



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

5 International Conferences will receive subsidies through the New Subsidy System!

The following 5 conferences have been approved for the new subsidy offered by Chiba Prefecture! These are the first events to take advantage of and be brought in by the new subsidy system. For two of the events, this will be the first time for them to be held in Japan. This should bring more international brand recognition to Chiba and have a significant economic impact.

For those considering a conference in Chiba, there are two types of subsidy and one loan system organizers may apply for.

For more information about subsidy system, please see our website

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

Conference	Date	Venue
The 40th Annual Meeting of Japanese Society of Toxicology	Jun,2013	Makuhari Messe (Chiba City)
The 12th Asia Pacific Physics Conference(APPC12)	July,2013	Makuhari Messe (Chiba City)
International Puzzle Collectors' Party(IPP33)	Aug,2013	Hilton Narita (Narita City)
19th International Forge Masters Meeting(IFM2014)	Sep,2014	Makuhari Meses (Chiba City)
World Congress on Dance Research	Oct,2014	Urayasu City

HamaMarathon in Kujukuri 2012



The Kujukuri-hama Beach is 66km of straight coastline, the 2nd longest in Japan. "HamaMarathon in Kujukuri" is a rare type of marathon, modeled after a marathon in the Sahara Desert. Runners carry their own food and water on their back while running on sand. There are 3 courses (40 kilometers, 20 kilometers, and 10 kilometers). Of course you can enjoy the beautiful

natural beauty of the beach and surrounding area at the event, and the organizers hope it will help participants and observers think about environmental problems. How about joining in, staying healthy, and feeling Chiba?

For more general and entry information visit

[http://www.runners-wb.org/race/race15.htm#result\(Japanese\)](http://www.runners-wb.org/race/race15.htm#result(Japanese))

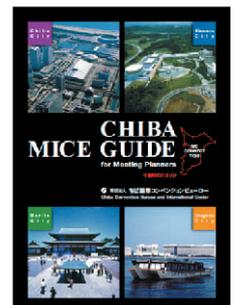
BUREAU ACTIVITY

Release of the Chiba MICE Guide for Meeting Planners

The CCB-IC has released new Chiba MICE Guide for Meeting Planners. This comprehensive guidebook provides not only information about MICE facilities in Chiba Prefecture but also about the best support in Japan, offered by us, and the subsidy systems available.

We released the first Meeting Planners Guide in 2008 which was separated by area into 4 books (Makuhari/Chiba, Narita, Kisarazu and Urayasu)

For the sake of convenience, the new version combines a wide range of information about the 4 areas into one book. Also, it provides updated sections about MICE facilities, accommodations, transportation, attractions, the new Chiba MICE subsidy system, our support services, and other useful information. The Chiba MICE Guide for Meeting Planners will help make your next MICE event diverse, affordable, and a great success.



CCB-IC Member's Networking Event



On January 26th the CCB-IC held its Member's Networking Event at the Keiyo Bank Culture Plaza near Chiba Station. The CCB-IC's members are a large part of how it is funded, as well as the bureau's real strength. The bureau helps members, service providers, and meeting organizers, service consumers, by bringing them together for the benefit of both.

Around 150 guests showed up and 8 bureau members put up booths. The highlight of the evening was a mesmerizing performance by CID Unesco Tokyo of a Sri Lankan dance. CID Unesco Tokyo is organizing the CID Unesco World Dance Congress, which will be held in Urayasu City in 2014.



MICE REPORT

FOODEX JAPAN 2012

March, 2012

March 6th through the 9th, the 37th International Food and Beverage Exhibition, known as FOODEX JAPAN, will be held again at Makuhari Messe.

Buyers and sellers from around the globe in distribution, wholesale, food services, manufacturing, and retail will be brought together in one of the most delicious events ever held. FOODEX JAPAN is the only trade show in the Asia-Pacific that welcomes exhibitions from over 30 countries and regions. Roughly 2,100 exhibitors will be setting up around 3,000 booths.

Entry is 5,000 yen, but you can eat and drink far more than 5,000 yen worth of food and drink at the show.

2nd Japan-China Symposium on Cancer Research

May, 2012

The 2nd Japan-China Symposium on Cancer Research is jointly organized by the Chiba Cancer Center, Tokyo Medical and Dental University, and BGI, and will be held on May 9th-11th 2012 at the Makuhari Messe International Conference Hall. Approximately 200 researchers from Japan and China will attend.

This research meeting has been successfully held at Shenzhen for the first time in 2011. It was incredibly important because it brought together the results of Japan's cancer and gene parsing techniques with the results of China's large-scale genome sequencing to create a new and exciting field.

For more information, please see the website

<http://www.chiba-cc.jp/inst/eng/index.html>

— Chiba in a minute —

4. Katsuura Big Hina Festival and Kamogawa SeaWorld

The Big Hina Festival in Katsuura has begun, where more than 25,000 dolls are put on display throughout the city. The most prominent displays is on the steps leading up to Tomisaki Shrine.

The displaying of the dolls is part of the Doll Festival on March 3rd, in which most families with a daughter display the dolls in their house. It's called "The Girl's Festival" because it's to wish for girl's growth and happiness. It is also said that if the parents don't take the dolls down promptly after the festival is over, their marriage will be delayed.

<http://www.city.katsuura.chiba.jp/event/hinamatsuri.html> (Japanese)

For those going down for the Doll Festival, you might also take the time to Kamogawa SeaWorld, just 30 minutes down the coast.

<http://www.kamogawa-seaworld.jp/english/index.html>



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

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