

Chiba Update

Chiba MICE Newsletter



Chiba Japan
Convenient Conventions

No.007

Special Feature
CHIBA MICE
SHOWCASE 2025

Kazusa Akademia Park

THE EVENT

The CHIBA MICE SHOWCASE

Showcasing the appeal of CHIBA M.I.C.E. through a new collaborative format

This year, Chiba MICE Day and the CHIBA MICE Showcase were combined into a single event. The program was restructured into a compact half-day schedule, making the event conducted efficiently while providing participants with a focused and engaging experience.

The Chiba MICE Showcase aims to elevate the recognition of Chiba Prefecture as a premier MICE destination. To this end, it presented information on MICE facilities within the prefecture, along with the support services provided by the Chiba Convention Bureau (CCB). The event also provided opportunities for interaction between supporting members and event organizers, fostering collaboration and the expansion of professional networks. For the current fiscal year, Kisarazu City has been designated as the primary host location. Kisarazu City is located approximately 30 minutes away from Haneda Airport via Tokyo-wan Aqualine expressway, and about 1 hour from Narita Airport.

The program is designed for MICE stakeholders, including organizers, event planners, and travel agencies both within and outside the prefecture. Its purpose is to showcase the distinctive appeal of Chiba Prefecture and contribute to the promotion of future event attraction initiatives.

Experiencing the MICE Environment in the Kisarazu Area

The program also provided participants with opportunities to experience the MICE environment in the Kisarazu area.



Through site visits to Kazusa Akademia Park (KAP) and Porsche Experience Center Tokyo (PEC Tokyo), participants were able to gain a clearer understanding of how conferences and academic meetings could be hosted in the region.

These experiences helped communicate the attractiveness of the Kisarazu area as a potential MICE destination. In addition, the MICE Concierge consultations enabled direct meetings with event organizers who have concrete projects under consideration, creating opportunities for future follow-up and collaboration.

Issues Identified for Future Improvement

At the same time, several operational challenges were identified. Improvements are needed in areas such as communication with supporting member companies, advance notification regarding lunch arrangements, and the structure of the facility tours.

Participants also noted concerns regarding the aging facilities at Kazusa Akademia Park and the limited availability of financial support programs for events. These issues highlight important areas that need to be addressed in order to further strengthen MICE attraction efforts.



What is Chiba MICE Showcase?

The Chiba MICE Showcase is a MICE-related event held with the aim of raising awareness of Chiba Prefecture as a MICE destination and promoting future event attraction. The event introduces MICE facilities, support services, and unique venues within the prefecture, providing organizers and related stakeholders with opportunities to experience firsthand what hosting an event in Chiba would be like.

Looking ahead to next Year

For next year's Chiba MICE Showcase, it is planned to continue holding the event together with Chiba MICE Day, positioning it as an opportunity to showcase the year's achievements in MICE promotion. The event is tentatively scheduled for February.

FEATURED MICE Facilities

This year's event will feature three main facilities: KURKKU FIELDS as the venue for the technical visit tour, Kazusa Arc for the seminar, exhibition, and hands-on experiences, and Porsche Experience Center Tokyo (PEC Tokyo) for the networking event.

1. [KURKKU FIELDS](#) is a large eco-farm park and cultural space in Kisarazu, Chiba Prefecture, about 60–90 minutes from central Tokyo. It combines organic farming, art, food, and sustainability experiences in one place. The field is designed to reconnect people with nature, farming, and where food comes from. It's often described as an eco-village or sustainable lifestyle park, not just a farm.

Various activities available:

Visitors usually spend half a day or a full day exploring: farm experiences, vegetable harvest, see dairy cows, goats, and chickens; learn about organic agriculture and food production; farm-to-table food serve at its restaurants, and cafes, Art installations, outdoor artworks (Pieces by famous artists like Yayoi Kusama and Sebastian Masuda) , workshops & activities, pizza-making classes, and more. Accommodation facility is also available.

2. [Kazusa Arc](#) is a large conference and research complex in Kisarazu, Chiba Prefecture, Japan. It's part of a science and business area called Kazusa Akademia Park. It is basically a conference center plus hotel complex designed for international conferences, academic meetings, corporate events, and research collaboration gatherings. The main hall can accommodate up to 700 people, theater-style seating.



Key Features

1. Conference and Meeting Spaces. Several versatile meeting rooms of varying sizes, suitable for small workshops to mid-sized conferences (around 300 attendees). Rooms are equipped with modern AV equipment and flexible seating arrangements. Spaces that can be adapted for exhibitions, product showcases, or networking events.
2. Event and Exhibition Support
3. Support Facilities. Catering and dining options for events.
4. On-site support staff and coordination for event logistics.
5. Located in a broader research and academic park, providing opportunities to connect with universities, research institutes, and technology companies in the region.

Strategic Advantages

Proximity to Tokyo, approximately 1 hour from central Tokyo, making it convenient for participants while offering a more spacious, natural environment.

3. **Porsche Experience Center Tokyo (PEC Tokyo)** is a large driving experience facility and test track for Porsche sports cars located in Kisarazu, Chiba Prefecture. It opened in 2021 and is the first Porsche Experience Center in Japan and one of only a few in the world. It is a 43-hectare automotive experience park where visitors can drive Porsche cars on a specialized track with professional instructors. It's designed to let people experience high-performance sports car driving, track-driving training, brand events and corporate activities, restaurant, and car-culture gatherings.



FEATURED Hands-on Experience

Participants experienced sustainable programs that utilize local resources and traditional techniques, such as Boshu uchiwa fan-making, miso-making workshops, leather craft, and tatami keyholder strap making. These activities served as engaging content that highlighted the unique attractions of the conference host destination while also promoting interaction and networking among participants.

1. Boshu uchiwa fan-making is a traditional Japanese craft from the Boshu region in southern Chiba Prefecture. It involves making handheld flat fans (uchiwa) using bamboo and paper. The craft is especially associated with the area around Tateyama and Minamiboso.
2. Miso making is a traditional Japanese process of creating miso, a fermented soybean paste that's a fundamental ingredient in Japanese cuisine—used in soups, sauces, marinades, and more.
3. Sustainable leather craft making refers to creating leather goods using environmentally friendly, ethical, and resource-conscious methods. It focuses on minimizing environmental impact, promoting animal welfare, and supporting social responsibility throughout the leather production and crafting process.



4. Tatami keyholder strap making is a hands-on craft experience where participants create keyholder straps using materials and techniques inspired by tatami mats, the traditional Japanese floor mats made from woven igusa (soft rush grass). This activity combines traditional craftsmanship with a practical modern accessory.



For more information on various hands-on experiences, please visit:
<https://www.ccb.or.jp/mice/e/support/experiences/>

For Chiba Convention Bureau's support and services, please visit: <https://www.ccb.or.jp/mice/e/support/>
For various tourist information, please visit: <https://www.visitchiba.jp/>



Chiba Convention Bureau and International Center (CCB-IC)

Chiba Convention Bureau and International Center

14F Makuhari Techno Garden Building D

1-3 Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-8501 Japan

Tel: +81-43-297-2752 Fax: +81-43-297-2753

Homepage: <http://www.ccb.or.jp/mice/e/> Email: chibainfo@ccb.or.jp