

Chiba Update

Quarterly Journal from Chiba, Japan



Spring 2023

Spring at Sakura Furusato Square

Welcome to Spring 2023 edition of Chiba Update!

Spring is the season of rebirth! greenery and bright flowers combine with the pleasant weather. It is always a mystery to see a naked tree of cherry blossoms emerge from winter dormancy and begin producing exquisite pink petals, creating an exciting sense of atmosphere that spreads throughout cities and villages across the country. After fully displaying their brilliance, the Sakura petals begin to fall, giving way to rich green leaves that grow as the season progresses. This time of year is ideal for getting out and enjoying nature because you may travel comfortably with light coats and sweaters.

In Chiba, there are many popular flower parks such as Sakura Furusato Square, a park located in Sakura City where you can enjoy seasonal flowers such as tulips in the spring, sunflowers in the summer, and cosmos in the autumn. Mother Farm and Tokyo German Village are also among the most popular flower theme parks to visit.

When planning a visit to Japan, please visit the Ministry of Health, Labour and Welfare's homepage for the latest information on [Current Japanese Border Measures](#), as well as '[Visit Japan Web](#)' app for procedures and other safety protocols.

As Japan greeted the new fiscal year with an optimistic attitude on welcoming international tourists and business event attendees, we hope that you will have an amazing rediscovery of Japan on your next visit.

Once again, it is our pleasure to bring you latest happenings in Chiba. Through this edition, we hope you will learn more about the advantages of Chiba as MICE destination, and will look forward to our next issues for more updates.

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Sayado Hall, Chiba City Museum of Art

Convenient Conventions 101

Chiba Meeting Planners Guide Revised edition now available!

The Chiba Meeting Planners Guide is a comprehensive resource for corporate event planners. It included general information about conference facilities, hotels, Chiba-exclusive venues, cultural activities, hands-on experiences, and many other information.

Many global events are revising past agendas to deal with the pandemic's years of inactivity. Trade exhibitions and seminars in person are making a comeback. The Chiba Convention Bureau is committed to offering up-to-date information and assistance in arranging successful events in Chiba.

Click [here](#) for the revised edition.



Aimed to improve the MICE Industry of Chiba Hospitality Seminar 2023 was held

The Hospitality Seminar 2023 organized by the Chiba Convention Bureau was held at the Chiba City Museum of Art on February 8, 2023. The seminar was aimed at supporting member companies and organizations, event organizers, and local government. It showcased practical knowledge and techniques on handling customers' needs. The lecture was facilitated by a flight attendant from the Japan Airlines (JAL).

The first part of the seminar was the introduction of the Chiba City Museum of Art, a neo-Renaissance-style building which was built as a bank before the World War II, and now serves as an art museum. The introduction was facilitated by Director Yamanashi of the Chiba City Museum of Art. The lecture was composed of two parts, the handling of customers' complaints and the teamwork improvements.

Following the session, attendees agreed to the importance of customer complaints in providing a quality service, recognizing that each complain should be treated as a 'gem' and should address properly with gratefulness. The seminar also emphasized on the importance of team spirit and psychological safety in the workplace as core values in providing excellent services.

The Chiba Convention Bureau will continue to broaden Japanese-omotenashi-oriented services through various seminars such this one.

CHIBA-EXCLUSIVE VENUE Chiba City Museum of Art

The interior of this unique museum preserves a neo-Renaissance-style building built as a bank before World War II. You can enjoy not only a permanent exhibition that showcases highlights of a collection of around 10,000 artworks, including Ukiyo-e, modern and contemporary Japanese paintings and prints, contemporary art, and pieces related to the Boso region.

The museum's Sayado Hall is available as venue for dinner receptions, cocktails or Gala parties. It can occupy up to 200 guests. It also has a lecture hall, a study room, and workshop spaces.

Click [here](#) for more details, or visit Chiba City Museum of Art's [homepage](#).

The 32nd International MICE Expo (IME2023) held face-to-face, first time in 3 years

The 32nd International MICE Expo (IME2023), a business meeting event to attract international and domestic meetings, conferences and conventions, corporate meetings, and incentive travel, was held at Tokyo International Forum on February 16, 2023. IME2023 is Japan's sole corporate event expo, and this year 67 vendors including local governments and MICE-related organizations, and 237 buyers including academic societies and universities attended, resulting in approximately 520 match consultations. Following two consecutive online expos in 2020 and 2021, this is the first face-to-face tradeshow after the pandemic.



IME2023, organized by the Japan Congress Convention Bureau (JCCB) and the Japan National Tourism Organization (JNTO), was aimed at encouraging organizers of domestic conferences, corporate meetings, and incentive trips to engage in meaningful business exchanges. This also allows representatives from local governments, convention bureaus, and MICE-related businesses to promote their venues and products to various participating buyers.

The Chiba Convention Bureau will continue to engage in such events in order to convey the appeal of Chiba as the best suitable MICE destination in Japan, and will continue to attract more business events through many other promotional activities.

Meet us at IMEX Frankfurt 2023

Chiba Convention Bureau (CCB) is glad to announce its participation in IMEX Frankfurt 2023, which will be held at Messe Frankfurt, Germany, on May 23–25, 2023.

CCB is thrilled to be a part of this important event again 3 years after the pandemic, and bring the most recent developments in Chiba's new tourism attractions, new Chiba-exclusive venues, numerous pre- and post-convention programs, and more.

Chiba Convention Bureau is designated by the Chiba Prefectural Government to promote and assist local and international organizers in bringing successful deliberations of business events to Chiba. Our participation in the IMEX 2023 will allow us to gain first-hand expertise and global insight about the latest happenings in the global MICE industry. Through this business event, we hope to meet as many international clients, and listen to the needs and demands face-to-face. This will help us formulate a more precise idea so we can come up with the most suitable assistance. Also, this opportunity will be a great instrument in helping us develop new ideas and services that will be beneficial to event organizers of meetings, incentive tours, conferences, and exhibits in the future.

We hope to see you there for many fruitful exchanges.

Visit the Convention Bureau support homepage [here](#).



New Facility

JR Keiyo Line Makuharitojosuna Station

The Makuharitojosuna Station on the JR Keiyo Line opened on Saturday, March 18, 2023. The new station is approximately 1.7 kilometers from both Kaihimakuhari Station and Shin-Narashino Station in Mihama-ku, Chiba City. Conveniently located adjacent to one of the biggest shopping centers in Japan, the Aeon Mall Makuhari New City, it is hoped to bring absolute convenience to the commuting public...[read more](#)



Photo by: East Japan Railway Company

Upcoming Events

International Meetings & Conventions

64th Annual Meeting of the Japan Society of Neurology

May 31 to June 3, 2023

Venue: Makuhari Messe

The 33rd International Conference on Arabidopsis Research

Date: June 5 to June 9, 2023

Venue: Makuhari Messe

64th International Mathematical Olympiad

Date: July 2 to July 13, 2023

Venue: Makuhari Messe



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Other Announcements

COVID-19 Travel information for business travelers

Source: Japan Convention Bureau (JNTO)

To enter Japan you need a valid vaccination certificate with proof of three doses or a negative Covid-19 test certificate (taken within 72 hours prior to your scheduled departure time). Those who are entering Japan on or after May 8, 2023, will not be required to present a Valid Vaccination Certificate or a Covid-19 Negative Test Certificate. Please check the latest information released by the relevant authorities...[read more](#)



Sanyo Media Flower Museum