

Chiba Update

Chiba MICE Newsletter



No.005



Katsuura Undersea Park

LATEST NEWS

The 98th Annual Congress of the Japan Endocrine Society held at Makuhari Messe

The 98th Annual Congress of the Japan Endocrine Society was held at Makuhari Messe for three days from June 5 to June 7, 2025, and participated by approximately 4,640 participants from Japan and abroad. With the Society set to celebrate its 100th anniversary in 2026, there was lively presentation and information exchange on a wide range of research results related to endocrine metabolism. [Read more.....](#)

JPPS2025 Public lecture at AEON MALL Makuhari New City

A public lecture was held on June 22, 2025 at AEON MALL Makuhari New City, in Chiba, as part of the 18th Annual Meeting of Japanese Society for Pharmaceutical Palliative Care and Sciences (JPPS2025). The event was co-hosted by the Chiba Prefecture Hospital Pharmacists Association and supported by AEON Retail Co., Ltd. and Nagaileben Co., Ltd., [Read more.....](#)

JCCB@30th MICE professionals from all over Japan gathered in Makuhari!

The Japan Congress and Convention Bureau (JCCB) 30th anniversary celebrations were held in Chiba Prefecture from July 29 to July 30, 2025. The ceremony was held on the first day at Makuhari Messe, Tuesday, the 29th of July. The event brought together approximately 200 people from the MICE industry, including convention bureaus, [Read more.....](#)

CCB at the 2025 JNTO Incentive Travel Business Meeting in Korea

The Chiba Convention Bureau (CCB) has participated in the Japan National Tourism Organization (JNTO) Incentive Travel Business Meeting in Korea held in Seoul, on August 27, 2025. This time was CCB's first participation in the said Meeting in seven years, since 2018.

The event was participated by approximately 100 participants from 30 different Korean companies, and 20 travel agencies and related organizations from Japan. Compared to before the COVID-19 pandemic, there are more small and medium-sized groups of about 10 to 30 people visiting Japan. It is said that due to the increasing cost of accommodation in the metropolitan Tokyo, many large groups shift to visiting regional areas where more affordable cost, especially those places offering direct flight. Among the participants from Japan are convention bureaus from Ehime, Shimane, Nagasaki, and Sendai. The meeting aimed to promote travel destinations of Japan, as well as to understand the needs of Korean the travel agencies. [Read more.....](#)



Chiba participated in the Expo 2025 Osaka, Kansai, Japan

Chiba participated in the Expo 2025 Osaka, Kansai, Japan, from August 26 to 31, 2025, to promote Chiba as a 'fermentation prefecture' through an exhibition that showcased top local fermented products, including soy sauce and mirin. The exhibition aimed to establish the appeal of fermented commodities to both domestic and foreign markets. [Read more.....](#)

IFBLS2026 Courtesy visit to the prefectural governor and city mayor

In September 2026, Makuhari Messe will host the International Federation of Medical Laboratory Sciences (IFBLS2026), an international conference focused on clinical testing, along with the 75th Japanese Society of Medical Technology. This will be the first time in 10 years that these conferences will be held in Japan, which will bring together many experts from here and from abroad. [Read more.....](#)

The post-tour for the 20th World Rose Congress Fukuyama 2025

The post-tour for the 20th World Rose Congress Fukuyama 2025, which was held in Hiroshima from May 18 to May 24, 2025, took place at [Keisei Rose Garden](#) and [Sakura Kusabue-no-Oka](#) Rose Garden in Chiba Prefecture, dated May 29, 2025. The tour was participated in by participants from overseas, including Australia, New Zealand, Belgium, India, and the United States.

The said tour started with a welcome event initiated by the City of Yachiyo Mayor Tomonori Hattori. A chorus performance featuring several songs, including 'Hana wa Saku,' or "flowers bloom" were performed as a welcoming act by students from local schools. Following the welcome event was a tour of the garden facilitated by the Keisei Rose Garden Director himself, Mr. Satoshi Murakami.

After the tour, participants had expressed fondness while emphasizing the physical condition of the roses on display, the land area, and how well it is beautifully presented. Among the crowds' favorite varieties are Gold Bunny, Nozomi, and Blush Noisette.

The World Rose Congress is an international conference held every three years by the World Federation of Rose Societies, bringing together around 600-700 rose-related professionals, including growers, researchers, and enthusiasts, for sharing knowledge, exchanging information, and networking. Keisei Rose Garden and Sakura Kusabue-no-Oka Rose Garden in Chiba Prefecture have both won the World Federation of Rose Societies' Excellent Garden Award in the past. Both the garden has its own unique concept and the roses they plant.



On Spotlight

Chiba's Keisei Rose Garden & Kusabue-no-Oka Rose

KEISEI ROSE GARDEN

Keisei Rose Garden attracts many tourists from around the world for its gorgeous, photogenic scenery. The garden is also popular for its many modern roses and new breed varieties.

Characteristics

Showcased a total of 1,600 varieties, and about 10,000 roses planted, in which each variety are specifically maintained and grown, making the overall landscape of the garden a one-of-a-kind in the world.

The grand arch, which was constructed to commemorate the company's foundation, was beautifully covered with François Juranville flowers. There is also an area dedicated to preserving old varieties of roses. Here, visitors can see and enjoy a planting exhibition where they can have an overview of the history of roses. Depending on the season, academic materials are also exhibited, making this garden that will pique the curiosity of visitors. In terms of breeding, the company aims to develop a variety that can be grown worldwide, in line with the company's philosophy of "delivering roses, dreams, and happiness to people all over the world." Read more ...

Kusabue-no-Oka Rose Garden

Sakura City's Kusabue-no-Oka Rose Garden, Sakura Kusabue-no-Oka Rose Garden is run by the NPO Rose Culture Research Institute, which focuses on preserving old roses, including endangered varieties. The garden features a quiet and peaceful atmosphere, visited by researchers and enthusiasts from all over the world.

Characteristics

There are approximately 2,500 plants of about 1,250 different species of roses planted here, including a variety of Japan's wild roses and some rare roses such as the Hotta Residence Mystery Rose, 28 varieties of the Sakura Mystery Rose, etc. The flowers bloom in succession from early April to early June, allowing you to enjoy a unique view that is only available at certain times of the year.

Measures in preserving instinct variety

Constantly creating backups to ensure that varieties do not become extinct, as well as conducting cross-breeding to create robust and fragrant one. Read more ...



NEW MEMBERS

Maki Co., Ltd.

Maki Co., Ltd. has approximately 40 years of experience as a systems company specializing in a wide range of services, from accounting and payroll calculations to document management systems. It also provides consulting services for transitioning to new accounting standards for public interest corporations.

TNK Communications Co., Ltd.

TNK Communications Co., Ltd. is a communications infrastructure professional, handling everything from the design, installation, and maintenance of business phones, networks, and surveillance cameras throughout the Kanto region. With its extensive experience and flexible response capabilities, support connectivity in the IoT era.



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