

Chiba Update

Chiba Convention Bureau and International Center (CCB-IC)



Winter 2021

Welcome to the Winter Edition of Chiba Update!

Our warm greetings to you and all our friends and partners all over the world. We hoped that you welcomed the new year with better perspective, brighter ideas and aspiration.

In Japan, we celebrated the coming of year in the most solemn and family-oriented way where family members gathered around the table of Japanese delicacies, and enjoy each other's company through games, cooking, eating and watching movie together. This year is away from the typical way of celebrating new year. Yet, this time brought a chance for many families to bind closer and spend more time together.

With the presence of many challenges, what's new in the Meeting Industry? What are future trends? How it will affect business events? With the fast changing tract the world is experiencing desires strong resilience and ability to redefine strategy and solution. Flexibility to adapt to new concepts while developing effective response to cater client's NEW needs are placed very essential.

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

Recommended Pre/Post Convention Activities

Chiba offers various program to choose from for pre/post-convention activity such as the following:

Fruit picking

An abundant variety of fruits can be harvested seasonally throughout the year, including strawberries, blueberries, pears, loquats, watermelons, and other melons.
<https://japan-chiba-guide.com/en/topics/strawberry.html>

Fishing

Chiba prefecture is the ideal location to experience Japanese fishing, as it is surrounded on three sides by the sea. The program includes seine fishing, fixed net fishing, net fishing, sudate (net trap) fishing, and shellfish gathering.

Golf

Chiba Prefecture has many golf courses. Many people utilize them because of easy access. Some golf courses have employees who can speak foreign languages, and take you to and bring you from the station or airport, so that you can enjoy the play at ease. <https://japan-chiba-guide.com/en/topics/golf.html>

Walking in traditional townscape: <http://japan-chiba-guide.com/>

Factory visit: Kikkoman: <https://www.kikkoman.com/en/shokuiku/factory.html>

Chiba Sake Brewery: <https://en.japantravel.com/chiba/uncovering-chiba-prefecture-s-sake-legacy/37019>



Chiba Convention Bureau is proud to announce the staging of 4 international convention events namely The 9th International Discussion Meeting on Relaxations on Complex Systems (9IDMRCS), Joint Conference of ProMAC and IPMA World Congress 2022, 45th Annual Meeting of the Molecular Biology Society of Japan, and the 33rd International Conference on Arabidopsis Research (ICAR2023). The actualization was brought by collaborative efforts between Chiba Prefectural Office, Chiba City, and Chiba Convention Bureau and International Center. Both of the 4 conventions will be held at Chiba's main convention center, Makuhari Messe.

1. 9th International Discussion Meeting on Relaxations in Complex Systems (9IDMRCS)
Meeting of research gathering and conversation of distress attention meeting.
9IDMRCS will be held from July 30 to August 5, 2022 with approximately 900 participants
For more information: <https://9idmracs.jp/>
2. Join Conference of ProMAC and IPMA World Congress 2022
An International Project Management Association's Convention. Join Conference of ProMAC and IPMA World Congress 2022 will be held from November 19 to 25, 2022 with approximately 1,500 participants
3. The 45th Annual Meeting of the Molecular Biology Society of Japan
MBSJ was established in 1978. It is now the largest biological society in Japan.
The 45th Annual Meeting of the Molecular Biology Society of Japan will be held from November 30 to December 2, 2022 with approximately 8,500 participants
For more information: <https://www.mbsj.jp/en/>
4. The 33rd International Conference on Arabidopsis Research (ICAR 2023)
ICAR conferences provide safe and productive environment and allows the sharing of unpublished scientific findings.
ICAR 2023 will be held from June 5 to June 9, 2023 with approximately 1,200 participants.
For more information: https://epd.brc.riken.jp/en/?doing_wp_cron=1608871615.9456379413604736328125

Seminar of the Society of Iodine Science (SIS) for High School Students to be held online

The Meeting of the Society of Iodine Science (SIS) Seminar will be held virtual on Jan. 24, 2021. The symposium is aimed to educate high school students on the importance of the chemical substance iodine and other iodine-related Sciences. The Society of Iodine Science (SIS) was established in 1998 with the main objective of developing Iodine-related technology and products.

Iodine in Japan?

Japan is said to have the 25% share of iodine in the world, next to Chile. In Japan, Iodine is produced from brine along with natural gas found in Chiba, Niigata and Miyazaki. For more information: <http://fiu-iodine.org/en/>

The 73rd Annual Meeting of the Japanese Society of Hot Spring Science held at Kamogawa City

日本温泉科学会

THE JAPANESE SOCIETY OF HOT SPRING SCIENCES



The 73rd Annual Meeting of the Japanese Society of Hot Spring Sciences took place on November 25 to 27 at Josai International University Awa Campus in Kamogawa City. The Japanese Society of Hot Spring Sciences was established in 1939, an academic society on hot spring with a history of more than 80 years. Each year, the organization held its annual meeting in various places in which this year held in Chiba Prefecture.

The Annual Meeting has attracted 45 participants from different fields of expertise such as researchers, engineers, executives, government officials, travel journalist, hot spring science scholars, and more who shared expertise and ideas. The meeting was held in accordance to the Covid19 prevention measures on holding public gatherings.

Chiba Convention Bureau in support has provided giveaways and live performance. During the occasion, The Knife Ceremony of Takabe Shrine, the shrine believed to





enshrines the ancestral God of Cooking where performed live at the prestigious Japanese-style Hotel Kamogawakan, the reception venue for the meeting.

Japan is known for its hot spring bath tradition. And this time, Chiba is proud to be part of the Annual Meeting as venue. Chiba being known for its considerably warm climate is also home to many hot spring bath facilities.

For more information: <http://j-hss.org/>

Sharing Practical Insights Through Various Online Events



Although the pandemic affected the inbound tourism even in Japan, the need for connection and information dissemination remained constant. Chiba Convention Bureau in cooperation with local and national agencies and abroad, has imparted in various seminars which aimed to provide relevant information with people and organization in the Meeting Industry.

The Chiba Inbound Tourism Seminar organized by Chiba Prefecture International Tourism Development Association which was held on October 2, 2020. During this occasion, CCB was given a chance to share expertise on attracting and hosting international group travelers. While the online seminar organized by the Japan Congress Convention Bureau held online on Dec. 4, 2020 provided an opportunity to share our own preventive measures and assistance programs in relation to the pandemic as reference for other organizations and agencies.

Furthermore, the BID Agent Training Day organized by Thailand Convention and Exhibition Bureau held on Oct. 8, 2020, was a great opportunity to inspire fellow members in the field of database research. The presentation emphasized on how the proper acquisition of information which is very important in understanding client's needs.

CCB Participated in ICCA Hybrid Congress & Hybrid Summits



The International Congress and Convention Association (ICCA) continued to bring leadership and connectivity to its members worldwide despite the pandemic, this year through hybrid meetings.

On November 1 to 3, the ICCA Congress were held in Kaohsiung, Taiwan. The congress aimed to bring together the entire global ICCA community to connect and explore new ideas and format that will shape the future which work for everyone. Moreover, a framework identifying major trends and key strategies for the Meeting Industry known as Kaohsiung Protocol has been introduced. While Taiwan hosted the Congress, Japan welcomed the ICCA Asia Pacific Summit 2020 in Yokohama from Dec. 15 to 16, 2020. The summit introduced innovative ideas under the theme 'Navigating a New Model for Meetings'. The 2-day event showcased 12 sessions introducing 30 speakers with approximately 300 on-site participants. The Summit was also available virtually worldwide.

The aforementioned not only provided the chance to reunite, but also a reflection of unity between the members and the reassurance that the MICE Industry withstand any challenges and stronger when joined as one.

Let's Chat Chiba Virtual Media Event



What is the best way to reach out in times like pandemic where people are ocean distance apart?

On Nov. 12 held Chiba Virtual Media Event hosted by Diamond Public Relations. During the event, 8 representatives from different major international publishing company had participated in discovering Chiba's gems through interactive activities including live presentation, Japanese lessons and trivia quiz.

The event was in cooperation with the Chiba Prefecture Tourism and Local Products Association.

What's new on tradeshow? CCB on the Go

With the presence of travel restriction locally and abroad created a great impact in the tradeshow trend. On October 23, the Metropolitan Tourism Tradeshow was held in Tokyo. The one-day event that was participated by the CCB showcased a face-to-face consultation, free session and seller's presentation. On the other hand, on December 8-10 was held IBTM World 2020, and this year not in the regular venue Barcelona but over the internet. The virtual event focused on helping connect with people and inspire to adapt business thrive in the new world. Most of the topic that has been discussed tackled on the issues the industry is facing such as technology, crisis management, sustainability, and future trends. The event also brought buyer and seller together and discuss business possibilities.

The Corona Virus keeping us in physical distance, yet despite of, the new trend with the help of technology allowing us to wave and say 'HELLO!'. It allows us to connect continuously and build connection towards the new future.

FUTURE EVENTS

Date	Year	Event	Venue	Participants
Oct. 5-7	2022	65th Annual Conference on Pulp and Paper Technology (Japan Tappi 2022)	Makuhari Messe	1,000
Nov. 19-25	2022	Joint Conference of ProMAC and IPMA World Congress 2022	Makuhari Messe	1,500



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