

PRESS RELEASE For Media Representatives

March 18, 2025

19 Million Followers: FurukawaMeta & ShowBT Ink MOU to Promote Japan' s Tourism, J-POP Worldwide

FurukawaMeta Production LLC (Head Office: Bunkyo-ku, Tokyo, Japan; CEO: Honoka Shinsaka) and ShowBT Philippines Corp. (Head Office: Manila, Philippines; CEO: Charles Kim) have signed a Memorandum of Understanding (MOU) for a comprehensive business partnership. This partnership aims to promote Japan' s tourism resources and J-POP globally through Mona Gonzales, one of the most influential artists in the Philippines and a member of ShowBT , who boasts over 19 million followers on TikTok.



(Photo: ShowBT Philippines Corp. CEO Charles Kim and FurukawaMeta Production LLC CEO Honoka Shinsaka holding the signed MOU after the agreement signing.)

On March 12, 2025, a signing ceremony for the Memorandum of Understanding (MOU) was held at The Bellevue Manila in Alabang, Manila, Philippines. Following the ceremony, a luncheon featuring Korean cuisine was hosted, where representatives from FurukawaMeta Production and ShowBT Philippines gathered to engage in active discussions about future projects and specific areas of collaboration.

Initiatives Under This Partnership

By leveraging Mona—one of the most influential artists in the Philippines with over 19 million TikTok followers—a new tourism PR strategy will globally showcase the appeal of Japan’s tourism resources in English through social media. At the same time, the Philippine entertainment market will be utilized to advance J-POP on the world stage. Under this partnership framework, both companies will foster deeper mutual understanding between Japanese and Filipino artists and influencers, streamlining market entry for Japanese artists in the Philippines. Furthermore, J-POP covers performed by Mona and other ShowBT Philippines artists will strategically bolster the genre’s international presence.



(Photo: ShowBT Philippines Corp. CEO Charles Kim and FurukawaMeta Production LLC CEO Honoka Shinsaka shaking hands after the agreement.)

Background of the MOU Signing for This Project

Japan boasts numerous attractive tourism resources, yet challenges remain in effectively promoting them internationally. A key issue is the low recognition of many destinations as travel spots (※1).

To address this, utilizing influencers has gained attention as a strategy to enhance the visibility of local tourism and attract international audiences (※2). Additionally, while delivering an appeal from the traveler's perspective (※3) is crucial, current promotions often rely on domestic viewpoints, making it difficult to fully convey Japan's unique charm as seen through the eyes of international visitors.

Similarly, in expanding J-POP internationally, understanding the industrial structure and cultural background of each target market is essential (※4). While there has been progress, there is still room for improvement in music selection and promotion strategies tailored to each overseas market. A critical challenge in this regard is how to amplify and sustain a hit. The key to addressing this issue lies in leveraging music streaming and social media platforms (※5). By analyzing data from these channels, artists and businesses can identify where and how their content is being received, allowing for more flexible and strategic global marketing efforts.

Considering these factors, FurukawaMeta Production LLC and ShowBT Philippines Corp. have entered into a comprehensive partnership through an MOU, leveraging the strengths of both companies to address these challenges and accelerate global outreach.



(Photo: MOU signing ceremony – Left: ShowBT Philippines Corp. CEO Charles Kim / Right: FurukawaMeta Production LLC CEO Honoka Shinsaka.)

Future Prospects

Through this partnership, FurukawaMeta Production LLC and ShowBT Philippines Corp. will actively promote Japan's tourism resources and accelerate the global expansion of J-POP, with Mona Gonzales playing a central role in these initiatives.

As the first major initiative, the companies plan to host the "Japan-Philippines Friendship Live" and cultural exchange events featuring Mona. These events aim to strengthen mutual understanding between the two countries, promote Japan's tourism resources, and enhance international networks through music.

Furthermore, by leveraging the framework established through this partnership, the initiative seeks to support local governments and businesses that previously faced challenges in overseas promotion due to high costs. In addition, this collaboration will help lower the barriers for small businesses and independent music artists, providing them with greater opportunities for international expansion and fostering a new promotional model. Through these efforts, the partnership aims to contribute to the global dissemination of Japan's tourism assets and J-POP.

Looking ahead, this partnership will serve as a foundation for further global expansion, with a particular focus on the Asia-Pacific region, where Vietnam has been identified as the next target market. Moving forward, FurukawaMeta Production LLC and ShowBT Philippines Corp. will continue these initiatives to enhance Japan's international presence and further promote its tourism and music industries worldwide.

Introduction to Mona Gonzales



Mona's Photo (1)

Mona Gonzales is a popular artist from the Philippines who first gained recognition by posting cover videos of Japanese anime songs and J-POP. With over 19 million followers on TikTok and a total social media following exceeding 20 million, she debuted as ShowBT Philippines' first female solo artist, releasing her debut single "Always Remember" on November 29, 2022, and her first LP, Love, Mona, from Sony Music Philippines in January 2025. A Japanese production team also participated in the project: Yuichi Furukawa served as her vocal coach and recording producer, while KEY-K—who is a member of "チームおるたな Channel (Team Orutana Channel)" and "ノージャンク (No Junk)," boasting over 2.7 million YouTube subscribers—handled the mixing and mastering.

TikTok : <https://www.tiktok.com/@mngnzs>



Mona's Photo (2)



About Influencer Mona



Mona's Follower Count Overview



Mona's Follower Growth Trends

Comments from Company Representatives

FurukawaMeta Production LLC

CEO: Honoka Shinsaka

"I am truly delighted to announce this comprehensive partnership with ShowBT Philippines. By leveraging the influence of international artists, we look forward to delivering Japan's tourism assets and J-POP to a wider audience. Through this project, we aim to build a bridge that connects Japan, the Philippines, and the world."



ShowBT Philippines Corp.

CEO: Charles Kim

"We are pleased that this collaboration with FurukawaMeta Production will provide our artists with the opportunity to promote Japan's tourism and culture to a global audience in English. We hope that this partnership will contribute to the growth and development of entertainment between Japan and the Philippines."



Company Overview

FurukawaMeta Production LLC

FurukawaMeta Production LLC is an entertainment production company based in Japan. Led by Yuichi Furukawa—who has provided vocal coaching to top artists across Asia, including members of the Japanese Imperial Family, and has amassed extensive expertise in international settings—the company leverages his experience to offer a wide range of services. These include social media-driven artist management, music production for both domestic and international artists and labels, and support for overseas expansion. By blending entertainment with social media through its unique strategies, FurukawaMeta Production aims to share the allure of Japan with the world.

Furukawa Meta
プロダクション

ShowBT Philippines Corp.

ShowBT Philippines Corp. is a leading entertainment company in the Philippines and a subsidiary of South Korea's ShowBT Group. Widely recognized as the former management agency of SB19, the group that propelled P-POP to the global market, the company has played a pivotal role in the Philippine music and entertainment industry. Today, it manages a diverse roster of talented artists and influencers, expanding its presence both domestically and internationally.



References

※1 Survey on Municipal Tourism Promotion Initiatives – Summary • Key Challenges in Advancing Tourism Efforts (Top 5 Issues)

<https://mobilesmarttown.jp/inbound-tourism-promotion-fy2022/>

※2 Survey on Municipal Tourism Promotion Initiatives – Summary • Successful Cases [Results]

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※3 Capturing the Latest Market Trends and Promoting Japan Travel from the Perspective of Foreign Visitors

<https://www.jnto.go.jp/projects/regional-support/resources/2843.html>

※4 Current State and Challenges of Japan' s Music Industry Expansion Abroad – Luminate & Billboard JAPAN Report

<https://news.yahoo.co.jp/expert/articles/7cdd805b7986344f77b4143a68242c9c5100af48>

※5 Emerging Global Strategies for the Music Industry – The Growing Importance of Southeast Asia

<https://xtrend.nikkei.com/atcl/contents/18/00930/00005/>

■ Inquiries About This Release / Project Details

Contact Person : Sakie Hosoya, Executive Officer for Project Affairs
(External Corporate Executive Authority)

TEL : 03-5832-9299

Email Address : hosoya@furukawapro.co.jp

Inquiry Form : <https://furukawapro.co.jp/news/showbt-mou/>

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