

Chiba Update

Chiba Convention Bureau and International Center (CCB-IC)



Chiba Japan
Convenient Conventions

Autumn 2021

Welcome to the Autumn Edition of Chiba Update!

Chiba has successfully hosted the Olympic and Paralympic Games Tokyo 2020 and welcomed visitors and athletes who came to Chiba to compete for the gold last Summer.

In Japan, there is a season-related phrase 'Shokuyoku no Aki' which is directly translate as 'Autumn Appetite'. Chiba being one of the major producers of agricultural products enjoys fresh harvest including rice, sweet potato, chestnut, and more.

As the air gets colder and the Autumn leaves started to red, the old vibrant of the town started to return where shops and restaurants slowly resume operation to normal. Large gatherings such as business events, concerts, sports are once again getting back on the tract.

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

Introduction to Convention Support/Services

Chiba Convention Bureau is dedicated in providing various support and assistance from event planning to post-convention assistance. Among the available services offered are the following:

- Free MICE related consultation on event venues, accommodation facilities, pre and post activities, etc.
- Site-inspection services
Includes local transportation assistance, local coordination, etc.
- Venue selection
Includes collaboration with local government and convention facilities
- Introduction of local entertainment and cultural experiences
Introduction to local artists or groups and party plans, various cultural experiences, etc.
- Local coordination
Introduction to local government, related organizations, PCOs, volunteers, etc.
- Introduction to various subsidies and available services and support
- Provision of promotion videos, brochures, pamphlets, maps, etc.



For more information on support and services,
Please visit the [CCB homepage](#).

Chiba Convention Bureau has organized a hospitality seminar in cooperation with JAL FURUSATO PROJECT



Chiba Convention Bureau has organized the Japan Airline Group's launched, the JAL FURUSATO PROJECT bringing the Meeting Industry in the Prefecture an expert touch on Japanese O-MO-TE-NA-SHI. The program is aimed to educate local organizations and enterprises on practical knowledge on business manners and hospitality services through lectures provided by an experienced flight attendant from the Japan Airlines. The program showcases 4 seminars to be held in Chiba's International Meeting Tourism Cities namely Chiba City, Narita City, Kisarazu City, and Urayasu City. The seminars are scheduled for October 7, 15, 21, and November 5, randomly.

Through his program, Chiba Convention Bureau hoped to bring further development and strengthen to the MICE Industry in Chiba.

About JAL FURUSATO PROJECT

The JAL FURUSATO PROJECT which was launched in 2021 is part of the Regional Revitalization Project of JAL Group which aimed to promote flows of goods and people to regions through tourism promotion and regional industry support through activities and uses expertise and networks developed by the Group. This is also to support the diverse needs of the regional communities and helping them discovering and creating hidden regional resources, commercializing and assisting them to international market. The project is hoped to connect regions, people, and goods while creating a sustainable society.

For JAL Revitalization Project, please visit Japan Airlines homepage [JAL FURUSATO PROJECT](#)

Chiba has Contracted a 'Tourism Representative' in Taipei

Chiba has been participating in many travel and business meeting trade fairs in Taiwan, promoting the Prefecture's strength as travel and business destination.

In order to deliver more information and to further strengthen and sustain local promotional initiatives, it has been decided to put up 'Taiwan Tourism Rep' in Taipei. This program aims to carry out promotional activities at the local level which include dissemination of the latest information on tourism, updates on local hotels and other facilities, COVID19 prevention initiatives, post covid19-related information, etc.

The Taiwan Tourism Rep refers to the 'Information Center' of Chiba Prefecture, which has been set up in Taipei. The Center will carry out responsibilities on behalf of the local government and business enterprises from product planning to travel support, public relations in collaboration with overseas media, local travel, event and exhibition promotions, and more.

Makuhari Clean Drive Project Japanese Hospitality through Clean and Green Initiatives

Clean&Green



There is a quote saying “Sanitation and cleanliness are among the humblest of the civic virtues, and it’s easy to underestimate their significance”. In Japan, ‘cleanliness’ is part of the community’s daily habit from garbage segregation at home and daily cleaning routine at schools, to national government initiatives.

Makuhari being the home to Chiba’s main convention complex, [Makuhari Messe](#) which is also one of the venues for the Tokyo 2020 Olympic, welcomes various people from local and abroad on a daily basis. This time, through the cooperation of various enterprises and organizations in the surrounding area, a clean drive project is being held from July to December, where volunteers from participating companies engage in the local community cleanliness initiative. The project was held once a week during the Olympic and Paralympic Games Tokyo 2020, and once a month after the Games.

Chiba Convention Bureau has also participated in the project and strongly support this kind of community activities projecting a true O-MO-TE-NA-SHI or Japanese hospitality not just for the people who come for specific business agendas but also for all the visitors in general. This is also aimed to create a good impression so that they will want to come back for more.

Unique Venue Introducing New Facilities in Chiba

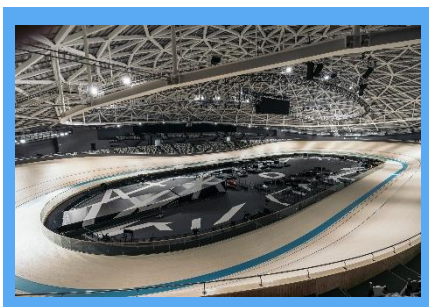
WHAT’S UP



Porsche Experience Center Tokyo

A brand experience facility unique to Porsche that stimulates the intellect and the five senses was born in Kisarazu City, Japan. The facility is the ninth of its kind in the world and only one in Japan. With a location that makes the most of the natural beauty of Kisarazu and the beautiful scenery of Japan, and a building inspired by the traditional Japanese craft of Edo-kiriko (cut glass) and featuring the 2.1 km long course tract, visitors can enjoy a Porsche brand exclusive experience here. The facility is also available as venue for meetings and other business gatherings.

For more details, please visit [Porsche Experience Center Tokyo](#)



Tipstar Dome Chiba

Tipstar Dome Chiba is a world-class bicycle track tournament facility that has opened on October, 2021 in Chiba. The dome has a sitting capacity of 2,000 people and with 250 meters long bicycle track at the epicenter. Aside from hosting various competitions, this facility is also available as venue for business gatherings and alike.

For more details, please visit [TIPSTAR DOME CHIBA](#)

Workplace Vaccination Program ahead of the Olympic and Paralympic Games Tokyo 2020

- Success Brought by Cross-industry Cooperation -

The Makuhari New City Hotels Committee has organized a workplace vaccination program ahead of hosting the Olympic and Paralympic Games Tokyo 2020 which was held last summer. The program is a quick response to ensure the health and safety of employees and those visitors who are coming for the Games. The success of the program was indeed brought by the solidarity and cooperation between people from different companies who work hand-in-hand towards the betterment of the industry as a whole.

The workplace vaccination program that took place at APA Hotel & Resort Tokyo Bay Makuhari has benefited more than 1,000 employees, related individuals and families of the surrounding hotels, Makuhari Messe and Chiba Convention Bureau. To learn more about the initiative, we have interviewed Mr. Rikiya Fujii, Makuhari New City Hotels Committee Secretary and General Manager of APA Hotel & Resort Tokyo Bay Makuhari, whose tireless effort of reaching out to the national government and other related organizations made this vaccination program possible.

To access the whole interview, please visit [Mr. Fujii Interview](#)

It goes without saying that the implementation of vaccination program gave a great sense of security to each employee especially during the Olympic and Paralympic Games. It was indeed the tireless effort bestowed by the committee especially by Mr. Fujii who took the great responsibility of executing the program that brought the initiative a great success.

The impact of the Covid19 in the Tourism Industry is indeed immeasurable. But even under such circumstances, some positive aspect has surfaced such as the bloom of 'micro tourism' in which local people put value on 'rediscovering the beauty of own locality', and reevaluation of the hygiene management are some to mention.

As for the Chiba Convention Bureau, we will continue to promote and support the deliberation of events in Chiba may it be sports, concerts, or any other MICE-related gatherings, and incorporate local activities towards further development of the MICE Industry.

Chiba to Host the Inter-Noise 2023

UPCOMING EVENTS

Chiba will host the 52nd International Congress and Exposition on Noise Control Engineering (Inter-Noise 2023) from August 20 to 23, 2023 at Makuhari Messe. The Exposition expects to bring together about 1,000 researchers from about 40 countries and regions worldwide. For more details, please visit [Inter-Noise 2023](#).



For more CCB event schedule, please visit [here](#).



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