

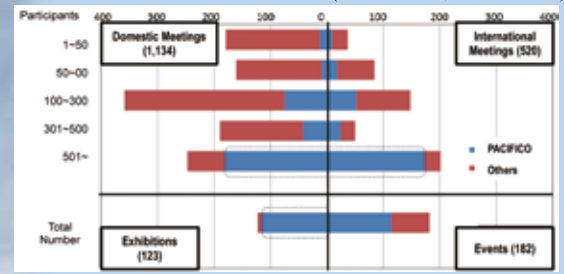
Pacifico Yokohama



Source: PACIFICO Yokohama

- PACIFICO Yokohama -

MICE Events held in Yokohama (cumulative, 2007-2009)



Source: Yokohama Convention & Visitors Bureau

Strengths of MICE in Yokohama

- All-in-One Facility
- Trust and Achievements from Past Experiences
- Experience in Scientific and Medical MICE
- Destination for Urban Tourism
- Support from Various Actors of the City

Source: JICA Study Team

As of 2011, PACIFICO Yokohama hosted 69 international events with 143,000 participants from worldwide*.

* Source: Annual Report 2012, PACIFICO Yokohama

Background and Objectives

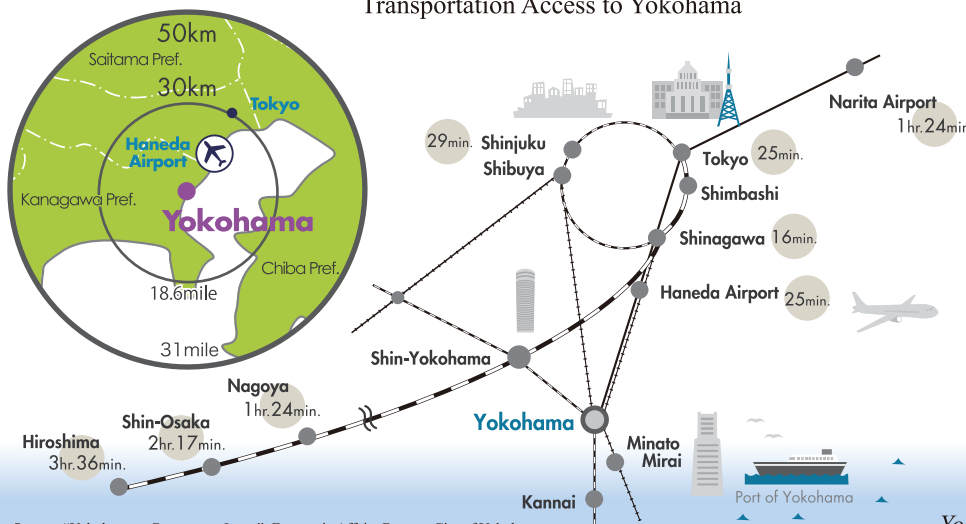
The global market for MICE (meetings, incentives, conferences, and exhibitions) is rapidly growing; however, the competition with major cities in neighboring Asian countries is increasingly becoming intense. Hence, it has always been important for Yokohama to maximize its advantages to elevate its profile in the international MICE industry.

Yokohama City has a favorable environment for MICE in terms of access, being a mere 30 km southwest from Tokyo. The availability of modern train and expressway lines has encouraged the flow of goods and people between Yokohama and Tokyo. Through the Metropolitan Expressway Bay Shore Route, the city is linked directly to Haneda Airport, which is increasing its function as a new international

hub airport. By car, Yokohama City is just a half hour away from the center of Tokyo.

Building on these advantages, Yokohama City has aimed to establish its own brand as an international MICE city. The most important factor for MICE promotion is not only the hardware but also the contents of the MICE program, the overall hospitality of the host region, and the attractiveness of the city itself. Yokohama City has tried to meet these criteria through the active participation of the public and private sector.

Transportation Access to Yokohama



Source: "Yokohama - Gateway to Japan", Economic Affairs Bureau, City of Yokohama

Pacifico Yokohama Website
<http://www.pacifico.co.jp/english/index.html>
 Yokohama Convention & Visitors Bureau Website
<http://www.welcome.city.yokohama.jp/eng/travel/>

Yokohama as a Global Center

Ready High-tech Facilities

Yokohama City is one of the few cities in the world with a highly sophisticated infrastructure for MICE. The city has strategically been investing in this sector to further provide good hardware and attract MICE visitors from all over the world. PACIFICO Yokohama, which is the main convention center in the city, is a third-sector project (a joint corporation invested in by both by the public and private sector), with major investments coming from Yokohama City, Kanagawa Prefecture, Development Bank of Japan, and other big private companies.

| Facility | Maximum Capacity | |
|---------------------------------------|------------------|-----------------------|
| PACIFICO Yokohama | National Hall | 5,002 persons |
| | Meeting Rooms | 1,440 persons |
| | Main Hall | 1,002 persons |
| | Exhibition Hall | 20,000 m ² |
| Yokohama Minato Mirai Hall | | 2,020 persons |
| Yokohama Royal Park Hotel | | 1,500 persons |
| Pan Pacific Yokohama Bay Hotel Tokyu | | 1,400 persons |
| Yokohama Grand Intercontinental Hotel | | 700 persons |
| Landmark Hall | | 522 persons |
| Hamagin Hall Via Mare | | 517 persons |
| Nisseki Yokohama Hall | | 360 persons |
| Red Brick Warehouse Building No. 1 | | 380 m ² |
| Yokohama World Porters | | 198 persons |
| Navios Yokohama | | 185 persons |

MICE Facilities
in Yokohama

Source: Yokohama Convention & Visitors Bureau

Software is Even More Important

The key to the successful promotion of Yokohama City as MICE location has been the software it continues to provide, together with the aforementioned hardware. It exerted great efforts to acquire the know-how for MICE operation such as strengthening secretariat functions and supporting human resource development, among others. Although many other cities have good hardware, Yokohama's experience says that software is actually the key to successful MICE activities.

The city has also served as secretariat for CITYNET since its establishment 25 years ago, which helped the city expand its network of international societies and cities abroad.

Interaction with residents is also important, such as dialogues on certain issues or introduction of Japan's culture.

Recent Undertakings...Yokohama has come this far.

2010 APEC Meeting

The 18th APEC Economic Leaders' Meeting was held at PACIFICO Yokohama in 2010 with the theme "Change and Action" to articulate the vision of further building and integrating the Asia-Pacific region in the twenty-first century and the paths to realize that vision.

Representatives from APEC member countries issued a joint statement entitled "The Yokohama Vision – Bogor and Beyond."

All-in-One Strategy

The feature of Yokohama City's MICE is its "All-in-One Strategy," which refers to the fact that convention halls, exhibition centers, hotels, amusement parks, and tourism destinations within the city are all located close to each other. Being multifunctional is precisely the strategy that has led to the city's success in the MICE industry.

Genuine Hospitality

Hospitality has two sides, i.e., one is in terms of hardware (e.g., amenity of facilities and hotels) and the other in terms of software and humanware. Yokohama City Hall, the Convention Bureau, facilities such as PACIFICO, and residents as volunteers all contribute in providing a truly conducive environment for MICE participants. For example, citizens hold traditional Japanese musical performances as after-convention entertainment.

Starting Small, Growing Big

Many users of PACIFICO are repeat clients who attest to the usefulness and convenience of PACIFICO's facilities—there are few facilities which house both convention and exhibition halls—and the warm hospitality of PACIFICO staff. Some guests even cite their previous experiences of holding small meetings at PACIFICO as reasons or incentives for coming back as organizers of, or sponsors for, large international events.

Linking Urban Design

Few people are aware that the location of PACIFICO is quite strategic, too; walking from the station, it is at the very end of the Queen's Axis, one of the three main urban design axes in Yokohama City. With such a layout, people can shop and dine on their way to and from PACIFICO.

Queen Mall



Source: Urban Development Bureau,
City of Yokohama

2013 TICAD V

The 5th Tokyo International Conference on African Development (TICAD), which is held every five years, was held at PACIFICO Yokohama on 1–3 June 2013 with the theme "Hand in Hand with a More Dynamic Africa." TICAD V was co-organized by the Government of Japan along with the U.N., Office of the Special Advisor on Africa, UNDP, African Union Commission, and the World Bank.