

# Bringing Anime to the Global Market: Funimation's Dragon Ball Z and Entrepreneurship

October 10, 2023

Room 120 (Cooperman Commons), Geffen Hall, Columbia Business School



*Featuring:*

**Gen Fukunaga '89**, Founder and Retired CEO, Funimation Entertainment

*Moderator:*

**David E. Weinstein**, Director, CJEB; Carl S. Shoup Professor of the Japanese Economy, Columbia University

Mr. Fukunaga is an entrepreneur and investor who recently retired as CEO of Funimation Entertainment. During the event, he spoke about his career history, including his time pursuing an MBA at Columbia Business School and his experiences as an entrepreneur. He explained the factors that led him to found Funimation Entertainment and the company's journey to make anime, such as Dragon Ball Z, popular in North America. He also discussed the challenges and opportunities that arise with international business, including efforts to navigate legal systems, localize and distribute a product, and break into a foreign market. To view the recording of the event, please visit <https://youtu.be/BuWgES07cTQ>.