

Chiba Update

Spring
2019



Welcome to the Spring Edition of Chiba Update!

Here comes the spring where the cold breeze of winter slowly fades in the scent of the blossoming flowers.

There are many reasons why Spring is the most awaited season in Japan. It is the time where buds attempt the real world outside of the shelter that protected them from the cold of the past winter. The birds start to sing as if celebrating the life the season brings.

As the sun shines brightly each day sustains life, and provides hope. It shows that life is a cycle, it evolves! and we are certainly part of it.

Here comes the Spring! cherry blossoms brag about its ultimate beauty, yet to inspire us. From here, brighter days are to come.

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

-Chiba Convention Bureau



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FOODEX JAPAN 2019 in Chiba



The FOODEX JAPAN is the largest international food and beverages exhibition in Asia that is held annually at Makuhari Messe. Each year it attracts about 85,000 buyers from food services, distribution, and trading industries from around 85 countries and regions all over the world. This year, it was held for 4 days from March 5 to March 8 and showcased more than 4,600 booths of about 3,300 exhibitors.

Makuhari Messe being home to many international exhibitions such as FOODEX continued its efforts to provide services that help organizers deliver best possible success.

Chiba MICE Day Held Successfully



Chiba MICE Day was held successfully at Makuhari Messe on February 12, 2019. Attended by 440 participants from different sectors of the local government, organizations, and private enterprises who gathered together to learn and discuss latest about MICE Industry.

During the first part of the 4-hour event was aspiring speech of the Chairman of the Japan Football Association, Mr. Kozo Tashima, followed by presentations from representatives of the Japan Tourism Agency, Makuhari Messe, and Chiba Convention Bureau. The 2nd half followed soon after where networking took place with booths of local businesses, food, beverages, and performances.

M-I-C-E, acronym for Meetings, Incentive Tour, Conference, and Exhibition or simply called 'business events' continued to attract attention of money makers in the travel industry with its wide range of market potentials. Makuhari Messe being one of the biggest venues in Japan plays a vital part in hosting local and international gatherings.

Established in June 1989, Makuhari Messe became home to many large-scale gatherings and tradeshows such as Summer Sonic, Tokyo Game Show, FOODEX, and more. In order to cater events with the highest satisfaction possible, a one-stop consultation window aimed to attract and assist business events, the Chiba Convention Bureau (CCB) was inaugurated concurrently with the opening of Makuhari Messe. This year marks the 30th anniversary, CCB and Makuhari Messe are working hand-in-hand in developing programs and services to accommodate the industry's growing demands.

JNTO Achievement Awards Granted to Two of Chiba Held Events in 2017



The Japan National Tourism Bureau (JNTO) has launched the Achievement Award in 2008 to promote enlightenment and awareness on the significance of the international conference by commending the excellent achievements in attracting and holding international conferences.

This time, two international conferences held in Chiba were selected. The Gastech Conference and Exhibition 2017 and JpGU-AGU Joint Meeting 2017, both were held at Makuhari Messe in 2017 and participated by 2,344 and 8,450 attendees respectively from local and abroad were chosen as awardees.

The recognition ceremony was held at Tokyo International Forum on February 28, 2019.

Narita Airport's Newly Improved Services

In response to the growing demand and in preparation for the coming of the Tokyo 2020 Olympic and Paralympic Games, Narita Airport while incorporating Japanese hospitality has continued to develop services to provide utmost satisfaction to its users.

Narita Airport is one of the biggest and busiest airports in the nation. It serves as Japan's gateway catering flights to 133 cities worldwide including 22 local cities in Japan. Marked the 40th Anniversary in May, 2018, the airport has provided services to about 1 billion air voyagers since its first operation in 1978. The demand continued to grow resulted to the construction of the new terminal building that caters Low-Cost Carriers (LCC) and other local bound flights. As it expects more number of passengers in the coming days, additional elevators and restrooms in Terminal 1 and Terminal 2 had been constructed while more overhead projectors and LCD monitors have been installed, all for users' convenience. At present, a total of 300 shops and restaurants are available to public making it an airport and a commercial facility serving local and international passengers, and alike.

In addition to existing Airlines, Vietjet Air sent its first flight from Hanoi to Narita on January 11, while on March 15, Royal Brunei Airlines will set its first flight from Bandar Seri Begawan. Moreover, All Nippon Airways will have its additional route from Narita to Perth, Australia starting September 1, 2019. More routes and new carriers are expected in the coming days.

CCB at Japan Incentive Seminar in Jakarta, Indonesia

GO GLOBAL



The Chiba Convention Bureau has participated in the event organized by the Japan National Tourism Organization held in Jakarta Indonesia in January 2019. The Japan Incentive Seminar provided businessmen from Chiba and Jakarta the opportunity to meet face-to-face to discuss inbound tourism and other related issues. A total of 54 composed of 11 agencies from Japan and 43 local enterprises from Indonesia said to have attended the event.

In the past years, Chiba has continued to attract tourists from Indonesia including those in especial reward training program where an employee is given a chance to visit an office or a headquarter in Japan for inspection. This kind of incentive which provide access to limited opportunity of extraordinary experience is seen to provide aspiration and motivation to employees towards excellent work performances.

In addition to many programs and services made available to tourists regardless of color and religion, the prefecture's capital Chiba City among other cities strongly promotes a Muslim-friendly environment to provide ease and convenience to people from this particular community.

Since 2015, CCB has been participated in the JNTO programs held in various locations locally and abroad, attracting international meetings, incentive tours, conferences, exhibitions, and alike. In 2018, the Bureau attracted a total of 39 business events in Chiba, one of the highest records since its foundation in 1989.

Gourmet Trip to Boso Peninsula



The Chiba Convention Bureau in cooperation with Minami Boso Tourism Promotion Division hosted a complimentary tour on March 9, 2019. The tour was exclusive for foreign participants of the FOODEX 2019.

A total of 18 people from South Africa, Canada, Indonesia, Malaysia, and Jordan came to participate. After 2 hours ride on a chartered bus from Makuhari area where the exhibition was held is the tour hosted by the local government of Minamiboso, a city located in the southern part of the prefecture which is facing the Pacific Ocean.

The tour started with the strawberry picking where fresh and delicious strawberries, followed by exclusive visit to aqua-culture farm where they ended up going away with abalone they've harvested themselves to be served as part of their lunch menu. After a rare opportunity of witnessing 'knife ceremony', they were amazed with the food prepared meticulously for them using local produced ingredients and garnished with edible flowers.

The 7-hours tour brought smile to all the participants who have promised to return. In the other hand, local residents and organizers have gained confidence in hosting more foreign guests in the coming days.

Night Walk with Chiba City Volunteers



On 5th of March 2019, 36 foreign participants from different part of the globe came to experience a night attractions in Chiba City. The complimentary tour is part of the city initiatives to promote city tourism, held in joint-effort between the Chiba Convention Bureau, Makuhari Messe, and Chiba City Promotion Division.

The tour started at Makuhari Messe where participants took the chartered bus to downtown. After 20 minutes ride, they were welcomed by city volunteer interpreters who guided them to many restaurants and local shops in the area where they enjoyed food and drinks provided by participating local establishments.

Although the tour was mainly an introduction of city life and local gourmet, it also served as opportunity to local volunteers to improve their interpretation skills and at the same time improve practical knowledge on how to deal with foreign guests.

Chiba will be hosting some of the sporting events for the Tokyo 2020 Olympics and Paralympic Games. In preparation, the City of Chiba continued its many programs that will ensure all the coming guests to Chiba will have the greatest experience possible.



Travel

Diary

A Walk to Chibanian

It was a clear morning of Tuesday in the cold day of March, I found myself in a group of about 30 people from different sectors and local-based organizations who gathered together to explore 'Chibanian'. I have been hearing news about Chibanian before but I don't have any concrete knowledge about it. Honestly, I was quite hesitant to join because I know that Geology and Science are not actually my thing.

We left on a bus at 8:30 and traveled for more than 1 hour. The bus passed through tiny roads that lead to the parking lot overlooking the surroundings. From there, we were ushered to a narrow road towards the river. The road was still damped from the rain the night before. Thanks to the disposable boots provided to us, we didn't have to get soaked. The air was cold although the sun smiling brightly above. Of course, we were passing through a shaded pathway where I can almost hear the insects hiding in the bushes.

It took us less than 10 minutes to the actual location. Along the way, we were told of the details about the discovery of Chibanian explaining to us every details including the holes found by the waterfalls.

A few years ago, an ancient stratum said to be 126,000-770,00 years old was found exposed on a cliff in Ichihara City. The discovery leads to the conclusion of the geological age named 'Chibanian'.

This time, we were able to visit the place and see the actual stratum. Although we were provided with all the information available at present, there are still many questions that are unclear to me. Or should I say, it is too complicated for me. Although the whole theory is still a puzzle, I've got really excited! One thing is for sure, this discovery will even go further and will lead to more positive results clarifying not only of the past but also the future.

I'm glad I joined the trip! It was indeed educational and very enjoyable one.

Monorailex 2019 Debut in Chiba

COMING UP



Chiba City is home to Urban Monorail, the world longest suspended monorail recognized by the Guinness Book of World Records. This time, it is honored to host Japan's first ever Japan held Monorailex meeting in November 2019.

In December 2018, the president of the International Monorail Association (IMA) Carlos Banchick visited Chiba for a site inspection where he had the chance to visit many facilities including the monorail depot. He also met many personalities who shared knowledge about the mass-transportation in Japan and many related matters.

Chiba has successfully won the bid and chosen to be its venue for their next annual meeting.

Free WIFI Services

ANNOUNCEMENT

In recent years, Makuhari Messe has continued to attract large-scale international conferences. Due to great public demand, a new improved WIFI services was made available at the International Conference Hall starting April 1, 2019. This improved service is hope to provide users with fast and hassle free access to internet for even more satisfaction and convenience.

Date	Event	Venue
May 5-10	International Civil Aviation English Association Conference (ICAEA)	Hotel the Manhattan
May 13-17	International Organization for Standardization (ISO)/TC4 Rolling Bearings	Makuhari Messe
May 21-23	Japan Adsorption 2019	Makuhari Messe
May 26-30	JpGU2019	Makuhari Messe
Jun 3-6	2019 International Conference on Nanotechnology for Renewable Materials	Makuhari Messe
Jun 27-30	The 18 th International Congress on Pediatric Pulmonology	Makuhari Messe



Also visit: 'Why Do I Love Chiba' for more interesting stories
<http://www.ccb.or.jp/mice/e/why-chiba/about-chiba-21408/wdvlc/>



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 Convenient Conventions

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