

## Otaku Pop Fes Debuts in the Philippines at Okada Manila This April

**Manila, Philippines — January 30, 2026** — Okada Manila, the Philippines' Forbes 5-Star integrated resort, is set to host the inaugural **Otaku Pop Fes**, bringing a large-scale celebration of Japanese anime, manga, music, and pop culture to Filipino fans on **April 25–26, 2026**.

Officially announced during a press conference at Okada Manila's Glass Ballroom, Otaku Pop Fes marks a milestone cultural event designed to deliver an authentic and immersive Japanese pop culture experience through licensed content, curated exhibitions, cosplay showcases, and live performances by Japanese and local artists.

### A Destination-Wide Celebration Across Iconic Venues

Otaku Pop Fes will unfold across two of Okada Manila's premier event spaces. The **Ballroom** will host anime and manga exhibition booths, interactive displays, and stage programs, while **Cove Manila** will serve as the dynamic setting for cosplay activities, Japanese pop culture showcases, and evening concerts.

Together, these venues allow the festival to scale seamlessly—bringing together fandom, performance, and community within a world-class destination built for major international events.

### Celebrating Authentic Japanese Pop Culture

At the press conference, Mr. Osaki Akinori, RAGE General Manager, Event Division for CyberZ, Inc., one of the key representatives behind Otaku Pop Fes, shared his insights about the festival's guiding vision.

“Otaku Pop Fes was created to bring authentic Japanese pop culture experiences closer to fans in the Philippines. Our goal is to create a space where anime, manga, music, and live performances are presented with respect for the culture and care for the community that loves it.”

The festival will feature licensed Japanese intellectual properties, themed booths, interactive activities, and curated stage programs designed to engage both long-time enthusiasts and new audiences discovering Japanese pop culture.

## Live Music, Performances, and Special Guests

A major highlight of Otaku Pop Fes is its live music component. During the press conference, attendees were given a preview of upcoming performances through a promotional video featuring UNIS, hinting at the energy and scale of the concerts to be staged at Cove Manila.

Organizers confirmed that the lineup will include a mix of Japanese artists, local performers, and special guests, with additional announcements to be released in the coming weeks.

## Okada Manila as Official Venue Partner

As the **official venue partner** of Otaku Pop Fes, Okada Manila reaffirmed its commitment to hosting international-standard entertainment and cultural events that foster meaningful cultural exchange.

Kenji Sugiyama, Managing Director for Corporate Management and Administration of Okada Manila, delivered the welcome remarks at the press conference, emphasizing the resort's strong alignment with the festival's spirit.

"Okada Manila is defined by the fusion of Japanese excellence and Filipino hospitality. This makes it a natural home for an event that celebrates the vibrancy and creativity of Japanese pop culture," Sugiyama said. "We look forward to welcoming fans and delivering an Otaku Pop Fes experience that is both memorable and thoughtfully executed."

## Strong Support from Partners and the Creative Community

Otaku Pop Fes is supported by key partners, including representatives from the Department of Trade and Industry (DTI), who highlighted the importance of creative festivals in driving tourism, cultural exchange, and growth within the local creative economy.

The festival also brings together prominent creators and community figures, including Myrtle Sarrosa, Prince, Awie, and Charess—each actively involved in anime, cosplay, and pop culture communities. Their participation reinforces Otaku Pop Fes' strong connection to local fandom and its mission to unite creators, influencers, and fans in a shared celebration.

## Ticket Sales and Information

Otaku Pop Fes will offer a range of ticket options, including:

- Exhibition and Cove Event Day Passes
- Two-Day Event Passes (Exhibition and Cove)
- Event + Music Live Passes
- Event + Music Live **S-Class** Passes

- Event + Music Live **VIP Passes** (Cove Cabana Group Passes)

Tickets go on sale starting **January 30, 2026**, with full pricing details and purchasing guidelines to be released via official Otaku Pop Fes platforms.

### **Stay Updated**

To learn more exciting events at Okada Manila, please visit <https://okadamanila.com/>. And for the latest announcements on artists, programs, and ticketing, follow Otaku Pop Fes online <https://otakupopfes.com>

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### **About Okada Manila**

Okada Manila, a Forbes 5-star destination for six consecutive years in the Philippines and a Forbes VERIFIED Responsible Hospitality integrated resort, seamlessly blends unmatched hospitality, gaming, and entertainment across 30 breathtaking hectares. Known for its unique service philosophy, Okada Manila combines the warmth of Filipino hospitality with the precision of Japanese excellence, ensuring every guest feels truly special.

Guests can marvel at The Fountain, a world-renowned water choreography masterpiece, or enjoy the expansive gaming floor—the largest in the Philippines—featuring a wide array of table games and electronic gaming machines. Exclusive clubs like Perlas, Maharlika, and the VIP Club offer elite gaming experiences for discerning guests.

For families, PLAY Kids' Club and Thrillscape provide exciting and engaging entertainment options designed to cater to both developmental and recreational needs. The Sole Retreat and the Forbes 5-star-rated The Retreat Spa offer sanctuaries promoting wellness and relaxation. Culinary delights await at over 40 dining venues, and a variety of shopping options at The Promenade ensure convenience and a premium experience at your fingertips.

Business travelers will find state-of-the-art facilities for meetings, incentives, conferences, and exhibitions (MICE), offering well-appointed spaces equipped with the latest technology. Cove Manila serves as an exclusive venue for private events, providing a stunning backdrop for special occasions under a UV-protected dome. The Okada Manila Entertainment Group (OMEG) brings world-class performances to life, enriching the vibrant entertainment landscape.

Guests can stay in one of 1,001 accommodations, each designed for comfort and sophistication. Digital innovations, including the Okada Online Casino and the Okada Manila App, make it easier than ever to enjoy the integrated resort's offerings. Unforgettable moments await at Okada Manila. Visit <http://www.okadamanila.com> to explore.

## **About Otaku Pop Fes**

Otaku Pop Fes is a Japanese pop culture event with IPs and talent from Japan by CyberE, Inc., celebrating anime, manga, music, gaming, cosplay, and related entertainment. The event aims to provide Filipino fans with an authentic, immersive Japanese pop culture experience through exhibitions, live performances, and interactive activities. In partnership with Okada Manila as the Official Venue Partner and CBZN as Organizer.

## **FOR MORE INFORMATION, PLEASE CONTACT:**

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## **Photo caption:**



1. Otaku Pop Fes kicked-off at the Philippines' Forbes 5-Star integrated resort, Okada Manila together with Cosplayers and Executives from Okada Manila and CyberZ (From left, Liabear, Myrtle, Roxxan Kho, Zackt, Mr. Osaki Akinori, RAGE General Manager, Event Division for CyberZ, Inc., Kenji Sugiyama, Managing Director for Corporate Management and Administration of Okada Manila, Prince de Guzman, Awie, Charess and Een.)



2. Kenji Sugiyama, Managing Director for Corporate Management and Administration of Okada Manila, delivered the welcome remarks at the press conference, emphasizing the resort's strong alignment with the festival's spirit.



3. At the press conference, Mr. Osaki Akinori, RAGE General Manager, Event Division for CyberZ, Inc., one of the key representatives behind Otaku Pop Fes, shared the festival's guiding vision.



4. The festival also brings together prominent creators and community figures, including Myrtle Sarrosa, Prince, Awie, and Chares. Otaku Pop Fes, will bring a large-scale celebration of Japanese anime, manga, music, and pop culture to Filipino fans on April 25–26, 2026.