

【NEWS RELEASE】

September 30, 2026
Sumitomo Mitsui Banking Corporation

SMBC Announces Top Partnership for the “IF TOKYO International Festival TOKYO 2028”

Sumitomo Mitsui Banking Corporation (President & CEO: Akihiro Fukutome, hereinafter “SMBC”) is pleased to announce its participation as a Top Partner of the “IF TOKYO International Festival TOKYO 2028,” organized by IF TOKYO, a general incorporated association (Representative Director: Shunya Yoshimi, hereinafter “IF TOKYO”).

1. About “IF TOKYO International Festival TOKYO 2028”

“IF TOKYO International Festival TOKYO 2028” (the “Festival”) is a new international theater festival bringing together productions from Japan and around the world. The festival will be held across multiple venues in Tokyo in October 2028. Showcasing the breadth of Japan’s performing arts, from traditional forms such as Noh, Kyogen, Kabuki, and Bunraku to contemporary theater, musicals, and independent productions, the festival aims to serve as a platform for cultural exchange and creative collaboration, connecting artists and audiences across genres and backgrounds.

During the Festival, a wide variety of productions from Japan and around the world will be presented at major theaters and performance venues across Tokyo, primarily within the city’s 23 wards. The festival is also expected to feature the participation of approximately 250 theater companies throughout Japan.

2. Background and Rationale for Becoming Top Partner

Japanese theater and performing arts have significant growth potential, as demonstrated by the global success of stage productions based on Japanese anime and manga. As anime, manga, and video games continue to drive Japan’s content industry, there remains considerable scope to broaden the base of the theater and performing arts sector by generating demand through inbound tourism and overseas expansion, leveraging intellectual property, and talent cultivation.

As a Top Partner of the Festival, together with other SMBC Group companies, we will pursue initiatives beyond finance, promoting Japanese performing arts and culture, stimulating tourism demand through theater, and enhancing the global competitiveness of Japan’s content industry.

3. Key Initiatives with IF TOKYO

SMBC will explore the following initiatives in collaboration with IF TOKYO.

(1) Fostering Customer and Employee Engagement and Promoting Theater Culture

Through invitations to performances for customers and employees, sessions featuring playwrights and other theater professionals, networking events, and related programs, SMBC will foster a deeper understanding and appreciation of theater, its cultural appeal and its social value.

(2) Strengthening the Global Competitiveness of the Theater Industry and Nurturing Talent

SMBC will foster cross-industry collaboration to drive demand through inbound tourism and overseas expansion, leverage intellectual property, and revitalize the tourism and content industries through theater.

Simultaneously, we will support the sustainable development of the theater industry through training programs and networking opportunities for young playwrights, producers, and other professionals.

(3) Developing the Next Generation through Theater

SMBC will create opportunities to engage with theater visits, experiential programs, and other programs, helping children who will shape the future nurturing self-expression and empathy.

END