

Wood Cutter's treasure, The First Saudi Arabian cartoon to be broadcasted on TV Tokyo on 20th of May, Sponsored by Mizuho Bank

Jointly Produced by Manga Productions and Toei Animation Co.

The animated film, *Woodcutter's Treasure*, co-produced by Manga Productions (Riyadh, Saudi Arabia) in collaboration with Toei Animation Co. (Tokyo, Nakano-ku) will be broadcasted on TV Tokyo at 16:00 on 20th of May, will be the first animated Saudi Arabian folktale to be on TV in Japan, there is a plan to broadcast it on other TV Channel in many Arabian countries, meanwhile the Saudi Accent voice over is being recorded now in Japan in Toei animation studio.



From the Left: Ryuhei Fujii, manager of Mizuho Bank in the Middle East, North Africa and Central Asia, Yasuhiko Hashimoto, Vice-Director of the European Division, and Dr. Essam Bukhary, CEO of Manga Productions

Mizuho Bank is sponsoring *The Woodcutter's Treasure* on TV Tokyo. Toshiharu Fujiwara, president of Mizuho Saudi Arabia, said: "Mizuho bank has formed a historical relationship with Saudi Arabia in such areas as being the first Japanese bank to set up a branch there. When His Majesty King Salman visited Japan in March 2017 to promote Saudi-Japan Vision 2030, Mizuho was appointed advisor for the privatization of the water sector, as well and collaborating on many other levels. We decided to participate in the project for the joint-production of animation between Japan and Saudi Arabia in the role of sponsor under the belief that it represents an important step toward nurturing the Saudi Arabian contents industry in alignment with Vision 2030".

The Woodcutter's Treasure is a Saudi Arabian folktale a very engaging and catchy in its content for both children and adults. We can say that it's the first Middle Eastern animation jointly produced in Japan, and the

rest of this series is currently under production.

Mutsumi Kido, the Toei Animation producer in charge of the sequel, spoke of his aspirations by saying, “Producing an animation involving the different cultures of Saudi Arabia and Japan is time-consuming, but we are working hard to make sure it is a success. We hope everybody looks forward to seeing it”.

Dr. Essam Bukhari, CEO of Manga Productions, said, “We have been working with people involved in various fields in Japan to produce and televise this animation. We were also able to experience the overdubbing of the film by voice-over actors from Saudi Arabia and other Arabian countries at a studio in Japan. And, in addition, we also worked on the editing of the overdub together with acoustic engineers from Saudi Arabia. It is my hope that through this co-production project we will be able to transfer Japan’s knowhow and contents technologies across to Saudi Arabia in order to nurture its contents industry”.



The Saudi voice-over actors came all the way from Riyadh to Japan to record, a well-known actors in Meddle East

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