

# JAPAN NEW IDEAS START HERE

Inspiration doesn't happen in a vacuum; it is spurred and fostered by something new. Perhaps it comes from the unfamiliar sights, sounds, and smells of a new place, or an aha-moment during a conversation with a new person. Whatever the stimulus, the foundation must first be laid — choosing a destination where attendees are unafraid to break out of their shell and tap into their creative energy.

In Japan, groups can grow and learn together, nudged by the flourishes of a centuries-old culture, ripe with fascinating traditions, fashions, cuisine, and technologies. It's the birthplace of modern marvels like LED lights, the laptop computer, and the best-selling car of all time, the Toyota Corolla. It's also the delightful culture that gave the world ramen, emojis, and Nintendo. *Omotenashi*, the Japanese tradition of wholehearted hospitality, ensures that attendees feel welcome and comfortable, whether they are coming to present groundbreaking scientific research, network with colleagues from far and wide, or forge new business connections at an industry gathering.

Japan is ramping up preparations for the 2020 Tokyo Olympic and Paralympic Games, building new venues and making improvements to its already impressive infrastructure. Meeting planners can reap the benefits of that investment and elite hosting experience for years to come. Associations can count on a solid attendee turnout, as Japan has the largest national membership within many international associations and a stellar record hosting international association events.



---

---

## « JNTO's website renewal! Feb. 2018 »

JNTO's Website Enhancements for Meetings and Events:

- The easy-to-use planning tool for venue and facility searches
- An extended list of suppliers to help you organize your events

[www.japanmeetings.org](http://www.japanmeetings.org)

---

---



**Japan.** Meetings & Events  
*New ideas start here*



**Headquarters Tokyo, Japan**

Email: [convention@jnto.go.jp](mailto:convention@jnto.go.jp)

[www.japanmeetings.org](http://www.japanmeetings.org)

**JCB New York**

Alicia Hinds, Convention Specialist

Tel: +1-212-757-5640

Email: [jcb\\_nyc@jnto.go.jp](mailto:jcb_nyc@jnto.go.jp)

[www.us.jnto.go.jp](http://www.us.jnto.go.jp)

## Where knowledge and talent come together

Japan's GDP is the third-largest in the world, relying mostly on key industrial sectors of electrical manufacturing, automotive, aircraft and aerospace, information and communications technology (ICT), finance, and pharmaceuticals — as well as medical research and biochemistry. These, combined with the country's wealth of research and development institutes and world-class universities, create a massive intellectual capital that's tough to match.

Gordon McBean, a Canadian climatologist and president of the International Council for Science, cites the country's high level of research and well-populated scientific community as two big reasons why the council chose Tokyo to host its Global Forum on Science and Technology for Disaster Resilience in November 2017. "I think the Japanese science community is very strong in the fields I work in — climate change, particularly disaster-risk reduction," said McBean. "One of the biggest problems we're seeing in unfortunate severe weather events is what we call 'risk interpretation to action' — if people hear a warning, do they know what to do? Do they understand? Do they respond in a way that reduces the impact on them and their children?"

This is very important work, McBean said. "Here, we see studies of this and scientists who have been working on these kind of issues in Japan and other countries," he said, "but bringing them together is really important."

"When Japan won the bid four years ago, I was delighted in many ways because I said, 'the Japanese will do everything for us'...they showed a lot of promise and a lot of understanding," said Prof. Raad Shakir, president of the World Federation of Neurology, which held its world congress in Kyoto in September 2017. "Their attention to excellence is very impressive and very noticeable."

The six-day congress was held at the Kyoto International Conference Center (ICC Kyoto), the largest conference complex in Kyoto, notable for its many unique design features, including Japanese gardens and a teahouse where groups can hold tea ceremonies. Although modern, the architectural design takes inspiration from the surrounding mountains and traditional Japanese motifs, providing a stately ambiance for gatherings of international importance. In late 2018, ICC Kyoto will open a new hall with more than 21,500 square feet of space that will directly connect with

its existing 33,300-square-foot Event Hall, creating a new space with close to 55,000 square feet capable of accommodating up to 4,000 guests.

## Yokohama

Japan's second-largest city is just 30 minutes away from Tokyo by train and car, a huge plus for attendees arriving into Tokyo on international flights. Yokohama is also a gateway to many of Japan's major tourist attractions, including Mount Fuji and Kyoto, for groups who want to add on pre- or post-meeting trips. But this bustling port city has plenty more to offer groups besides its ideal central location.

PACIFICO Yokohama, one of the country's largest convention and exhibition facilities, is located on the waterfront of Minato Mirai, Yokohama's central business district and one of the city's most modern developments. Meaning "the future port," Minato Mirai was built with meetings in mind. The district has every necessary component for groups, including hotels, restaurants, shops, and varied attractions, from an art museum to an amusement park. In the spring of 2020, when PACIFICO Yokohama opens its newest addition, PACIFICO Yokohama North, the facility will complete its vision of a cohesive convention city with flexible new spaces capable of accommodating everything from banquets to conventions.

PACIFICO Yokohama North will contain one of Japan's largest multipurpose halls, offering approximately 68,000 square feet of carpeted and column-free space divisible into eight sections. The hall has the capacity to host up to 6,000 guests as well as the flexibility to host all kinds of functions, from plenary sessions to exhibitions to gala dinners. In addition, PACIFICO Yokohama North will connect with PACIFICO Yokohama's current facilities by the outside pedestrian deck, creating greater opportunities for large-scale meetings and conventions.

Yokohama's harbor was Japan's first to open to the rest of the world and the city continues to set itself apart as one of the most forward-thinking in the country. Japan has designated Yokohama as the national

**Japan has 26 Nobel Prize winners, mostly in the areas of physics and chemistry. In 2014, Hiroshi Amano and Isamu Akasaki won the Nobel Prize in physics for inventing a new energy-efficient light source, the blue light-emitting diode (LED).**



**Yokohama, Japan's First Port of Call** PACIFICO Yokohama — one of Japan's largest convention and exhibition facilities — is located on the waterfront of Minato Mirai. PACIFICO Yokohama North, a new addition, is set to open in 2020 (rendering at right as of Feb. 2018, subject to change).



center for life innovation, with the country making major investments in the city's research and development sector. Yokohama also has 28 universities, as well as numerous research institutes, including the Japan Agency for Marine-Earth Science and Technology.

PACIFICO Yokohama has made a similar commitment to progress. For example, the facility seeks to follow the example of Minato Mirai's sustainable urban design by implementing smart conservation initiatives. For the last five years, the facility has recycled more than 90 percent of its waste. It's also an intellectual home base within the city — prominent international organizations like the International Tropical Timber Organization and World Food Programme have offices at PACIFICO Yokohama.

For more information: [PACIFICO Yokohama \(PACIFIC CONVENTION PLAZA YOKOHAMA\)](#) — Hiromi Murayama, Sales & Marketing Division, Sales & Promotion Department;  
 email: [pr@pacifico.co.jp](mailto:pr@pacifico.co.jp); tel: +81-45-221-2158;  
[www.pacifico.co.jp/english/](http://www.pacifico.co.jp/english/)

### **Aichi/Nagoya**

With its central location and access to the Shinkansen bullet train and Chūbu Centrair International Airport, Nagoya and its prefecture Aichi are ideal for groups seeking a well-connected, cosmopolitan destination. In December 2017, a group of meeting planners from

around the world spent a few days exploring everything Nagoya and Aichi have to offer for meetings and events. What follows is a similar four-day itinerary for groups that touches on everything the region has to offer.

Getting to Nagoya from Tokyo is easy, since the city is about an hour and a half away by Shinkansen bullet train. If it's a clear day, it's possible to see Mt. Fuji through the window. After arriving at Nagoya station, it's time for check in. Aichi-Nagoya has approximately 26,000 hotel rooms, with familiar brands like Marriott and Hilton conveniently located in the city's center. Many of these properties come with meeting and event space and are close to the area's major attractions, like Hotel Nagoya Castle. The hotel's Tenshu hall is one of the city's largest, offering views of the famous Nagoya Castle and capacity for up to 3,000 guests. Wind down the day with views of the sunset from Nagoya TV Tower's 300-foot-high observation deck, then dinner at an izakaya, a Japanese-style pub. The region is known for its Nagoya-meshi cuisine, which includes Miso-Katsu (deep-fried pork cutlets in miso sauce), Tebasaki (spicy fried chicken wings), and Hitsumabushi (grilled eel served with rice and a variety of condiment options).

Spend day two experiencing some of the region's most-popular attractions. About a 50-minute drive away are two national treasures — Inuyama Castle, the country's oldest surviving castle, and Jō-an, a 17th-century teahouse surrounded by beautiful gardens. Here, groups can stroll the historic center that surrounds the castle, try local snacks, and learn about



**Past, present, future** Nagoya's Oasis 21 complex is a multi-level park featuring Spaceship-Aqua, whose huge glass water-flowing roof floats on air. One of only 12 original castles left in Japan, Inuyama Castle was initially constructed in 1537. Karakuri puppets are traditional Japanese mechanized puppets or automata, originally made from the 17th to 19th century.

traditional Japanese tea ceremonies. Meiji-Mura, an open-air museum, is a beautiful display of architecture dating back to the mid 19th century and an ideal setting for a team-building treasure hunt. Wrap up the day with a visit to Nagoya's Osu shopping district, a mix of traditional and trendy stores.

On day three, explore the area's most significant historical sites and attractions. Pay a visit to Nagoya Castle, constructed by Japan's most famous samurai hero, Tokugawa Ieyasu, in the 17th century. Visitors will be impressed by the gorgeous interior of the castle palace, reconstructed very faithfully to the original. SCMAGLEV and Railway Park, a museum showcasing Maglev and Shinkansen trains, can be used as a venue for concerts, exhibitions, and receptions. Although the Aichi-Nagoya region is known for its exceptional local cuisine, it also has many restaurants with international influences. For example, Garden Restaurant Tokugawaen, which serves a blend of French and Japanese cuisines, has elegant spaces for private group functions. After dinner, treat groups to a Karakuri puppet show. These 400-year-old precursors to the robot move in a similar mechanical fashion.

Spend the last day learning about the region's diversity of high-quality craftsmanship with trips to Noritake's headquarters and one of Toyota's museums. Noritake, the world-famous tableware brand, originated in Nagoya in 1904. At its museum and craft center, groups can watch the manufacturing process of bone china or even paint their own chinaware. At Toyota Commemorative Museum of Industry and Technology, groups can have lunch and learn about the history of Toyota's manufacturing technologies.



For more information: Nagoya Convention & Visitors Bureau — Mao Sasanabe, Assistant Manager, Convention Marketing;  
email: [convention@ncvb.or.jp](mailto:convention@ncvb.or.jp); tel: +81-52-202-1146;  
[www.nagoya-info.jp/en/convention/](http://www.nagoya-info.jp/en/convention/)