

# Chiba Update

Chiba Convention Bureau and International Center (CCB-IC)

**Autumn 2019**



Welcome to the Autumn Edition of Chiba Update!

The Autumn leaves started to turn the surrounding into a beautiful landscape of fluttering amber. In Japan, some of the popular activities in addition to exciting seasonal festivities are autumn foliage watching, hiking and camping. Major harvest includes mushroom, pacific saury, chestnut and persimmon. Aside from nature-related fun adventures, Autumn is also the most awaited time for Sumo fans where Grand Tournament is being held. National Baseball championship also marks the closing of the season.

In Chiba, there are many places to experience the Autumn's best. Naritasan's Shinshoji Temple where breathtaking Japanese Garden is situated and Yoro Valley offers a spectacular view of foliage leaves while enjoying a trek are among the must-see spots in the prefecture.

Once again, it is our pleasure to bring you the latest happenings in Chiba. Through this edition, we hope you will learn more about us and will look forward to more upcoming issues.



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## Convenient Conventions 101

### Unique Venues?

What are the unique venues Chiba is showcasing?  
Chiba not only rich with natural resources and greeneries is also home to world-renowned themed parks, state-of-the-art facilities and research institution, historical vestiges, old villages, shopping centers and more. Chiba has everything from traditional to modern setting, name it and we have it.

Try unique venues of Chiba for an edge of memorable Japan experience!

*Photo: 1. Chiba City Museum of Art; 2. Chiba Urban Monorail; 3. Boso-no-Mura Open Air Museum; 4. Mihama-en Japanese Garden; 5. Zojo Marine Stadium; 6. Japanese Houseboat (Yakatabune)*



## Recognition Award Granted to 5 Aspiring Organizations for Immeasurable Contribution

WHAT'S UP?



Chiba Convention Bureau and International Center (CCB-IC) has presented five aspiring organizations a recognition for their great contribution in the promotion of good will and legacy. The awarding ceremony was held as part of the Chiba MICE Day that was held on 23<sup>rd</sup> of July, 2019 at Kazusa Arc in Kisarazu City, Chiba. Chiba MICE Day is an annual event organized by Chiba Convention Bureau which aimed to promote and bring local government and organizations together towards the development of the Meeting Industry in Chiba.

The awarding was held in commemoration of the 30<sup>th</sup> Foundation Anniversary of CCB-IC, a non-profit organization composed of dedicated professionals committed in assisting and attracting local and international event and promoting Chiba as the most suitable business event destination. Since the first operation of the Bureau in 1989, it has served countless organizers assisting them with the successful deliberation of the event from finding the right venue to the actual execution.

The recognition award was presented to Kiwanis Convention 2014 by The Japan District of Kiwanis International, 2015 World Congress by International Council for Central and East European Studies (ICCEES), The 10<sup>th</sup> Biennial Asia Pacific Conference on Speech, Language and Hearing (APCSLH 2017) by Asia Pacific Society of Speech, Language and Hearing (APSSLH), The 13<sup>th</sup> International Meeting on Electrochromism, and JpGU-AGU Joint Meeting by the Japan Geoscience Union (JpGU). The aforementioned had successfully created great impact in the community by bringing together people across the globe and creating cooperation between them intending to the betterment of the chosen field, sustainable growth and lasting relationships.

## The Asia's First IceCube Collaboration Meeting was Held Successfully at Chiba University

MEETING/CONVENTION



Chiba Convention Bureau successfully welcomed participants of the IceCube Collaboration Fall Meeting 2019 held in Chiba, Japan from September 16 to 20, 2019. The event that was organized by Chiba University's International Center for Hadron Astrophysics Graduate School of Science was the first ever 'IceCube' event staged in Asia.

The IceCube experiment is a joint international science project organized by 12-participating countries aimed to study the origin of high energy astro-particles known as neutrinos. Chiba University is the only institution in Japan that partake in the experiment since the beginning of the project. This year's meeting which was participated by about 200 researchers from America, Germany, Canada, China, and other countries worldwide aimed to provide latest information on the research through seminars and workshops.

CCB through cooperation of the local government and other local industries is proud to be able to assist Chiba University and the rest of the organizing team with the successful deliberation of the IceCube Meeting and partaking in the realization of the meeting's objective.

### TIDBITS

The IceCube Neutrino Observatory built in the South Pole detects the electromagnetic radiation generated by burying 5160 photodetectors under the glacier to emit charged particles known as 'Cherenkov Radiation'. The information gathered were used as source by many observation facilities in the world in conducting experiments which lead to the identification of neutrino, first time in the history. The result was featured in the Science magazine, and in 2018 the project was chosen as Breakthrough of the Year.



Chiba Convention Bureau has participated in the yearly international trade exhibition for business conference, convention, exhibition and incentive travel, IMEX America. The exhibition has held on September 10-12 in Las Vegas Nevada, USA.

This year's exhibition brought together approximately 4000 hosted buyers from different countries and regions worldwide. In addition to face-to-face business interaction, many programs were lined up to help educate participating bodies about the Meeting Industry. Among the highlights were seminars showcasing topics evolved on how to attract leads, marketing techniques & client relationship, networking sessions, and other fun activities intended for active body and mind.

During the exhibition, Chiba Convention Bureau was given a chance to meet face to face more than 50 representatives from different business entity for a serious business exchanges, as well as an opportunity to meet directly with the organizers of the upcoming convention that is scheduled to be held in Chiba for detail discussions, concrete planning and further collaboration.

Once again, it was a great privilege for the CCB to represent Chiba at IMEX America to promote its bounties and the prefecture's endless possibility as the next business destination. In addition, creating more solid foundation and stronger bind with clients and counterparts around the world.

The knowledge that were obtained at IMEX America will serve as an argument for discussions with stakeholders which will aim for the betterment and the promotion of Meeting Industry in the prefecture.

## ICCA Asia Pacific Chapter Business Workshop 2019 in Melbourne



The ICCA Asia Pacific Chapter Business Workshop 2019 organized by ICCA Asia Pacific Chapter in collaboration with Melbourne Convention Bureau and Melbourne Convention and Exhibition Centre was held in Melbourne, Australia on September 10-12, 2019. The 3-day annual workshop brought together 16 association leaders and ICCA member organizations to a face-to-face meeting for deeper bonds and possible future collaborations. It also served as platform for decision-makers and influencers of international associations for up-to-date developments on the Meeting Industry.

Among the highlights were networking event, workshops, site-inspection, and a panel discussion that evolved in the topic 'The role of precincts in fostering collaboration, growing the city's research credentials, and amplifying international events.'

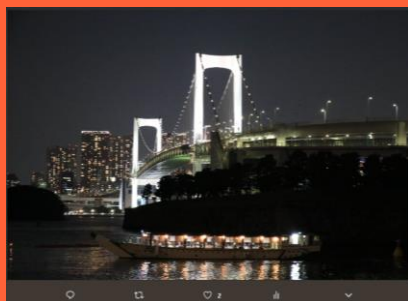
The workshop has successfully served its outmost purpose of bringing members together while disseminating practical knowledge relevant to the development of each destination. Moreover, it serves as a reminder of the role of each individual in the sustainable growth not only of its community but as society as a whole.

The ICCA Asia Pacific Chapter Business Workshop was first held in Kuala Lumpur in 2005, and took place in different business location across Asia Pacific since then in Seoul (2006), Singapore (2008), Taipei (2011), Kuching (2012), Macao (2013), Gold Coast (2014), Fukuoka (2015), Busan (2017), and Xi'an (2018). This year in Melbourne marked the 11<sup>th</sup> successful edition.

*Photos (from top): face-to-face with association leader, technical-inspection tour, association members*

## Japanese Cultural Experience Set on Sail

## CULTURE



If you are into exploring more of the Japanese culture, you might want to try Yakatabune for extra edge of experience.

Yakatabune is a wooden decorated boat believed to exist since the Heian period. The boat floor is usually made of tatami mats and uses low tables resembling a high class Japanese home. It is easily identified by the red lanterns hung along the outside of the cabin. Depending on the size, it normally loads a maximum of 80 people. Open air cabin is normally set up to allow passengers with the best of experience.

In the old days, houseboat was used as lavish entertainment venue for rich merchants and high-ranked samurais and aristocrats where partying and sailing are enjoyed at once. Nowadays it is popular as tourist attraction where traditional food like sushi, tempura, and more are being prepared and served directly from the kitchen allowing passengers to enjoy both the food and the scenery. This party venue is also use by some companies for team building and other recreation activities.

What are you waiting for? Put on your yukata, board a Yakatabune that depart from Urayasu City and be ready to witness the spectacular view of Tokyo Bay from the world renowned Tokyo Disney Resorts to well-known Odaiba area in Tokyo. Enjoy the spectacular view of the skyline from the ocean, and if lucky, you may also enjoy the fireworks display of the nearby areas. Try Yakatabune for more amazing Japan experience!

*Photo (from top): Japanese lantern hanging outside the cabin, night view of Tokyo Bay, Yakatabune stationed for sometimes to allow passengers to take photos of the surroundings*

## Events with CCB

## SCHEDULE

Date	Event	Venue
Oct. 3-4	The 42 <sup>nd</sup> Annual Meeting of Japan Society of Aesthetic Plastic Surgery	Tokyo Bay Maihama Hotel Club Resort
Oct. 25-28	La Festa Mille Miglia	Narita, Ichihara, Kisarazu, Other
Oct. 31-Nov. 1	Asia Entrepreneurship Award 2019	Kashiwa-no-Ha Conference Center
Nov. 2-3	The 56 <sup>th</sup> Annual Meeting of Japanese Society of Pediatric Allergy and Clinical Immunology	Makuhari Messe
Nov. 21-24	Japan Association for Medical Informatics Meeting	Makuhari Messe
Nov. 27-29	International Monorail Association Annual Conference, Monorailex 2019	Hotel The Manhattan

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