

“Central Tokyo MICE Network” Website to Go Live, Promoting the Hosting of International MICE Events in Central Tokyo

TOKYO, Japan, June 8, 2022 / Central Tokyo MICE Network

The Central Tokyo MICE Network has a new website to promote the hosting of international MICE events in central Tokyo. It aims to revive tourism and international business exchanges post-pandemic.

In December 2020, the Central Tokyo MICE Network was established to promote activities to attract and host MICE events in central Tokyo. It is a new initiative to promote the invitation and holding of community-based MICE events in each area. The Network builds on the strengths of Tokyo, which has a large concentration of MICE-related facilities in the city center.

The Network consists of five organizations which operate in major areas in central Tokyo. They collaborate and cooperate on MICE events. The five organizations also work together to flexibly respond to higher-level and diverse requests from MICE organizers.

As the Japanese Government gradually relaxes restrictions on domestic and international travel for business and tourism while monitoring the global Covid-19 situation, it is expected that inbound tourism and international business activities will be promoted and rejuvenated.

The Network’s new website will disseminate information on attractive MICE-related venues and facilities in central Tokyo to companies, businesspeople and MICE organizers who are developing international business overseas.

The website can be found at:

<https://mori-m-foundation.or.jp/area-mice/english/>

The Central Tokyo MICE Network will continue to enhance its offering and its ability to disseminate information. Through this, it hopes to contribute to the international magnetism of Tokyo.

About the Central Tokyo MICE Network

Establishment date: 4 December 2020

Chairperson: Yoshiaki Hongo (Chief, Regional Support Office for Asia and the Pacific, UN World Tourism Organization)

Headquarters: The Mori Memorial Foundation (Chairman: Shigenori Kobayashi, the Professor Emeritus, Yokohama National University)

Members (Order and 4 June now):

DMO TOKYO / Marunouchi

DMO Roppongi

DMO SHIBA, Tokyo Bay

Nihonbashi Muromachi Area Management

Shintora Avenue Area Management

Advisory Board: Yoshiaki Hongo (Chief, Regional Support Office for Asia and the Pacific, UN World Tourism Organization)

Shigenori Kobayashi (Professor Emeritus, Yokohama National University)

Shigeru Ito (Chief, Shigeru Ito Urban Planning Office)

Hirofumi Kadono (Professor, Kwansei Gakuin University School of Policy Studies Department of Urban Studies)

Noriko Yagasaki (Professor, Tokyo Woman's Christian University School of Arts and Sciences, Division of Global Social Sciences, Department of Community Design)

Kazuko Toda (Director, Business Events Team, Tokyo Convention and Visitors Bureau)

Noriko Takeuchi (Representative Director, Congrès Inc.)

Hiroaki Fujii (Head of Secretariat, DMO TOKYO / Marunouchi)

Kazuya Sakamoto (Head of Secretariat, DMO Roppongi)

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