

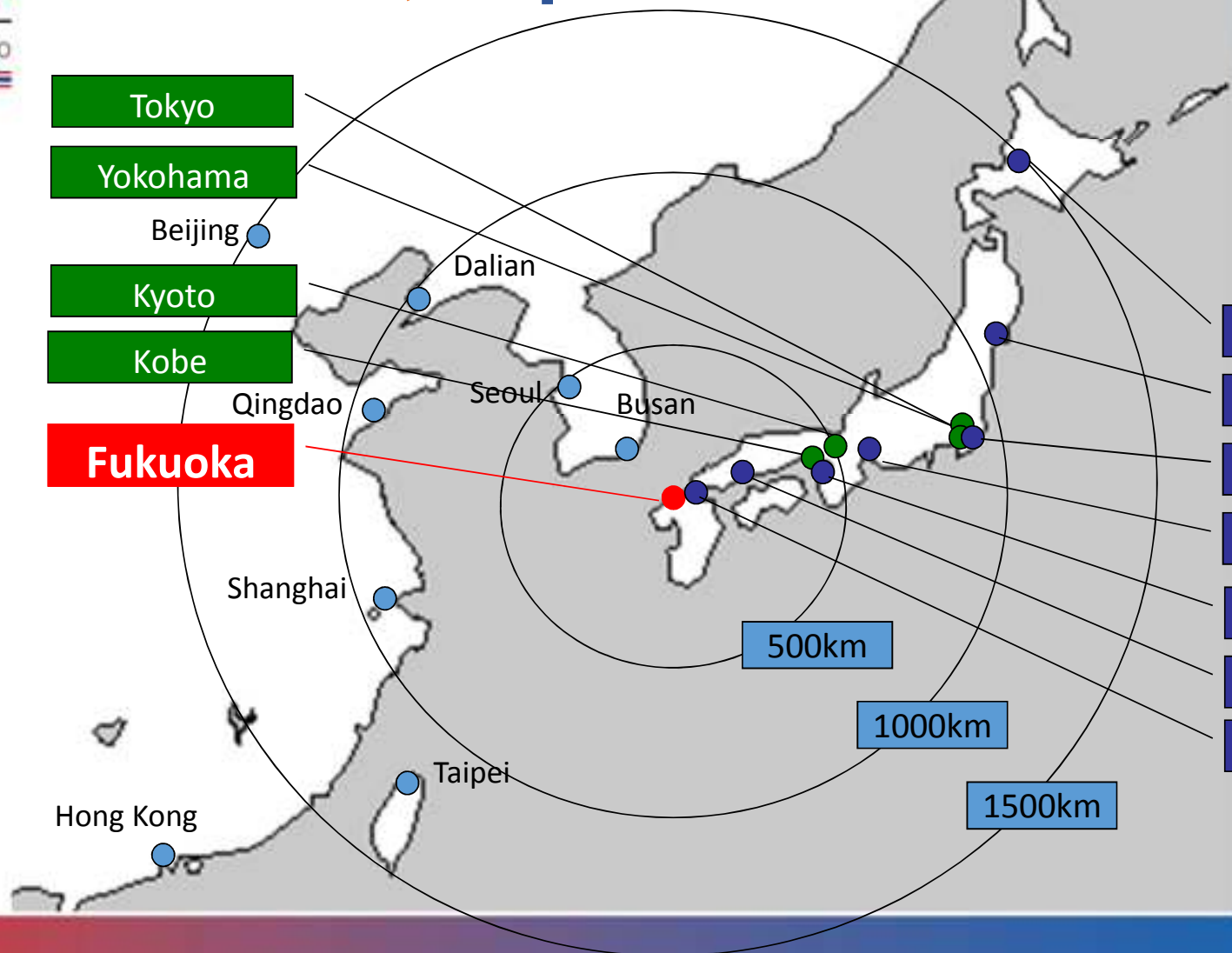
ASEAN MICE CONFERENCE 2018



24th January 2018



Fukuoka, Japan – introduction ①



53 convention cities



12 Strategic Cities

- Sapporo
- Sendai
- Chiba
- Nagoya
- Osaka
- Hiroshima
- Kitakyushu

Fukuoka, Japan – introduction②

Population : 1.5million (5th)

2016 ICCA ranking : 111 (23 meetings)

International flights : about 300 dep./week

Hotel rooms : about 24,000

Brand : **No.2 international MICE city in Japan**



ICCA Ranking

	2012	2013	2014	2015	2016
Ranking	97	193	164	85	111
Meetings	23	12	15	30	23





Current subject of Fukuoka

How can we secure
our futural

regional “Economic Sustainability” ?

MICE strategy of Fukuoka

MICE

as

**Engine for regional
industrial cluster development.**

- connect to the world
- encourage innovation

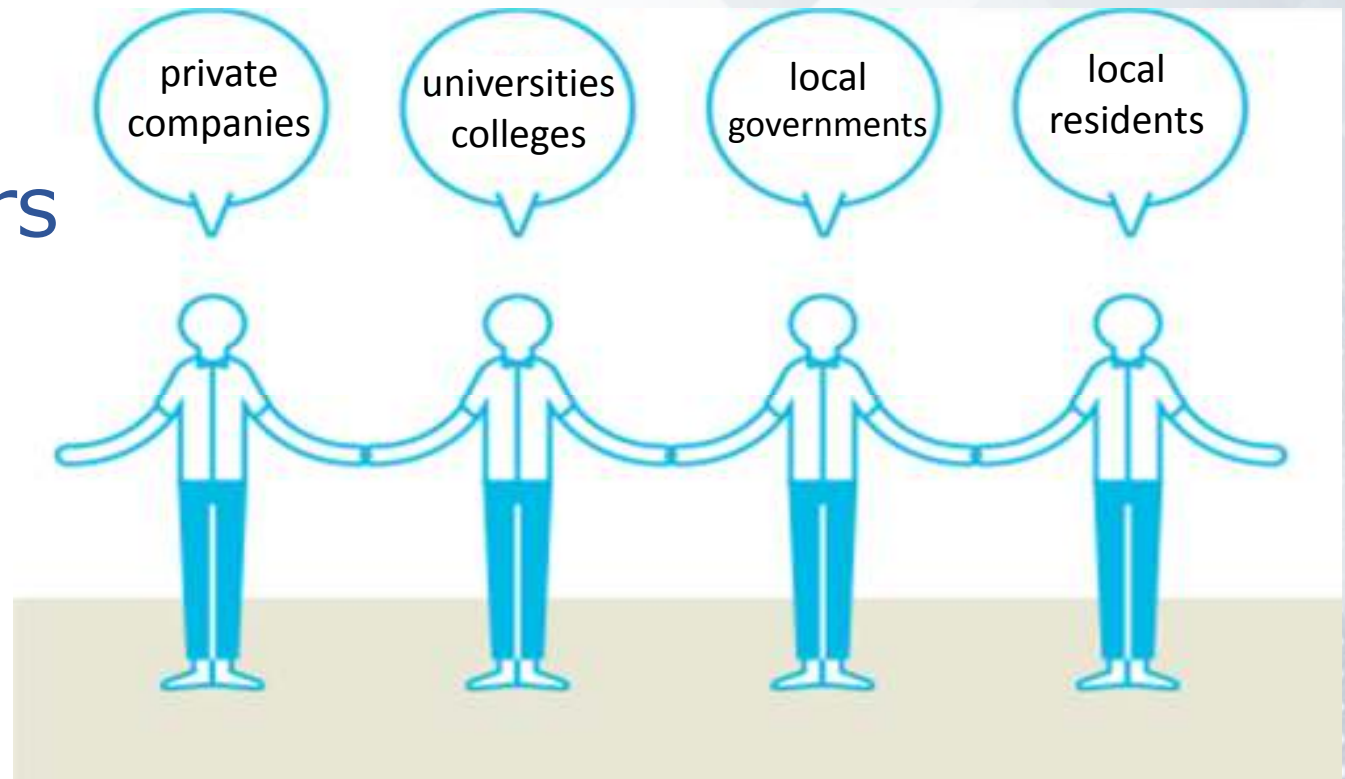


What is **Fukuoka D.C.** (2011~) ?



Fukuoka Directive Council as **DMO** of Metropolitan Fukuoka

- think & do tank
- over 100 members



What *Fukuoka D.C.* did ?



1) Discussion on ideal future of Fukuoka

96% livability satisfaction
of residents



business hub of East Asia

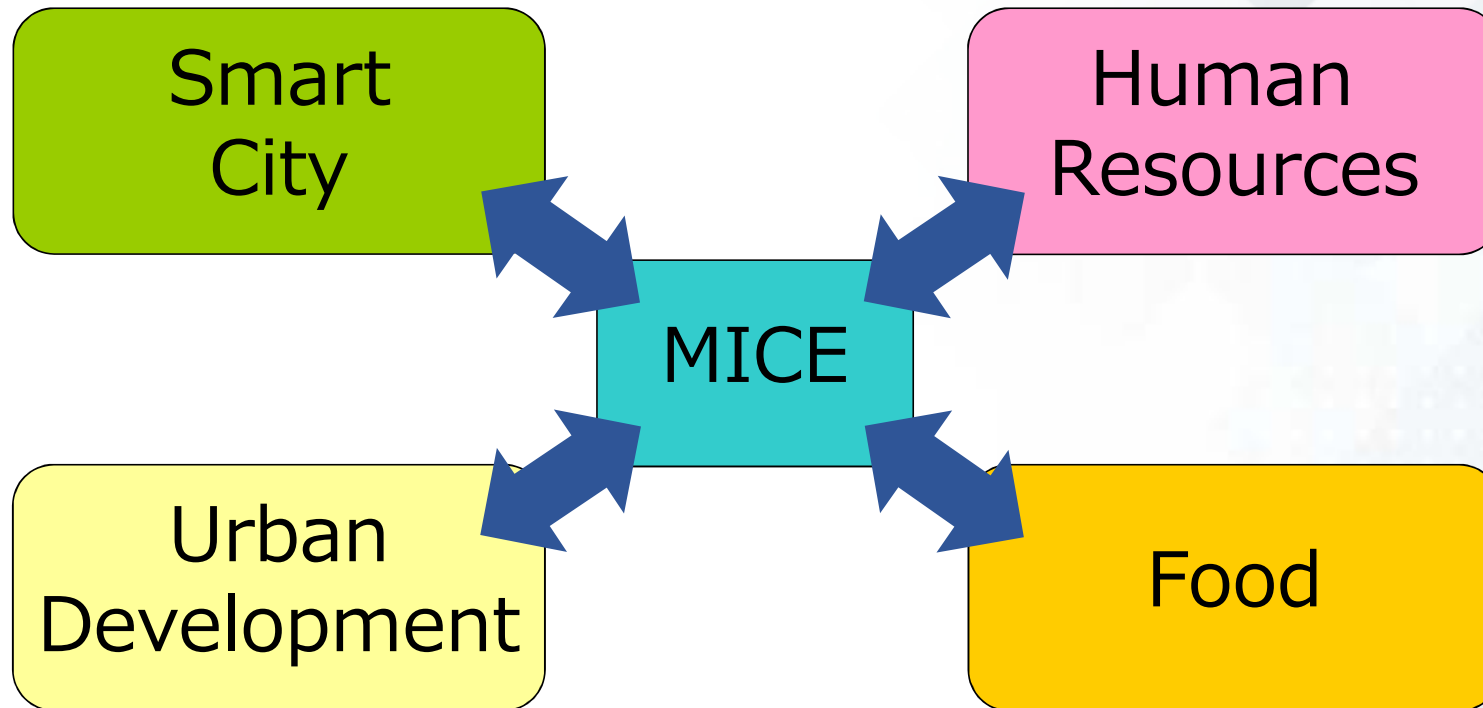
model or exemplary
mid-side Smart City in Asia



What *Fukuoka D.C.* did ?



2) 4 important fields/working groups and MICE



What *Fukuoka D.C.* did ?



3) International benchmarking of 2nd tier cities

irbc International Regions Benchmarking Consortium

- Barcelona (Spain)
- Daejeon (South Korea)
- Dublin (Ireland)
- Fukuoka (Japan)
- Helsinki (Finland)
- Melbourne (Australia)
- Munich (Germany)
- Seattle (USA)
- Stockholm (Sweden)
- Vancouver (Canada)



What **Fukuoka D.C.** did ?



4) Refurbished Fukuoka CVB

FCVB



**Meeting Place
Fukuoka**

- doubled promotion budget (2013⇒2014)
- improved staff quantity and quality

What **Fukuoka D.C.** did ?



5) focused on **Key industries / researches**

- Medical Science
- Renewable Energy
- Future Automobile
- Sports Events etc.
- Food
- Smart Tech.
- Creative (cpu games etc.)

• Start-Up (entrepreneurship)



↑ supported by **National Government**

What

Fukuoka D.C. is Doing ?



1) Developing Fukuoka based International MICE



What **Fukuoka D.C.** is Doing ?



2) Developing inovative eco-system



**INNOVATION
STUDIO
FUKUOKA**

 **STARTUP CAFE**

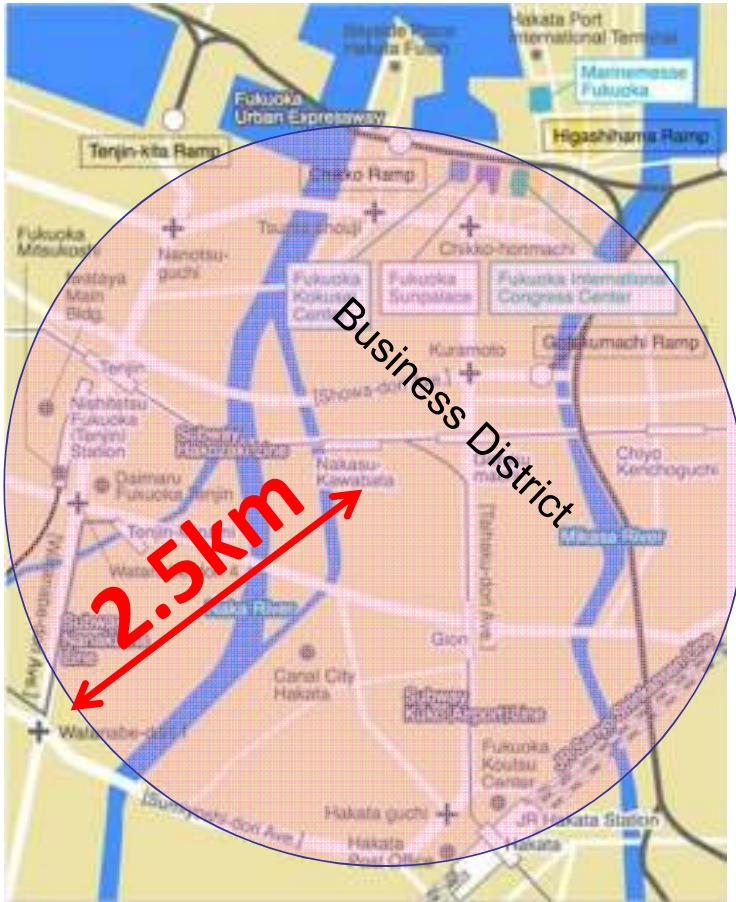


 **FUKUOKA
growth next**



Why

Fukuoka D.C. can do these?



Because FUKUOKA is small

- compact city
= easy to hold meeting
- every month meeting
- 7 local majors ↔ Tokyo?
(electricity/transportation/real estate/bank)
= easy to reach conclusion

key suggestion

- MICE for regional sustainable economy -



Short term impact < Long term benefit

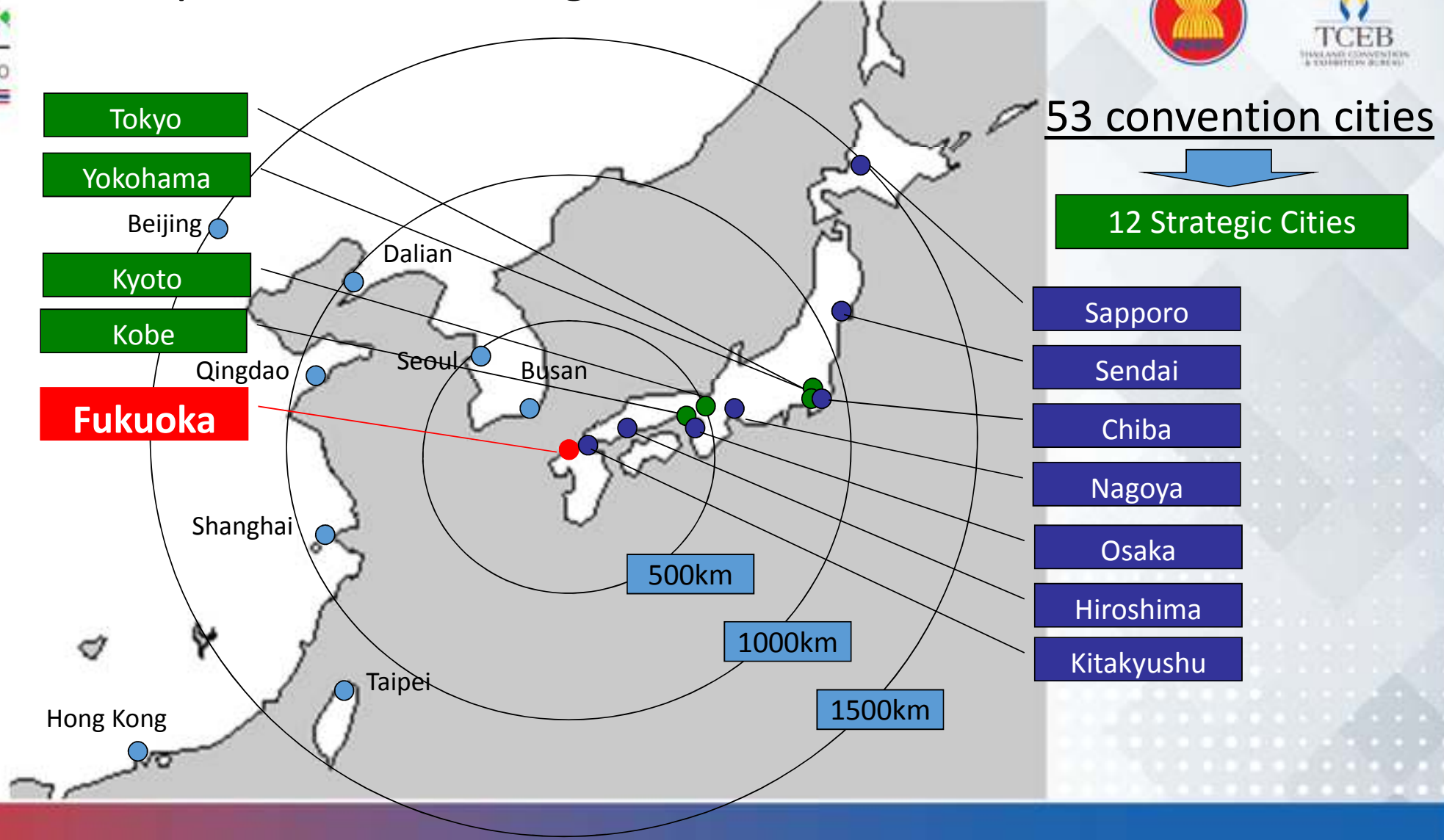
- ✓ Comprehend **Social Legacies** of MICE
- ✓ “**Create**” **business events** based on
the local industry and research clusters
- ✓ Create **innovative eco-system**



ありがとうございました。

Thank you 。

Q1. Japan Global Strategic MICE Cities (2013 -)



53 convention cities



12 Strategic Cities

- Sapporo
- Sendai
- Chiba
- Nagoya
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- Kitakyushu

Q2. Partnership



- int'l platform on comprehensive subjects



- academic network



- partnership MoU

MICE



Tourism



Busan



Singapore



Bordeaux



Guangzhou

Asia Pacific Children's Convention

- ***History of 28 years since 1989***
- ***Over 8,000 grass route ambassadors from 52 APAC countries on Peace & International Exchange***



The Bridge Club International
leads world peace and exchange



Q3. Is Capital (Tokyo) a threat or opportunity ?



opportunity

- international events go to Tokyo or Kyoto for their first case in Japan (avoiding risk)
- recognition of Key Players in Japan (who is national leader ? local leader ?)
- sharing experiences and knowledge

threat

Q4. Key learning today

**Small
can be
an
Advantage**

