



ゲームマーケット...とは?

ゲームマーケットは

“電源を使用しない” アナログゲームの振興と、
ユーザーの交流を目的とした

イベントです。



Elevating local industry on the world stage

Steve Hobbs, Washington Secretary of State

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Agenda

1. Goals of our trade program
2. Why we chose Japan
3. Successes from our trade mission
4. Fostering international trade relationships





Goals of our trade program

My office's role in international trade

By state law, the Washington Secretary of State:

- Identifies markets of opportunity
- Hosts visiting delegates
- Makes connections on behalf of Washington industries in other countries

International Trade Program

New emphasis in 2026

Our goal is to elevate Washington's local businesses on the world stage.

We aim to build long-lasting relationships between our state and international partners.

A two-fold mission

We want our international partners to engage with our local Washington businesses.

We also want to invite international businesses to expand into Washington state

The success of our homegrown businesses translates to the success of our regional economy, benefitting all Washingtonians.



Why we chose Japan

The Japan – Washington trade relationship is worth \$11 billion.

Here just a few of the major connections between our economies.

A strong aerospace relationship

We met with Japanese aerospace suppliers who play important roles in the Boeing production process.

Boeing and the larger aerospace industry employ more than 130k in Washington state.





World-class gaming industries

We took ten Washington tabletop game makers and distributors to Game Market Japan.

This is part of our effort to make a name for Washington state as a hub for worldclass gaming.

A love of play

The Seattle Seahawks were eager to connect with their international fans in the wake of Superbowl LX.

Japan has a dedicated American football fanbase and a talented group of upcoming athletes.





**Successes from our
trade mission**

Sustainable Aviation Fuel

Through conversations with aviation partners, we were able to highlight that Washington is a leader in Sustainable Aviation Fuel.

We continue to explore opportunities to collaborate and innovate.





A worldwide sport

The Seattle Seahawks and the Japan American Football Association committed to a continued friendship and finding ways to spread the sport of flag football among Japanese youth.

Lasting relationships

Our game makers were able to meet with Japanese publishers and distributors with an interest in exploring future opportunities.

Several of our game makers have already secured partnerships with international companies.





Where to start

Investigate if there are
unexplored opportunities
between your state and top
trading partners



Identify industries primed for growth

Example: The global market for tabletop games is expected to grow at a compound annual rate of 10.32% between 2023 and 2029.

We aim to make Washington a hub for this booming market.

\$550 billion

That's how much Japan committed to investing in the U.S. economy.
Could Japan be right for your state?



Thank you

