

# Chiba Update

Chiba Convention Bureau and International Center (CCB-IC)



Spring 2021

Welcome to the Spring Edition of Chiba Update!

Our warm greetings to you and all our friends and partners all over the world. Our best wishes as we welcomed the 2<sup>nd</sup> quarter of 2021.

Here in Japan, cherry blossoms bloomed at its fullest marking the start of the new fiscal year, where opening of schools and welcoming the newcomers at companies and establishments.

While taking preventive measures weigh heavily on the importance of safety and health, social gatherings and mass events are starting to rolled back. The national and local government are hand-in-hand in the implementation of the preventive measures, and local groups and private enterprises are in strict command of their course of action to ensure the ease of every client.

As we move forward in caution, Chiba Convention Bureau looks forward to connecting with you in preparation to our next meeting face-to-face here in Chiba.

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.



## CONTENTS

### P1 Greetings

#### Convenient Conventions 101

Introduction to Japan's COVID19 Preventive Measure Guidelines by government, infrastructure, and various organizations

### P2 CCB Information

- The 'Chiba MICE Excursion Guide' now on digital
- The 'Chiba Japan Unique Venue' guidebook now available

#### Latest News

- Chiba Hosted Monorailex 2019 has received JNTO Recognition Award
- IceCube detection of a high-energy particle proves 60-year-old theory

### P3

- FOODEX JAPAN 2021 held successfully amidst Covid19 pandemic
- CCB's initiative of reaching out to international partners and buyers

### P4

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#### Special Info

- Novel Quantum Sensor provides new approach to early diagnosis via imaging

#### Events Update

- Recent events
- New upcoming



## Convenient Conventions 101



Introduction to COVID19 Preventive Measure Guidelines by government, infrastructure, and various organizations

- Ministry of Health, Labour and Welfare
- Ministry of Foreign Affairs of Japan
- Chiba Prefecture
- Narita Airport
- JR East Japan Railway Company
- Keisei Bus
- Japan National Tourism Organization (JNTO)
- Japan Convention Management Association (JCMA)
- Japan Exhibition Association (JEXA)



## The 'Chiba MICE Excursion Guide' is now on digital

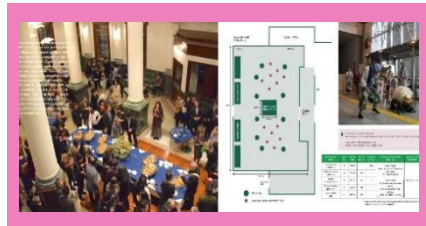
## CCB INFORMATION

### Chiba MICE Excursion Guide

The Chiba Convention Bureau's 'Chiba MICE Excursion Guide' is now in its English version and available on digital. The digital guidebook showcases 9 attractive course plans from half-day to full-day activities, exploring Japanese history, temples, cultural and hands-on experiences, and more.

For your copy, please access: <https://www.ccb.or.jp/mice/excursion-guide-e/?pNo=1>

## The 'Chiba Japan, Unique Venues' guide is now available



The Chiba Convention Bureau's comprehensive guidebook 'Chiba, Japan Unique Venues' of Chiba is now available. The guidebook features various Chiba-exclusive events venue such as Japanese garden, museums, chartered monorail and more, aimed to provide concrete information on the facility for better planning and visualization.

<https://www.ccb.or.jp/mice/e/support/toolkit/>

## Chiba hosted Monorailex 2019 has received JNTO Recognition Award

## LATEST NEWS



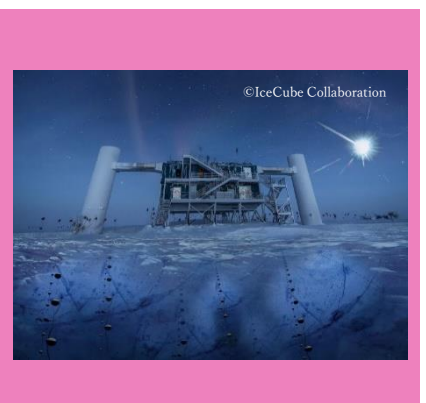
The Japan National Tourism Organization has announced the recipients of the 2020 Achievement Award. Among the 13 awardees is the Chiba-hosted conference, the International Monorail Association Annual Conference – Monorailex 2019, for International Conference Category.

The JNTO's Achievement Awards is a yearly recognition of the outstanding achievements of national and international business events staged in Japan, aimed to promote mutual understanding between organizers and general public, as well as contribute in the development of young people, regional revitalization, economic development. The project was launched in 2008, and this year marks the 13th year.

Chiba Convention Bureau has served as link between organizers, local government and private entities which resulted to the realization of the first International Monorail Association conference in Asia.

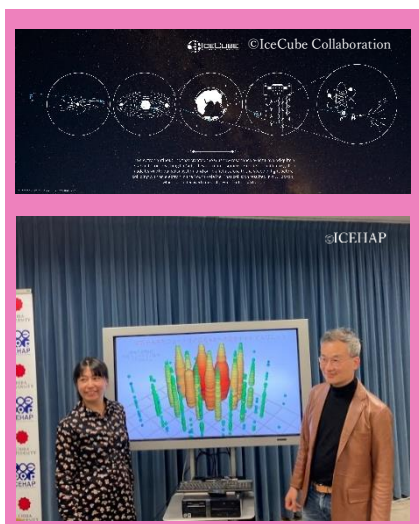
For details on Monorailex2019, please visit: <https://monorailex.org/content/monorailex-2019-0>  
For details on JNTO press release, please visit (Japanese only):  
[https://www.jnto.go.jp/jpn/news/press\\_releases/pdf/20210129\\_4.pdf](https://www.jnto.go.jp/jpn/news/press_releases/pdf/20210129_4.pdf)

## IceCube detection of a high-energy particle proves 60-year-old theory



IceCube had seen a Glashow resonance event, a phenomenon predicted by Nobel laureate physicist Sheldon Glashow in 1960. With this detection, scientists provided another confirmation of the Standard Model of particle physics. It also further demonstrated the ability of IceCube, which detects nearly massless particles called neutrinos using thousands of sensors embedded in the Antarctic ice, to do fundamental physics.

It has made it possible for the first time to distinguish between particles and antiparticles in high-energy cosmic neutrinos, which has been considered difficult until now. By making this identification possible, it is expected that it will bring new knowledge to the elucidation of the mechanism of cosmic neutrino generation and will play an important role in future major developments in neutrino astronomy.



The main part of the research in which the result was also featured in the world's leading multidisciplinary science journal, Nature, was conducted by Dr. Lu Lu, a former researcher of the International Center for Hadron Astrophysics (ICEHAP) of Chiba University. This international research institute for High-Energy Hadron Astrophysics led by the neutrino astronomy with the world's most sensitive instruments and massive numerical simulations of cosmic dynamics was established in 2012 and lead by Professor of Physics in Graduate School of Science and ICEHAP Director, Dr. Shigeru Yoshida.

Chiba University is part of the 'IceCube Collaboration', and hosted the first ever Icecube meeting in Asia, the IceCube Collaboration Meeting 2019. Chiba Convention Bureau took part in the said event by providing support and assistance.

For more details: <https://icecube.wisc.edu/news/press-releases/2021/03/icecube-detection-of-a-high-energy-particle-proves-60-year-old-theory/>

## FOODEX JAPAN 2021 held successfully amidst COVID-19 pandemic



The biggest international food and beverages exhibition and tradeshow in Asia, the FOODEX JAPAN 2021 was successfully held at Makuhari Messe on March 9-12, 2021 amidst COVID-19 pandemic attracting 25,724 participants from Japan. The 4-day event showcased 4 special exhibition zones featuring gastronomy, local food products, food technology, and international cuisine, with 3,500 participating companies in a total of 4,500 booths displaying new local and international food products, and other food related technology.

Chiba Convention Bureau as co-sponsor has actively participated in assisting organizers by providing support and assistance such as information dissemination and promotion putting confidence on safety and health measures.

Due to the unprecedented situation during the execution were challenges on how to carry out preventive measures and maintaining a good atmosphere between sellers and potential clients. Among the precautions being implemented were pre-registration system where registrants were provided with a QR code which is use at self-registration booth. This system allows minimal in-person contact. Hand sanitizers where provided all over the venue while body temperature check upon entry is a must. Social distancing measures, and more were also observed.

The FOODEX JAPAN 2022 is scheduled to be held next year at the same venue, Makuhari Messe in Chiba.

For more information on FOODEX2021, access here: <https://www.jma.or.jp/foodex/en/>

## CCB's initiative of reaching out to international partners and buyers

### WHAT'S UP

Chiba Convention Bureau with the hope of reaching out to international partners and buyers around the globe despite the Covid-19 pandemic, held and participated in various online seminars promoting Chiba as next destination and event venue, providing participants with situation updates and concrete ideas on holding business functions, the on-going infection preventive measures and what is at stake after the travel ban is lifted. Among the recent held seminars are:



| Seminar/Tradeshow   | Date         |
|---|--------------|
| The 30 <sup>th</sup> International MICE Expo Japan (IME2021 Online) | Feb. 24-26   |
| JNTO Australia/New Zealand Virtual Seminar                          | Mar. 10 & 16 |
| Chiba Taiwan Incentive Seminar and Online Meeting                   | Mar. 16      |

## Novel Quantum Sensor provides new approach to early diagnosis via imaging

## SPECIAL INFO

The National Institutes for Quantum and Radiological Science and Technology (QST) announced Jan. 29, 2021, Novel Quantum Sensor provides new approach to early diagnosis via imaging. This new quantum sensor allows detection of oxidative stress in organs during MRI scans, opening the doors to early diagnosis of serious illness. For more information, visit the QST homepage:

<https://www.qst.go.jp/site/qst-english/48192.html>

## Recent and Upcoming Events Information

## EVENT UPDATE

| Date                 | Year | Event   | Venue                  | Participants |
|----------------------|------|---|------------------------|--------------|
| <b>Recent Events</b> |      |   |                        |              |
| Jan. 9-11            | 2021 | 2021 JFA Football Conference  | Online                 | 1,600        |
| Jan. 17              | 2021 | Chiba University Hospital Citizen Seminar on Cancer   | Online                 | 200          |
| Feb. 19-20           | 2021 | The 49th Annual Meeting of Japan Society of Health Evaluation and Promotion                   | Online                 | 1,230        |
| Mar. 10-12           | 2021 | International Workshop on Sensing, Actuation, Motion Control, and Optimization                | Online                 | 200          |
| <b>New Upcoming</b>  |      |   |                        |              |
| Sept. 21-22          | 2021 | 5 <sup>th</sup> QST International Symposium   | Makuhari Messe         | 300          |
| Sept. 24-25          | 2021 | World Blind Union Asia Pacific Regional Seminar of Massage                                    | Makuhari Messe         | 100          |
| Sept. 28-30          | 2021 | 11 <sup>th</sup> EAI International Conference on Mobile Networks and Management (MONAMI 2021) | Hotel Port Plaza Chiba | 80           |
| Feb. 5-6             | 2022 | 10 <sup>th</sup> Japan Cancer Rehabilitation Meeting  | Hotel Port Plaza Chiba | 700          |

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