

TOHO Announces Strategic Partnership with Shanghai Xinchuanghua Cultural Development (SCLA) to Expand “Godzilla” Licensing and Brand Development in Mainland China

TOHO Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; hereinafter "TOHO"), a global company focused on intellectual property (IP), film and TV content licensing, and merchandising, is pleased to announce a strategic partnership with Shanghai Xinchuanghua Cultural Development Co., Ltd. (Head Office: Jing'an District, Shanghai, China; hereinafter "SCLA") to advance the licensing and brand development of the “Godzilla” franchise in Mainland China as part of TOHO’s broader global IP expansion efforts.



Left: SCLA company exterior,



Right: “Godzilla” brand logo (Chinese version)

Through this partnership, SCLA will take the lead in expanding brand recognition for the “Godzilla” series in the Chinese market, including licensing initiatives such as merchandising, exhibitions, live events, and marketing campaigns.

Since its debut in 1954, Godzilla has become one of TOHO's most iconic global IPs. In 2024, marking its 70th anniversary, TOHO Group has established TOHO Entertainment Asia Pte. Ltd. (Headquarters: Singapore; hereinafter “TEA”) through its subsidiary TOHO Global Inc. (Tokyo, Japan). TEA serves as TOHO’s strategic base in Asia to closely monitor market trends, accurately understand consumer needs across the region, and drive localized, detail-oriented IP business development, and with SCLA represents a significant step in deepening TOHO's global IP expansion and regional market strategies, with Mainland China positioned as a key focus.

This initiative is part of TOHO’s mid-term management strategy, “TOHO VISION 2032,” which focuses growth through three key pillars: “Content & IP,” “International Expansion,” and “Animation.” The goal is to enhance the value of TOHO's IPs in global markets and achieve sustainable long-term growth.

Going forward, TEA will serve as the central hub connecting TOHO and SCLA, coordinating strategic alignment and ensuring smooth, locally adapted business operations for the “Godzilla” IP in the Chinese market. With an eye toward long-term development in Mainland China and Asia as a launchpad, this strategic partnership aims to amplify brand impact of Godzilla and deliver TOHO’s unique brand of entertainment to passionate fans across China and beyond.

■ Statement from Koji Ueda, President and Representative Director of TOHO Global Inc.

Given Godzilla's popularity and recognition in Mainland China, as well as the box office performance of Hollywood Godzilla films, we strongly believe in the significant potential for expanding the "Godzilla" IP business in this market.

At the same time, we recognize the importance of partnering with a strong local ally who has a solid foundation, given the unique characteristics of the Chinese market. We are thrilled to advance our expansion in the Chinese market alongside SCLA, an exceptionally powerful partner.

We have already witnessed SCLA's impressive track record and wide-ranging capabilities in IP development. We look forward to leveraging these strengths to accelerate the growth of the Godzilla IP business. Through this strategic partnership, we are excited to bring "Godzilla" closer to our Chinese audience."

■ Statement from Sun Jian, CEO of Shanghai Xinchuanghua Cultural Development Co., Ltd. (SCLA)

TOHO holds a vital position and influence not only in the Japanese market but also in the global film industry, especially in film production and distribution.

The "Godzilla" series, Toho's iconic Tokusatsu (special effects) films, boasts a history of over 70 years. "Godzilla" not only pioneered Japan's Tokusatsu film genre but also led the development of Japan's broader Tokusatsu culture. Its unique aesthetic style and storytelling approach have profoundly influenced film and animation creators worldwide, including Hollywood productions.

SCLA has been the exclusive agent for many well-known Japanese IPs and has been deeply engaged in Mainland China's anime and licensing market for over 20 years. Among these IPs, Japanese Tokusatsu content holds particular importance, and we have accumulated extensive experience in its operation and management.

We are honored to become the official partner for "Godzilla", one of Japan's most legendary IPs, in the Chinese market. We also sincerely appreciate Toho's trust.

We believe this partnership is not only a commercial collaboration but also a significant symbol of cultural exchange between Mainland China and Japan.

SCLA looks forward to joining forces with TOHO to open a new chapter for the "Godzilla" IP in Mainland China and to share the unique appeal of "Godzilla" with countless fans.

■ About "Godzilla"

Known as the King of the Monsters, "Godzilla" has been a global icon since its debut in 1954. Over the decades, with over 30 Japanese films, and the series' total audience surpassing 100 million. Reflects the themes of each era, "Godzilla" continues to captivates audiences of all ages and backgrounds, extending its popularity from Japan to Hollywood and beyond — and it continues to reign as the greatest monster of all time.

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