

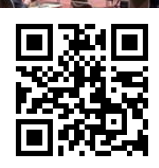


第4回 横浜グローバルMICEフォーラム

ビジネスイベントの未来に向けた対話



The 4th Yokohama Global MICE Forum - Dialog for the Future of the Business Events -



Save the date!
Tue, 13. December

Now at a time when the border restrictions to enter Japan have been eased and we are moving towards the resumption of international conferences, the fourth Yokohama Global MICE Forum will attempt a "dialogue for the future", questioning the meaning of face-to-face gatherings and discussing the role that business events can play in the local community, as well as the future trends of the meetings industry.

Key industry players from inside and outside the country, conference organisers and suppliers meet F2F and together explore how the mindsets of Business Events' stakeholders changed during the COVID-19 pandemic, and discuss the key topics such as the sustainability, the impacts of Business Events to the local community and the legacies, which have become an integral part of Business Events in the after COVID era.



Reception will be held at the Garden Lounge after the Forum.
 Enjoy the conversation with the Forum attendees!

* This forum will be held in accordance with the "Infection Prevention Guideline" by PACIFICO Yokohama





Time	Programme
9:30-11:40	Outside the Box 1 Leadership Experience Program in the Nipponmaru Memorial Park ※JP language only
10:00-12:00	Outside the Box 2 Visiting of the Yokohama Port Museum etc.
	Participants of Outside the Box, proceed to the forum venue * Please have lunch on your own
12:30-	Registration
13:15-13:25	Opening
13:25-14:35	Session 1 <i>Dialogue for the Future of Business Events - Introduction</i>  <p>How have the mindsets of Business Events' stakeholders changed during the COVID -19 pandemic? "The Dialogue for the Future of Business Events" dives into the subjects of sustainability, the impacts of Business Events to the local community and the legacies, which have become an integral part of Business Events in the after COVID era. In Session 1, we start by learning the case studies from the global expertise.</p> <ul style="list-style-type: none"> ● Dr. Yoshifumi Kitamura Professor, Deputy Director, RIEC, Tohoku University ● Ms. Asako Shiomi MICE Promotion Department, Osaka Convention & Tourism Bureau ● Mr. Ashwin Gunasekeran CEO, Penang Convention & Exhibition Bureau [PCEB]
14:35-14:45	Mini break
14:45-16:10	Session 2 <i>Dialogue for the Future of Business Events - Round table</i> co-hosted by JCMA <div style="text-align: right;">  <p>一社団法人 日本コンベンション協会</p> </div> <p>In Session 2, we break into topic groups for further discussion.</p> <p>1) Organisers' Needs & Event Solutions * This session will be held in Japanese language</p> <p>COVID-19 pandemic has brought rapid advances in online event technology, the way of hosting hybrid event and new horizons towards Metaverse. But do suppliers' services align with organisers' needs? Sharing everyone's experiences of organising conferences over the last two and a half years, we explore the 'best solution' to realise more inclusive events.</p> <ul style="list-style-type: none"> ● Dr. Taiga Yamaya Deputy Director, National Institutes for Quantum Science and Technology ● Ms. Sachiyo Minakawa Project Manager, MediProduce, Inc. <p>[Host] Mr. Hirokazu Tanaka Assistant Representative Director, Japan Convention Management Association (JCMA)</p> <p>2) Go Green with Business Events * This session will be held in Japanese language</p> <p>The long awaited return of face-to-face events! Yet we can't forget about the environmental impact of meetings - Let us share leading cases and ideas on how we can make F2F events vibrant while reducing the environmental impact and how we can organise conferences more sustainably.</p> <ul style="list-style-type: none"> ● Mr. Kensuke Momoi Director for Meetings and Events Promotion, Japan Tourism Agency (JTA) Visiting Professor at the Research Center for Social Systems, Shinshu University ● Ms. Megumi Inagaki Manager, Association Meetings, Sapporo Convention Bureau ● Ms. Junko Matsui Project Leader, Strategic Business Division, Congrès Inc. <p>[Host] Dr. Keiko Nishimoto Senior researcher, MICE Research Institute</p> <p>3) Impact of Business Events to the Local Community </p> <p>* This session will be held in English and partially with EN/JP interpretation</p> <p>Business Events bring more than just tourism economy! In this session, we would like to unlock the holistic impact of Business Events on local communities, such as the knowledge economy developed by conferences and the innovation effects they have on local communities, and explore the futuristic relationship between local communities and Business Events.</p> <ul style="list-style-type: none"> ● Ms. Waikin Wong Regional Director, ICCA Asia Pacific <p>[Host] Ms. Hiromi Murayama PACIFICO Yokohama, Sales & Marketing</p>
16:10-16:40	Coffee break
16:40-17:30	Session 3 <i>Build Back Better with Business Events</i>  <p>Now at a time when the border restrictions to enter Japan have been eased and we are moving towards the resumption of international conferences, we look back at discussions which took place over the development of guidelines against the COVID -19, the entry restrictions and their relaxation, as well as the impact of entry restrictions not only on Business Events but the wider economy.</p> <ul style="list-style-type: none"> ● Mr. Yoshihisa Masaki Director, Social Communication Bureau, Keidanren (Japan Business Federation) ● Ms. Marta Gomes Deputy Executive Director Sales & Marketing Division Viparis / ICCA President
17:30-17:35	Closing
17:35-17:45	Proceed to the reception venue
17:45-19:00	Yokohama reception

**Dr. Yoshifumi Kitamura** Professor, Deputy Director, RIEC, Tohoku University

Yoshifumi Kitamura is Deputy Director and Professor at Research Institute of Electrical Communication, Tohoku University. His research interests include interactive content design, human computer interactions, 3D user interfaces, virtual reality, and related fields. Prior to arriving at Tohoku, he was an Associate Professor at Graduate School of Engineering, and Graduate School of Information Science and Technology, Osaka University. While working at ATR Communication Systems Research Laboratories, he focused on sophisticated user interfaces in virtual environments. His first formal appointment was in the Information Systems Research Center Canon Inc., where he was involved in research on artificial intelligence, image processing, computer vision, and 3D data processing. He is active in academic and professional communities, and serves in positions such as the Liaison for Japan and Chair of ACM SIGCHI Asian Development Committee (2015-2021), Steering Committee Chair of ACM VRST, SIGGRAPH Asia 2015 Conference Chair, and ACM CHI 2021 General Chair.

**Ms. Asako Shiomi** MICE Promotion Department, Osaka Convention and Tourism Bureau

She joined the Osaka Tourism Association, the predecessor of the Osaka Convention and Tourism Bureau and was in charge of the leisure department and became a MICE manager. After transferring to the MICE Promotion Department, she was assigned to manage both corporate and association meetings where she could accumulate her experience in the industry and gain knowledge from the two sectors. She believes that relationships with local stakeholders are important for MICE activities and has been involved in the launch of the "Osaka MICE Business Alliance", working to spread understanding of MICE not only to companies but also to citizens. Ahead of the 2025 Osaka Kansai Expo, in order to promote SDGs initiatives in the MICE industry, Osaka has launched the "SDGs for MICE evaluation system" and are conducting dissemination activities for related parties.

**Mr. Ashwin Gunasekeran** CEO, Penang Convention & Exhibition Bureau

Ashwin Gunasekeran is a native of Penang, who is the Chief Executive Officer of Penang Convention & Exhibition Bureau (PCEB), the pioneer State Convention Bureau established in Northern Malaysia to develop and enhance the Business Events industry. Ashwin, who earned a master's degree in international tourism from Switzerland's IMI University, worked for the Penang Tourism Action Council for 7 years. He is a team-oriented leader with extensive international expertise and more than 15 years of experience in the industry. He offers his wealth of knowledge in tourism and hospitality management, revenue analysis, yield management, turnaround strategy, company growth, and business tourism. Ashwin is a dreamer, leader, and firm believer in the 'Power of Collaboration' who envisions greater success by bringing the business events fraternity together.

**Dr. Taiga Yamaya** Deputy Director, National Institutes for Quantum Science and Technology

A researcher who leads the development of the next generation positron emission tomography for early diagnosis of cancer and brain diseases. He succeeded to host 2021 IEEE Nuclear Science Symposium and Medical Imaging Conference (NSS-MIC) in Yokohama with the support from Japan National Tourism Organization. Although the 2021 NSS-MIC was held as a virtual conference, 2025 NSS-MIC will come back to Japan again, to be held at PACIFICO Yokohama.

**Ms. Sachiyo Minakawa** Project Manager, MediProduce, Inc.

After graduating from the Department of Luso-Brazilian Studies at Sophia University in Tokyo, Sachiyo MINAKAWA began her career as a PCO after joining Japan Convention Services, Inc. in 2004, organising international and domestic conferences in medical field. She joined MediProduce, Inc. in 2009. As a PCO, she is primarily involved in supporting management of medical association and its conferences, while also organising press conferences. In 2019, she was assigned as senior manager of the opening and closing ceremony protocol team for the International Bureau of the Tokyo Organising Committee of the Olympic and Paralympic Games. She organised transport services, VIP flow line management, seat allocation and lounge management for 10,000 VVIP, such as royal families, heads of state, ministers, IOC members, etc. As head of operation management, she supported the opening and closing ceremonies with more than 150 staff and volunteers from around the world. Member, International Exchange Promotion Committee of JCMA

**Mr. Hirokazu Tanaka**

Assistant Representative Director, Japan Convention Management Association (JCMA)
Corporate Executive Officer, Strategic Business Division, Congrès Inc.

Since joining Congrès Inc., he has been extensively involved in MICE planning and management, as well as being in charge of government sponsored summit and ministerial meetings, international conferences for various academic associations, corporate meetings, and many other events. In his current position, he has been working on sports business events and exhibitions, while striving to expand his network outside of the MICE industry to develop new business opportunities. Until last year, he served as the Secretary General of the Japan Convention Management Association (JCMA), and currently, he continues to assist the Representative Director regarding association activities. In response to the COVID-19 pandemic, he was also in charge of formulating "Guidelines for MICE in the wake of COVID-19" to help facilitate the resumption of the meetings industry.

**Mr. Kensuke Momoi** Director for Meetings and Events Promotion, Japan Tourism Agency (JTA)
Visiting Professor at the Research Center for Social Systems, Shinshu University

Mr. Momoi has been planning to revive Japan as a top MICE destination in the Asia-Pacific region. Before his current position, Mr. Momoi held several director positions within Japan's Ministry of Economy, Trade and Industry, analyzing Japanese economy and industries in the age of Covid-19 and planning the regional economic and industrial policy in Japan. Mr. Momoi also has an academic career and has been doing researches of regional industry and branding. Mr. Momoi was a professor of the Faculty of Economics and Law at the Shinshu University and an associate professor of the Faculty of Economics at the Nagasaki University. Mr. Momoi graduated from the faculty of economics at the University of Tokyo and holds a master degree of business administration from the Michael G. Foster School of Business at the University of Washington.

**Ms. Megumi Inagaki** Manager, Association Meetings, Sapporo Convention Bureau

With over 20 years of experience in the meeting industry, starting as a congress manager at a PCO, Megumi joined Sapporo Convention Bureau in 2017. She manages the international association meetings sales team and leads the development of business events strategy, sustainability (e.g., GDS-Movement) and positive impact programs for the bureau.





Ms. Junko Matsui Project Leader, Strategic Business Division, Congrès Inc.

Mainly has engaged in cross-functional MICE business planning, after in charge of the JCMA (Japan Convention Management Association) secretariat.

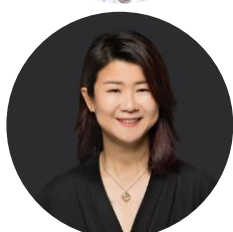
With use of experience in JCMA, currently focusing on working for GDS-Index promotion to MICE strengthen cities, since started as the GDS Japan secretariat in June 2022.



Ms. Keiko Nishimoto Senior researcher, MICE Research Institute

Keiko Nishimoto obtained PhD(management science) from Kyoto University with her research on value creation of MICE business, after her 20+ years of career in the meetings industry. Keiko has been appointed as a Professor of Ristumeikan University from April 2023.

Deputy Chair/Treasurer, ICCA Asia Pacific Chapter (2016-) International Academic Advisory Committee, ICCASkills (2020-)



Ms. Waikin Wong Regional Director, International Congress and Convention Association [ICCA] Asia Pacific

Waikin Wong has robust background in her career journey particularly in the medical communication, meeting segment and destination marketing/management. With almost 20 years of experience in meeting industry in Asia Pacific Region, Waikin has based in Kuala Lumpur, Hong Kong, Taipei and Shanghai. Having worked with most major pharmaceutical clients, medical associations both local and international; she is also highly experienced in association management, working closely with key opinion leaders, government division and industry experts.

Waikin has extensive managerial experience in developing effective communication strategies in bidding, conference management and targeted education programme. She is passionate in young professionals' development in meeting industry and associations.



Mr. Yoshihisa Masaki

Director, Social Communication Bureau, Keidanren (Japan Business Federation)

Yoshihisa Masaki is the Director of Keidanren, which is the most powerful economic organization in Japan. He joined Keidanren in 1992 and earned an L.L.M at Boston University. Since 2016, as a director, he has served to arrange high-level meetings with top executives and has led labor market reform in Japan. In his current position, he has engaged in making policies on the financial and consumer market, resilience, diversity, mobility, and COVID-19 from business communities' points of view.



Ms. Marta Gomes Deputy Executive Director Sales & Marketing Division Viparis / ICCA President

Marta has worked nearly twenty years in the meetings industry, with researchers and scientists, event managers and destination partners to attract international congresses to Paris, one of the world's most popular cities for association meetings. She is in charge of sales and business development for Viparis, who hosts nearly 1,000 events a year in 10 venues in the Paris region. She is also a citizen of Europe, having grown up in Portugal, studied in the UK and is now living in France. She is currently ICCA President. International cooperation, innovation, collaboration with event organizers and education are key factors that will contribute to a bright future for the business events industry.



Ms. Hiromi Murayama, CMP, DES Senior manager, Sales & Marketing, PACIFICO Yokohama

After worked as an A&R (Artists & Repertoire) and A&C (Artists and Curation) director for the record company, she turned to meetings business and joined PACIFICO Yokohama in 2015. First she served as an on-site coordinator, and then she took up a position in the Sales and Marketing. Since then she has been involved in many winning bids for the international/domestic association meetings, the promotional activities for the PACIFICO Yokohama's newly developed convention center North, as well as in the project planning of the Yokohama Global MICE Forum which PACIFICO Yokohama organised its first edition in February 2020. She served as a Promotion Committee member of the 2nd ICCA Asia Pacific Chapter Summit in Yokohama, which was successfully held in December 2020.

Vice-chair and Taskforce Leader of the Planning Committee, Japan Congress & Convention Bureau (JCCB).

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「YOKOHAMA MICE SHOWCASE 2023」

By Yokohama Convention & Visitors Bureau

A showcase of 'MICE City Yokohama' through monitoring tours, the latest content presentations, business meetings and exchange events will be held at PACIFICO Yokohama North on Wed., 22 February .



PACIFICO Yokohama North

5 min from Minatomirai Line Minatomirai Station

17 min from JR Yokohama Station by Articulated Bus "BAYSIDE BLUE"

🚗 PACIFICO Yokohama North

About 45 minutes by direct limousine bus from Haneda Airport

🚗 The Kahala Hotel & Resort Yokohama

〒220-0012 1-1-2, Minato Mirai, Nishi-ku, Yokohama

PACIFICO Yokohama Access Map ▶

