

July 24, 2017

Shohei Sawa named President of AOI Asia Thailand (AOI Pro. Group)

AOI Asia Thailand relocates office in Thailand and AOI Asia's logo will be renewed

TOKYO-- AOI Pro. names Shohei Sawa the new President of AOI Asia Thailand (Corporate Name: AOI ASIA THAI Co., Ltd.) as of July 24th 2017. A member of the AOI Pro. Group, the Thai branch of AOI Asia, handles the advertising content production in the Greater Asian market.

In addition, AOI Asia Thailand relocated its office to a new larger space in an area considered to be a hub in Bangkok for the creative industries to further strengthen its local advertising content business in Thailand. A new AOI Asia logo will be launched in August.

A biography of the new president of AOI Asia Thailand



Shohei Sawa, who has lived in Southeast Asia for the past 4 years, has extensive experience in the entertainment content industry and the wide and often unique varieties of media and channels that are used to deliver messages. Building upon this experience, Sawa aims to further his understanding of the media environment and customer needs in Southeast Asia, and to move people's heart through high quality production.

Shohei Sawa's Business Career

Sawa's career experience spans a variety of aspects of the entertainment business such as television, feature film production, TVCM, talent management, events, digital, sports, and new business at Yoshimoto Kogyo in Japan. He served as a board director at IMJ Entertainment, a feature film production company. Later, he served as a board director in charge of a new business at the digital marketing company IMJ, a parent company of IMJ Entertainment. He then set up an overseas business department in Fields Corporation and through Tsuburaya Productions, a subsidiary of Fields Corporation, Sawa popularized and monetized *Ultraman* in Indonesia. He began expanding the range of business activities into Thailand in 2015. Since then, he has been based in Thailand.

The relocation of AOI Asia Thailand

In order to strengthen local business as a domestic production based in Thailand, AOI Asia Thailand has relocated into a larger space close to the Town in Town area of Bangkok, considered to be the hub of film production and creative industries in Thailand.

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[AOI Asia Thailand Facebook](#)

About AOI Asia

With a global strategy at its foundation, AOI Pro. established AOI Asia to respond to the growing needs of advertising production in Asia by creating branch offices such as AOI Asia Indonesia in September 2011, and AOI Asia Thailand in February 2013. Soon following, a subsidiary in Beijing and an affiliate in Shanghai became members of the AOI Asia group.

AOI Asia

AOI Asia will begin using its new logo in August 2017.
The AOI Pro. Group will continue to work toward strengthening its commercial and entertainment content

production capabilities within the Asian market and strive to raise the standard of Asia's top quality work.

AOI Asia <http://www.aoi-pro.com/en/about/group/keygroup/aoiasia/>

About AOI Pro.

Since its establishment in 1963, AOI Pro. has established an industry-top level position in Japan for video productions centering on TV commercials. In addition to more than 600 commercial productions every year, AOI Pro. has been proactively working on feature films and dramas in recent years. As a 100% subsidiary of AOI TYO Holdings, the Group has the resources required for everything from planning to direction, production, 3DCG works, and the latest equipment.

Website <http://www.aoi-pro.com/en/>

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