

# Chiba Update

Chiba Convention Bureau and International Center (CCB-IC)



Spring 2022

## Welcome to the Spring Edition of Chiba Update!

Our best wishes for productive and fulfilling days ahead as the fiscal year 2022 in Japan starts.

Aside from the brand new fiscal year, there are many exciting events during the Springtime in Japan. The first thing to mention is the incoming ceremonies of schools, universities, and companies. Since the season allows to enjoy the view of beautiful Sakura trees in full bloom, many newcomers taking commemorative photographs to commemorate the event. The one very common scene is the incoming elementary school students carrying *landel* backpack posing with cherry blossom flowers for photographs. New working adults are looking good in their brand new suits anticipating for the new world ahead of them.

In this issue, please check out various cultural performances, videos, and cherry blossom viewing destinations among others. We hope that this will be useful to you in your next Japan visit planning.

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 Chiba's cultural performances

Chiba offers various live cultural performances for receptions and banquet parties of business gatherings. Here are some cultural groups and performances available for your event's banquets, welcome receptions, and alike:

1. Narita Matsuribayashi
2. Yaegaki Shrine's Gion Festival
3. Hanedaiko Drum Performance
4. Satomi Matsuri Hand-made armor parade
5. Nobuto Kagurabayashiren
6. Gyotoku Shrine's portable shrine parade
7. Funabashi Bakamen Dance
8. Katori Shintoryu Sugitano Dojo
9. Sawarabayashi Te-odori



Click here or use the QR code too check out the [Chiba Cultural Performances](#) introductory video (Japanese only).



## The Chiba MICE Day 2022 organized by Chiba Convention Bureau was held successfully



The Chiba Convention Bureau has organized the Chiba MICE Day 2022 on March 28, 2022. This is the first-ever Chiba MICE Day held online following the cancellation in 2021 due to the pandemic. The seminar aimed to bring together the Meeting Industry-related organizations and industries through knowledge exchanges with the home to further develop the industry in the Prefecture. It has been participated by representatives from various sectors such as business event facilities, hotels, travel agencies, event organizing companies, local government, tourism agencies, universities, media, and more.



The Chiba MICE Day 2022 featured a lecture facilitated by Associate Professor Yoichi Ochiai of University of Tsukuba, Faculty of Library, Information, and Media Science on the theme of digital technology and SDGs, and how they will impart to the future of business events.



The Meeting Industry has been badly affected by the pandemic resulting in the cancellation or postponement of many business events, and the shift in the format from face-to-face to hybrid or online gatherings became the mainstream. The present situation foresaw the role of digital technology in the future of the industry. With an eye on post-covid, Professor Ochiai shared practical knowledge and vision on his research field which is the digital technology, and SDGs perspective. This is to provide a clear view of what to expect ahead and how to prepare for the coming of the inbound clients once the international boundary restrictions are lifted. The event has indeed imparted great value in the development of business events in the Prefecture.

## Chiba Convention Bureau created a promotional video featuring one of the convention cities of Chiba, Urayasu City



Chiba Convention Bureau in collaboration with Urayasu City has created a promotional video showcasing the advantages of the city as a business event destination. Home to the world-renowned themed parks, Tokyo Disneyland and Tokyo Disney Sea and known in Japan as 'the town of Tokyo Disney Resort', Urayasu City is one among the four designated International Meeting Tourism City of the Prefecture by the Director of Japan Tourism Agency along with Chiba City, Narita City, and Kisarazu City. These cities provide an attractive structure for international conferences and business gatherings being equipped with various facilities and accommodations attracted to event organizers, where attractive sightseeing resources within and in the surrounding areas are also found.



The promotional video aimed to introduce various meeting venues of Urayasu City including international chained hotels, convention venues, and various post-convention programs which is aimed to provide introductory perspective about the City.



The city aims to promote and raise awareness of the city's strength as a business destination, and further develop its potential in anticipation of welcoming more inbound visitors in the days ahead.

Click here to see the [Urayasu City MICE Promotion Video](#).

## Chiba among the 10 cities that has been introduced in the JNTO's Virtual Visit

While it is difficult for travelers to go on places due to Covid19, the Japan National Tourism Organization (JNTO) has produced virtual videos which feature the charms of the destination venues, aimed to attract overseas organizers of international conferences. Chiba City is among the selected cities highlighted in the program.

The video is about 12 minutes long introductory virtual video in which a key person conducting a site-inspection visit is being toured by local experts visiting various facilities to learn the city's strength as a host destination. The 10 cities featured in the program are Otsu, Kitakyushu, Nara, Hiroshima, Yokohama, Fukuoka, Okayama, Chiba, Osaka, and Sendai.

In Chiba City, among the places that are highlighted are Chiba's main convention complexes, Makuhari Messe, Chiba University, Mihama-en Japanese Garden, Chiba Urban Monorail, and more. The video also showcased other state-of-the-art institutions, local industries, latest innovations, exclusive venues along with various pre/post-convention programs for business events. emphasized on the city's advantage as a 'convenient conventions' destination due to its outstanding access both locally and internationally, and the compactness of its convention complex and various programs that are within just a few distances around.

In addition to the virtual tour, the 360°images were also introduced.

For the [JNTO's Virtual Visit Chiba](#), please visit the homepage.

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## The revised edition of the Chiba MICE guidebook, the Chiba Meeting Planners Guide is now available online



The revised version of the [Chiba Meeting Planners Guide](#) is now available online. Check the updated list of convention venues, accommodation facilities, Chiba-exclusive venues, post-convention programs, and more.

The Planners Guide aims to provide event organizers and alike, to a broaden knowledge about the prefecture and its advantages as the best suitable meeting destination in Japan.

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## The Narita City Wholesale Market is opened in its new location



The Narita City Wholesale Market offering wholesale foods and other essential commodities from all over Japan was opened in the new location in January 2020. The new facility is situated on 9.3 hectares of land which is directly accessible from Narita Airport via a special passage. The facility is composed of 2 buildings in which one accommodates fruits and vegetables and the other the fishery products. Conveniently located beside the airport, and has a processing and handling capability that makes it easier for the consumer to place an order for international shipments. It also offers one-stop export procedure services for buyers' convenience.

In addition to various ingredients are fresh vegetables and marine products, various items such as miscellaneous goods and packaging materials necessary for the operation of restaurants and retail stores are available, connecting producers and consumers. Although basically, the wholesale market is for merchants and professionals, it is available to the public every second and fourth Saturday of every month, where many activities such as tuna cutting demonstration, roulette, and more can be enjoyed.

The food court section which will be available to the general public is scheduled to open in September this year.

For details, see the [Narita City Wholesale Market](#) homepage.

## Recommended places for Sakura viewing in Chiba



The start of Spring also means Sakura flower viewing in Japan. Also, refer to as Hanami, this Japanese tradition of enjoying the transient beauty of flowers, especially the cherry blossoms commonly practice around the end of March to early May. This tradition is said to be rooted centuries old during the Nara period (710-). During this time, parks are packed with people to picnic or simply admire the full bloom of flowers.

Here are some places notable for cherry blossom viewing in Chiba.



1. [Inohana Park](#)

Enjoy the flower viewing with the view of the Chiba Castle. A festival is held in the vicinity during this time.

2. [Mobara Park](#)

Located in the city center of Mobara. The red bridge in the center of the pond provides an extra Japanese feeling.

3. [Sakura Castle Ruin Park](#)

Popular cherry blossom spot with about 1,100 trees that bloom in Spring. This park is among the top 100 castles in Japan.

4. [Izumi Nature Park](#)

Located in a 43-hectare land with about 1,500 cherry blossom trees.

5. [Shimizu Park](#)

Among the top 100 cherry blossom spots in Japan with about 2,000 cherry blossom trees.



For more listing of Sakura viewing spots, please visit the [Chiba, Japan Travel Guide](#).

## Inbound Customized Tour, Mini Trip

Mini Trip is a travel agency in Isumi City, Chiba Prefecture which was established in May 2014. The agency provides personalized travel services catering mostly inbound clients from Vietnam may it be a business trip or a personal trip. Mini Trip offers various programs featuring destinations, local cultural and hands-on experiences, food culture, etc. of Isumi City.

Mini Trip is also looking forward to expanding its target clients from small trips to luxury tours that will also cater not only to inbound clients from Vietnam but also from Thailand, Indonesia, and other Asian countries.

For more information, please visit the [Mini Trip](#) homepage.



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



Chiba Convention Bureau and International Center  
14F Marive East, World Business Garden  
2-6 Nakase, Mihama-ku, Chiba City Chiba Prefecture, 261-7114 Japan  
Tel: +81-43-297-2752 Fax: +81-43-297-2753  
Homepage: <http://www.ccb.or.jp/mice/e/> Email: [chibainfo@ccb.or.jp](mailto:chibainfo@ccb.or.jp)

