

“Aichi-Nagoya” Cutting-edge Industries Leading the World Aggregated

Inducement of Business Innovation by MICE Bid



the fuel cell vehicle MIRAI by Toyota



Karakuri Dolls

In fiscal 2027, the Linear Chuo Shinkansen Line will open connecting Nagoya to Shinagawa, Tokyo in 40 minutes. Recently, the construction of three skyscrapers (Dai Nagoya Building, JP Tower Nagoya and JR Gate Tower) was completed in front of Nagoya Station. Another site that is opening in the fall of 2018, located in southern part of Nagoya Station old cargo station district, is the “Sasashima Live 24”. Evolution of Nagoya station which is the gateway to the land route to Aichi-Nagoya and transformation of “Sasashima Live 24” symbolize great growth of Aichi-Nagoya as MICE destination.

Inheritance of the DNA of Craftsmanship

Although Aichi-Nagoya is known worldwide as an aggregation of craftsmanship, its origin stretches back to the creation of “Karakuri Dolls” thriving in this region in the Edo period. The Aichi-Nagoya region's innovation and craftsmanship is responsible for a variety of creations and advancements such as the Karakuri Dolls (said to be start of robots), Japanese clocks, the loom of Sakichi Toyoda, and the automobile manufacturing of Kiichiro Toyoda. The DNA of cutting-edge craftsmanship is apparent throughout the region, contributing to Aichi-Nagoya manufacturing nurturing the way forward in the automobile industry.

Presently, the Aichi-Nagoya region is making vast contributions to technology. From the development of the Mitsubishi Regional Jet (MRJ) in the aerospace industry, the production of the fuel cell vehicle, MIRAI, in the automobile industry and advancements in robotics, the Aichi-Nagoya region is leading the world in innovation while revolutionizing industries. A prime example of this metamorphosis is the development of the self driving technology based on artificial intelligence which has gained the attention of many worldwide markets.

Aggregation of World-Class Research Institutions

Pushing the DNA of craftsmanship inherited in Nagoya, Aichi Prefecture up to the world's most advanced level is the corpus of research institutions. At Nagoya University which professes to be one of the best research universities in the world, and have produced six Nobel Prize winners, preparations for joint industry-academia-government facilities have progressed and higher researches and technical development are expected. Also many research institutions such as the Nagoya Institute of Technology, the National Institute of Advanced Industrial Science and Technology Chubu Center and the National Institute for Basic Biology in the city of Okazaki are supporting the industry of craftsmanship which Aichi-Nagoya is proud of in today's world.

Based on these elements of Aichi-Nagoya, many international conferences related to leading-edge industries and research fields which are strength of the region, are being held.

And now, combined with deepness of the depth of history-culture and improvement of the attractiveness of the city through new large-scale redevelopment, the presence as suitable host for MICE is gradually being boosted.

This movement has been accelerated by a promotion organization of MICE, “Aichi-Nagoya MICE Promotion Council,” established by the cooperation of Aichi Prefecture, Nagoya-city and stakeholders of local economic organizations, hotels, etc. By deepening and strengthening this cooperation, the stage for activity as the driving force of attracting large-scale MICE will be widened.

Here we introduce vivid charms and efforts of Aichi-Nagoya, expanding its attractiveness as host for MICE.

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Efforts to Attract International Conferences by Using Regional Characteristics

Aichi-Nagoya has been a lodgement areas of craftsmanship-manufacturing, represented by automobiles, machine tools, and aerospace-related industries, which are exposed to international competition and have maintained their strengths by responding to changes.

While based on these industries, Nagoya Convention and Visitors Bureau (Public Interest Incorporated Foundation) has been seeking MICE that can couple with new industrial development has focused on the importance of robots and AI(artificial intelligence) in response to Industry 4.0 that originated in Germany 4 years ago. Based on the research of MICE related to these, the possibility to invite international conferences-conventions has been sought and strategic bids have been conducted.



RoboCup2016

RoboCup 2017 Nagoya World Championship

Aichi Prefecture has been proudly ranked first in the shipment value of local products etc, nationwide for 38 consecutive years since 1977 (the 52nd year of Showa era). Since Aichi-Nagoya has the best accumulation not only in automobiles, aerospace but also in robotic industry in the nation, Nagoya Convention and Visitors Bureau has been seeking the possibility of hosting the RoboCup World Championship in Japan and has been promoting attraction activities such as making proposal (bid) to host the event in Nagoya in cooperation with RoboCup Japanese National Committee. In July, 2015, a presentation had been conducted at the World Championship held in Hefei, China and an attraction of this event to

Nagoya has been decided by beating Sydney.

This “RoboCup” aims to form a team of autonomous robots that will win against the World Cup champion team in 2050. Regional tournaments (Pre-RoboCup Asian-Pacific Competition) are newly established from 2017, the scale of the event is expanding every year with increased attention from all over the world.

RoboCup 2017 Nagoya World Championship to be held from Thursday, July 27th to Sunday, 30th, 2017, approx. 3,000 players are scheduled to participate from 40 different regions of the world and more than 100,000 competition spectators are expected to visit from all over the world. At the venue, competitions of not only soccer but also rescue robots and some other robots that are active in households, factories, etc. will be conducted as well as Junior competition will be held in which players under the age of 19 participate.

RoboCup 2017 Nagoya World Championship will be 7-day event including the setup days etc, requires a large competition area, therefore a futsal stadium “Takeda TEVA Ocean Arena” adjacent to “Port Messe Nagoya (Nagoya International Exhibition Hall)” will be used as the venue. It will be a robotic festival with various contents such as exhibitions to show cutting-edge robot-related technologies.

The 29th International Joint Conference on Artificial Intelligence 2020



Professor Takayuki Ito of Nagoya Institute of Technology

Takashi Kawamura, Mayor of Nagoya

For promoting a new robot-AI-related MICE following the RoboCup World

Championship, the invitation of an international conference on artificial intelligence was next promoted and the invitation of a national convention of The Japanese Society for Artificial Intelligence which will be held in May, 2017 has been achieved.

Moreover, working on inviting one of the world's biggest international conferences on artificial intelligence, The 29th International Joint Conference on Artificial Intelligence (IJCAI) 2020, Nagoya had selected first from among domestic candidate sites in 2016. In response to this, Professor Takayuki Ito of Nagoya Institute of Technology teamed up with Nagoya Convention and Visitors Bureau to make proposal (bid) of hosting conference in Nagoya, and submitted them to the International Headquarters. In July, 2016, Prof. Ito had delivered a presentation at an executive meeting of the International Joint Conference on Artificial Intelligence held in New York, as the result of a vote, the conference was decided to be held in Nagoya in 2020.

Following the "15th Nagoya Conference" in 1997, it will be the first time in the world to hold the conference in the same city twice. Currently, about 2,500 to 3,000 people from 50 countries (of which overseas participants are about 2,000 to 2,500 people) are expected to attend, however, with the growing interest in global artificial intelligence, further expansion of the event scale is also highly anticipated. The event will be held for 7 days and various and diverse subcommittees, poster sessions, and business exhibitions are scheduled to be developed as well.

World Robot Summit

Japan, which is also known as a robot powerhouse with the largest number of industrial robots in the world, is also a challenge developed country that is facing issues such as the decrease of the production-age population, the increase in labor shortage and social security expenses, and aging of social capital. Amid the situation where robotic use was expected to deal with these issues, the government has decided to position robot as a technology development field of the growth strategy in June, 2014, and declared to disseminate to the world by holding the World Robot Summit in 2020.

In response to this, the public invitation of the venue for World Robot Summit was conducted last year. Aichi prefecture has run for candidacy and made actions for attraction.

RoboCup Asia Pacific Competition has been also scheduled to be established together, and Nagoya Convention and Visitors Bureau with proven track record of attracting RoboCup, also cooperates indirectly. These bidding activities that Aichi Prefecture had actively conducted being appreciated, the event has been decided to be held in Aichi Prefecture last December. The venue will be Aichi International Exhibition Center where new preparations have been made and which is located next to Central Japan International Airport.

As a Robot-AI Industry Hub

By successively holding large-scale robot-AI related conventions such as RoboCup World Championship, The Japanese Society for Artificial Intelligence, The International Joint Conference on Artificial Intelligence, and The World Robot Summit, robot-AI-related industries accumulated in the region of Nagoya-Aichi have been stimulated more and craftsmanship which has been a strength of the region has increased even more in

thickness. Therefore the establishment of regional advantage is expected in global inter-regional competition.

The words of Wataru Horisaki, Director-General at Nagoya Convention and Visitors Bureau saying, “Attracting MICE in this region is focused on not only on the economic effect of holding MICE but also on the induction of business innovation through interaction with local industries, universities and research institutes” have confirmed this expectation and have suggested a great potential that Nagoya-Aichi has.

Strategic attraction focused on the effects of these legacies itself must be a strength of Aichi-Nagoya.

<Interview>

Connect Researchers and Business

Mr. Itsuki Noda

Director-General of RoboCup International Committee

Vice Deputy Chairman of The Japanese Society for Artificial Intelligence

National Research and Development Agency

National Institute of Advanced Industrial Science and Technology

Chief Research Officer of Artificial Intelligence Research Center

--What is the competitiveness of Japan, Nagoya in the field of robot-artificial intelligence?

Although Japan has been leading the world of robot development in manufacturing field, a shift to software has proceeded while advancing the use of robots in field of household and medical-nursing care, and currently we have been exposed to fierce international competition. Excellent technology has been accumulated in the Chukyo-Tokai area, which is the core of Japanese manufacturing, for instance, the research and development of self-driving technology utilizing the strength as mecca for automobile industry are expected to progress further.

Of the field of artificial intelligence receiving worldwide attention, American companies represented by Google, Facebook, Microsoft, IBM and so on, and researches are leading the world. Universities and companies including the National Institute of Advanced Industrial Science and Technology, RIKEN (Institute of Physical and Chemical Research), and the National Institute of Information and Communications Technology have been focusing on it in Japan as well, engaging in fierce competition in establishment of a position of our nation.

--What are the meaning and roles of holding related international conferences in Aichi-Nagoya?

Artificial intelligence can be used for deep learning and the question-answer system represented by IBM Watson by being accompanied by not only technology but also data. Data accumulated in the manufacturing field and databases of instances are extremely important. It is considered to be an opportunity of business expansion for Aichi-Nagoya and thus Japanese companies from this point of view too that international conferences are to be held in a city of craftsmanship.

The motion of “reliability and accuracy,” plus flexibility or the possibility that can make a judgement to respond to unexpected circumstances is required in the robotic field as well

where a shift to software is proceeding In Japan where an aging population is advancing, robotic technology is required to supplement a labor shortage and to maintain a high-quality of life.

International conferences where frontiers from all over the world gather in Japan are a great opportunity to have direct conversations with researchers and watch technologies like these in person. The RoboCup and the International Joint Conference on Artificial Intelligence will be held during summer vacation, so hopefully that not only Japanese researchers, involved parties or affiliate companies but also citizens and children will come and experience the research and hopefully this experience will serve as catalyst to take them over to the next generation eventually.

--What are the expectations for Aichi-Nagoya?

Researchers want to use research field for society. Therefore collaboration with companies are getting important. I have just told to people of these companies that it would be an opportunity of business expansion but researchers are also expecting that it will be a meeting place of collaborative researches.

Many researchers are showing interest especially to self-driving (technology) and deep learning. Multiagent simulation and congestion study on forecasting and control to realize smooth flow of people and things are indispensable tasks for improving efficiency of manufacturing industry. At Amazon, robots that move shelves of products in warehouses are active, however, another new development is required for robots to serve further work. Furthermore, sophistication of the manufacturing industry such as Industry 4.0 has been called for, but research and development to cope with various disasters such as natural disasters and economic crash are being addressed and worked on as well.

As seen above, robots and artificial intelligence can contribute to creating a robust industry in manufacturing. I hope that opportunities of international conferences will create a matching place for Chukyo region as well as making a bridge between researchers of the robots and artificial intelligence that create Japan's future and companies. Also hoping that initiatives for new collaborative research and practical application will begin.

Inducement of Business Innovation by MICE Bid

New MICE-Related Facility Projects in Greatly Transformed Aichi-Nagoya



Skyscrapers around Nagoya Station



LEGOLAND Rendering /photo provided by LEGOLAND@Japan

Large-scale development looking ahead to the opening of the Linear Chuo Shinkansen Line has been advanced in the area in front of Nagoya Station and development has been advanced in the area of “Sasashima Live 24” located in the southern part of Nagoya Station.

In the area of Kinjo Futo where Japan’s first outdoor-style theme park of LEGO, “LEGOLAND®Japan,” will open, expansion works of Port Messe Nagoya (Nagoya International Exhibition Hall) which is proud to be one of Japan’s foremost scales have been planned.

Also in the area of Central Japan International Airport, a construction project of a large-scale exhibition hall has been advanced toward an inauguration in the fall of 2019.

Here, development projects related to MICE facilities construction in the above-mentioned three areas will be introduced.

Areas surrounding Nagoya Station



JR Gate Tower /photo provided by Central Japan Railway Company



Sasashima Live 24

In front of Nagoya Station, “WINC AICHI (Aichi Industry & Labor Center)” a MICE facility equipped with various large and small conference rooms with outstanding location has been receiving majority support. In addition to this, JP Tower Nagoya and JR Gate Tower that equipped with large and small conference rooms are under construction. Also, from the 18th to 24th floors of “JR Gate Tower,” will open as “Nagoya JR Gate Tower Hotel” with 350 guest rooms on April 17th.

Development has been advanced in “Sasashima Live 24” in the south of Nagoya Station, and the whole area is scheduled to open to the public in 2017. A large-scale convention hall will be constructed on the campus of Aichi University, and another conference center will be established in “Global Gate,” a skyscraper, complex building that currently under construction as a new landmark of Nagoya as well. Also about accommodations, Nagoya Prince Hotel Sky Tower with 170 guest rooms is scheduled to open from the 31st to the 36th upper floors in this fall.

<Aichi-Nagoya>

Kinjo Futo (Pier) Area



Port Messe Nagoya Rendering



Completion Photo provided by LEGOLAND® Japan

“Port Messe Nagoya (Nagoya International Exhibition Hall)” with an exhibition area of approx. 34,000 m² is located in Kinjo Futo which it takes approx. 25 minutes from Nagoya Station by train (Aonami Line). “Messe Nagoya”, one of the nation’s largest different industries interchange exhibitions and “Mechatronics Technology Japan”, one of the largest machine tool exhibitions in Japan along with many exhibitions had been held there.

Port Messe Nagoya which consists 3 exhibition halls, an event hall and an exchange center, there is a rebuilding project for exhibition hall 1 and will be reborn as a multi-functional facility that can be used for a greater degree of purposes such as not only exhibitions but also events and concerts. By this rebuilding project, Port Messe Nagoya will increase its total exhibition area to sum 40,000 m².

On Saturday, April 1st, Japan’s first outdoor style theme park of LEGO, “LEGOLAND® Japan” will open in an area adjacent to Port Messe Nagoya. Nagoya Castle with a height of more than 2m, consisting of two hundred twenty thousand LEGO bricks will be appeared in its Miniland which consists of ten million LEGO bricks. Some programs for schools and groups are also available at LEGOLAND® Japan where more than 40 rides, shows and attractions that families can enjoy all day long will come on the scene. Also, “Maker’s Pier,” a commercial facility complex of shopping, restaurants, and entertainments will open next to LEGOLAND® Japan.

A huge multi-story parking lot with a capacity of 5,000 cars will open at the same time.

Central Japan International Airport Area



Aichi International Exhibition Center Exterior Rendering



▲FLIGHT OF DREAMS Exhibition Area Rendering ▲FLIGHT OF DREAMS Exterior Rendering (North Side) / both photos provided by Central Japan International Airport Co., Ltd.

In recent years, a new terminal construction of Central Japan International Airport has been planned due to new actual services of LCC and an increase in the number of flights. “Aichi International Exhibition Center”, one of the nation’s biggest exhibition halls equipped with an exhibition area of 60,000 m² will open in the fall of 2019, directly connected to this airport.

Exhibition Hall 1 which is an astylar and multipurpose space, Exhibition Hall B (1 to 5) where 5 halls can be used in a unified manner, and also 18 conference rooms in large, medium and small have been laid out in a building. Making its exhibition and seminar halls closer, usability has been emphasized the most.

On the airport island, a complex commercial facility centering on an indoor exhibition of the first-made airplane of the Boeing 787, “FLIGHT OF DREAMS,” will open in the summer of 2018. Related new hotels have been planned one after another, and some 3000 guest rooms are expected to be available within walking distance when the exhibition space opens, and it has been expected significantly as a new MICE holding area with development continuing.

Inducement of Business Innovation by MICE Bid <Aichi-Nagoya> A Global MICE City “Aichi-Nagoya”

Nagoya, Aichi Prefecture was selected as a “global MICE reinforcement city” by Japan Tourism Agency in June, 2013. In the response, Nagoya, Aichi Prefecture has gotten coaching from MICE consultants from overseas and begun various efforts on MICE attraction along with seeking to learn know-how on MICE bid.

“Cooperation with stakeholders” was provided as one of an important challenge among many advices given by overseas consultants. First and foremost, teamed up with Nagoya University that playing a primary role as a venue for international conferences, consultations with people involved in Nagoya University were pursued very often, and that would lead to a partnership agreement on invitation of conventions was concluded between Nagoya University, Nagoya Convention and Visitors Bureau in March, 2014. Specifically, Nagoya Convention and Visitors Bureau and Nagoya University cooperatively had given a support seminar for holding international conferences to universities’ instructors. They have joined together and created a map for participants from overseas which designating Nagoya University as its starting point since many international conferences have been held at this campus. A basic yet very useful manual of international conference detail outline was also made jointly as well.

Moreover, in April 2015, Aichi Prefecture, Nagoya city, economic organizations along with 11 groups and related stakeholders have encouraged to establish “Aichi-Nagoya MICE Promotion Council”. This council has become an area of MICE related information exchange between stakeholders along with conducting a information providing business, bid promotion business, support project for hosting, research and study business.

A MICE seminar for stakeholders had taken place as a information providing business and a number of participants made The Bureau realize a high level of interest in MICE. Working on PR projects actively and widely, running a booth for promoting Aichi-Nagoya’s MICE at “IBTM World” which took place in Barcelona, Spain along with negotiating business deal with buyers all over the world. In addition to this, the Bureau had participated to showcase what Aichi-Nagoya can offer in overseas seminars in South Korea, Malaysia and Taiwan, that all hosted by Japan National Tourism Organization, targeting overseas contacts to have negotiation sit-down regarding to sales items.

As a domestic activity, Aichi-Nagoya had run a booth at the International Meeting Expo as Aichi-Nagoya MICE Promotion Council, and has been conducting active negotiations together with people in charge of hotels or unique venues. Also, in Tokyo where headquarters of academic societies are concentrated, MICE explanatory meetings and promotion meetings have been held. The region is vigorously pushing forward the winning of MICE in a unified manner, governor and the mayor conducting the top sales and obtaining the participation of stakeholders of 16 groups.

Due to many participants in international conferences tend to play an active role as an opinion leaders in their native area, projects that showcase Aichi-Nagoya enticement have actively conducted to express hospitality through providing local traditional arts, tea, locally brewed Sake etc.



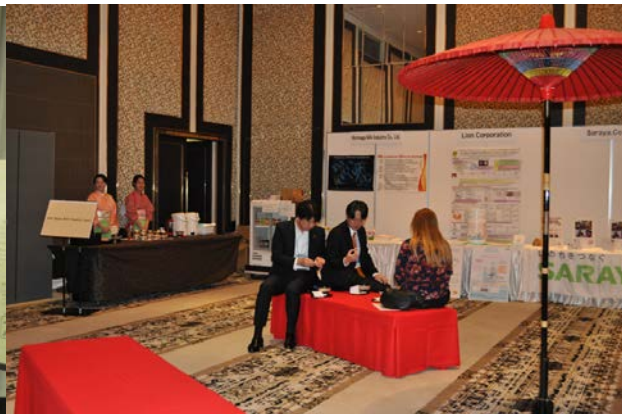
International Conference Holding Support Seminar



“Karakuri Dolls” Demonstration by Shobei Tamaya the 9th



Locally Brewed Sake Booth



Tea Ceremony Service with Poster Presentation

At the international conference reception party that having Nobel-Prize Winner, professor Hiroshi Amano of Nagoya University as its pivot, Shobei Tamaya the 9th who's well known as a Great Craftsmen in present world had demonstrated “Karakuri Dolls”, as well as having “Kagamibiraki”, locally brewed Sake barrel opening ceremony and a booth that overseas participants can actually experience locally brewed Sake at the site where staff were all wearing traditional Happi costume to give authenticity to the event. This have earned a great feedback from overseas participants combined with recent world-wide Japanese Sake boom.

Meeting Planners Guide featuring “Reasons of Aichi-Nagoya is Selected”, “Access”, “Unique Venues”, “Attractions” and “Support Contents of the Bureau” have been compactly created for conference hosts and planners and promoting Aichi-Nagoya as a proper place to hold MICE aggressively.

It is easy to expect that MICE market will be increasingly exposed to global competition in future. For the common goal of MICE bid that centered around the strength of area's cutting-edge industries, Aichi-Nagoya region have been working as a team to promote such and inducing business innovation based on close cooperation with many stakeholders.