



Sun Bridge Inc.

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Founder Akira Yamaguchi steps down from Sun Bridge Inc.

Managerial role to be taken over by Associate founder François Lee; activities to be repositioned to consulting and production of cross cultural content in Animation

Tokyo, JAPAN - After over 8 years of activity, founder Akira Yamaguchi is stepping down from her role as President of Sun Bridge Inc.

The company founded in September 2012 has been helping companies and organizations from North America, France and Japan create business bridges and develop new opportunities on the international scene.

Notable clients include Japanese animation production company Toei Animation and Genco, Japanese video game company CyberConnect2 and Adglobe, Animation software developer Toon Boom Animation, Annecy Animation Film Market, Japan's Visual Industry Promotion Organization (VIPO), Quebec Film and Television Council (QFTC), and Quebec digital experiences producer association XN Quebec.

The change intervenes 6 months after the company relocated its headquarters from Montreal, Quebec to Tokyo, Japan.

As of April 6th 2021, Akira Yamaguchi will be joining Investment Quebec International as Foreign direct investments representative in Japan and has officially been removed from all active and managerial duties with Sun Bridge Inc.

The company has been transferred to former Associate founder François Lee. Lee has been working alongside Yamaguchi since 2017. As part of the change, the company will reposition its activities to consulting, development and production of cross cultural content in Animation.

“Being born to Japanese parents, raised in France, attending an English speaking international school during my youth and later becoming a Canadian citizen after living over ten years in Montreal, Sun Bridge was more than a business to me; it was also my way of reconciling all the pieces of the different cultures I’ve inherited.

After 8 years offering services as a Business development consultant mainly in the content and entertainment industry, our recent move to Japan made me realize that it was time for me to embrace new challenges and opportunities, and move away from the company.

I truly believe that my new role with Investment Quebec International will be a great way to benefit from my multicultural identity in my professional life, but also a great opportunity for me to give back to the province of Quebec that has given me so much earlier in my career when I started Sun Bridge.

I am leaving Sun Bridge proud of my accomplishments as a female entrepreneur, confident that the company remains in safe hands but also very eager to see what François will be able to accomplish with the new direction of the company.”

- Akira Yamaguchi, Founder of Sun Bridge Inc.

“Over the past 8 years, Akira has built for herself such a tremendous reputation, a great network of clients and partners, and most of all, she came up with such a smart positioning and company name that I couldn’t wrap my head around the idea of seeing all that legacy go away.

That being said, given the differences in our personalities, background and approach to business, the challenge was to figure a way to pivot the company in a direction where as a leader, I could feel confident in my ability to both preserve the core identity of the company and bring more value at the same time.

Today, I have the difficult task to perpetuate the legacy that Akira is leaving behind. For that matter, I am both honored and humbled to announce that Sun Bridge is shifting away from business development servicing, to focus on consulting, development and production of cross cultural content in Animation.

In continuity to Akira’s initial vision when she founded the company, our goal will be to help bridge the gap between Asian and Western countries through quality content that will resonate with audiences across the world.

We are very excited to start this new chapter. We will soon share more details about the different changes coming with this evolution in the history of the company.”

- Francois Lee, President of Sun Bridge Inc.