



**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

### New MICE Subsidy System

**New as 2011, maximum possible subsidy of over 20 million yen!**

#### (1) Direct Subsidies from the Prefecture for International Conferences

1. International conferences with over 1200 participants can receive up to 10 million yen
2. International conferences with between 600-1199 participants can receive up to 7.5 million yen

#### (2) Municipal Subsidies for International Conferences

Local cities and towns may also wish to offer their own support to international events. Some may have specified systems, while others may evaluate situations on a case-by-case basis.

#### (3) Municipal Subsidy Matching from the Prefecture

As the 2011, to support grassroots efforts to attract conventions, in addition to its own direct subsidy system, Chiba Prefecture is now matching subsidies offered by municipalities in the prefecture to international events.

<http://www.ccb.or.jp/e/subsidy-system>

For more information, please see the website

## BUREAU ACTIVITY

### Chiba Convention Bureau Official English Website Renewal

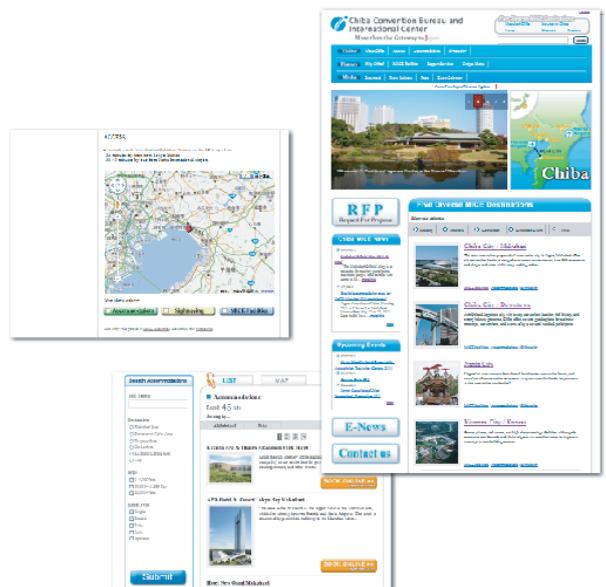
We renewed our English website to make it easier to use for MICE organizers, visitors and the media.

The new website has been accessible since July 15th. We will continue to enhance the website's accessibility and usability.

<http://www.ccb.or.jp/e> **New English website**

#### Renewal Highlights

1. Improved layout to make it easier to use and find the information that you are looking for.
2. Improved search function.
3. Added and updated information.
4. Google maps makes it easy to get around and find things.



**SUMMER SONIC 2011****August, 2011****Over 120 airtists and 120 thousand patrons rocked Makuhari!**

SUMMER SONIC 2011, one of the biggest rock festivals in Japan, was held simultaneously at QVC Marine Field and Makuhari Messe(Chiba City) and Maishima Summer Sonic Osaka Site (Osaka City) on August 13th and 14th. Big musicians and 12 hundred thousand people gathered in Chiba from all over the world and prayed for Japan. The total number of participants increased than last year!

We have supported since 2004 and hope music lovers continue to gather in Chiba from all over the world each August. Thank you and see you next summer!

**The 8th International Flower Expo****October, 2011****Pull out your green thumb for Asia's largest flower & gardening extravaganza!**

The 8th International Flower Expo Tokyo (IFEX 2011) will be held again at Makuhari Messe(Chiba City) from October 13th to 15th. IFEX is the Asia's largest trade show in the industry and it is expected to join 1150 exhibitors from all over the world.

Also, it will be held concurrently with International Garden Expo, International Outdoor Living & Building Products Expo Tokyo, International Hard ware & Tools Expo Tokyo, and International Agricultural Material & Technology Expo Tokyo.

<http://www.ifex.jp/en/Home/>

**For more information, please see the website**

**1. Overview**

What's Chiba like? Here is an outline.

Chiba Prefecture is conveniently located in the middle of the Japanese archipelago next to Tokyo, the nation's capital. It is home to Narita Airport, Japan's main gateway by air, and blessed with abundant nature, a mild climate, and beautiful coast lines with varied scenery.

There are many Japanese historic cultural sites and leisure facilities, making Chiba Prefecture the perfect mix of the modern, the historic, and the natural.

**CONTACT**

**If you are interested in the Chiba or Tokyo area for one of your future MICE\* events,**

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

**please contact [request@ccb.or.jp](mailto:request@ccb.or.jp)**

**Chiba Convention Bureau and International Center (CCB-IC)**

14F Marive East, WBG, 2-6 Nakase, Mihama-ku, Chiba 261-7114 JAPAN

**Tel: +81-43-297-2751 Fax: +81-43-297-2753 <http://www.ccb.or.jp/e>**