



NEW PEOPLE



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NEW PEOPLE is a creative boutique in San Francisco with the mission to connect Japan and the US —bridging together the two cultures.

San Francisco's very own arts and culture multiplex, NEW PEOPLE, introduces Japanese pop culture to the US audiences through films, music, fashion, and events.

Our event production and PR team serves Japanese and American clients of the gaming and tech industries as well as various government agencies.

We have supported Bay Area brands, Dandelion Chocolate and Blue Bottle Coffee, to both successfully launch and advance into the Japanese market.

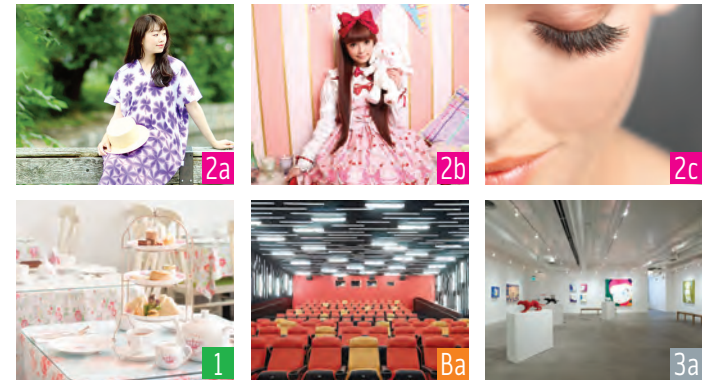
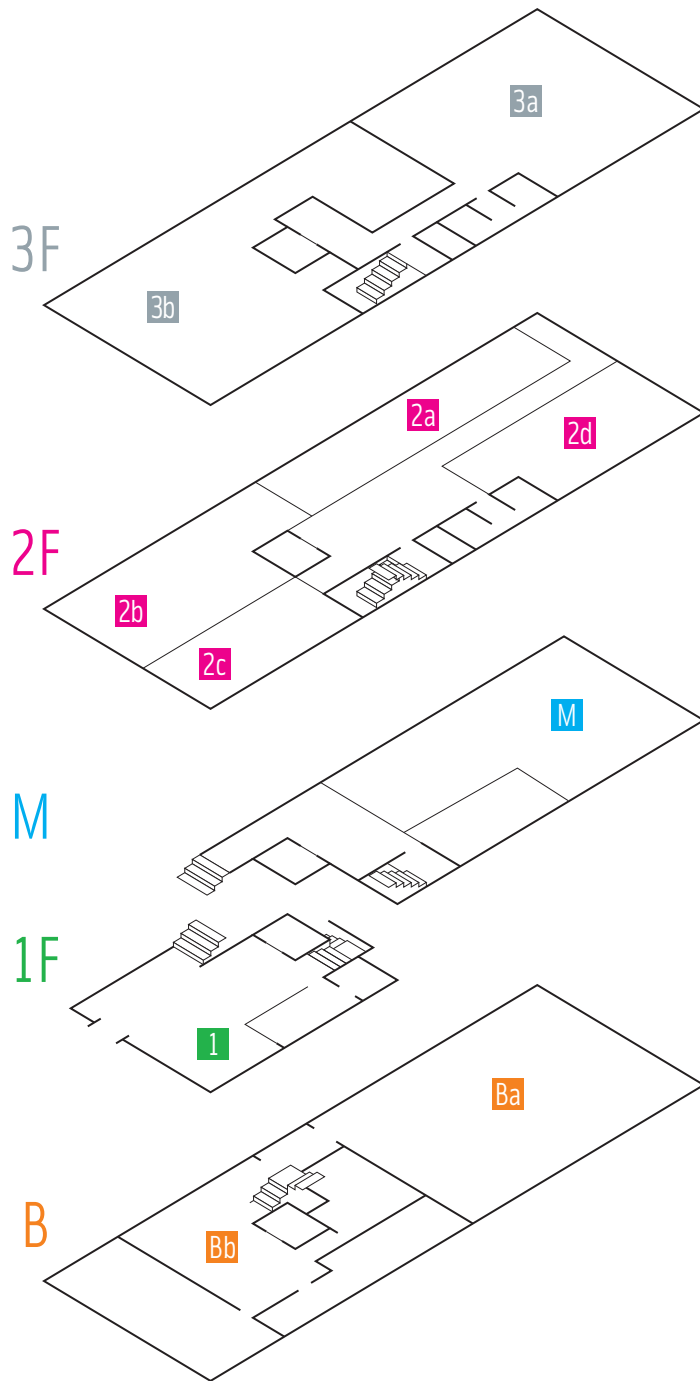


1746 Post Street, San Francisco, CA 94115
www.newpeopleworld.com

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Building and Cinema Management

NEW PEOPLE, Inc. is the team that operates the NEW PEOPLE building, a “tangible” platform for the latest Japanese films, fashion and entertainment.



- 3a Event Space
- 3b NEW PEOPLE Office & Co-working Space
- 2a SOU · SOU KYOTO San Francisco
- 2b BABY, The Stars Shine Bright
- 2c LashSpot SF
- 2d Event Space
- M Event & Retail Space
- 1 Crown & Crumpet Tea Stop
- Ba NEW PEOPLE Cinema
- Bb Cinema Lobby

2

Apparel Business Management

NEW PEOPLE is the international representative of Kyoto-based apparel brand SOU · SOU, operating the San Francisco flagship store and managing SOUSOUUS.com online store for international retail and wholesale orders.



SOU · SOU San Francisco (NEW PEOPLE building, 2F)

SOU · SOU promotes “Japan Made” quality clothes at the retail store located inside NEW PEOPLE in SF Japantown, where many tourists and locals visit.

Brand Presence at Conferences

NEW PEOPLE builds brand awareness and fanbase for clients through representation at conferences. For a more targeted promotional opportunity, our company produces various booth events that appeal to loyal customers and media partners.

Online Marketing

NEW PEOPLE manages SOUSOUUS.com online store and continues to grow the brand community through social media marketing and newsletters to customers world-wide.





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Event Productions

- Onsite, Online, BtoB, BtoC -

We produce a variety of events to showcase Japanese content to the US. We have successfully produced the Japan Film Festival of San Francisco and J-POP SUMMIT as the host.

Hosting Events

[J-POP SUMMIT | J-POP.com](#)

J-POP SUMMIT is a Japanese cultural festival held between 2009 and 2018 in San Francisco. By introducing the latest in Japanese content, the festival became a landing platform for new trends from Japan.

Guests: Kyary Pamyu Pamyu, WORLD ORDER, JAM Project, Silent Siren, Wednesday Campanella, Tomomi Itano, May'n, Yoshitaka Amano, Yusuke Nakamura, Sebastian Masuda and more

[Japan Film Festival of San Francisco | JFFSF.org](#)

Japan Film Festival of San Francisco is the very first and only fully-dedicated annual Japanese film celebration of the Bay Area. The festival, launched in 2013 and hosted at NEW PEOPLE Cinema, showcases the latest Japanese live-action and animation films, and hosts premiere screenings where San Francisco's film fans interact with renowned directors and actors from Japan.

Guests: [Directors] Masato Harada, Sang-il Lee, Shunji Iwai, Ryota Nakano, Miwa Nishikawa, Mitsutoshi Tanaka, Shinsuke Sato, Ryusuke Hamaguchi, Koji Morimoto and more [Actors] Kaori Momoi, Tadanobu Asano, Takako Tokiwa, Yuki Furuwaka, Tokyo Girls Style and more

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Event Production Support Services

With our deep understanding of event production and the markets of both Japan and the US, we consult and support our clients to achieve their goals by holding events that meet their specifications and needs.

Supporting Events

1 Concert Productions

Kyary Pamyu Pamyu's concert production, operations and US marketing management for shows held in San Francisco in 2013 and 2016.

2 Food Events & Festivals

Event support for "Craft Chocolate Experience Tokyo," Japan's first and only Bean-to-Bar event. (2018, 2019)

3 Esports Events

Esports event production and operations support for mobile game, Dragon Ball Legends. (2019)

4 Exhibitions - Onsite

Booth set-up and management for desktop game, Granblue Fantasy Versus, at Anime Expo. (2019-)

5 Exhibition - Online

Support the online exhibition for "MODE," a tech firm based in the US and Japan. (2020-)

6 Conferences

Event production and management of "NEW CONTEXT CONFERENCE" by Digital Garage. (2018-)

7 Product Launch - Foods

Event production and promotions management of "iichiko," a Japanese shochu brand. (2015-)

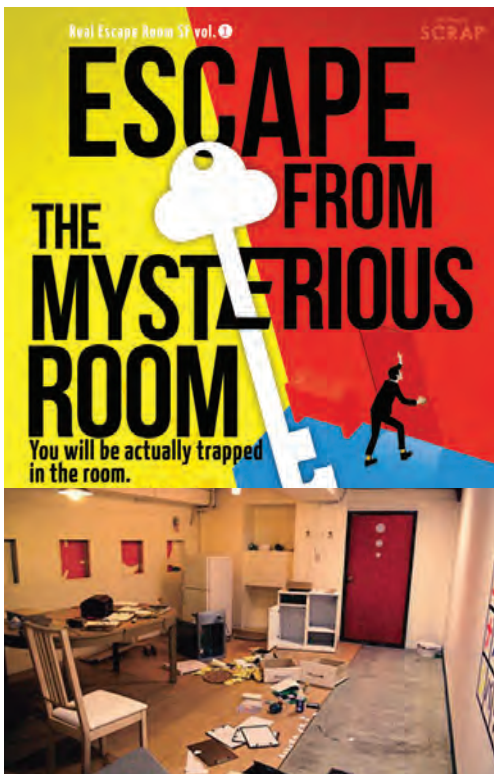
8 Film Premieres

Hosted the world-premiere of Japanese live-action film, "GANT," in Hollywood with star appearances by Kazunari Ninomiya and Kenichi Matsuyama. (2011)

9 Government Outreach (Japan)

"Tea in the Moment" Hosted Japanese tea events in five US cities — targeting tech professionals to promote the beverage's calmness and productivity increase.





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Creative Consulting Services

We provide a creative consulting package that includes marketing and PR consulting, business strategy consulting, and creative production services to support Japanese companies advancing to the US market and US companies to the Japanese market.



1 Sanwa Shurui (iichiko USA)

Supported the event productions and operations to promote iichiko's products and raise brand awareness in the US.

2 SCRAP USA (Real Escape Game)

Supported SCRAP USA with marketing and their US debut of "Real EscapeGame."



3 DANDELION CHOCOLATE

Launched San Francisco's craft chocolate brand DANDELION CHOCOLATE in Japan and opened various cafés and shops.

4 Blue Bottle Coffee

Introduced Oakland's third-wave coffee company Blue Bottle Coffee to Japan and opened their first shops in Tokyo.



5

Multilingual Content Localization Services

Our localization team is fully committed to running a well-managed project to ensure the best quality and most efficient workflow. For multilingual projects, we manage the entire process from logistics to resources and aim to serve as the “one-stop destination” for our clients.

Translation & Localization Services

Apps, games, books, films, comics, IT, e-commerce, law, business branding, manuals, catalogs and more

Proofreading Services

Proofreading and editing services done by professionals that are native-speakers

Interpretation Services

Provide services including simultaneous interpreting, consecutive interpreting, scheduled telephone interpreting, and interpret device rentals.

Video Transcription and Subtitling Services

Our video translation services include video translation, foreign transcription, subtitles, closed caption etc.

Voice-overs and Narrations

We contract and manage professional voice actors and narrators of multiple languages.

Supported languages:

Japanese | Chinese | Korean | Hindi
English | Spanish | Portuguese | French | German | Italian
*Please contact us for more information

Company Overview



President /CEO : Seiji Horibuchi

NEW PEOPLE Inc. (President/CEO), Dandelion Chocolate Japan CEO

Seiji first came to the US after graduating from Waseda University in Japan. After enjoying years of hippie-living in the Bay Area, he launched VIZ Communications in 1986 with the investment from Shogakukan, one of the top publishers of Japan, and in 1997, he became President and CEO. In 2006, he was chosen as one of the Top 100 Japanese Respected by the World by Newsweek. In 2011, he established NEW PEOPLE Inc. to further introduce Japanese pop culture through film, fashion, art and food. He also introduced to Japan: Blue Bottle Coffee in 2015 and Dandelion Chocolate in 2016, and opened various locations of cafes and retail shops across Japan.

Major Clients:

Bandai Namco Entertainment
YAMAHA Motors / Optage
MODE / D3P / Cygames
Digital Garage / Suntory
ITSCOM / NIFTY / Shogakukan
Shueisha / Kodansha / Dentsu
Hakuhodo / ADK / NTV / TBS
Pony Canyon / Toho / Shochiku
TOEI / GAGA Co. / Asmik Ace
Funimation / Aniplex / VIZ Media
TOHAN Group / ASOBISYSTEM
Hori Pro / KYODO PR
Avex Group / Aishin AW / Kayac
Japan Foundation / Kinokuniya
iichiko USA / Takara Sake USA
SEGA / UNIQLO / MUJI USA
SOU · SOU Kyoto
BLUE BOTTLE COFFEE
DANDELION CHOCOLATE
Baby, The Stars Shine Bright
Plan Do Japan (Nippon Tourist)
Mitsubishi UFJ Research & Consulting
Global Daily / Allblue / JTB
SONY Music Entertainment
Watanabe Entertainment
Warner Music Japan
Consulate General of Japan
in San Francisco



Business Overview

- NEW PEOPLE Building Operations and Management
- Event Production, Operations, Logistics and Promotions
- Operations and Management of SOU · SOU Apparel Brand
- Management of Dandelion Chocolate Japan
- Creative Consulting for Local and Japanese Companies
- Design and Printing Services
- Movie/Blu-ray Production and Marketing
- Multilingual Content Localization Services

Address: 1746 Post Street, San Francisco, CA 94115 USA

President/CEO : Seiji Horibuchi

Executives : Kenji Dohi, Manami liboshi

Established: January 1, 2011 / Capital : \$500,000 USA

Shareholder : NEW PEOPLE World, Inc. 100%

Contact: Tel...415.525.8603 Email...info@newpeoplesf.com

Website: www.newpeopleworld.com