

# Chiba Update

Chiba Convention Bureau and International Center (CCB-IC)



Winter 2022

## Welcome to the Winter Edition of Chiba Update!

Our best wishes for a prosperous and successful 2022.

This year, we have welcomed the year with less restraint as the local travel restrictions were put to ease even before the holiday season. As we are allowed to gather in groups or travel, people are continued to be vigilant in observing the safety protocols, while hotels, restaurants and other establishments follow their own safety measures to ensure safety as the situation progresses.

Winter in Japan can be tough for some places where snow pours heavily especially in mountainous areas. Chiba on the other hand experience a mild winter with limited snow fall. The crisp weather of winter brings a clear-blue sky and provides a good-clear view of Mt. Fuji. In Chiba around mid-February you can observe a phenomenon called 'Diamond Fuji' a very unusual event where the rays of the rising or setting sun align with the peak of this iconic mountain, causing the summit spark like a diamond.

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.

## CONTENTS

- P1
  - Greetings
  - Convenient Conventions 101
  - Introduction to 'unique' venues of Chiba
- P2 Latest News
  - CCB-IC to participate in IME 2022 Online
  - The CCB-IC and Japan Airlines' Hospitality Seminar was held as Chiba MICE development initiative
  - Planetary Exploration Research Center (PERC) Online Seminar for High School Students
- P3 What's Up
  - Makuhari Illumination
  - Aspiration towards the future
  - Explore Kisarazu City through Guidoor
  - Porsche Experience Center Tokyo
  - The new meeting place for your event
- Special Feature
  - Makuhari Farm 'Vechika'
  - The world's first fully-automated vegetable factory in Chiba
- P4 Upcoming Events
  - FOODEX JAPAN 2022



## Convenient Conventions 101

### Introduction to 'unique' venues of Chiba

Chiba offers various exclusive venues for business gatherings such as seminars and receptions.

1. Chiba Urban Monorail  
The longest suspension monorail in the world according to the Guinness Book of World Records.
2. Narita Museum of Calligraphy  
Opened in 1992 as the integrated museum dedicated to the art of calligraphy. It is located in the beautiful Naritasan park in the precinct of Naritasan Temple.
3. Mihama-en Japanese Garden  
Located in the 1.6-hectare park in the heart of Makuhari. A Japanese garden with a large pond, and a teahouse for authentic Japan experience.
4. Chiba City Museum of Art Saya-do Hall  
The hall has a neo-Renaissance style with eight massive columns. Available for party banquets. You can also enjoy viewing ukiyo-e and other artworks.
5. Boso-no-Mura  
An outdoor history museum offering interactive experiences.

For more information on Chiba-exclusive venues, Please visit the [CCB homepage](#).



Largest MICE business convention in Japan

### IME 2022 Online

The 31st International MICE Expo Japan Online

Chiba Convention Bureau will participate in the largest MICE business convention in Japan, the IME 2022 Online to be held on February 16 to 17, 2022.

Please visit the [IME 2022 Online](#) for more information and updates.

## The CCB-IC and Japan Airlines' Hospitality Seminar was held as Chiba MICE development initiatives



The Chiba Convention Bureau (CCB) in cooperation with the Japan Airlines held a hospitality seminar in the four 'International Meeting Tourism City' of the prefecture namely Chiba City, Narita City, Kisarazu City, and Urayasu City. The seminar is as part of the JAL Group's Regional Revitalization, the JAL FURUSATO PROJECT. The seminar was held respectively from October to November, 2021, and was attended by about 200 representatives from various MICE-related businesses and organizations from the prefecture. During the seminar, CCB has invited 3 cabin crews from the FURUSATO PROJECT who facilitated the lecture and share some basic knowledge and personal experiences on hospitality that include customer service etiquette, responding to the needs of people from different culture, in-flight duties, Covid19 measures, and more. This aimed to further develop and promote MICE industry in the prefecture.

The seminar was done in 4 different venues in the prefecture, at Keisei Hotel Miramare in Chiba City, at Hotel Okura Tokyo Bay in Urayasu City, at Porsche Experience Center Tokyo in Kisarazu City, and at Naritasan Museum of Calligraphy in Narita City. Among the seminar's highlights are the MICE facility site inspection tour and the calligraphy live performance. Through the seminar, participants have once again been reminded of the true service that is rooted in the heart, and that, despite wearing a mask during pandemic times, a true smile knows no boundaries. The seminar showcased various customer service content that is useful in daily practice at work place.

The JAL's regional revitalization efforts, JAL Furusato Project was established to respond to diversifying local needs and to support the revitalization of local communities and local economies. At present, there are about 20 flight attendants involved in the project in every 47 prefectures, for a total of about 1,000 nationwide.

## Planetary Exploration Research Center (PERC) Online Seminar for High School Students

The Chiba Convention Bureau in collaboration with the Planetary Exploration Research Center of Chiba Institute of Technology, has organized a seminar intended for high school students and other interested participants on planetary exploration. The event was held on December 28, 2021, and was attended by more than one hundred including students from different High Schools in the Prefecture.

The seminar was facilitated by Principal Staff Scientist, Dr. Koji Wada with topics focused on the study of theoretical planetology including planetary exploration such as Hayabusa2 mission. The seminar served not solely as an opportunity for the participating students to explore the solar system but also served as a chance for the organizers to promote the upcoming [Japan Geoscience Union Meeting 2022](#) to be held hybrid from May 22-27, 2022 at Makuhari Messe.

[The Planetary Exploration Research Center \(PERC\)](#) of Chiba Institute of Technology was selected as a collaborative center for university use with Institute of Space and Astronautical Science (ISAS), Japan Aerospace Exploration Agency (JAXA) in 2017, and started full-scale activities in 2018. PERC aims to contribute to the future exploration of the solar system by establishing itself as a development center for astronomical imaging cameras and dust observation equipment through

## Makuhari Illumination Aspirations towards the future



The Chiba's main convention area, Makuhari holds Winter Illumination each year, where colorful LED lights are lit in places during the season. The iridescent light hopes to provide aspirations towards the future.

This year, in addition to the performance during the lighting ceremony, was a special live performance held on 8<sup>th</sup> of January, presented by the Dance Club of Chiba Prefectural Makuhari Sohgho High School. The group is looking at the possibility of performing as well at various business events in Chiba in the future.

## Kisarazu City on the mobile city guide Explore Kisarazu City through Guidoor



In order to reach as many international visitors, Kisarazu City employs a multi-lingual tourist information site, 'Guidoor'. The site allows an introduction of the city's major tourist destinations in 8 different languages, Japanese, English, Chinese, Korean, French, Spanish, Indonesian, and Thai. The application is accessible via the internet or via the QR code found at major tourist destinations in the city.

Through this, [Kisarazu City](#) hopes to provide up-to-date information for inbound tourist's convenience.

## Porsche Experience Center Tokyo The new meeting place for your event



The ninth of its kind in the world and first in Japan, the Porsche Experience Center Tokyo opened in Kisarazu City in Chiba on October 1, 2021. The facility showcased a driving course, a restaurant, an exhibition space, souvenir shop, and a spacious lounge area and meeting rooms available for business gatherings.

Porsche Experience Center Tokyo aims to maximize the true performance and instincts of a Porsche driver through driving techniques and theories taught by specialist trainers. In addition to the 2.1 km driving tract is a simulator lab where one can get a visual thrill of driving at some of the world's iconic race tracks via a simulator.

Located in the beautiful scenery of Kisarazu City, approximately 60 minutes from Tokyo and Narita Airport, and about 45 minutes from Haneda Airport, this Japanese craft of Edo-kiriko inspired architecture also offers a fine dining experience at its in-house 906 Restaurant that serves selection of specialties, coffee, pastries, refreshments, as well as in-house catering from small groups to exclusive parties providing a variety of options from plated dinners to buffets and boxed lunches. Enjoy lunch and dinner made from the freshest local ingredients of Kisarazu, overlooking the spectacular view of the racing track.

Furthermore, the facility offers variety of spaces for business events of all sizes, whether it's a special occasion or a team-building for private and corporate events. It has twelve different meeting rooms outfitted with state-of-the-art audio-visual equipment for a seamless meeting experience. This state-of-the-art facility could be a great treat for customers, not only those who have a passion for cars, but clients in general.

For more details, please visit Chiba Update Winter 202. PDF version also available.

## Narashino Farm 'Vechica'

## The world's first fully-automated vegetable factory in Chiba

For many years now, technology has revolutionized our world and our daily lives. It improved the quality of life, making it more convenient, faster, and more fun. One product of modern technology is the world's first fully automated vegetable factory in a basement in Narashino City in Chiba.

Have you ever thought of where the food on your plate came from, who produced them, and how? Will you be surprised if I say that underneath a public road in a basement 10 meters underground is a huge production of leafy greens such as lettuce and other vegetables?

The Narashino Farm 'Vechica' literally translated as 'basement grown vegetables' is a Chiba Prefectural project in collaboration with Itoh Denki, in which a vacant space underground is used as a vegetation farm.

The Vechica is located in a 3.1 kilometers long utility tunnel with the length of 6 meters long and 4 meters high. The factory was first operated in 2015, and is producing lettuce and other leafy greens to supply nearby groceries and food establishments. Aside from the utilization of a vacant space, some of the major considerations in the selection of the use of the underground tunnel is the constant temperature suitable for cultivation, which allows 25-40% less electricity consumption, as well as save building construction cost. It is located in a commercial district which resolves logistic, and packaging cost issues. Furthermore, since it is indoor and not affected by sudden weather changes, allows stable production volume all-year-round.

The factory is a fully-automated factory that aims to produce quality products that will meet consumer's demand. The factory also hopes to provide custom-made vegetables, a centralized management system for integrated services from packaging to logistic, and develop cultivation technology which will expand overseas, especially those areas unsuitable for vegetation.

For more details, please visit Chiba Update Winter 2022. PDF version also available.

The 47th International Food and Beverage Exhibition  
FOODEX JAPAN 2022

The leading Food & Beverage trade show in Asia. This year to be held from March 8 to 11, 2022 at Makuhari Messe, FOODEX JAPAN provides business expansion opportunities and solutions for food & beverages. For more details, please visit [FOODEX JAPAN 2022](#).



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

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