

12 Events and Locations

We are expanding our character merchandising (CMD) business into the events and cafes business, including event management, character event production, and the development of GUNDAM Café management and new store development.

- Producing promotional events
- Planning and production of each character event

We produce cross-company promotional events, and plan and produce character events to be held in various areas of Japan. We aim to acquire more Bandai fans by holding events that enable participants to fully enjoy the worldview of the characters.



GUNDAM World



ULTRAMAN Festival



DESIGN NONTAN Exhibition



Tokyo Toy Show

- Enjoying the worldview of the characters
- Managing cafes

We manage some cafes where visitors can enjoy the worldview of the characters, including the GUNDAM Café at which customers can enjoy meals styled on characters and scenes from the MOBILE SUIT GUNDAM series, and the Bakery café CHARABREAD which sells character-themed bread. We also sell limited-edition merchandise at the stores.



GUNDAM Café storefront



GUNDAM Café menu



GUNDAM Café's limited-edition goods



Bakery café CHARABREAD



Rascal



KAPIBARASAN

the bear's school