

Monorailex 2019, the Chiba-held international conference to receive a recognition award from the Japan National Tourism Organization

The Japan National Tourism Organization has announced the recognition awardees for 2020. Among the names is the Chiba-hosted meeting, the International Monorail Association Annual Conference, the Monorailex 2019 which was selected for 'International Meeting Category'.

The Award recognizes excellent of international conferences, such as those that excel in planning ability including advancement, originality and regional contributions, and promotes understanding to conference organizers and the general public.

■ The Meeting Overview

Meeting	International Monorail Association Annual Conference -Monorailex 2019-
Period	November 24 to November 27, 2019, for 4 days
Venue	Hotel The Manhattan
Organizer	International Monorail Association
Participants	52 representatives (51 from abroad, 1 from Japan)
Participating countries/regions	10
Estimated economic impact	11 million yen * Estimation based on the regional MICE economic measurement model issued by the Japan Tourism Agency

■ The Meeting Overview

Chiba City, being home to Chiba Urban Monorail, -the world's longest suspended monorail was one of the major factors for the organizers that contribute in the venue selection process. The successful execution of the meeting in Chiba has earned enormous positive feedback from the local organizations, organizers and foreign participants. Through collaboration with local organizations, and the utilization of the prefectural resources has provided a unique experience that embodied especial characteristics of Chiba, and Japan. The favorable impact that the meeting has brought in the development of the monorail industry and the people lead to the recognition.

■ About Japan National Tourism Organization Achievement Award

The JNTO Awards is a yearly recognition of the outstanding achievements of national and international business events staged in Japan. It is aimed to promote mutual understanding between organizers and general public, and to contribute in the development of young people, regional revitalization and economic development by coordinating with local industries and academic societies. The Award recognizes excellent examples of international conferences that will be the best practices in the future, such as conferences that excel in planning ability including advancement and creativity, sustainability and regional contributions.

The project was launched in 2008, and this year marks the 13th year.

ICCA and Chiba Convention Bureau and International Center

Chiba Convention Bureau is a member of the International Congress and Convention Association (ICCA) for many years and has been actively participated in many ICCA-sponsored programs such as tradeshow, association meetings, and more. The ICCA database serves as Bureau's data source when finding reliable information via the internet.

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