



## What To Expect From JTB At This Year's Event

- 1 Expanded pavilion at 60sqm
- 2 DMC services in Japan, Philippines, Singapore, Thailand and Vietnam
- 3 Featured Japan destination CVBs: Kobe, Okayama and more...
- 4 Hosted networking lunch For Selected MICE Buyers



### This Is JTB's 2<sup>nd</sup> Consecutive Participation At IT&CMA

As a pioneer agency in Japan, JTB strongly believes that their global MICE capabilities and specialised PCO services put the company in a unique advantage to further its leadership in wooing MICE business to Japan, and increasingly to other key Asian destinations like Philippines, Singapore, Thailand and Vietnam.

JTB's primary objective at IT&CMA 2019 is to meet new MICE and Association buyers and deepen connections through their targeted hosted luncheon. The global DMC also aims to facilitate international tourism to Japan by presenting delegates with a sneak peek of what to expect when choosing the destination for their MICE events.

In addition to JTB's offerings, buyers can look forward to seeing more CVBs and prefectures, such as Kobe and Okayama, at the Japan Pavilion by JTB. Buyers are promised a one-stop Japan (and more) MICE shop by making JTB part of their scheduled appointments.

**New business leads and conversion to actual business gained** through our participation last year was the push factor for our return this 2019.

**MIZUHO HARA**  
MANAGER, EVENTS & PROMOTIONS  
JTB ASIA PACIFIC HEADQUARTERS

### Kobe Aims Beyond Medical MICE

Having hosted numerous medical conferences over the years, Kobe is looking to grow its international MICE events in other key industries such as shipbuilding, steelmaking, machinery, chemicals and agriculture, to become the "go to" destination for MICE organisers and travelers alike.

Stay Tuned For More On  
**Japan's Participation**  
At IT&CMA 2019

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