



Chiba, Japan: your diverse and affordable MICE destination in the Tokyo Metropolitan Area.

This e-newsletter provides useful information updates and new ideas to organizers of all kinds of meetings, incentive travel, conventions and exhibitions (MICE). The Chiba Convention Bureau would love to help you make your next MICE event a big success!

## «NEWS»

### Narita Airport to raise annual flight slots to 300,000

Narita International Airport agreed with the transport ministry, Chiba prefecture, and the local government on a plan to increase its annual number of takeoff and landing slots from the current 220,000 a year to 300,000 a year around FY 2014. To fill out the 80,000 new slots, the airport plans to strengthen international flights, invite in low-cost carriers and expand the number of domestic flights as the gateway to Japan and strengthen its position in the struggle to climb the ranks of international hubs in Asia.

### CHI-BA+KUN to become Chiba's official mascot character



From next January, Chiba Prefecture's new official mascot will be "CHI-BA+KUN". CHI-BA+KUN is a red, wonder creature shaped like Chiba Prefecture when seen from the side.

It was originally created several years ago as a mascot character to represent the 2010 National Sports Festival and the 10<sup>th</sup> National Sports Festival for the Disabled, which were held in Chiba in September and October this year. (The two events

are like the domestic Olympics and Special Olympics.) By the time of the actual sports festivals, it was seen by many around Japan and it was an instant hit from the moment of its introduction. Thus, no one was surprised when there were outcries from the citizens to keep it around after the two events ended 2 months ago. Now CHI-BA+KUN will become our mascot in name as well as spirit.

## «BUREAU ACTIVITY»

### IME2010

The 20<sup>th</sup> International Meeting Expo (IME2010), Japan's annual MICE destination tradeshow, will be held on December 7<sup>th</sup> and 8<sup>th</sup> at the Exhibition Hall of Tokyo International Forum. 2,956 visitors gathered at last year's IME for business matching. Chiba Convention Bureau will be at this year's IME to represent Chiba. We are planning a free raffle at our booth as we did in previous years, including some CHI-BA+KUN goods. For more information see: <http://www.jccb.or.jp/ime2010/english/index.html>



## The 6th International Symposium on Hormonal Carcinogenesis in Japan

The 6th International Symposium on Hormonal Carcinogenesis in Japan (177 participants; Sept. 12-16, 2010; at the Sheraton Grande Tokyo Bay Hotel) finished with great success! The Chiba Convention Bureau assisted the organizer in finding the right venue and connecting to and negotiating with local vendors and sponsors, and by supplying a variety of useful information. Scott M. Kahn, Ph.D. (Columbia University/St. Luke's-Roosevelt), Special Liaison Advisor and co-organizer of the conference kindly sent us the following message:

*“Once again, we deeply appreciate everything that you did for us. We are proud to let you know that our attendees were unanimous in their praise of the Maihama venue and the warm hospitality that Japan has to offer. Impressively, to a person, our board members and international presenters told me that this was among the best symposia, if not the best, that they had ever attended. We are grateful for the terrific support, dedication, and energy of the Chiba Convention Bureau staff throughout the organizational process, from the early planning stages to the actual on site logistics. And, I personally appreciate that you worked so closely with us to keep our symposium within our budget, while maintaining its excellence and comfort.*

*I sincerely believe that Japan, and especially Chiba, has a lot to offer for international scientific conferences such as the Hormonal Oncogenesis Symposium. For organizers of international symposia who are seeking an outstanding venue, professionalism, dedicated support, and wonderful hosts, I suggest and highly recommend that they look no further than the Chiba Convention Bureau. I am sure they will be very pleased. On behalf of our executive board and organizing committee, thank you so much.”*

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### Autumn (and winter) in Chiba

Japan is a nation with four clearly defined seasons, and Japanese culture puts great focus on celebrating each season's characteristics and the transitions between them. Autumn is a time for festivals in Japan – festivals of harvest, and festivals to celebrate the beauty of the multi-colored foliage. It has been a beautiful autumn in Chiba – please enjoy some images of our fall foliage at <http://www.chiba-tour.jp/eng/koyo201009.html> – but now we must prepare for winter. (Except not too much, since Chiba's mild seaside climate makes its “winters” more known for flowers than for ice and snow.) We hope you can visit Chiba and join us in enjoying the changing of the seasons, too.

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If you are interested in the Chiba or Tokyo area for one of your future MICE\* events, please contact [request@ccb.or.jp](mailto:request@ccb.or.jp).

\*MICE: Meetings, Incentive travel, Conventions, Events / Exhibitions



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