



## ***The Astrid Lindgren Company focuses on Japan – signs with Copyrights Asia***

**On July 28th, 2018, one of the biggest exhibitions on Pippi Långstrump and the world of Astrid Lindgren, opens in Tokyo. This is also the starting point for a greater Japanese focus on Astrid Lindgren's stories and characters.**

*"The exhibition is completely unique. Most of the material has never been shown to the public before." Olle Nyman, CEO of the Astrid Lindgren Company and grandson of Astrid Lindgren, says. "Although my grandmother never went to Japan, she had many bonds and contacts with The Land of the Rising Sun. Her books were published in Japanese already in the early 1950's."*

In connection to the exhibition, The Astrid Lindgren Company has intensified their cooperation with different Japanese partners. The company now makes public that they signed with the licensing agent Copyrights Asia who will handle all merchandising rights in Japan.

Tobias Mannheimer, Head of Licensing at The Astrid Lindgren Company is satisfied with the new cooperation. *"We are happy to have found a new home for Pippi Långstrump and Astrid Lindgren's characters in Copyrights Asia. We are excited to start working with the team at Copyrights and the important Japanese market. We feel confident that they will build a strong licensing program on the Japanese market and thereby strengthen the presence of Astrid Lindgren's timeless stories."*

According to David Buckley, President of Copyrights Asia, *"Pippi Långstrump has been known and loved in Japan since tales of her adventures first began appearing in Japanese just over half a century ago. This classic property is well-suited to the local taste and Copyrights Asia is looking forward to developing a long-term merchandising program inspired by Astrid Lindgren and her works. This summer's 'The World of Pippi Longstocking's artwork exhibition coincides with local celebration of the 150th anniversary of Japanese-Swedish diplomatic relations so we are excited to be launching this licensing program while much of the market is focused on all things Swedish!"*

**For more information, please contact:**

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