

**Kinokuniya to begin publishing and selling an Arabic language version of
*Captain Tsubasa***

Kinokuniya Company Limited (Chairman and President Masashi Takai) are publishing an Arabic language version of the popular comic *Captain Tsubasa*, originally published by Shueisha (Representative Director Marue Horiuchi). It will be sold in Arabic-speaking countries in the Middle East and North Africa from January 2017.

Captain Tsubasa is a masterpiece by the Japanese manga artist Yoichi Takahashi that was serialised in the manga magazine *Weekly Shonen Jump* by Shueisha in the 1980s. It was also adapted into an anime series and gave rise to a nation-wide football craze. *Captain Tsubasa* is widely known to have inspired generations of children, who have played in the Japanese professional football league, J.League or have represented the country on the national team in later years to start playing football. Both the anime and manga have been distributed in many countries around the world, and they are especially popular in the Middle East where football enthusiasm is widespread.

Since opening its Dubai Store in 2008, Kinokuniya have been actively developing a presence of Japanese comics and anime figures, which had once been difficult to obtain in the Middle East. Through these activities, we have recognised that local customers are highly interested in Japanese content such as comics.

Kinokuniya are in charge of the project management of publishing the Arabic edition of *Captain Tsubasa*. We have obtained translation rights from Shueisha and have consigned the production to Dai Nippon Printing (President Yoshitoshi Kitajima). Kassoumah Mhd Obada, an exchange student from Syria at Tokyo University of Foreign Studies, works on translation. This translated version remains authentic to the original work and in order to emphasise that it is a Japanese comic, the character names are not changed to Arabic names, instead the original Japanese names will be retained.

The distributor for this translation will be Books Kinokuniya UAE, Dubai. Volume one will be released on 1 January 2017 and we will continue publishing a translation of all 37 volumes of the original series. This translation of *Captain Tsubasa* will be sold in the following countries:

Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates, West Bank & Gaza Strip (Palestine) and Yemen.

Kinokuniya aim to increase the amount of Japanese content that is translated into Arabic through this opportunity.

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