

12<sup>th</sup> January 2024

To: MICE Travel Professionals in Malaysia

Japan National Tourism Organization (JNTO)  
Japan Congress Convention Bureau (JCCB)

Invitation to International MICE Expo Japan 2024 (IME2024)  
Overseas VIP Buyers Program

IME is one of the largest MICE business-matching and networking events in Japan. Meeting planners, incentive travel planners, event planners, international conference organizers, PCOs, etc. visit IME every year to seek for latest information for MICE planning.

We are delighted to invite those who are in charge of planning incentive travel to Japan or corporate meetings in Japan or Asia to this business event.

Sellers can expect to meet approximately 80 convention bureaus, convention facilities, hotels, and other exhibitors from all over Japan with useful and updated information and services for MICE planning.

After gaining the information of well-developed MICE facilities and tourism resources in Japan, we hope that you will take this opportunity to consider holding your MICE event in Japan in near future.

The organizers have prepared a special VIP program for overseas VIP Buyers who register for IME 2024.

Please read the following conditions and we hope you will register for IME 2024!

**Program and conditions**

**1. IME2024**

- (1) Organizers: JCCB and JNTO
- (2) Operation (IME Secretariat): JTB Communication Design Inc. (JCD)
- (3) Date: February 15 (Thursday), 2024
- (4) Venue: Hall E2, B2 Floor, Tokyo International Forum, Tokyo  
<https://www.t-i-forum.co.jp/en/>
- (5) Website : <https://www.ime2024.jp/en/index.html>
- (6) Schedule:

**10:00~ Registration at Overseas VIP Buyers Counter: Floor B2, Hall E2**  
**Tokyo International Forum**

Attendance at Opening Ceremony and IME Special Lecture is not mandatory.

10:30–10:45 Opening Ceremony at Hall E2

10:50–11:35 IME Special Lecture (to be delivered in Japanese)

Lecturer: Yuji Kurihara

Deputy Director of National Museum of Nature and Science

**11:40–17:50 MICE business meetings (matching)**

**18:00–19:00 MICE business meeting (free session) & networking event**

## (7) List of sellers

[https://evt-reg3.jp/reg3/Usr/ime/Usr\\_search.php?lang=2](https://evt-reg3.jp/reg3/Usr/ime/Usr_search.php?lang=2)

## 2. Outline of Overseas VIP Buyers Program

## (1) Schedule

Date	Details
Feb 14 (Wednesday)	Travel from Buyer's nearest airport → Narita or Haneda airport Travel to the Hotel in Hibiya Hotel check-in Hotel: Remm Hibiya (Breakfast included)
Feb 15 (Thursday)	Travel to Tokyo International Forum for IME2024 11:40-17:50 IME2024 Appointment Business Meetings 18:00-19:00 Networking Event Free time after the program ends Hotel: Remm Hibiya (Breakfast included)
Feb 16 (Friday)	Travel from the Hotel to Narita or Haneda airport → Return to Buyer's nearest airport

\* Designated hotel is subject to change without prior notice.

\*\* All travel is undertaken on an individual basis without accompaniment

## (2) Requirements (All requirements shown below should be satisfied.)

Buyers must:

- Be involved in projects or planning of MICE (incentive travel, business meetings international conference, or other events) with more than 50 participants within 2 years and be considering Japan as a potential destination for MICE.
- **Be able to attend 7 or more business meetings** according to the schedule of appointments made in advance.

**Deadline for pre-registration: 9<sup>th</sup> February 2024 (Friday)**

## (3) Expenses to be borne by the Organizers

- Hotel accommodation (2 nights) in Tokyo, including breakfast.  
Participants will stay 2 nights in a single room from February 14 at “Remm Hibiya” or similar hotel. As the Hotel is located within about 10 minutes’ walk of Tokyo International Forum (the venue), participants are kindly requested to come to the venue on foot.  
<https://www.hankyu-hotel.com/hotel/remm/hibiya>
- Expenses for light meal and drink at the IME2024 networking event.

## (4) Expenses to be borne by the Participant (yourself)

- Round-trip air tickets to Japan.
- Transportation between your home and the nearest airport in your home country.
- Transportation between the airport in Japan to the hotel.
- Transportation between the Hotel and the venue of IME2024.
- Food and drink expenses other than those shown in (3).
- Other personal expenses (cellphone charges (international roaming), laundry, etc.).

## (5) Rules for participation

- i. Those interested in participating in the program must register through the IME2024 website. Participants will be decided by the IME organizers (JCCB and JNTO) after due examination of their applications.  
**IME2024 Website :** <https://www.ime2024.jp/en/index.html>
- ii. Participants who cancel or change dates of hotel accommodation after arrangements have been made are required to bear any cancellation or other fees.
- iii. Participants are required to attend 7 or more business meetings whose appointments are made in advance.
- iv. Participants are required to fill out questionnaires and follow-up surveys which will be

- conducted by the Organizers after the event.
- v. Participants are required to permit the use of their likeness by the Organizers for documentary photography at IME for use on their website, in printed material and related projects.
  - vi. The Organizers and IME Secretariat shall not be responsible for any damages suffered by participants during the event.
  - vii. Participants shall observe Japanese laws and relevant rules and regulations such as safety and fire-fighting rules applicable at the IME venue.
  - viii. The Organizers have a right to decline participation of participants who do not comply with these rules and whose appointments made in advance are less than 7.
  - ix. These rules are subject to change without prior notice. Participants will be notified of any changes.