

Chiba Update

Quarterly Journal from Chiba, Japan



Summer 2023

Nomizo no Taki, Kimitsu City

Welcome to Summer 2023 edition of Chiba Update!

The summer heat is here! This year is another hot and humid one in which individuals seek relief from the heat. This season is also known as 'Obon,' a yearly Buddhist ceremony remembering one's ancestors, the spirits of whom are said to momentarily return to this world.

Based in old tradition, lanterns are hung in front of houses to guide the spirits of the ancestors, bon odori are performed, and family visit graves and offer meals at house altars. In some regions, floating lanterns are placed in rivers, lakes, and seas to guide spirits back into their realm. The customs observed differ greatly from region to region. Obon is celebrated annually from August 13 to 16.

There are various summer-related large-scale events in Japan, such as summer parades, float festivals, dance parades, tanabata festivals, and more. Goers enjoy not only the main attraction but also local food and festival delicacies being sold at stalls and kiosks at the venue. Also, this time of year is the best time to try on yukata or summer kimono.

Aside from the many yearly summer events in the prefecture, Chiba also offers relaxing beach time with its many surrounding seashores. Check out the ['Visit Chiba'](#) homepage for more information.

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.

CONTENTS

- Seminar on Initiatives of Attracting Business Events in Chiba was held at Meikai University
- Chiba Convention Bureau in IMEX Frankfurt 2023
- The Japan Geoscience Union Meeting 2023 Hyperwall Lecture aimed to educate junior and senior high school students
- The 67th Annual State Conference was held in Narita
- 33rd International Conference on Arabidopsis Research (ICAR2023) was held first time in Chiba after 29 years!
- New Members
 - Shuranza Makuhari Bay
 - Shuranza Chiba
- Upcoming Events



Seminar on Initiatives of Attracting Business Events in Chiba was held at Meikai University

The Chiba Convention Bureau is working on regional development by attracting and hosting business events in the Prefecture. In order to promote Chiba as a MICE destination, CCB is focusing on building cooperative relationships with people of various groups who are involved in MICE on a daily basis.

In relation to this initiative, CCB has facilitated a seminar focused on the significance of attracting MICE events, including the role of Convention Bureaus from a regional perspective. The seminar was held at Meikai University School of Hospitality and Tourism Management in Urayasu City. It was aimed at providing knowledge and first-hand information helpful to the future of the younger generations of the Tourism and MICE Industry in the region.

The seminar was focused on the actual process, which includes participation in various international tradeshow, bid preparation, planning, and event implementation assistance, among other things. During the seminar, CCB was able to educate students about various aspects of the MICE Industry in Chiba, such as convention facilities and Chiba-exclusive venues for events, as well as Chiba's strengths as a MICE destination. The topics sparked lively discussion among lecturers and students.

The seminar served as inspiration to many aspiring students, firing up their desire to pursue a career in the business event industry. The Chiba Convention Bureau hopes to continue to actively engage in this kind of activity, promote awareness among the younger generation, and improve the MICE Industry in Chiba.

Chiba Convention Bureau in IMEX Frankfurt 2023



The Chiba Convention Bureau (CCB) has participated in the IMEX Frankfurt 2023, the largest MICE trade fair in Europe, held in Frankfurt, Germany, from May 23 to 25, 2023. The CCB took part in this event first time after four years following the pandemic.

On this occasion, two representatives from the Chiba Convention Bureau presented Chiba at the event, engaged in the promotion of Chiba's attractiveness as a convention, and held business talks with conference organizers from around the world. It was an excellent opportunity for the CCB to showcase Chiba's local sake at the 'happy hour' held at Japan's exhibit, in addition to partaking in various networking events. Chiba's sake or rice wine is one of the many popular products of Chiba.

IMEX Frankfurt has indeed provided opportunity for another fruitful business exchange as international business events resumed in earnest. As a convention bureau, we feel the need to adopt the new trend as demands arise, such as requests for value-added content for visiting the site, sustainability initiatives, and hands-on experience programs that provide an exclusive experience to participants. Going forward, the Chiba Convention Bureau, together with its supporting members and stakeholders, will work hand-in-hand to further promote the MICE Industry in the region, and continue to develop areas that will contribute to the appeal of Chiba as a MICE destination.



The trade show was attended by about 2,900 organizations from venues, travel agencies, and other related industries from about 150 countries and regions worldwide. There are about 10,000 MICE-related people from all over the world gathered under one roof, including representatives from academic societies, convention bureaus, event organizers, and meeting planners for fruitful business exchanges.

The participation is as part of the 'Japan Team' in which the Japan National Tourism Organization (JNTO) played a central role. The team was composed of 17 co-exhibitors, including convention bureaus, travel agencies, and local organization from all over Japan. IMEX Frankfurt 2023 was three days of MICE business meetings and networking.

The Japan Geoscience Union Meeting 2023 Hyperwall Lecture aimed to educate junior and senior high school students

From May 21 to 26, the Japan Geoscience Union 2023 Conference was held hybrid at the Makuhari Messe International Conference Hall, bringing together over 5,800 attendees from more than 40 countries and regions under one roof. The Japan Geoscience Union, a prominent academic organization with over 10,000 members, is hosting the conference. It has been hosted at Makuhari Messe every year since 2003, with the exception of 2014. More than 50 academic talks on earth and planetary science were presented at the gathering, which was attended by academics and students from all over the world.



JPGU 2023 Excursion

The post-convention activity led 30 participants to Katsuura City as part of the excursion program. Blessed with fine weather, participants fully enjoyed the tour of the Submarine-Mass Transport Deposits (MTDs) of Boso Peninsula, listening intently to many geological knowledge shared by Professor Yamamoto of Kobe University.

Through various forms of support and assistance as described above, the Chiba Convention Bureau will continue to support event organizers in staging business events in Chiba as well as develop activities related to the hosting of international conferences in the Prefecture.



The first international convention of the Hawaii Association of Public Accountants The 67th Annual State Conference was held in Narita

The Hawaii Association of Public Accountants (HAPA) held its 67th Annual State Convention from May 21st to May 24th at the Hilton Hotel Narita. This organization's annual general meeting is held once a year, and this was the first time it was hosted in Japan.

About 100 Hawaii members have attended the convention that lasted three days. On the final day during the banquet and installation gathering, the Narita City's mascot, Unari Kun came to greet guests. The event was also blessed by the presence of Narita City's Deputy Mayor, Mayor Sekine attended the celebration and presented a heartfelt greeting to the attendees. The live koto performance provided by the Chiba Convention Bureau (CCB) produced a relaxing atmosphere at the venue.

The CCB has been promoting Narita City as the venue for the event since 2019. The 65th annual convention was then agreed to be held in Narita in 2020. It was, however, canceled owing to COVID-19. Despite the cancellation, the CCB has continued to collaborate with the organizers and pursue the plan that was canceled. Due to the pandemic, planning for this year's event was challenging. Various safety and health precautions were taken during the process, including the venue layout, the rooms, the arrival of guests, and more. This was the first annual convention for the association held outside the United States, and the first ever in Japan. Despite the fact that many of the participants were of Japanese heritage, the majority of them were visiting the country for the first time.

As venue of the event, Narita City in collaboration with Chiba Convention Bureau has provided various support and assistance such as provision of tourist information, and introduction to local groups. This incredible chance gave benefits for promoting not only Narita City but Chiba Prefecture as a whole, resulting in new relationships and deep bonds. We hope that the 67th Annual State Convention of HAPA will serve as a springboard for many more new conferences in Chiba in the near future.

33rd International Conference on Arabidopsis Research (ICAR2023) was held first time in Chiba after 29 years!

The 33rd International Conference on Arabidopsis Research (ICAR2023) was held at Makuhari Messe from June 5 to June 9, 2023. This year's conference was Chiba's first after 29 years. It was attended by more than 1,000 people from all over the world. In order to understand more about the details of the conference, we have asked the person-in-charge from the Chiba Convention Bureau (CCB), Ms. Eri Shiraishi, about ICAR2023.



Ms. Eri Shiraishi
Assistant Manager
In-charge of ICAR2023

Chiba Convention Bureau
Convention Department

Q1 What made the organizers choose Chiba as the Conference venue?

There are several factors that helped with the organizers' decision to stage ICAR 2023 in Chiba. The promotion of Makuhari Messe as the venue for ICAR 2023 started in 2020. The promotion is parallel to the planning of the 45th Annual Meeting of the Molecular Biology Society of Japan (MBSJ2022), which was held in November 2022 at Makuhari Messe. Because of the various connections that we have established through MBSJ2022, especially with professors at Tokyo University, we were able to develop a great connection with organizers. The financial support provided by CCB and Chiba Prefecture, along with the many advantages of Makuhari Messe as a venue, made a large impact on the selection of Chiba as the conference's venue Bureau (CCB), Ms. Eri Shiraishi, about ICAR2023.

Q2 Where have you been certain of winning the organizers' hearts since the beginning?

Yes. As I have said, over years, we have developed a good relationship with the organizers, especially with professors of University of Tokyo and Riken.

Q3 What are the challenges encountered during preparation?

During the preparation period for the event, many international conferences were canceled or postponed due to COVID-19. Those that pushed through deliberation held conferences online. All the preparations were held during that uncertain time. I think the unpredictable situation was the most challenging part of the preparation.

Q4 What kind of assistance has been offered?

It was three years in the making. We have provided various subsidies, such as financial support, assistance with PCO selection, and introductions to local groups for services such as sake tasting and taiko live performances. It was really a trial-and-error process, from COVID-19 countermeasures to the question of whether to include foreign participation due to border restrictions, etc. The implementation of the hybrid format wasn't decided until the last minute, too.

Q5 Despite many challenges, what was the most fulfilling?

For me, it was seeing more than 700 participants from overseas on the day. The conference lobby and the venue were overflowing with participants, and we got a glimpse of the post-corona situation, such as holding a buffet-style party at the venue foyer.

Over the years, we have not posted details on the conference website, or posted any information regarding an international event. The ICAR 2023 marked the beginning of the revival of business events following the pandemic, and it was wonderful to once again combine the all-Chiba spirit through collaboration with Chiba Prefecture, Chiba City, and many local organizations.

Q6 What do you think about assisting future conferences such as ICAR 2023?

ICAR2023 reminded us that collaboration between local organizations is critical to the success of staging a business event. We will continue to seek the cooperation of local groups and our supporting members and develop further MICE contents. Going forward, we will continue to strengthen our relationships with university professors and other academic institutions while maintaining close relationships with our supporting members, and promote Chiba's appeal as a MICE destination around to the world.

New Member

Shuranza Makuhari Bay

Hotel Shuranza MAKUHARI BAY, the third hotel in the Maruei Group that specializes in lodging. Opened on December 20, 2022 in the Kaihin Makuhari area.

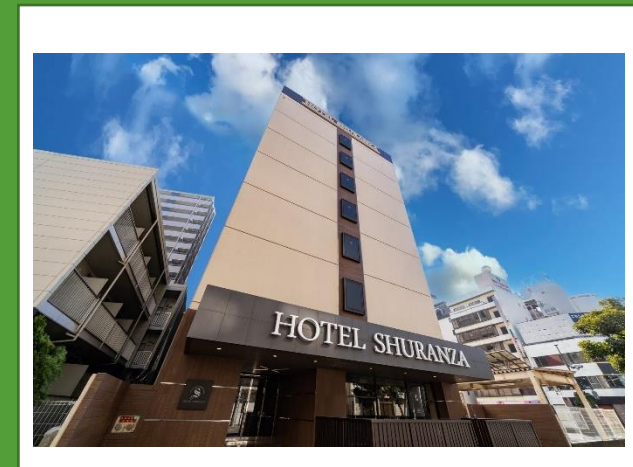
A 2-minute walk from the south exit of Kaihin Makuhari Station. The top floor is fully equipped with a large public bath and an open-air bath. Conveniently located next to the station and with a convenience store inside the hotel. It is ideal not only for business but also for sightseeing and events at Makuhari Messe.

230 rooms (28 single rooms, 90 double rooms, 112 twin rooms)

Hotel Shuranza Chiba

Convenient for business and sightseeing. A 2-minute walk from Chiba Chuo Station and a 10-minute walk from Chiba Station, it is perfect for business and sightseeing. There is a large public bath in the basement that will soothe the fatigue of your trip. All rooms are equipped with carefully selected Simmons beds to ensure a good night's sleep.

75 rooms (55 single rooms, 20 double rooms) 230 rooms (28 single rooms, 90 double rooms, 112 twin rooms)



Upcoming Events

International Meetings & Conventions

The 9th International Discussion Meeting on Relaxations in Complex Systems (9 IDMRCS)

Date: August 12 to August 18, 2023

Venue: Makuhari Messe

Inter-Noise 2023

August 20 to August 23, 2023

Venue: Makuhari Messe

IVRJ 2023

Date: September 16 to September 18, 2023

Venue: Chiba University

Other Announcements

JAPAN TRAVEL

Please visit the [Official Guide for Traveling Japan](#) by the Japan National Tourism Organization for more information and travel updates.



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



Mihama-en Japanese Garden