

# Chiba Update

Chiba Convention Bureau and International Center (CCB-IC)



Spring 2020



Welcome to the Spring Edition of Chiba Update!

Our greatest intention for each and every one across the globe who are experiencing greatest challenge in everyday living and in careers amidst the Novel Coronavirus.

Despite the on-going international crisis, Japan has welcomed the new fiscal year 2020. In the midst of it all, government and local organizations are fully vigilant to ensure the safety of the local public and making sure that they have the best interest and all the possible preventive measures are being implemented to avoid the further spread of COVID-19.

In Chiba, similar to many other places, majority of events were cancelled or postponed. Despite mutual cooperation of the citizen and the enormous effort of local and national government to contain the virus, the number of infected people has continued to rise. In this crucial time, the call for togetherness and even stronger bind are crucial to combat this greatest challenge the world and event industry are facing.

As we anticipate for the situation to improve, please let assure that Chiba Convention Bureau is all out to support global event organizers with utmost best as we continued to provide best assistance possible.

Once again, it is our pleasure to bring you the latest happenings. 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

### Arts and Culture Uniquely Chiba

Are you up to local entertainment? There are many Chiba-exclusive entertainments that will surely add-ups to your amazing Japan experience:

#### Nanso Satomi Hakkenden

Also known as the chronicle of the eight dogs. A puppet show originated in Awa from Sengoku period about 800 years ago. The story depicted the overflowing romance of the heroine, Boso Satomi.



#### Knife Ceremony

A very rare ceremony performed at Takabe Shrine in Boso Peninsula. It is a solemn ceremony that passed on tradition of Japanese cuisine that allows audience to observe skilled knife handling based on ancient rites where offering is cut efficiently without touching a hand to keep the pureness since its for the Gods.



#### Urayasu Musical Accompaniment

A group of performers who uses different Japanese traditional musical instruments in their theatrical dance, lion dance, and more performances.



The International Committee, International Paralympic Committee, Tokyo 2020 Organizing Committee, Tokyo Government, and Japan agreed that the Olympic and Paralympic Games be rescheduled to 2021 amidst the COVID-19 pandemic. Originally scheduled to take place between July 24 and August 9, 2020, the Olympic Games will be held from July 23 to August 8, 2021 and Paralympic Games between August 24 and September 5, 2021, - one year away from the original schedule. The XXXII Olympic will be keeping the name 'Tokyo 2020'.

The rescheduling is to safeguard the health of the athletes, the people involved and the international community.

<https://tokyo2020.org/en/news/joint-statement-from-international-olympic-committee-and-tokyo2020>

## 'Chibanian', is the name of an era



Above is the stratum section that has been recognized as important reference in the study of geological period boundary officially recognized as 'Chibanian' era.

The International Union of Geological Sciences has formally adopted 'Chibanian' as the name of a geological era. The announcement was held during the executive meeting held in Busan, South Korea on Jan. 17, 2020. The naming is for the stratum section found in Chiba Prefecture which shows evidence of the most recent reversal of earth's magnetic field which plays a vital reference point for studying the geological period boundary believed to be 774,000 years old. Chibanian Age is the first time Japan has been presented in a geological age.

Ichihara City where the stratum is located welcomed the news with confidence and anticipate with any positive effects the recognition to bring in the growth of the local economy.

More details (Japanese only):

<https://www.city.ichihara.chiba.jp/bunka/bunkabunkazaitop/gssp.html>

## Chiba on IME 2020



The Japan National Tourism Organization continued its effort to promote Japan as international tourism and business event destination. Aline with the intention are programs in which IME2020 is part of. IME is an opportunity for people in the event industry to gather together for a fruitful business encounter. The event is one of Japan's major business event expos which aim to promote and attract international and domestic conferences, academic meetings, general assemblies, corporate meetings, and incentive tours. This year, IME2020 was held at Tokyo International Forum on Feb. 26, and has attracted a considerably high attendance from both buyer and seller sector. The event also showcased an award ceremony and seminars.

By participating in the aforementioned, Chiba Convention Bureau anticipates for more positive business opportunities while engaging in Chiba promotion as convention venue as well as business meeting and incentive tour destination.

### JNTO Best International Convention Awards has been awarded to Chiba-held conference, the 9<sup>th</sup> International Discussion Meeting on Relaxations in Complex System

The 9<sup>th</sup> International Discussion Meeting on Relaxations in Complex System is among the conferences that had been recognized as JNTO Best International Convention awardees. 9IDMRCs will be held at Makuhari Messe and expects to welcome a total of about 900 participants from 20 different countries and region worldwide. Please refer to the HP for schedule and other related information: Homepage Link: <https://9idmrsc.jp/>



With the aim of promoting Chiba as Japan's incentive destination, Chiba Prefecture, Chiba Convention Bureau, Sakura City, Chiba-based hotels, Hotel Nikko Narita and Keisei Hotel Miramare as well as advertising agent PLUS ONE, in cooperation with JNTO Malaysia had visited Kuala Lumpur Malaysia for Chiba Incentive Seminar. The event that showcased seminars and business forums focused on Chiba's advantages as destination as well as topics concerning the prefectural inbound tourism was held at Grand Millennium Kuala Lumpur on February 16 to 20, 2020.

The seminar is without a doubt another positive step for Chiba to create a healthy relationship with business entities in Kuala Lumpur and expect to bring more business advantages in the future.

## Chiba Business Event Destination Seminar in India



The number of incentive tour travelers from India to Japan has increased rapidly in recent years. However, Chiba remains unpopular destination to many of the citizens, and in which somehow known as 'somewhere close to Tokyo or Narita Airport'. In order to enhance knowledge to the wider Indian market about the prefecture, Chiba Convention Bureau held the 'Business Event Destination Seminar in India', first time in India on February 20, 2020. The event is in cooperation with the Japan National Tourism Organization (JNTO) New Delhi Office. The event has successfully attracted 20 representatives from various travel agencies in the New Delhi metropolitan area.

The seminar that was mainly focused on the infrastructural capabilities of Chiba as business event destination has showcased introduction of various facilities such as Makuhari Messe and Kazusa Akademia. It also included presentation of Chiba's natural resources such as cherry blossoms with Chiba Castle at the background, a stunning view of a trolley train passing through a beautiful rape blossoms field, the magnificent beach and emerald ocean, and the extravagant view of the autumn leaves of Yoro Valley were just some that truly impressed the audience.

With its growing trend of manufacturing industry in Japan, CCB expects more incentive groups coming to Chiba.

## An old neighborhood called 'Hasuike'



In the heart of Chiba Prefecture's capital Chiba City situated an old district known as 'Hasuike'. Literally means 'lotus pond', this area was once an oasis for Samurais and merchants who are seeking place to relax and unwind.

Hasuike was most popular some more than hundred years ago from Taisho to Showa Era and was known as the 'district of Geisha'. Back then, people from the neighboring towns came all the way to Hasuike with their horses and carriages for food, drinks, and entertainment. Japanese women known as geisha which translate specifically as "woman art" entertained visitors through performance of ancient traditions of art, dance and music. As the economy prosper, Hasuike became the epicenter of economy where major transportation and establishments were built.



As the grow continued and the area were expanded reaching up to the ocean which resulted to the development and reclamation of a new district. To bring people closer to the new site, the city office has been relocated and the major train station has been transferred leaving less people in the old district.

At present, nestled behind the busy street where high rise buildings and modern establishments is an old settling of samurai Japan of few shops of over hundred years old stood. Yet the name 'Hasuike' is now unfamiliar, this once a red-light district remained in the heart of each villager, and the story which for them seems just yesterday continued to be told today and up to the generations to come.

Around Hasuike district are unique venues for business events namely Chiba City Museum of Arts, Folk Museum, and more that include shops that are uniquely Chiba.

Dig deeper into the heart of Hasuike: (automatic translation)  
<https://www.chibacity-ta.or.jp/5beach/hasuikееomoiwohasete>

## Golden Week in Japan

## CULTURE



How many days is the longest holiday in your country? In Japan, we have what we called 'Golden Week'. Interesting name isn't it? Golden Week is a collection of holidays that starts on April 29 until May 5. For many, this is one of the most awaited time of year where people go away on vacation. Speaking of vacation, when everyone takes a holiday all at once what should expect to happen? Of course heavy congestion and if the plan is to go overseas, then better reserve early for an extra cost.

4 major holidays of Golden Week:

### Showa Day

Celebrates annually on April 29. Showa day is to commemorate the birthday of Showa emperor. This is also to encourage reflection upon the intense time in Japan, Showa Era (1929-1989)

### Constitution Memorial Day

Celebrated annually on May 3. This is to commemorate the promulgation of the 1947 Constitution.

### Green Day

Celebrated annually on May 4.

Greenery Day is to celebrate appreciation of the Mother Nature's wonders.

### Children's Day

Celebrated annually on May 5. Houses with boy/s child/ren hang carp streamer or samurai helmet to symbolize prayer for the child good health and courage.

Let's join hand-in-hand, stand tall as we emerge together from this unprecedented time.

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