it reinforces the growing importance of the IP market at the Marché du Film, which has been a key strategic focus for several years."

TIFFCOM CEO Yasushi Shiina said: "The Japan IP Market is an important step for Japanese intellectual property on the global stage. We are very pleased to launch this platform with the Marché du Film, especially with Japan as Country of Honour this year. This is the ideal environment to highlight and showcase the extraordinary adaptability and creativity of Japanese content across multiple formats and markets. By bringing together key players from Japan and around the world in Cannes, we aim to create new opportunities for business and international growth."

**Source :** <https://variety.com/2026/film/global/cannes-market-japan-ip-tokyo-international-film-festival-1236721444/>