

# Cool Japan Event Calendar 2016



**【Fields】**①General, ②Tourism, ③Traditional culture, ④Food, ⑤Media content, ⑥Fashion, ⑦Design, ⑧Other

**【Target】** A. For business; B. For average consumers.

	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
Apr			○		4-7	MIPTV	Cannes	Reed MIDEM	①	A	Global market for entertainment content across all platforms
		○			12-15	Food & Hotel Asia 2016	Singapore	JETRO	④	A	Support for opening and developing Southeast Asian markets for Japanese companies and similar through SE Asia's largest general food products trade fair.
		○			14-17	Vietnam International Travel Mart(VITM)	Hanoi	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				21-24	Okinawa International Movie Festival, executive committee	Okinawa	Okinawa International	⑤	AB	Entertainment festival held primarily in Naha and Ginowan. Panel discussion(s) on Cool Japan also planned.
			○		22-24	Sakura Matsuri, executive committee	Seattle (USA)	Sakura Matsuri, executive	①②③	AB	Event for introducing and communicating traditional Japanese culture and arts
			○		26-28	Seafood Expo Global 2016	Brussels	JETRO	④	A	Support for opening and developing European markets for Japanese companies and similar through Europe's largest seafood trade fair.
		○	○		Late April to late May	Promotion using media	Asia: Malaysia, Singapore, Hong Kong, Thailand, etc. Oceania: Australia, New Zealand	Ministry of Agriculture, Forestry and Fisheries	④	B	Broadcast two types of 30-second commercials that advertise Japanese food and food culture, utilizing National Geographic, Starworld, etc.
			○	Final weekend	Copenhagen Sakura Festival, executive committee	Copenhagen	Copenhagen Sakura Festival, executive committee	①	B	Largest <i>hanami</i> flower-viewing event in Denmark, including martial arts, Japanese drums, tea ceremony, Japanese cuisine booths, etc.	
May			○		4	Matsuri in Warsaw	Warsaw	Japan Tourism Agency / JNTO	②③⑤⑥	AB	Participate and setup VJ booths at events introducing Japanese culture.
				○	4-5	Japan-Arab Business Fair	Morocco	JETRO	①	A	Introduce displays on products and services from Japanese companies as an event held jointly with the Japan-Arab Economic Forum.
				○	4-5	Japanese cuisine reception, Japanese cuisine seminars	New Zealand	Ministry of Agriculture,	④	AB	Hold reception(s) and cooking seminar(s) to spread Japanese cuisine together with the commercial broadcasts run from late April to late May.
		○			4-5	Japanese cooking classes	Vietnam	Ministry of Agriculture,	④	A	Conduct classes in Japanese cuisine to communicate the appeal of Japanese-made food products and how to use them, pursuing more direct purchases of such foods in TPP participant countries through partnerships
		○			5-7	12th Apkasi International Trade and Investment Summit (AITIS)	Jakarta	JETRO	①	AB	Establish Japan booth(s) in a general trade fair in Jakarta.
			○		6-8	Expo Manga	Madrid	Ministry of Foreign Affairs	②③④	B	Introduce Japan booths at Madrid's largest manga comic fair.
				○	9-10	Japanese cuisine reception, Japanese cuisine seminars	Australia	Ministry of Agriculture,	④	AB	Hold reception(s) and cooking seminar(s) to spread Japanese cuisine together with the commercial broadcasts run from late April to late May.
				○	11-22	Cannes Film Festival	Cannes	Ministry of Education, Culture, Sports, Science and	⑤	A	Introduce Japan booths, and support promotion of Japanese movies overseas and interchange between people in the film industry in Japan and overseas.
				○	11-26	Cannes Film Market	Cannes	JETRO	⑤	A	JETRO creates a "Japan pavilion" at one of the three most prestigious film festivals related market and supports export of Japanese films to the overseas market.
		○			15-18	Kaohsiung International Travel Fair (KTF)	Kaohsiung	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			19-21	China Import Expo, Kunshan 2016	Kunshan	JETRO	①	AB	Erect Japan Pavilions to support opening and developing overseas markets for Japanese-owned companies entering China's Jiangsu province.
		○			19-22	Shanghai World Travel Fair (WTF)	Shanghai	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			19-22	19th China Chongqing International Investment and Global Sourcing Fair	Chongqing	JETRO	①	AB	Erect Japan Pavilions to support opening and developing overseas markets for Japanese-owned companies entering China's Yangtze Economic Belt.
	○			20-22	Beijing International Tourism Expo (BITE)	Beijing	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.	

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			○		20-22	Pacific International Tourism Expo (PITE)	Vladivostok	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		21-23	Kabuki performance	Madrid / Salamanca	Ministry of Foreign Affairs, The Japan Foundation: JNT ○: Japanese	②③	B	Hold kabuki shows and lectures featuring Yajuro Bando and other stars.
		○			22-25	Taipei Tourism Expo (TTE)	Taipei	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		22-29	Snow Travel Expo	Melbourne / Sidney	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				24-27	Ise-Shima Summit (and minister-level meetings; May to September)	Shima City, Mie Prefecture; etc.	Ministry of Foreign Affairs, etc.	①②③④ ⑤⑥	B	Provide liquor for advertising purposes during opportunities like the Ise-Shima Summit.
		○			25-29	Thaifex 2016	Bangkok	JETRO	④	A	Support for opening and developing Thai markets for Japanese companies and similar through Thailand's largest general food products trade fair.
			○		27-29	Anime North	Toronto (Canada)	Anime North	⑤	B	Showcase media from Japanese subcultures, primarily anime.
		○			27-30	Taichung International Travel Fair (ATTA)	Taichung	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
				○	28-6/2	49th Algiers International Fair	Algiers	JETRO	①	A	Erect Japan Pavilions at trade fairs in Algeria to support opening and developing overseas markets for Japanese-owned companies.
		○	○	○	Early May to late June	Promotion using media	150 countries and regions	Ministry of Agriculture,	④	B	• Broadcast commercials for Japanese food and food culture on front screens (JAL) and individual monitors (ANA) on international flights.
		○			Mid-month	Japanese cooking classes	Malaysia	Ministry of Agriculture,	④	A	Conduct classes in Japanese cuisine to communicate the appeal of Japanese-made food products and how to use them, pursuing more direct purchases of such foods in TPP participant countries through partnerships
		○			Undetermined	Wuhan Japan Brand	Wuhan	Japan Tourism Agency / JNTO	②③	B	Participate and setup VJ booths at events introducing Japanese culture at shopping malls.
June				○	1-2	Event and business discussions commemorating the first shipment of Fukushima Prefecture Aizu-kome rice to the Middle East	Dubai	JETRO	④	A	Distribute samples and conduct taste-testing in Qatar; host business discussions at major Dubai restaurants; and support the expansion of markets for rice.
			○		3	Kampai Toronto	Toronto (Canada)	Ontario Spring Water Sake	④	AB	Showcase liquors with the participation of Japanese sake makers from Japan and overseas.
		○			3-4	Seminars for professionals (liquor)	Toronto (Canada)	JETRO	④	A	Conduct events pertaining to Japan-made alcohol for chefs and others from overseas, to help increase the amount of such alcohol carried by them.
		○			3-6	MIDEM	Cannes	JETRO	⑤	A	JETRO creates a Japan zone and supports PR and exports of Japanese music at the world's largest music and copyright trade fair.
		○			4	J Series Festival	Bangkok	International Drama Festival in TOKYO, executive committee (Ministry of Internal Affairs and	⑤	B	Events promoting broadcast content including Japanese TV drama series
		○			9-12	Hana Tour International Travel Show	Seoul	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		9-10	Japanese cooking classes	USA	Ministry of Agriculture,	④	A, B	Conduct classes in Japanese cuisine to communicate the appeal of Japanese-made food products and how to use them, pursuing more direct purchases of such foods in TPP participant countries through commercials
			○		13-18	Annecy International Animation Film Festival	Annecy	Ministry of Education,	⑤	A	Introduce Japan booths, host receptions, and support promotion of Japanese movies overseas and interchange between people in the film industry in Japan and overseas.
		○			12-17	4th China-South Asia Expo	Kunming	JETRO	①	AB	Erect Japan Pavilions to support opening and developing overseas markets for Japanese-owned companies in China's Yunnan province.
	○				18	Japan Sake Fair 2016	Tokyo / Ikebukuro	Japan Sake and Shochu Makers	④	AB	Hold the 2015 Annual Japan Sake Awards Public Tasting alongside the 10th All Japan Sake Fair.
			○		18	Japan Festival	Lisbon	Ministry of Foreign Affairs	①	B	Events that comprehensively introduce Japanese culture.

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	Domestic	Asia	USA & Europe	Other							
				○	18-19	Japanese cooking classes, Japanese cuisine reception	Bolivia	Ministry of Agriculture,	④	AB	Conduct classes on the basics of Japanese cooking, the uses of Japanese-made food products, etc.; as well as receptions for invited individuals connected to the local government and individuals in cooking-related
				○	21-22	Japanese cooking classes	Chile	Ministry of Agriculture,	④	A, B	Conduct classes in Japanese cuisine to communicate the appeal of Japanese-made food products and how to use them, pursuing more direct purchases of such foods in TPP participant countries through commercials
	○				22,24	Conference to develop cosmetics and beauty product markets in China	Tokyo / Osaka	JETRO	⑥	A	Invite international e-commerce buyers from China and host business meetings for beauty products/cosmetics.
		○			22-25	Food Taipei 2016	Taipei	JETRO	④	A	Support for opening and developing Taiwanese markets for Japanese companies and similar through Taiwan's largest general food products trade fair.
		○			23-26	Visit Japan FIT Travel Fair	Bangkok	Japan Tourism Agency / JNTO	②	B	JNTO fair for free individual travelers (FITs).
			○		26-28	Summer Fancy Food Show 2016	New York	JETRO	④	A	Support for opening and developing American markets for Japanese companies and similar through a gourmet food products trade fair on the East Coast of the USA.
	○				28-7/1	Exhibition and conference on textile exports to the USA and Europe	Osaka / Nagoya	JETRO	⑥	A	Invite buyers from USA and European brands for business meetings in Japan.
		○			29-7/1	Guangzhou Wine & Spirits	Guangzhou	Japan Sake and Shochu Makers	④	A	Introduce booths on authentic Japanese shochu at exhibitions in Guangzhou, the largest city in South China.
			○		30	Japanese pop culture festival (Japanism 2016)	Belgrade	Ministry of Foreign Affairs	①⑥⑧	B	Showcase Japanese media contents, primarily anime (booths for local businesses that handle Japanese manga comics, cosplay competitions, etc.)
				○	Undetermined	100 Showroom	San Diego	JETRO	⑦	A	Exhibition of product samples for the purpose of test marketing for daily necessities and gift products.
July			○		1-3	Japanese pop culture festival (Japanism 2016)	Belgrade	Ministry of Foreign Affairs	①⑥⑧	B	Showcase Japanese media contents, primarily anime (booths for local businesses that handle Japanese manga comics, cosplay competitions, etc.)
			○		1-3	Otafest	Calgary (Canada)	Otafest Film & Cultural Festival Planning Committee	⑤	B	The largest Japanese anime-related events in Alberta, Canada.
			○		2-5	Japan Expo	Paris	Japan Tourism Agency / JNTO	②③⑤⑥⑦	AB	Participate and setup VJ booths at festivals for Japanese culture and entertainment.
	○				4-5	MITM Travel Fair	Penang	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				4-7	Conference on design for Seto Inland Sea and Kyoto exporters	Okayama / Kyoto	JETRO	③⑦	A	Business meetings with overseas buyers of interior decorations, daily necessities, and gifts that utilize traditional techniques and materials.
	○				8	ATP Award TV Grand Prix	Tokyo	Association of All Japan TV	⑤	A	The best TV programs of the year are selected and honored by producers and directors from TV production companies.
				○	8-10	São Paulo Japan Festival	São Paulo	Japan Tourism Agency / JNTO	②③⑤⑥	AB	Participate and setup VJ booths at the largest event for Japanese culture in Latin America.
							Ministry of Agriculture,	③	B		
	○				8-10	Travel Madness Expo(TME)	Manila	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				9	Bon Odori Festival in Ipoh	Ipoh (Malaysia)	Bon Odori Committee	③⑤	B	Cultural exchange through the Bon festival dance.
				○	10	Japan Festival Mississauga	Mississauga (Canada)	Asia Toronto Creative Inc.	①	B	Recreation of Japanese summer festivals (booths for Japanese companies and restaurants, Japanese drum performances, etc.)
	○				14-17	Thai International Travel Fair (TITF)	Bangkok	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				15-21	Hong Kong Book Fair	Hong Kong	Japan Tourism Agency / JNTO	②⑤	B	Participate and setup VJ booths at Hong Kong book fairs.

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		○			16	Penang Bon Odori Festival	Penang (Malaysia)	Bon Odori Committee	③⑤	B	Cultural exchange through the Bon festival dance, with planned participation by costumed mascot characters (Mikyan, Rilakkuma, etc.)
			○		18-19	Travel Industry Exhibition (TIE)	Sidney	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		19-24	Tale of Cocktail	New Orleans	Japan Sake and Shochu Makers	④	AB	Put shochu liquor on display at cocktail events, introducing its potential as a cocktail base.
			○		22-8/7	New Zealand International Film Festival	Wellington	New Zealand Film Festival Trust	⑤	B	International film festivals (over 150 films, including Japanese films).
			○		22-24	Anime Friends Argentina 2016	Buenos Aires	Ministry of Foreign Affairs	⑤	B	Place a Japan booth at anime festivals attended by tens of thousands of people and host filmings of Japanese anime films.
	○				24-26	Travel Revolution	Singapore	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		24-29	Guanajuato Film Festival	Mexico City, Querétaro, Salamanca, Guanajuato, San Miguel de Allende	The Japan Foundation	⑧	AB	Participate in the Guanajuato Film Festival, to which Japan is a special guest country, and host Japanese movie filmings, pop concerts, and similar events.
		○			27	Japanese summer festival	Madrid	Ministry of Foreign Affairs	②③④	B	Conduct events introducing Japanese summer festivals, especially those based around the Bon festival dance.
			○		29-30	Rio Olympics-related event (Japan-Brazil pop concert)	Rio de Janeiro (Brazil)	The Japan Foundation	⑧	A	Conduct Japan-Brazil pop concerts with the Rio 2016 Olympics, building momentum for the Tokyo Olympics.
			○		Mid-month	Argentina Infrastructure Mission	Buenos Aires	JETRO	①	A	Invite interested Japanese companies to the local area to participate in seminars, inspect/visit local infrastructure, etc.
		○			10-12	Liberty Fashion & Lifestyle Fairs	New York	JETRO	⑥	A	Support exhibition in the USA's leading contemporary men's fashion exhibition.
	○				6/28-7/1	Conference of invited textile buyers	Osaka / Nagoya	JETRO	⑥	A	Invite buyers from leading American and European companies and brands and host business discussions in Japan.
Aug					4-21	Tokyo 2020 JAPAN HOUSE	Rio de Janeiro	The Tokyo Organising Committee of the Olympic and Paralympic	①②③④⑤⑥	AB	Establish booths at Japan House to advertise Japanese-made liquors.
				5-21	Japan Tourism Agency / JNTO			②	AB	Dispatching an information on attractive Japanese tourism-locations in the Japan House.	
			○	Undetermined	Ministry of Agriculture, Forestry and			④	B	Introduce a "Japanese food culture week" in cooperation with affiliated agencies, conducting taste-testing events and similar.	
		○			5-7	Otakuthon	Montreal (Canada)	Ministry of Foreign Affairs	①, ②	B	Introduce Japan booths at pop culture festivals, showcase traditional culture, showcase the appeal of visiting Japan for sightseeing, etc.
		○			5-7	Animethon	Edmonton (Canada)	The Alberta Society for Asian Popular Arts	⑤	B	The 23rd iteration of Canada's largest Japanese anime event, attended last year by over 23,000 people. Guest visit by the Consul General also planned.
	○				7-9	MATTA Fair	Johor Bahru	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		10	São Paulo Japanese Sake Fair	São Paulo	Japan Sake and Shochu Makers	④	AB	Host a large event in São Paulo, the largest city in Brazil, for traditional Japanese kokushu liquor. This will be a spin-off event of the Rio Olympics.

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		○			11-15	Food Expo 2016	Hong Kong	JETRO	④	A	Support for opening and developing Hong Kong markets for Japanese companies and similar through Hong Kong's largest general food products trade fair.
		○			13-14	Japan pop culture festival	Ulaanbaatar	Ministry of Foreign Affairs, Japan Tourism Agency	①、②、③、⑤	B	General event that showcases Japan's varied cultural elements, including pop culture. Introduce Japan Tourism Agency VJ booths that promote tourism.
			○		20-21	Sydney Manga and Anime Show (SMASH)	Sidney	Japan Tourism Agency / JNTO	②③⑤⑥⑦	AB	Participate and setup VJ booths at festivals for Japanese culture and entertainment.
			○		20-24	NY NOW Summer	New York	JETRO	⑦	A	Organize Japan Pavilions at USA's leading trade fairs for design goods / daily necessities.
			○		26-28	AniNight	Vienna	Ministry of Foreign Affairs	①	B	Introduce booths that showcase Japan at Austria's largest anime and manga festival.
				○	26-28	JAPON EN FORMOSA	Formosa (Argentina)	Ministry of Foreign Affairs	①	B	Erect Japan booths during "Japanese culture week" events held in regional towns and cities.
				○	27-28	TICADVI Japan Fair	Africa	JETRO	①	A	Hold a Japan Fair simultaneously with TICAD VI.
			○		Early month	Japanese drum concerts in central Asia	Tashkent (Uzbekistan)	The Japan Foundation	③	B	Hold Japanese drum concerts in central Asia.
			○		Undetermined	Travel Industry Exhibition (TIE)	Sidney	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				7/28	Beijing business discussions	Beijing	JETRO	⑦	A	Host business negotiations with local buyers in the daily necessities and living goods sector in Beijing, a hub city for a region in great need of market development.
				○	Undetermined	Japanese pop culture Day	Ulaanbaatar	Japan Tourism Agency / JNTO	②③⑤⑥⑦	AB	Participate and setup VJ booths at events introducing Japanese culture.
Sept			○		1-11	Helsinki Design Week	Helsinki	Ministry of Foreign Affairs	③⑦	A	Introduce Japanese cut glass (Edo Kiriko) at Finland's largest design-related events.
				○	1-18	Feria de Hogar	Bogotá	JETRO	⑦	A	Exhibition of product samples for the purpose of test marketing for daily necessities and gift products.
		○			1-10	Japan Festival	Karachi (Pakistan)	Ministry of Foreign Affairs	③	B	Hold Japanese traditional music concerts, pop culture events, etc.
			○		2-4	Fukuoka Day	Auckland	Japan Tourism Agency / JNTO	②③⑤⑥	AB	Participate and setup VJ booths at events introducing Japanese culture.
		○			2-4	Macau International Travel (Industry) Expo	Macao	Consulate-General of Japan	②	B	Introduce Japan booths at international travel fairs.
			○		3	Fukuoka Day	Auckland (New Zealand)	The New Zealand Japan Society of Auckland Inc., Ministry of Foreign Affairs	①	B	Events commemorating the 30-year anniversary of Fukuoka and Auckland's sister-city relationships.
				○	3-4	Japan Fair 2016	Seattle (USA)	Japan Fair Committee	①②③	A, B	Events showcasing and communicating Japanese traditions, modern technology, etc. (Company booths + stage programs, etc.)
				○	4-6	Los Angeles Times The Taste	Los Angeles	Japan Tourism Agency / JNTO	②④	B	Participate and setup VJ booths at food events held in Los Angeles.
		○			4-6	MATTA Fair	Kuala Lumpur	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
				○	4-6	Speciality and Fine Food Fair 2016	London	JETRO	④	A	Support for opening and developing UK markets for Japanese companies and similar through the UK's largest gourmet food trade fair.
				○	6-8	Milano Unica	Milan	Japan Fashion Week Organization / JETRO	⑥	A	Gather Japanese companies' exhibits in JFW (Japan Fashion Week Tokyo) at one of Europe's two largest materials trade fairs, and conduct PR activities (luring influential buyers, etc.) through JETRO, etc.
		○			6-13	Jak-Japan Matsuri	Jakarta	Japan Tourism Agency / JNTO	②③⑤⑥	B	Participate and setup VJ booths to events introducing a variety of Japanese traditional and pop cultures broadly.

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			○		7-27	London Design Biennale	London	The Japan Foundation	⑧	AB	Introduce Japan at the 1st London Design Biennale.
			○		8-18	Toronto International Film Festival	Toronto	Ministry of Education,	⑤	A	Introduce Japan booths, host receptions, and support promotion of Japanese movies overseas and interchange between people in the film industry in Japan and overseas.
	○				8-10	International Travel Expo, Ho Chi Minh City (ITE HCMC)	Ho Chi Minh City	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				9-12	Busan International Travel Fair (BITF)	Busan	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				10-12	Special Japan exhibit on science & technology	Penang (Malaysia)	Tech Dome	⑧	B	Showcase Japanese science and cutting-edge technology (6 companies are currently considering providing support).
		○			10-13	Feria Internacional de Turismo de las Americas (FITA)	Santa Fe	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				11-13	China (Guangdong) International Tourism Industry Expo (CITIE)	Guangzhou	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		12-15	Argentina Business & Investment Forum	Buenos Aires	Agencia Argentina de Inversiones y	①	A	Participate and setup VJ booths at events introducing Japanese culture.
			○		13-15	Flowers Expo 2016	Moscow	JETRO	④	A	Participate and setup VJ booths at international travel fairs.
○					15-18	Tokyo Game Show	Tokyo	Ministry of Economy, Trade	⑤	AB	The largest inbound tourism workshop in Japan hosted by JNTO
○	○				15-18	2016 (27th) Fukuoka Prize	Fukuoka	Fukuoka City International Foundation	③⑤⑥⑦⑧	B	Participate and setup VJ booths at international travel fairs.
○	○				15-25	Focus on Asia International Film Festival Fukuoka	Fukuoka	Focus on Asia International Film Festival Fukuoka	③⑤	AB	One of the three major projects of the Asian Party held Fukuoka in September and October. Events that showcase great Asian movies, promote understanding of and cultural exchange with Asia, and promote the growth of creative industries through business matching, personnel training, etc.
		○			19	Japan Matsuri	London	Japan Tourism Agency / JNTO	②③⑤⑥	AB	Participate and setup VJ booths at events introducing Japanese culture.
		○			20-23	International French Travel Market (IFTM)	Paris	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			21	Cool Japan Festival	Paris	Honganji Foundation & this diplomatic mission	②③	AB	Showcase Japanese festivals (including Awa Odori performances), promote Japanese sake / traditional industries, etc.
○					21-23	Visit Japan Travel Mart (VJTM)	Domestic	Japan Tourism Agency / JNTO	②	AB	The largest inbound tourism workshop in Japan hosted by JNTO
		○			23-25	Awa Odori Paris concert	Paris	Awa Odori Paris concert, executive committee; Ministry of Foreign Affairs (Embassy of Japan in Paris)	③	B	Conduct performances of the traditional Awa Odori dance in Paris that feature participation from local citizen. Introduce VJ booths by JNTO.
		○			23-10/3	Marseille International Fair	Marseille (France)	Ministry of Foreign Affairs	①	A, B	Showcase and provide information on companies at the Japan booth at the Marseille International Trade Fair.
	○				25-27	Garuda Travel Fair (GTF2016)	Jakarta	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		27-29	Espacio Food & Service	San Diego	JETRO	④	A	Support for opening and developing Central and South American markets for Japanese companies and similar through Chile's largest general food products trade fair.
			○		28-30	Expoalimentaria	Lima	JETRO	⑦	A	Exhibition of product samples for the purpose of test marketing for daily necessities and gift products.
			○		28-30	2016 International Food Show	Lima	Ministry of Foreign Affairs / JETRO	④⑧	A, B	Erect a Japan Pavilion at the largest general food products trade fair in Central and South America, showcasing Japanese cuisine and Japanese-made products.

## Cool Japan Event Calendar 2016

【Fields】①General, ②Tourism, ③Traditional culture, ④Food, ⑤Media content, ⑥Fashion, ⑦Design, ⑧Other



【Target】A. For business; B. For average consumers.

	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
			○		30-10/2	Autumn festival (opening)	Marseille (France)	Ministry of Foreign Affairs / Marseille	①②③④ ⑤⑥⑧	B	Host Japanese cultural events in the Japanese gardens that broadly showcase traditional culture and lifestyles.
			○		30-10/3	Paris sur Mode/Premiere classe & TRANOI FEMME	Paris	JETRO	⑥	A	Support for opening and developing overseas markets for Japanese apparel goods through the world's leading fairs for apparel and miscellaneous goods.
			○		Early month	Aniventure 2016	Sofia	NGO National Anime & Manga Club "NAKAMA"	⑤, ⑥, ⑧	B	Events held annually since 2006 that showcase Japanese pop culture, primarily anime, manga, cosplay, video games, etc. Related goods and merchandise will also be on sale. Last year, 7,000 people attended from all over Bulgaria over two days.
	○				Early month	Shochu liquor seminars for non-Japanese in Tokyo	Tokyo	Japan Sake and Shochu Makers	④	B	Shochu liquor seminar and taste-testing for non-Japanese individuals in Tokyo.
				○	Late September to early June	Japan Matsuri (South Africa)	Johannesburg, Pretoria, Cape Town	The Japan Foundation	⑧	B	Host Japanese drum and jazz concerts at Japanese festivals held in South Africa.
		○			Undetermined	Silk Air Travel Fair	Medan	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		Undetermined	Japan Matsuri (UK)	London	The Japan Foundation	⑧	B	Conduct compound Japanese cultural programs at the 8th Japan Matsuri.
	○				March	Tochigi / Ibaraki business conference	Tochigi, Ibaraki	JETRO	③・⑦	A	Invite tableware buyers from abroad and host business meetings for companies dealing in Mashiko ware (Tochigi) and Kasama ware (Ibaraki).
Oct			○		1	Toast with Japanese Sake (overseas version)	Overseas	Japan Sake and Shochu Makers	③④	B	Expand Japan's domestic "nation-wide simultaneous toast" project overseas (planned to be extended to Milan, Paris, etc.).
			○		Around one day	Kanpai Calgary	Calgary (Canada)	Sake Institute Alberta	④	A	Hold Japanese sake event conducted by industry groups of Japanese sake wholesalers and restaurants in Alberta, Canada.
		○			2	Japan-Korea Festival 2016	Seoul	Japan Tourism Agency / JNTO Japan-Korea Exchange Steering Committee	②③⑤⑥	AB	Participate and setup VJ booths in the Japan-Korea interchange Festival. The largest Japan-Korea exchange project to celebrate the 12th this year. In the venue, local governments, companies and cultural experience booth is installed, the outgoing Japanese charm.
	○				1-31	Agency for Cultural Affairs 20th Annual Media Arts Festival, planned exhibitions	Tokyo	Ministry of Education,	⑤	B	Exhibition to commemorate the 20th year of the general media art festival held to exhibit art, entertainment, animation, and manga works.
			○		3-10	Japan / Kobe Fair	Marseille (France)	Ministry of Foreign Affairs, JETRO,	③、④、 ⑧	A, B	Host food and product fairs, primarily in Kobe, at Galeries Lafayette.
				○	5-8	16th Tehran Int'l Industry Exhibition	Tehran	JETRO	①	A	Erect Japan Pavilions in trade fairs held in Iran, supporting Japanese companies' development overseas.
			○		8-9	IberAnime (Portugal)	Porto (Portugal)	Private businesses	③⑤⑧	B	Project showcasing Japanese pop culture such as anime, cosplay, etc. (goods/merchandise sales, anime song concerts, etc.)
	○	○			8-9	The Creators	Fukuoka	Creative Lab Fukuoka	⑤	AB	One of the three major projects of the Asian Party held Fukuoka in September and October. Hold events to brand Fukuoka as a "creative entertainment city," with creative stage and booth elements for the purpose of promoting creative industries.
			○		8-10	TTG Incontri 2016	Rimini	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			8-11	Astindo Fair	Surabaya	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			8-18	Jatim Fair	Surabaya	Japan Tourism Agency / JNTO	②③⑥	B	Participate and setup VJ booths at food and product fairs.
		○			10-13	13th China International Small and Medium Enterprises Fair	Guangzhou	JETRO	①	A	Erect Japan Pavilions for Japanese companies in Guangdong province, support for opening and developing overseas markets.
		○			13-16	Mode Tour Travel Mart	Seoul	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		15	J-POP Festival	Kenya	Ministry of Foreign Affairs	⑤	B	Showcase Japanese media contents through anime screenings, karaoke competitions, and cosplay shows.

## Cool Japan Event Calendar 2016



【Fields】①General, ②Tourism, ③Traditional culture, ④Food, ⑤Media content, ⑥Fashion, ⑦Design, ⑧Other

【Target】A. For business; B. For average consumers.

	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
			○		16-20	SIAL 2016	Paris	JETRO	④	A	Support for opening and developing European markets for Japanese companies and similar through Europe's largest general food products trade fair.
	○				16-21	Conference of Invited Foreign Select Shop Buyers	Tokyo / Okayama	JETRO	⑥	A	Host business meetings in Japan, inviting prominent retailer buyers from the USA, Europe, and SE Asia.
			○		17-20	MIPCOM	Cannes	Reed MIDEM	①	A	Global market for entertainment content across all platforms
				○	17-20	PIR 2016	Moscow	JETRO	④	A	Support for opening and developing Russian markets for Japanese companies and similar through Russia's largest general food products trade fair.
	○			○	19-23	Cultural events pertaining to the World Forum on Sport and Culture (Tokyo Olympics-	Tokyo	The Japan Foundation	⑧	AB	Conduct performances of classical theater, Paralympic projects, and the Innovative City Forum.
	○				22-11/3	JAPAN TRADITIONAL CRAFTS WEEK	Tokyo	Association for the Promotion of Traditional Craft Industries (Supported by the Ministry of Economy, Trade and Industry)	③	AB	Directly connect makers (production sites) and sellers (retailers), displaying and selling traditional handicrafts at interior furnishing shops and other stores in Tokyo, Nagoya, and Osaka.
			○		23-25	International Tourism and Travel Show in Montreal	Montreal	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at Canada's largest international travel fair.
	○				25-11/3	Tokyo International Film Festival	Tokyo	Tokyo International Film	⑤	AB	Plan to host in CoFesta 2016 the largest international film festival in Asia.
	○	○			25-11/3	Film exchange project using the Tokyo International Film Festival (TIFF) as a platform	Tokyo	The Japan Foundation	⑤	AB	Conduct screenings of special features of Asian films; invite individuals involved with Asian films for networking, compilation filmmaking, etc.
	○				27-30	DCEXPO (DIGITAL CONTENT EXPO)	Tokyo	Digital Content Association of Japan / Ministry of Economy, Trade and Industry	⑤	AB	Plan with CoFesta 2016 to commend technologies ("Innovative Technologies") that are expected to contribute greatly to the development of the media content industry.
	○				28	36th All Japan Sake Competition	Within Tokyo	Japan Sake and Shochu Makers	④	A	Establish a new international category (for individuals).
		○			28-29	River Nights Festival (Singapore)	Singapore	The Japan Foundation	⑧	B	Screen works combining Noh theater and imagery at the River Nights Festival in Singapore.
		○			28-30	Japan Travel Fair	Singapore	Japan Tourism Agency / JNTO	②	AB	JNTO travel fair.
			○		29-1	22nd Barcelona Manga Salon	Barcelona (Spain)	FICOMIC	③④⑤	B	Pop culture events for items like manga, anime, etc. (attended by 140,000 visitors). Also showcase Japanese culture and food culture at these events (this year's theme is literature). The Consulate-General will also
		○			29-11/9	16th Western China International Fair	Chengdu	JETRO	①	AB	Support for opening and developing overseas markets for Japanese companies overseas who aim to expand the market in China's interior (western region).
			○		30	Japani Päiva (Japan Day)	Helsinki	Ministry of Foreign Affairs	①	B	Events showcasing Japanese culture, consisting of booths, exhibits, and performances. Expecting 4,000 visitors annually on average.
				○	31-11/4	Havana International Fair	Havana	JETRO	①	A	Erect Japan Pavilions at trade fairs in Cuba and support the expansion of Japanese companies overseas.
	○				Mid-month	Fashion Week Tokyo	Tokyo	Japan Fashion Week Organization (Supported by the Ministry of Economy, Trade and Industry)	⑥	A	Host fashion shows as a hub from which to effectively communicate Tokyo fashion, the creation of that fashion, and the creation of high-quality, highly sensitive fabrics to the world.
	○				Late month	Shochu Brewery Tour for Invited Foreign Media and Others	Kyushu	Japan Sake and Shochu Makers Association	②③④	B	Invite foreign media (etc.) to visit shochu liquor breweries and broadly communicate information on these topics overseas.



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	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
	○				Undetermined	Tokyo Drama Awards	Tokyo	International Drama Festival in Tokyo, executive committee (Ministry of Internal Affairs and	⑤	A	Events promoting broadcast content including Japanese TV drama series
	○				25-27	TIFFCOM	Tokyo	Ministry of Economy, Trade	⑤	A	As a part of CoFesta 2016, JETRO invites prominent buyers from overseas and conducts business matchings with Japanese visual content related companies.
	○				24-26	TIMM	Tokyo	Ministry of Economy, Trade	⑤	AB	As a part of CoFesta 2016, JETRO invites prominent buyers from overseas and conducts business matchings with Japanese music-related companies.
		○			Undetermined	Japan Travel Fair	Kuala Lumpur	Japan Tourism Agency / JNTO	②	AB	Introduce VJ booths to JNTO international travel fairs.
				○	Undetermined	Japan Film Festival	Wellington	Ministry of Foreign Affairs	⑤	B	Showcase Japanese films.
		○			Undetermined	Asianbeat Vietnam Pop Culture Event	Hanoi	Fukuoka Prefecture	①	AB	Invite young Japanese "idol" stars and communicate pop culture (events to spread Japanese culture and showcase Fukuoka Prefecture).
Nov				○	1-10	43rd Baghdad International Fair	Baghdad	JETRO	①	AB	Erect Japan Pavilions in trade fairs held in Iraq, supporting Japanese companies' development overseas.
			○		2-5	World Travel Market (WTM)	London	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		2-9	American Film Market	Santa Monica	JETRO	⑤	A	JETRO creates a "Japan zone" at North America's largest film market, and supports PR and exports of Japanese films in the overseas market.
				○	4-13	Lagos International Trade Fair	Lagos	JETRO	①	AB	Support for the overseas expansion of Japanese companies by organizing Japan Pavilions at the largest trade fair in West Africa, held in Nigeria.
			○		5-8	Ski and Snowboard Show	London	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		7	Matsuri in Sydney	Sidney	Japan Tourism Agency / JNTO	②③⑤⑥	AB	Participate and setup VJ booths at regular summer festival events introducing Japanese culture.
		○			7-9	FHC CHINA 2016	Shanghai	JETRO	④	A	Support for opening and developing Chinese markets for Japanese companies and similar through Asia's largest general food trade fair.
	○				7-10	Tokyo Docs	Tokyo	Tokyo TV Forum(NPO) / Association of All Japan TV Program Production Companies (Ministry of Internal Affairs and Communications)	⑤	A	Japan's international documentary film pitching forum
		○			10-12	International Wine & Spirits Fair 2016	Hong Kong	JETRO	④	A	Support for opening and developing Asian markets for Japanese companies and similar through Asia's largest liquor trade fair.
		○			11-13	China International Travel Mart (CITM)	Shanghai	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		13-15	Salon International du Tourisme et des Voyages (SITV)	Colmar	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			16-18	Cosmoprof Asia 2016	Hong Kong	JETRO	⑧	A	Support for opening and developing markets for Japanese companies by establishing Japan booths at the leading trade fairs in Asia for cosmetics and beauty products.
		○			16-19	Vietnam Food Expo	Ho Chi Minh City	Japan Sake and Shochu Makers	④	A	Booth exhibition for sake at a food expo in Vietnam, which decided upon significant tariff reductions in its agreement to the TPP.
				○	26	Japan Festival	Wellington	Japan Tourism Agency / JNTO	②③⑤⑥	AB	Participate and setup VJ booths at events introducing Japanese culture.
				○			Wellington	Ministry of Foreign Affairs, Wellington City Council, Asia	①	B	The largest Japanese festival in the Wellington capital area (held every other year. Showcases a variety of Japanese culture). Establish VJ booths.

## Cool Japan Event Calendar 2016



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**【Target】** A. For business; B. For average consumers.

	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
			○		Early month	Shochu liquor event	New York	Japan Sake and Shochu Makers	④	B	Hold events showcasing shochu liquor in cooperation with Japan Society.
	○				Early month	Seminars on Japanese sake for non-Japanese in Osaka	Osaka	Japan Sake and Shochu Makers	④	B	Sake seminar and test-tasting for foreigners in Osaka.
				○	Early month	Seminars by Japanese businesses exhibiting in the Havana International Fair	Havana	Ministry of Foreign Affairs & JETRO	⑧	mainly A	Introduce local Japanese companies and Japanese companies aiming to expand locally with their products, targetting Cuban government officials, etc.
		○			Undetermined	Visit Japan FIT Travel Fair	Bangkok	Japan Tourism Agency / JNTO	②	B	JNTO fair for free individual travelers (FITs).
		○			Undetermined	Qingdao Japan Day	Qingdao	Japan Tourism Agency / JNTO	②③	B	Participate and setup VJ booths at events introducing Japanese culture at shopping malls.
		○			Undetermined	Amazing Japan	Penang (Malaysia)	Praivate Businesses	⑧	B	Promote sales of Japanese companies' products and showcase Japanese culture at shopping malls.
		○			Undetermined	Japanese Film Festival 2016	Auckland (New Zealand)	The Japan Foundation, Consulate-	⑤	B	Screen Japanese films for a week.
				○	Undetermined	Japan Mania	Buenos Aires	Ministry of Foreign Affairs	①	B	Establish embassy booths at events hosted by local bilingual schools and showcasing Japan. Thousands of attendants are expected.
		○			Undetermined	Chengdu Japan Brand	Chengdu	Japan Tourism Agency / JNTO	②③	B	Participate and setup VJ booths at events introducing Japanese culture at shopping malls.
		○			Undetermined	Japan Travel Fair	Jakarta	Japan Tourism Agency / JNTO	②	AB	JNTO travel fair.
	○				Undetermined	Conference on the Chubu pottery industry	Nagoya	JETRO	③・⑦	A	Invite interior / crafts / tableware buyers from overseas for the "Yakimono World" event being held in Nagoya, and host business meetings with Japanese companies.
		○			17	Hanoi business conference	Hanoi	JETRO	⑦	A	Host business meetings with local buyers in the daily necessities and living goods sector in Hanoi, a hub city for a region in great need of market development.
		○			Undetermined	Macau International Travel Expo	Macao	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
				○	Undetermined	TT Warsaw	Warsaw	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
Dec				○	12/3-4	Japan Festivals (Mexico)	Mexico City	The Japan Foundation	⑧	B	Implement a overall project showcasing classical Japanese culture as a part of the events commemorating the 60th anniversary of the Japan-Mexico Association.
		○			15-18	11th Cambodia Import-Export and One Province One Product Exhibition	Phnom Penh	JETRO	①	AB	Support for opening and developing markets for Japanese companies through exhibition by Japanese companies in the largest local trade shows.
	○				Early month	Japanese Sake Brewery Tour for Invited Foreign Media and Others	Undetermined	Japan Sake and Shochu Makers	②③④	B	Invite foreign media and similar to visit Japanese sake breweries and communicate information on sake abroad.
		○			Undetermined	Guangdong Japan Brand	Guangzhou	Japan Tourism Agency / JNTO	②③	B	Participate and setup VJ booths at events introducing Japanese culture at shopping malls.
				○	Undetermined	Week showcasing Japanese year-end and New Year's holidays	Madrid	Ministry of Foreign Affairs, etc.	②③④	B	Introduce Japan booths at weekly projects planned by the city of Madrid showcasing year-end and New Year's holidays.
		○			Undergoing adjustments	Japan Exhibition	Karachi (Pakistan)	JETRO	①	AB	JETRO displays products and introduces pop culture related items and contents of Japanese companies in the region.
Jan				○	8-10	New York Times Travel Show	New York	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
				○	8-10	Winter Fancy Food Show 2017	San Francisco	JETRO	④	A	Support for opening and developing American markets for Japanese companies at gourmet food trade fairs held on the US West Coast.
		○			9-11	Hong Kong International Licensing Show	Hong Kong	JETRO	⑤	A	Support for opening and developing the market for Japanese characters by establishing a "Japan zone" in Asia's largest licensing trade fair.
				○	10-15	Vacation Fair	Utrecht	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
				○	12-15	Ferien Messe Wien	Vienna	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.

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**【Target】** A. For business; B. For average consumers.

	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
			○		12-15	Vienna Tourism Trade Fair	Vienna	Japan Tourism Agency / JNTO	②	AB	Establish Japan booths at Austria's largest travel trade fair.
			○		13-15	Reiselivsmessen Oslo 2017	Oslo	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		16-24	Caravan Motor Tourism (CMT)	Stuttgart	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		20-24	Maison & Objet Paris	Paris	JETRO	⑦	A	Organize Japan booths at Europe's premiere interior and design trade fair.
			○		20-24	Feria Internacional de Turismo (FITUR)	Madrid	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		19-22	Matka Nordic Travel Fair	Helsinki	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
			○		27-29	Dublin Holiday World Show	Dublin	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				29—31	SATTE Travel Mart	Delhi	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
○					Undetermined	Conference for invited textile buyers	Tokyo / Fukui	JETRO	⑥	A	Invite buyers from leading American and European companies and brands and host business meetings in Japan.
			○		Undetermined	Bon Odori de La Plata	La Plata (Argentina)	Ministry of Foreign Affairs	③	B	Establish a booth for our organization at the local Japanese communities' largest summer festivals.
		○			Undetermined	East Mediterranean International Travel and Tourism exhibition (EMITT)	Istanbul	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				Undetermined	Suzhou Japan Brand	Suzhou	Japan Tourism Agency / JNTO	②③	B	Participate and setup VJ booths at events introducing Japanese culture at shopping malls.
Feb		○			1-3	Milano Unica	Milan	Japan Fashion Week Organization / JETRO	⑥	A	Gather Japanese companies' exhibits in JFW (Japan Fashion Week Tokyo) at one of Europe's two largest materials trade fairs, and conduct PR activities (luring influential buyers, etc.) through JETRO, etc.
		○			4-8	Salon des Vacances	Brussels	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			9-10	International Mediterranean Tourism Market (IMTM)	Tel Aviv	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			10-12	Travel trade fair (Tourest)	Tallinn (Estonia)	Jointly held by the Estonian Association of Travel Agents & Enterprise Estonia	②	A, B	The largest travel fair in the Baltic states that has 30,000 visitors every year. Establish a booth showcasing Japanese culture.
		○			10-14	Ambiente	Frankfurt	JETRO	⑦	A	Organize Japan Pavilions at the world's leading consumer goods trade fair.
		○			11-13	Barso International de Turismo (BIT)	Milan	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				15-17	SATTE Travel Mart	Delhi	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				18-20	Outbound Travel Mart (OTA)	Mumbai	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			24-26	Outdoor Adventure & Travel Show	Toronto	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				26	Japan Day	Auckland	Auckland Japan Day, executive committee; Ministry of Foreign Affairs	①	B	The largest local Japanese cultural festival. Showcase the various cultures of Japan.
		○			26-28	Canada Japan Sake Fair	Toyama	Japan Sake and Shochu Makers	④	AB	Establish booths at restaurant shows in Toronto, Canada's largest city, where exports are expected to increase due to agreement to the TPP.

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**【Target】** A. For business; B. For average consumers.

	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
				○	26-3/2	Gulfood 2017	Dubai	JETRO	④	A	Support for opening and developing the Middle Eastern market for Japanese companies and similar at the Middle East's largest general foods trade fair.
				○	27-28	Travel and Adventure Show	Los Angeles	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
				○	Early month	Berlin International Film Festival	Berlin	Ministry of Education, Culture, Sports, Science and	⑤	A	Introduce Japan booths, and support promotion of Japanese movies overseas and interchange between people in the film industry in Japan and overseas.
				○	Undetermined	Japan Expo Sud	Marseille (France)	Ministry of Foreign Affairs	②、③、④、⑤、⑥、⑧	B	Host Japanese cultural project at Japan Expo Sud that showcases a wide range of traditions and lifestyles.
	○				Undetermined	Japan Myanmar Pwe Taw 2017	Yangon	Japan Myanmar Pwe Taw, executive committee	①	B	Introduce company booths, Japanese cultural experiences, stage performances, etc at Japan festival that comprehensively communicates Japanese culture.
	○				Undetermined	Travel Tour Expo (TTE)	Manila	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				Undetermined	Thai International Trade Fair (TITF)	Bangkok	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
		○			Undetermined	Travel Expo	Sidney	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				Undetermined	Kyong Hyang Housing Fair 2017	Goyang	JETRO	④	A	Support for opening and developing the Asian market for Japanese companies and similar at Asia's largest wood trade fair.
				○	Undetermined	Undetermined	São Paulo	JETRO	⑦	A	Exhibition of product samples for the purpose of test marketing for daily necessities and gift products.
○					Undetermined	Brewery tour for ambassadors in Tokyo and others	Within Tokyo	National Tax Agency / Japan	②③④	B	Invite ambassadors based in Tokyo and others to visit sake breweries as PR for the manufacturing technologies and culture of sake.
○					Undetermined	10th Annual International Manga Award Ceremony	Tokyo	Ministry of Foreign Affairs / The	⑤	B	Founded in May 2007 to honor manga artists who contribute to the spread of manga culture abroad. The 9th International Manga Awards (Grand Prize: one work; Excellence Award: three works, etc.) ceremony was
	○				Undergoing adjustments	Japanese Language and Culture Week	Bandar Seri Begawan (Brunei)	Ministry of Foreign Affairs	①、②、③、④、⑤、⑥、⑧	A,B	Establish booths and host demonstrations with the aim of promoting Japanese language education and showcasing Japanese culture. Companies handling Japanese products will exhibit.
March				○	1	Moscow International Travel & Tourism Exhibition (MITT)	Moscow	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
				○	2-6	Feria Internacional de Turismo (BTL)	Lisbon	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
				○	3-6	Paris sur Mode/Premiere classe & TRANOI FEMME	Paris	JETRO	⑥	A	Support for opening and developing overseas markets for Japanese apparel goods through the world's leading fairs for apparel and miscellaneous goods.
				○	4-6	Mahana	Lyon	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				7-10	Maison & Objet Asia	Singapore	JETRO	⑦	A	Organize Japan Pavilions at Asia's leading high-profile interior and design trade fair.
				○	9-13	ITB Berlin	Berlin	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				11-13	MATTA Fair	Kuala Lumpur	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				13-16	Hong Kong International Film & TV Market (FILMART)	Hong Kong	JETRO	⑤	A	JETRO creates a "Japan zone" at Asia's largest film market, and supports PR and exports of Japanese films in the overseas market.
				○	15-17	Expo Antad 2017	Jalisco	JETRO	④	A	Support for opening and developing the Central and South American markets for Japanese companies and similar at Mexico's largest general foods trade fair.

## Cool Japan Event Calendar 2016

【Fields】①General, ②Tourism, ③Traditional culture, ④Food, ⑤Media content, ⑥Fashion, ⑦Design, ⑧Other



【Target】A. For business; B. For average consumers.

	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
			○		17-20	Mondial Du Tourisme Le Monde a Paris (MAP)	Paris	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
					18-21	International Home + Housewares Show	Chicago	JETRO	⑦	A	Organize Japan Pavilion at North America's largest lifestyle and household goods trade fair.
			○		19-21	Seafood Expo North America 2017	Boston	JETRO	④	A	Support for opening and developing the North American markets for Japanese companies and similar at North America's largest seafood trade fair.
			○		20-24	Conference of Invited Foreign Select Shop Buyers	Tokyo	JETRO	⑥	A	Invite the buyers for leading retailers in North America, Oceania, and Europe, and hold business meetings in Japan.
	○				23-26	Japan-Cambodia Kizuna Festival	Phnom Penh	Ministry of Foreign Affairs	①	B	Widely showcase Japanese culture such as traditional arts, pop culture, fashion, food, etc. (conducted since 2012).
	○				24-26	Anime Japan 2017	Tokyo	General Incorporated Association AnimeJapan	⑤	AB	As a part of CoFesta 2016, JETRO invites prominent buyers from overseas and conducts business matchings with Japanese animation companies.
			○		March to April	National Cherry Blossom Festival (USA)	Washington, D.C.	The Japan Foundation	⑧	B	Conduct a complex project showcasing Japanese culture.
	○				Mid-month	Fashion Week Tokyo	Tokyo	Japan Fashion Week Organization (Supported by the Ministry of Economy, Trade and Industry)	⑥	A	Host fashion shows as a hub from which to effectively communicate Tokyo fashion, the creation of that fashion, and the creation of high-quality, highly sensitive fabrics to the world.
			○		Undetermined	Sakura-Con	Seattle (USA)	ANCEA	⑤⑥	A, B	Showcase Japanese media content with a focus on anime (Company booths + Anime song concerts, etc.).
	○				Undetermined	Hong Kong International Diamond, Gem & Pearl Show 2017	Hong Kong	JETRO	④	A	Support for opening and developing the Asian market for Japanese companies and similar at Asia's largest jewelry trade fair.
	○				Undetermined	Travel Revolution	Singapore	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				Undetermined	Japan Travel Fair	Jakarta	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				Undetermined	Astindo Fair	Jakarta	Japan Tourism Agency / JNTO	②	AB	Participate and setup VJ booths at international travel fairs.
	○				Undetermined	Dalian Japan Brand	Dalian	Japan Tourism Agency / JNTO	②③	B	Participate and setup VJ booths at events introducing Japanese culture at shopping malls.
			○		Undetermined	Japan Week	New York	Japan Tourism Agency / JNTO	②③⑤⑥	AB	Participate and setup VJ booths at New York's largest event introducing Japanese culture.
			○		Undetermined	Game Connection America	San Francisco	JETRO	⑤	A	JETRO creates a "Japan zone" at one of the largest North American game markets, and supports PR and exports of Japanese games.
	○				Undetermined	Japan Travel Fair	Kuala Lumpur	Japan Tourism Agency / JNTO	②	AB	JNTO travel fair.
Year-round			○		Beginning December 2015	150 Years of Friendship between Japan and Belgium		Ministry of Foreign Affairs	①	B	
			○		Beginning January 2016	150th Anniversary of Diplomatic Relations between Italy and Japan		Ministry of Foreign Affairs	①	B	
	○				Beginning January 2016	50th Anniversary of Singapore-Japan Diplomatic Relations		Ministry of Foreign Affairs	①	B	
	○				Beginning January 2016	60th Anniversary of the Establishment of Diplomatic Relations between Japan and		Ministry of Foreign Affairs	①	B	
	○				Beginning January 2016	60th Anniversary of the Normalization of Diplomatic Relations between Japan and the		Ministry of Foreign Affairs	①	B	
			○		Beginning January 2016	60th Anniversary of Japan's Accession to the United Nations		Ministry of Foreign Affairs	①	B	

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**【Target】** A. For business; B. For average consumers.

	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
		○			Beginning January 2017	45th Anniversary of Mongolia-Japan Diplomatic Relations		Ministry of Foreign Affairs	①	A, B	
			○		Beginning January 2017	90th Anniversary of Luxembourg-Japan Diplomatic Relations		Ministry of Foreign Affairs	①	B	
			○		Beginning January 2017	150th Anniversary of Denmark-Japan Diplomatic Relations		Ministry of Foreign Affairs	①	B	
	○				Beginning January 2017	50th Anniversary of the Establishment of Diplomatic Relations between Japan and		Ministry of Foreign Affairs	①	B	
	○				Beginning January 2017	130th Anniversary of Thailand-Japan Diplomatic Relations		Ministry of Foreign Affairs	①	B	
	○				Beginning January 2017	60th Anniversary of Malaysia-Japan Diplomatic Relations		Ministry of Foreign Affairs	①	B	
		○			Beginning January 2017	60th Anniversary of Ireland-Japan Diplomatic Relations		Ministry of Foreign Affairs	①	B	
	○	○	○		Year-round	Advertisement of Japanese films overseas		The Japan Foundation	⑤	B	Advertise appealing films that were created recently.
○	○				Year-round	Sanriku International Art Festival		The Japan Foundation	①③	AB	Host exchange activities centered around communities affected by disaster in the Tohoku region, which will be posited as a hub of exchange in local entertainment and folk performing arts in Asia.
			○		Year-round	Japan. "Kanpai" to the world. (Sake & shochu campaign)	Four international airports: Narita, Haneda, Kansai, Chubu Centrair	Japan Sake and Shochu Makers Association	④	B	Conduct PR tastings in duty-free shop areas of international airports to increase recognition of Japanese alcohol.
	○				Year-round	Hong Kong International Film Festival	Hong Kong	Ministry of Education,	⑤	A	Introduce Japan booths, and support promotion of Japanese movies overseas and interchange between people in the film industry in Japan and overseas.
	○	○	○		Year-round	Cultural events by diplomatic establishments abroad		Ministry of Foreign Affairs	①	B	
	○	○	○		Year-round	Use of Japanese-made liquors by diplomatic establishments abroad		Ministry of Foreign Affairs	④	AB	Actively promote alcohol produced in Japan by supplying receptions and dinners at overseas government establishments.
	○	○	○		Year-round	Support for propagating broadcast content abroad		The Japan Foundation	⑤	B	Communicate the appeal of Japan and its regions to overseas audiences through the expansion overseas of Japanese broadcast content.
	○	○	○		Year-round	Projects that advertise Japanese brands		Ministry of Foreign Affairs	①	AB	Dispatch experts with communicative abilities to major cities overseas, and have them conduct lectures and workshops about Japanese values, spirituality and lifestyles that utilize their unique characteristics.
○	○				Year-round	CoFesta 2016	Tokyo, etc.	Differs by event	①⑤	AB	An integrated media contents festival that features mutually linked events pertaining to industries such as film, games, anime, manga, and music, and closely related industries such as fashion and design.
○	○	○			Year-round	Regional Promotion Project	Hokkaido, etc.	JETRO	②③④ ⑤⑧	A	JETRO supports projects which can serve as models for the development of new overseas business of local SMEs in cooperation with regional governments such as those based around JETRO's domestic offices. These projects provide assistance for the first time export of local agricultural, forestry, fishery and food products as well as for developing overseas markets through the creation of global branding for local industries, for instance.
		○			At any time during the fiscal year	Projects that support the promotion of the attractiveness of local regions abroad		Ministry of Foreign Affairs	⑧	AB	A comprehensive PR project to support the recovery and regional revitalization of disaster-stricken areas by showcasing regional attractions as well as providing accurate information on food safety and other concerns through the cooperation and participation of local governments, plagued by unfounded rumors and import restrictions imposed on food produced in certain prefectures in Japan.
○	○	○	○		At any time during the fiscal year	Japan's Friendship Ties Programs		Ministry of Foreign Affairs	⑧	B	This program is intended to promote people-to-people exchanges between Japan and the various nations of the Asia-Pacific, North America, Europe, Latin America, and the Caribbean, and to encourage an understanding of Japan's economics, society, history, diverse culture, politics and diplomatic relations among participants.

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【Target】A. For business; B. For average consumers.

	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
		○	○	○	At any time during the fiscal year	Invitation of individuals involved with foreign media	Tokyo, etc.	Ministry of Foreign Affairs	⑧	B	Invite foreign journalists and provide media coverage opportunities such as site visits, interviews, and briefings from government officials.
		○	○	○	At any time during the fiscal year	Support for the production of television specials on Japan	Tokyo, etc.	Ministry of Foreign Affairs	⑧	B	Provide support for foreign television stations' interview teams in coverage of Japanese affairs and local news, and assist the production of specials focused on Japan.
未定		○			10/31-11/13 (Subject to Change)	Service industry test kitchens	Jakarta	JETRO	④	A	JETRO provides a place to test out costs, marketing, challenges, and other aspects of entering the market through experimental booths and shops.
		○			28-30	Food Service industry investment mission	Manila	JETRO	④	A	JETRO dispatches inspectors; provides a place for seminars, inspections, and business negotiations pertaining to local markets; and thereby supports businesses entering the market.
			○		Undetermined	Food Service industry investment mission	Paris, etc.	JETRO	④	A	JETRO dispatches inspectors; provides a place for seminars, inspections, and business negotiations pertaining to local markets; and thereby supports businesses entering the market.
				○	Undetermined	Food Service industry conference in Japan	Tokyo, etc.	JETRO	④	A	JETRO invites potential local service industry partners from countries in which it is difficult to expand on their own; provides opportunities for business discussions in Japan and tasting Japanese cuisine; and thereby supports businesses entering the market.
		○			Undetermined	Food Service industry conference in Japan	Tokyo, etc.	JETRO	④	A	JETRO invites potential local service industry partners from countries in which it is difficult to expand on their own; provides opportunities for business discussions in Japan and tasting Japanese cuisine; and thereby supports businesses entering the market.
	○				Undetermined	Industrial tourism project	Nagasaki, Saga, Fukuoka	JETRO	②, ④	A	JETRO invites representatives of foreign businesses, media, educational institutions, etc., to advertise local Japanese industries and locations for sightseeing, thereby promotes the development of local Japanese industries.
	○				Undetermined	Industrial tourism project	Kagawa, etc.	JETRO	⑧	A	JETRO invites representatives of foreign businesses, media, educational institutions, etc., to advertise local Japanese industries and locations for sightseeing, thereby promotes the development of local Japanese industries.
		○			Undetermined	JAPAN WEEKEND	Kuala Lumpur	JETRO	①	AB	JETRO supports for the promotion and overseas marketing of the media content industry. It communicates information on Cool Japan to local consumers, and supports developing of local industries.
	○				Undetermined	VIP Hospitality Tour	Hokkaido	JETRO	②	A	A industrial tour for business leaders that is aimed at revitalizing local economies and promoting businesses.
			○		Undetermined	Cool Japan overseas event	Los Angeles	JETRO	④	AB	Food event held in partnership with JNTO.
	○				Undetermined	Osaka / Tokyo business conference	Osaka / Tokyo	JETRO	⑦	A	Invite buyers of daily necessities and miscellaneous goods from abroad and host business meetings in Japan.
			○		Undetermined	J-popcon	Copenhagen	J-popcon, steering committee	⑤	B	Introduce Japanese media content such as anime and games (screenings of anime movies, goods and merchandise sales, etc).
		○			Undetermined	Surabaya Japan Festival	Surabaya (Indonesia)	Ministry of Foreign Affairs	②③④⑥	B	Showcase a wide range of Japanese traditional culture, cuisine, pop culture, educational institutions, tourist attractions, etc.
				○	Undetermined	Japan Argentina Trade & Investment Joint Committee	Buenos Aires	Ministry of Economy, Trade	①	A	Exchange of information and opinions about improving, in the public and private sectors, the Japan-Asia business environment, trade, and investment.
				○	Undetermined	Japan Argentina Economic Joint Committee	Tokyo or Buenos Aires	Camara Japonesa de Comercio e	①	A	Exchange of information and opinions about improving, in private sector, the Japan-Asia business environment, trade, and investment.
		○			Undetermined	Suzhou Japan Brand	Suzhou (China)	Japan Tourism Agency / JNTO	②③	B	Introduce VJ booths at events showcasing Japanese culture held at shopping malls.
			○		Autumn	Japanese Food Festival	Toronto (Canada)	Japan Restaurant Association	④	B	Hold fair by Japanese restaurants that are members of the local Japanese restaurant association.
		○			Undetermined	Japanese Night Vol. 6	Chennai (India)	Ministry of Foreign Affairs	①③⑤⑧	B	Japanese language learners will perform song, dance, theatre, etc., in Japanese.
		○			Undetermined	Japan cultural and sports festival	Chennai (India)	Ministry of Foreign Affairs	③	B	Showcase traditional Japanese culture and martial arts.

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	Region				Date	Event name	City	Implementing organization	Field	Target	Description, etc.
	Domestic	Asia	USA & Europe	Other							
	○				Undetermined	Japan Content Showcase	Tokyo	Ministry of Economy, Trade	⑤	A	An international trade fair that integrates major media content such as TV, film, music, and anime / Scheduled to be held as CoFesta 2016.
	○				Undetermined	TIFFCOM	Tokyo	Ministry of Economy, Trade	⑤	A	Invite leading overseas buyers, providing business negotiation opportunities with Japanese media content companies / Scheduled to be held as CoFesta 2016.
	○				Undetermined	TIMM	Tokyo	Ministry of Economy, Trade	⑤	A	Invite leading overseas buyers, providing business negotiation opportunities with Japanese media content companies / Scheduled to be held as CoFesta 2016.
	○				Undetermined	TIAF	Tokyo	Ministry of Economy, Trade	⑤	A	Invite leading overseas buyers, providing business negotiation opportunities with Japanese media content companies / Scheduled to be held as CoFesta 2016.
		○			Undetermined	Manga Festival	Undetermined	manga festival, executive committee / Ministry of Economy, Trade and Industry	⑤	AB	Assist business matching of local companies and Japanese publishers / Scheduled to be held as CoFesta 2016.