

Chiba Update

Chiba Convention Bureau and International Center (CCB-IC)



Summer 2020

Welcome to the Summer Edition of Chiba Update!

Our greatest intention to friends and partners all over the world. Through this edition, we, Chiba Convention Bureau is sending a message of love and encouragement especially to those who were badly affected by the Covid-19 pandemic. We will overcome this challenge together! And together, we will find new ways to bring back the pieces and create an even better future for the meeting industry.

Situation in Chiba is improving and businesses are getting back to normal. The Tokyo Disneyland and Tokyo DisneySea in Chiba reopened along with other themed parks in the prefecture. Events up to 1,000 people are allowed and expect to elevate up to 5,000 people starting August 1, both under certain regulations. Hybrid meetings are also getting popular. At concert halls and stadium, 'crowdless' concerts and game matches alternate the old style.

The pandemic clearly changed our lives and the way we associate with people. Yet, it also allows us to explore many possibilities. As we anticipate the situation to improve, let assure that Chiba Convention Bureau is all out to support global event organizers with utmost best as we continued to provide best assistance and services.

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

Message from new appointed President



I'm Minoru Ito, new appointed president of Chiba Convention Bureau and International Center.

With the spread of the new coronavirus infection, I would like to express my deepest sympathies to all. To our medical care personnel who are fully dedicated and putting their lives at risk in fulfilling the duty of preserving human life against corona virus, I would like to express sincere respect and gratitude to all of you. Those event organizers and related parties who have prepared for years only to cancel or postpone due to the pandemic, let know that I am deeply moved by the situation and sincerely hope that the harsh situation will be over soon.

As for Chiba Convention Bureau, we will continue effort to promote Meeting Industry and advance Chiba's strength as the next perfect business meeting destination in Japan. We look forward to continue working closely with you.

'New Normal' Life after the state-of-emergency lifted



Japan through active participation of the people has successfully containing the spread of the virus with low cases of infections records daily. However, its undeniable that the virus is still out there, and with less precaution triggers another possible outbreak. To further contain the virus, the government implemented guidelines so that the community can function as normal and yet maintaining the health and safety of each individual.

At present, the state-of-emergency declaration was lifted, and businesses reopened. In addition to 'new-lifestyle guidelines' where 3C's are strictly enforced, masks, face shields, and disinfectants are common languages. Social distancing became part of the daily habits. Furthermore, a new developed COVID-19 contact tracing app known as COCOA is being endorsed for fast tracking and early precautions.

For more information and safety tips, please refer to the link:

http://japan.kantei.go.jp/ongoingtopics/coronavirus_info_e.html

JpGU – AGU Joint Meeting 2020 Goes Virtual



The JpGU Meeting Organizing Committee after careful deliberation has decided to bring JpGU-AGU Joint Meeting 2020 virtual after the original schedule has been postponed to July 12-16 due to COVID-19 pandemic. 'Holding a virtual meeting is a new challenge' says the organizers, yet driven to make the first virtual experience a success that offers attractive contents and rewarding opportunities to all who will participate.

Makuhari Messe has been the home for the JpGU Annual Meeting for years. Although the hosting of the 2020 annual meeting became impossible this year due to the pandemic, the door is open to both for more events together in the near future.

For more information on the JpGU-AGU Joint Meeting 2020, visit here.

http://www.jpгу.org/meeting_e2020v/

Narita Airport ranked 1 as World's Best Dining Airport 2020 by Skytrax

Narita International Airport has been recognized in the Skytrax's World Airport Awards 2020 as the World's Best Airport Dining Experience.

Narita Airport is one of the largest and busiest airports in Japan located in Chiba Prefecture, approximately 1 hour away from Tokyo. It is composed of 3 separate buildings, Terminal 1, Terminal 2 and Terminal 3 in which international flights are concentrated on the first two terminals while terminal 3 caters local flights. Souvenir shops from small memorabilia to fancy made-in-japan items are found at both terminals. With the exception of Terminal 3, dining areas are situated on the upper floor. With the combined of about 60 restaurants offering relaxing dining experience, there are wide variety of food selections from international cuisines to local delicacies. Japan's iconic ramen, sushi, and more will surely a bud tickling palette sensation. Using meticulous preparation technique and serve with utmost Japanese hospitality, there is no doubt that Narita Airport offers the world's best dining experience.



About Skytrax Award

The World Airline Awards began in 1999, when Skytrax launched its first global, annual airline customer satisfaction survey. It is not restricted to member airlines or a pre-selected choice of airline, and any airline in the world can be nominated. There are no survey entry fees, no payment to attend the awards event, and no charges for any use of the award logos and results by winning airlines.

The Skytrax's World Airport Awards 2020 was based on the survey conducted from September 2018 to May 2019 with about 21.65 million eligible entries of over 100 nationalities all over the world.

What's now? CCB Beyond the Curve

SPECIAL FEATURE

In April 16, Japan government has declared the nationwide state-of-emergency amidst Covid-19. The declaration resulted to many business establishments to close temporarily and employees were asked to work remotely at home.

In the presence of the cancellations of meetings and events, MICE industry has suffered badly. In the midst of uncertainty, Chiba Convention Bureau thought of ways to support local members, stakeholders, suppliers and other related parties through the launched of the COVID-19 Support Program. The program is part of the CCB's own emergency measures to support partners who were affected by the impact of the pandemic.



COVID-19 Support Program

1. Hotel Support Plan

This program provides members, medical-related personnel and business event-related individuals or groups to CCB's exclusive voucher to various participating hotels which will entitle them to 50% discount or up to ¥5,000 reduction on the accommodation rate.

<https://www.ccb.or.jp/important-notice/ccb-topics/>

(Japanese only)

2. 'Get Along with Chiba' Message Video Campaign

'Get Along with Chiba Campaign' is a compilation of short videos submitted by local partners. This collaborative campaign features messages from Chiba's meeting suppliers, stakeholders, and business events-related agencies on how they are preparing on accommodating foreign visitors and international events once the restriction is lifted and activities are back. This is also CCB's way of reaching out to partners around the world sending message of love and cooperation which suggest that despite all the uncertainties the industry is facing at the moment, people are stronger when they act as one. The message video will be uploaded to Chiba Convention Bureau's homepage and other social networking service tools.

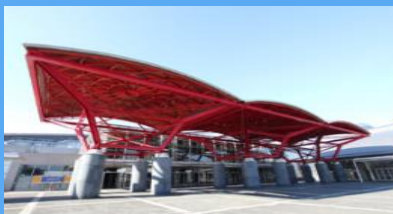
<https://www.ccb.or.jp/mice/e/important-notice/important-notice-68189/>

3. Promotion Support Program

The program showcased promotional support to local businesses by providing them promotional advantages using CCB's media tool such as the homepage, and other SNS source to advertise their companies, products and services to local consumers. This is also another initiative to help bring businesses back.

<https://www.ccb.or.jp/important-notice/ccbplan/> (Japanese only)

Chiba Japan new MICE Promotion Video is now available online



In the midst of intensifying global competition in attracting business events, Chiba Convention Bureau continued to promote Chiba internationally as meeting events destination. Recently, due to the effect of Covid-19, tremendous numbers of convention, exhibitions, meetings and other business functions were cancelled or postponed. With less chance of meeting face-to-face, CCB is reaching out to people in and out of Japan, and this time through the 'Chiba Japan MICE Promotion Video'. This video will serve as elaborative tool to efficiently introduce Chiba and its advantages as suitable venue even after the pandemic.

The promotion video features Chiba's bountiful nature where state-of-the-art meeting and accommodation facilities were built perfectly to create the most suitable environment for any business gatherings. With high resolution clips, quality images, and motion graphics applied, the production helped enhance the virtual experience in holding a convention in Chiba along with the ideas on pre/post-convention activities.

The video was first shown as an entry to CCB's first ever participated online summit, the Virtual Travel Summit. Through Chiba Japan MICE Promotion Video, Chiba Convention Bureau hopes to further promote Chiba especially in the international arena.

For Chiba Japan MICE Promotion Video, click here:

https://www.youtube.com/watch?v=_tr19iwRbIY&feature=emb_title

Chiba MICE Voice

The world economic activity as a whole suffered and the Meeting Industry has been severely damaged due to Covid-19. In Japan, the Tokyo 2020 Olympic and Paralympic Games have been postponed. Under these circumstances, it is necessary to take early preparation towards the rehabilitation of the industry and to respond to the need during and after the pandemic while suppressing the infection risk.

Having that said, new applied system on holding international and conferences are surfacing, not to mention the so-called online-held 'digital meeting', and 'hybrid meetings' that combine face-to-face and online contents.

In the future, Chiba Convention Bureau anticipates new forms of city-to-city competition. CCB will work together with event organizers, stakeholders and affiliated companies, local governments and other related parties to make all-out efforts to explore the utilization of digital technology in relation to business meeting. The system is hope to incorporate in the 'new ways' of the MICE Industry while promoting secure and safety business events in Chiba.



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