

Chiba Update

Chiba Convention Bureau and International Center (CCB-IC)

Summer 2019



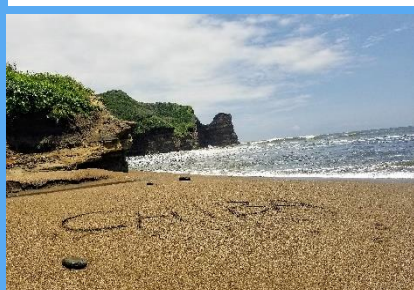
Welcome to the Summer Edition of Chiba Updates!

Here comes Summer time! Fair blue sky, perfect time to play under the sun.

In Chiba, there are many beautiful beaches for sunbathing. Being surrounded by water, the Pacific Ocean, Tokyo Bay, and Tone River, the prefecture is known for summer fun and adventures. The pristine beaches of Boso Peninsula and Tateyama are packed with people picnicking, swimming or simple relaxing underneath the cloudless sky, while the alluring coastline of Kujukuri is filled with surfers, parasailers, paragliders, and even beach campers who came all the way to take advantage of the season.

In addition to many fun activities on the beach, Chiba is also known for summer festivities like Summer Sonic, Makuhari Summer Fireworks Festival, and more.

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



CONTENTS

- 1 Greetings
Convenient Conventions 101
Why Chiba?
- 2 What's Up?
Celebrating 30 years of Service
Latest News
Diplomats Study Tour to Chiba
Chiba MICE Day @ Kasuza Arc
- 3 Go Global
Where to Find Us?
Community
Creating Impact, Sharing Legacy
- 4 Culture
The Art of Japanese Calligraphy in Present Time
Schedule
Events with CCB



Convenient Conventions 101

Why Chiba?

Convenient
Access

Chiba's main convention venue is conveniently located only 30 minutes away from Japan's two biggest and busiest airports Narita and Haneda. Also about half an hour from Metropolitan Tokyo.

Wide Selection
of Venues

The only prefecture in Japan with 4 cities designated as International Meeting Tourism City. These cities are capable of hosting int'l functions where hotels, shopping centers, restaurants are just nearby.

Pre/Post
Convention Plans

Offers variety of pre/post-convention plans and activities for participants to enjoy.

One-stop
Consultation
Service

Chiba Convention Bureau, a non-profit organization composed of English-speaking professionals dedicated to assisting event organizers, ensuring that they get all the possible help needed.

Chiba Convention Bureau and International Center (CCB-IC) is celebrating the 30th years in MICE industry serving organizers of Chiba-held conventions, business events, and academic gatherings.

CCB-IC was established in 1989 concurrently with Makuhari Messe, the foremost and renowned convention facility in Japan located in the prefecture's capital Chiba City. Since the opening, CCB-IC played a vital role in the promotion of Chiba as venue to local and global organizers of upscale business events and academic gatherings.

Composed of 4 different departments, MICE Department, the one responsible for attracting and assisting global meetings; the Sports Concierge Department, the one in-charge of sports-related matters; the Film Commission Department which is available to for Chiba stage commercial and films; and the International Center, the department taking care of the foreign residents of the prefecture including welfare and international collaboration programs.

Through cooperation of the local government, organizations and supporting members, CCB-IC will continue to provide 'seamless' experience bridging Chiba and the world

Diplomats Study Tour Held Successful

LATEST NEWS



In July 2019 held the Diplomat Study Tour to Chiba. The tour is courtesy of Chiba Convention Bureau and International Center in cooperation with Chiba Prefecture, Chiba City and various private enterprises, in collaboration with the Ministry of Foreign Affairs. The delegation composed of 35 representatives from different embassies in Japan, Ambassadors, Ministers, Counselors, Secretaries, and Attachés came to visit the prefecture's capital Chiba City for site inspection.



The group visited Kanda University of International Studies (KUIS), among the 7 universities in Japan that specialized in language studies. The tour was followed by Makuhari Messe's site-inspection, the foremost and renowned convention complex in Japan serving as home to many local and international gatherings. Next were Fasotec, a cutting-edge company that provides different types of solution to manufacturing and surgical industries as well as innovative surgical training platforms based on simulated experience; and Weathernews, a weather forecast company supplying information to about 50 countries worldwide. The National Institute for Quantum & Radiological Science and Technology (QST), a medical institution for radiation specialized in the treatment of cancer, and also serves as emergency radiation medical institution was visited last.



For them to understand Chiba deeper, Vice-Governor Shinsuke Takigawa welcomed them with a special presentation about Chiba Prefecture mainly focused on the industry and tourism, and Chiba as venue for the coming Tokyo 2020 Olympic and Paralympic Games. The prefecture's mascot, CHI-BA+KUN was also present to welcome guests. Moreover, at the welcome banquet, Chiba City Mayor Toshihito Kumagai marked the opening by addressing the audience through his welcoming speech. As representative of the visiting party, Ambassador Air Vice Marshal Abu Basatu of the Embassy of Republic of Zimbabwe expressed gratitude to the Ministry of Foreign Affairs and Chiba for organizing the event.

Chiba MICE Day @ Kazusa Arc



Chiba MICE Day 2019 organized by Chiba Convention Bureau was held on July 23, 2019 at Kazusa Arc in Kisarazu City. The annual event which aimed to promote Chiba's resources as meeting venue while seeking cooperation of local entities was participated by 238 guests from various sectors of local government, travel and tourism industry, and educational institutions. It featured diverse meeting ideas that showcased latest trend in the business event industry through site-inspection, presentations, and networking event. Moreover, it served as introductory tool providing new entrepreneurial opportunities to those new in the industry, while broad array of ideas and international perspective to those who pursue fresh possibilities.



The event introduced a joint-presentation that tackled various topics including the actual experiences in hosting international events, successful inbound strategic planning for inbound tourism and event industry, and the role of the growing foreign population in business industry. Moreover, the networking event allowed guests to an active interaction with people in the same field to exchange ideas and to develop stronger communication ties.

Furthermore, as 2019 marked the 30th anniversary of CCB-IC, an award ceremony was held simultaneously. Representatives of 5 chosen international organizations whose event was formerly staged in Chiba came up on stage to receive a plaque of appreciation for contributing in the empowerment of the society. The ceremony was a reflection of the Bureau’s 3 decades of pioneering services promoting Chiba as excellent business event destination.

Where to Find Us?

GO GLOBAL

Event	Date	Country/City
JNTO Incentive Tour Seminars	9 Jul	Jakarta Indonesia
	11 Jul	Kuala Lumpur Malaysia
	6-7 Aug	Taichung Taipei
	8 Aug	Ho Chi Minh, Vietnam
IMEX America 2019	10-12 Sept	Las Vegas, America
ICCA Asia Pacific Chapter Client/Supplier Business Workshop 2019	16-18 Sept	Melbourne Australia
VISIT JAPAN Travel & MICE Mart 2018	24-26 Oct	Osaka Japan

Creating Impact, Sharing Legacy

COMMUNITY



“I was born and raised in Chiba, and I thought I knew all about it. But I was wrong! Thanks to the speaker, I can never be more proud of my hometown now”, said participant of the Industry Seminar organized by Chiba University held on June 21, 2019.

Chiba Convention Bureau and International Center (CCB-IC) has participated in the seminar held at university campus as part of the school curriculum. The seminar is to impart knowledge on industries and enterprises of the prefecture.

On the first day of the 4-day special session, Yumiko Iwata, a Certified Meeting Professional (CMP) and former Director spoke about her 30-year experience at the Bureau being one of the first staffs. CCB is a non-profit organization established in 1989 concurrently with the opening of Makuhari Messe, one of the biggest convention complexes in the country and Chiba’s main convention facility. Among its many functions is to promote Chiba as venue to organizers and assisting them throughout from planning and organizing to execution including pre/post and convention programs.

The presentation focused on meeting, incentive tour, conference, and exhibition (MICE) lasted for 70 minutes in which many topics has been discussed. Among the topics are the economy impact of MICE industry, Chiba’s advantages as venue as well as foreign buyer’s perspective and other countermeasures that is being applied. By disseminating information like these, the future generation becomes aware of the industry, enabling them to adopt and contribute in the development of the industry.

The Art of Japanese Calligraphy in Present Time



Japanese Calligraphy or popularly known as Shodo was first introduced in Japan in the 2nd half of the 4th century. The artistic art of writing Japanese language using 'fude' or brush, 'sumi' or ink, and washi paper as main tools. One of the main characteristic of Japanese calligraphy and maybe one of the main reason for its popularity is that it conveys not just the artistic talent but also it captures the emotions, feelings, and character of the artist.

In recent time, as the use of computer and other cutting-edge communication technology becomes part of the daily lives, the practice of Shodo is becoming more and more distinct.

In combat against the deteriorating popularity of Shodo, Naritasan Museum of Calligraphy continued its effort to promote Shodo not only to Japanese but also to foreign audience.

On June 28, 2019, Chiba Convention Bureau has participated in the in-house exhibition held at the Naritasan Museum of Calligraphy. One of the highlights was the introduction of some selected masterpieces that are translated in English language. The translation is an interpretation of the contents including the thoughts behind each art work. This is an effort of reaching out to as many people and speaking to them through masterpieces. Also, American-born model-actress Roza Akino graced the occasion and spoke about her passion in Japanese Calligraphy.

Events with CCB

SCHEDULE

Date	Event	Venue
Jul 2-4	Imaging Conference Japan 2019	Chiba University Chiba Camous
Aug 30-Sept 1	International Conference on Spatial Planning and Sustainable Development	Chiba University Matsudo Campus
Sept 21-22	Japan Academy of Diabetes Education and Nursing (JADEN)	Makuhari Messe
Sept. 18-19	Japan Committee for the Japan-New Zealand Business Council	Kashiwa-no-Ha Conference Center
Sept. 21-22	Japanese Society for Biological Sciences in Space	Chiba City Cultural Center
Sept. 26-27	The 31 st Annual Meeting of the Society for Neuroimmunology	Makuhari Messe

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