

January 24, 2006

Tokyo Bureau of Industrial and Labor Affairs

Promoting Tokyo's "Tourism," "Anime" and "Manufacturing" in USA

~ Tokyo City Promotion in New York and Dallas ~

Staging an event enacting Tokyo's "Matsuri" festa in New York

This promotional campaign is conducted as part of aggressive overseas activities to attract foreign tourists to Japan, based on the "Tokyo Tourism Industry Promotion Plan." Seven campaigns have been conducted in Europe and the United States in the past, with visits to London, Berlin, Munich, Milan, Madrid, Barcelona, Los Angeles, San Francisco and Houston. Since 2005, "anime" (cartoon) and manufacturing industry are also actively promoted as part of the superb charm of Tokyo.

This year, the campaign will be held in New York and Dallas. In New York, a trade fair and seminars will be held jointly with tourism and anime enterprises. In addition, a promotional event will be held at the Grand Central Station in the heart of New York, inviting American citizens to directly experience the charm of Tokyo. In Dallas, a trade fair and seminars will be held jointly with tourism enterprises and manufacturing companies.

1. Schedule

New York

- | | |
|------------------|---|
| February 6 (Mon) | Tourism trade fair and seminars
Anime trade fair
< New York Marriott Marquis > |
| February 7 (Tue) | Public promotional event (Tokyo Festa)
< Vanderbilt Hall, Grand Central Terminal > |

Dallas

- | | |
|-------------------|--|
| February 9 (Thu) | Tourism trade fair and seminars
Manufacturing trade fair and seminars
< Hilton Dallas Lincoln Centre > |
| February 10 (Fri) | Manufacturing trade fair and seminars
< Hilton Dallas Lincoln Centre > |

2. CITY PROMOTION in New York

Tourism trade fair and seminars (TOKYO CITY PROMOTION)

Joint campaign on Tokyo tourism by the government and private sector

Private tourism enterprises including travel, accommodation, airline, transport, etc. (see Attachment 1) will gather in one venue to conduct an intensive promotional campaign.

Trade fair and seminars aimed at local tourism industry

To promote understanding of Tokyo tourism, local tourism enterprises will be invited to attend seminars. Also, for the purpose of promoting development of travel packages to Tokyo, business meetings will be arranged between local tourism enterprises and tourism enterprises from Tokyo.

Anime trade fair

Exhibition by leading anime enterprises in Tokyo

The trade fair will feature leading anime enterprises in Tokyo (see Attachment 2).

Promotional presentations aimed at buyers and media

Promotional presentations aimed at buyers and media will be made at the venue by anime enterprises.

Promotional event for the public

A multifaceted promotional event appealing the charm of Tokyo

“Tokyo Festa,” a promotional event that invites American citizens to directly experience the charm of Tokyo, will be held at the Grand Central Station’s Vanderbilt Hall where multitude of people gather daily. At the venue, Tokyo’s traditional “Matsuri” festa will be enacted, including drum performances and street stalls, and video on Tokyo tourism will be projected on the walls. In addition, exhibition panels will highlight sightseeing spots and culinary cultures of Tokyo, while anime movies will be shown to appeal to young generation and families.

Intensive advertising timed with the campaign

Promotional ads for Tokyo Tourism, timed with the campaign, will be run intensively for active media exposure (local TV, newspaper, magazines, etc.).

3. CITY PROMOTION in Dallas

Trade fair and seminars on Tourism (TOKYO CITY PROMOTION)

Business negotiations and seminars aimed at local tourism industry

Seminars will be held for local tourism enterprises to deepen understanding of Tokyo Tourism, while business negotiations will be arranged with tourism enterprises from Tokyo to promote Tokyo as a travel destination.

Business negotiations on Manufacturing (TOKYO SHOWCASE)

Enterprises with outstanding technology will participate

TOKYO SHOWCASE is a trade fair featuring manufacturing companies in Tokyo that boast world-class manufacturing technology. The ten participating companies are highly reputable for their state-of-the-art technologies and products (see Attachment 3).

Aiming for continuing business interaction

To establish continuing business interaction such as distribution agreement and technological cooperation, many key persons from local enterprises and organizations that are potential business partners will be invited to the venue.

Video presentation of Tokyo's manufacturing industry

The video highlights the advanced technologies of small and medium enterprises in Tokyo that support the industrial base of Japan, including craftsmen's skills that support the space industry, optical instruments that are highly praised around the world, technological development in the world-leading nanotechnology, etc.

For further information, contact:

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