

The best chance to know more about MICE resources in the north, east, south and central Hokkaido, not to mention new initiatives towards the post-COVID19 era!

# Hokkaido MICE Online Business Meeting Fair

Period

Wednesday, January 20 – Tuesday, February 2, 2021

(excluding weekends)

Hokkaido, an ideal destination for MICE  
events in the post-COVID era!

To register please visit <https://mice.kipro.ne.jp/>

Exhibitors: eight cities and the Hokkaido Government  
(Hokkaido Tourism Organization)



**SAPPORO**

Sapporo Convention Bureau



**ASAHIKAWA**

Asahikawa Tourist & Convention  
Association



**HAKODATE**

Hakodate City Government and Hakodate  
International Tourism and Convention  
Association



**KITAMI**

Kitami City Government and Kitami City  
Tourism Association

Presentation videos of 8 cities are available for viewing during the online fair.  
Visit our website and click each city's picture to watch.



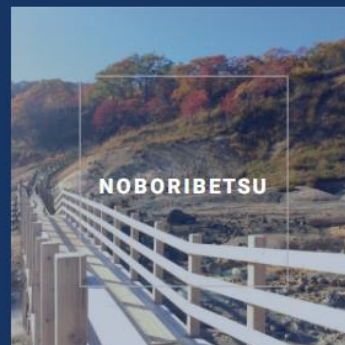
**KUSHIRO**

Kushiro City Government and Kushiro  
Tourism & Convention Association



**OBIIHRO**

Obihiro City Government and Obihiro  
Tourism and Convention Association



**NOBORIBETSU**

Noboribetsu City Government and  
Noboribetsu International Tourism and  
Convention Association



**TOMAKOMAI**

Tomakomai City Government and  
Tomakomai Tourist Association

Opening Events

Kindly note that all dates and times are Japan Time.

January 20 (Wednesday), 1:00 p.m. – 3:00 p.m.

Note: Business meetings will be held from 3:00 p.m.

Program

- 1:00 p.m. Speech by the organizer (Hokkaido MICE Promotion Committee)
- 1:05 p.m. MICE discussion: Potential of Hokkaido as a MICE destination

Part 1: Appeal of Hokkaido

Shuji Koiso, chairman of Hokkaido Tourism Organization and visiting professor at the Hokkaido University Graduate School of Public Policy  
Mikako Hayashi, newscaster, visiting professor at the Hokkaido University Research Faculty of Agriculture, and advisor to the System Design and Management (SDM) Research Institute of Keio University

- 1:35 p.m. Pitch presentations 1: Presentations by four exhibitors
- 1:50 p.m. MICE discussion: Potential of Hokkaido as a MICE destination

Part 2: Future of MICE events in Hokkaido

- 2:25 p.m. Pitch presentations 2: Presentations by five exhibitors

Business Meetings

- 3:00 p.m. – 7:30 p.m. Seven sessions will be held.

January 21 (Thursday) – February 2 (Tuesday), 10:35 a.m. – 4:30 p.m.

(Japan Standard Time, excluding weekdays)

- 10:35 a.m. – 4:30 p.m. Eight sessions will be held every day.

The business meetings on January 20 will be held according to the schedule below. You can choose cities/organizations and desired times. Please apply by specifying the city names and session numbers of the meetings you want to attend (multiple selections allowed) at the time of your buyer registration.

Notes:

1. Japanese-English simultaneous interpretation service will be available for the MICE discussion sessions and pitch presentations on January 20.
2. Consecutive interpretation service will be available for business meetings only on January 20.

For business meetings on January 21 and onward, please apply by specifying your desired dates, city names and session numbers at the time of your buyer registration (in the same manner as for those on January 20). Alternatively, after buyer registration, you may apply for business meetings directly to the Online Business Meeting Fair Secretariat by e-mail. In this case, the Secretariat will coordinate schedules and get back to you by e-mail. Buyers who will need an interpreter are asked to contact the Secretariat.

E-mail: info@dmomice-hokkaido.com

Tip!

Appointments

Please send us your request about business meetings schedule with sellers. We will get back to you as soon as arranging the schedule.

Area, Day and Time

Reminding: When you request an appointment, please remark Japan Time or your local time. Thank you.

e.g. Sapporo, Jan 20, 15:00-15:20  
Kitami, Feb 1, 10:00-10:20  
Hokkaido, Jan 29, 15:00-15:20

