

JAPAN

NEW IDEAS, INNOVATIVE MEETINGS

As one of the leading destinations for hosting international association meetings, Japan last year designed a new brand aiming at strengthening country as a whole as an attractive destination for business events of all kinds and format. In doing so, Japan National Tourism Organization (JNTO) wants to prove Japan is a location association planners can't do without.

Rémi Dévé reports

STARTING HERE

To highlight Japan's advantages as an innovative and exciting meetings and events destination, Japan has adopted the tagline: New ideas start here. Japan's unique culture and advanced technology, together with the opportunity for interaction with the Japanese academic, business, and industrial community, inspire participants and offer new perspectives and insight that propel the further evolution of science and industry.

With this tagline, the message is clear: coming to Japan brings visitors into contact with the imagination and intelligence of Japan's people and culture, which underpins the country's high quality, technological expertise, and creativity. Holding meetings and events in Japan enables participants to gain inspiration and flashes of insight that enable future business growth.

BUILDING ON THE OLYMPICS

Japan is also building Olympics on the momentum leading to the 2020 Olympics that will be held in the country for the second time. The Games will enable the Japanese capital to join London, Paris, Athens and Los Angeles as part of an elite clutch of cities that have hosted the games more than once.

This is significant in terms of the construction strategy being adopted- the Olympics will be the first in modern times to make such extensive use of existing venues built for a previous Olympic Games. Moreover,

the country has also framed an organisational approach for 2020 that will see extensive use of existing venues and a relatively small number of new-build projects. Meeting planners will undoubtedly make good use of those venues.

Additionally, aiming to be the leading MICE destination in Asia by 2030, the safest country par excellence, Japan boasts one of the largest national memberships within many international associations, and has a world-class record of hosting successful international association events. With several industry clusters around the country, it's easy to find links that will help associations grow their membership and congresses boost their attendance.



AICHI PREFECTURE & ITS CAPITAL, NAGOYA CITY

WHERE TECHNOLOGY AND TRADITION MEET

Aichi-Nagoya is the capital of the third most populated metropolitan area in Japan, located in the very heart of Japan, just between Tokyo and Kyoto-Osaka.

Served by CHUBU CENTRAIR International Airport, Shinkansen (the bullet train) and several express highways, Aichi-Nagoya is easily accessible.

It has long been a point of exchange and interaction, crossroads between the east, west, north and south of Japan. The geographic position is reflected on unique characteristics of the region. Traditional manufacturing technologies like automatic loom and Karakuri (automata) were nurtured in this area and have been passed down from generation to generation. It has led to the thick accumulation of cutting-edge industries including automotive, aerospace and robotics.

2 LARGE WORLD-CLASS CONFERENCES IN 1 EXCELLENT FACILITY

The main convention venue is Nagoya Congress Centre. It is located close to the city centre, easily accessible from the airport and hotels, and it offers spaces at affordable prices. It covers almost a million square feet and contains a 3,012-seat Century Hall, three halls (a 20,666-square-foot Event Hall, a 13,454-square-foot Shirotori Hall, and a 7,211-square-foot Reception Hall) and 25 meeting rooms. What's more, it's notable that Nagoya Congress Centre has hosted international conferences including "UNESCO World Conference on Education for Sustainable Development (2014)" and "The Tenth Meeting of the Conference of the Parties to the Convention on Biological Diversity (2010)".

It has long been a point of exchange and interaction, crossroads between the east, west, north and south of Japan.



©ITA/INTO



6 NOBEL LAUREATES

Indeed, Aichi-Nagoya is renowned for its knowledge. Nagoya University which has so far produced 6 Nobel laureates is regularly hosting conferences here in Aichi-Nagoya.

RICH MEETING FACILITIES: HOTELS & UNIQUE VENUES

Hotels in Aichi-Nagoya are the best places for meeting. Five-star hotels such as Hilton, Marriott, WESTIN, CROWNE PLAZA, Nagoya Kanko and Tokyu, all offering world-standard hospitality to their guests, have a sufficient number of banquet halls, which are very suitable for meetings.

Here are three examples of impressive unique venues. The first one is "SCMAGLEV and Railway Park" known as the best place for a banquet. It is a museum showcasing real rolling stock including Superconducting Maglev and generations of Shinkansen. The second one is Nagoya Noh Theater with the seating capacity of 630. The all-cypress Noh stage is available as a stage for a lecture meeting, and the magnificent atmosphere of the theater will impress participants. The last one is Yagoto-san Koushoji Buddhist temple, a place where you can come into contact with Zen, a distinctive Japanese philosophy. There, sitting meditation and "Shakyo" sutra copying under the guidance of Buddhist monks are must-do's.



MAO SASANABE

Assistant Manager, Convention Marketing
Nagoya Convention & Visitors Bureau
convention@ncvb.or.jp
T. +81-52-202-1146
www.nagoya-info.jp/en/convention/

SENDAI

BETWEEN SCIENCE AND CULTURE

The largest city in the Tohoku region, Sendai is known the world over for its expertise in science and culture. Home to over 20 universities and colleges, research institutes, museums and other higher learning facilities, Sendai is also known as the "City of Trees," thanks to its lush greenery.

Sendai International Center can welcome a conference of 6,000 participants and is the largest convention hall in the city. This center was home to the UN World Conference on Disaster Risk Reduction in 2015 when Sendai gained prominence as an international convention city. The meeting was attended by approximately 6,500 people from 185 different countries. During the meeting,

the Sendai Declaration was adopted and Sendai was recognized as a role model city for disaster prevention.

Unique venues in Sendai include the Umi-no-Mori Aquarium, where you can organize cocktails in front of large fish tanks, or the Chitei-no-Mori, Underground Forest Museum, showcasing remains from the Paleolithic Age.

The city also offers a range of hotels such as Sendai Akiu Spa Hotel Sakan where the G-7 Finance Ministers and Central Bank Governors' Meeting was held in 2016, or the Hotel Metropolitan Sendai, where international events are also frequently organized.



Sendai Mediatheque



G7 Japan 2016

YUMIKO NAKAO
 Sendai Tourism, Convention and
 International Association
 conv@sentia-sendai.jp
 T. +81-22-268-9603
 www.senia-sendai.jp/english



SHIZUOKA

WHERE MEETINGS MEET NATURE

Located in the southeast part of central Japan facing the Pacific Ocean, halfway between Tokyo and Nagoya, Shizuoka has long prospered as the meeting point of east and west.

With Mt. Fuji, the highest mountain in Japan, in full view from pretty much everywhere in the city and an abundance of hot springs, Shizuoka is a very special place. Resembling sister city Cannes in France for its seaside location, mild climate and abundant sunshine, Shizuoka is also a major producer and processor of green tea, now popular around the world for its health benefits.

As for events, Shizuoka is home to 9 convention sites with the capacity for 1,000 people or more,

including Twin Messe Shizuoka, a centre for business and manufacturing conferences and exhibitions. Let's also mention Granship, Shizuoka Prefecture Convention & Arts Center, which can accommodate up to 4,600 people.

Conference hotels include Nippondaira Hotel (complete with an impressive grass lawn!) for up to 480 people theatre style or Hotel Century Shizuoka, an urban hotel for up to 1,100. There is also a wide array of choice for unique venues: at the Tokai University Marine Science Museum for instance, dinner parties can be held in front of an indoor 6-meter deep aquarium, the deepest as a fish tank made of acrylic glass in the country!

DAVID RINEHART / SHINICHIRO SUZUKI
 MICE & International
 Affairs Division
 Shizuoka City
 mice@city.shizuoka.lg.jp
 T. +81-54-221-1423
 www.visit-shizuoka.com/en



Mt. Fuji & Nippondaira Hotel



Hotel Century Shizuoka



Granship Shizuoka

NEW UNIQUE VENUES

TOKYO STATE GUEST HOUSE, AKASAKA PALACE



This neo-Baroque Western-Style building was built in 1909 as the palace for the then crown prince later to be Emperor Taisho. A national treasure for visiting state dignitaries, it has now just opened to event planners - there you can have an exclusive highest-level meeting or banquet.

OSAKA OSAKA GEIHIKAN, (GUEST HOUSE IN OSAKA CASTLE PARK)



Originally built to host APEC '95, this other guesthouse was used to entertain the Imperial Family and prominent international guests. The traditional Japanese palace-style architecture offers planners an excellent and elegant alternative to urban venues.

KITAKYUSHU KOKURA CASTLE



Built at the beginning of the Edo period, Kokura Castle provides an interesting contrast to the neighboring modern shopping and entertainment districts. The castle's grounds are a popular cherry blossom spot in April, and its tower can be used as a perfect setting for small events of about 80 people.

OKINAWA FUKUSHUEN GARDEN



The Chinese style garden symbolizing a friendship between Japan and China is now available to hold receptions and meetings. Participants can enjoy the traditional Ryukyu dance performance on the stage and a gala event in the modern stylish restaurant.



Japan.
Meetings & Events
New ideas start here

JAPAN NATIONAL TOURISM ORGANIZATION

HEADQUARTERS TOKYO, JAPAN

TEL: +81 3 6691 4852
EMAIL: Convention@jnto.go.jp
www.japanmeetings.org

LONDON OFFICE

MARGARET MANN
TEL: +44 (0)20 7283 2130
EMAIL: Margaret@jnto.co.uk



NEW YORK OFFICE

MEAGAN MCTAGGART
TEL: +1 (212) 757 5640
EMAIL: Meagan@jntonyc.org

