



Korokan (ancient guest house for foreign diplomats built in Heian period, 794-1185)  
Computer Graphics revival model (Fukuoka City)



Fukuoka Directive Council

# Fukuoka Growth

Growth Potential of Fukuoka City

## 10. Global MICE Strategies with the Spirit of Selfless Hospitality, "*Omotenashi*"

(Version 1.1)

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Photo: Science Council of Japan "the 32<sup>nd</sup> International Urological Association General Meeting" (Fukuoka City)

**MICE is an acronym for the Meetings, Incentive travels, Conventions and Exhibitions/Events, and is a type of tourism in which a large group of people are expected to be brought together for a particular purpose.**

The Olympic Games are the world's top class MICE event in terms of the degree of attention and the number of participating countries. Since Tokyo has been chosen by the International Olympic Committee to host the 2020 Summer Olympic and Paralympic games, Japan will attract more international attention than ever before.

As the Japanese term "*O-Mo-Te-Na-Shi*" was adopted in the Tokyo's presentation speech at the 125th Session of the International Olympic Committee in order to promote the traditional Japanese spirit of selfless hospitality, to host MICE is expected not only to encourage the international exchange in the local community but also to contribute to stimulate the local economy. Since it is considered to bring the large effect on the local community such as the economic ripple effect by the visitors expenditure and the increase of the business opportunities, many cities around the world are focusing on attracting MICE.

The more diversified MICE are held, the more overseas visitors are expected, which makes its effect larger. While a popular event with the ability to attract customers by calling wide range of citizen participation has an economic impact, an uncommon event specialized in a specific field also has the effectiveness because a large number of international specialists and entrepreneurs who are always seeking for innovations or new business opportunities would diligently participate in the valuable and rare conventions.

It is necessary to attract international MICE which pass by temporarily but also bring a variety of visible or invisible effects on regional economy, industries, and education.

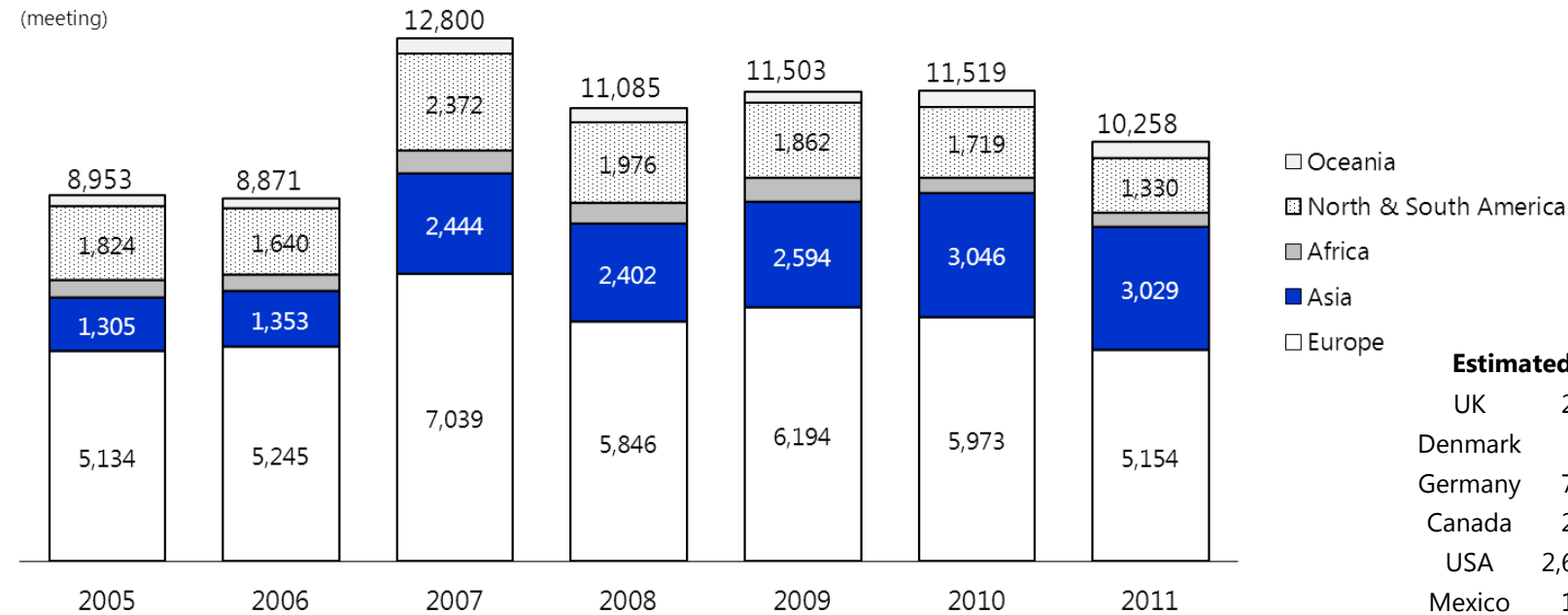
According to the criteria by Japan National Tourist Organization, Fukuoka City had 221 international meetings in 2011, which is the 2<sup>nd</sup> highest number in Japan, following Tokyo. According to other international criteria, the size of most international meetings held in Fukuoka City is considered relatively small, and the city falls off from the top rankings, with the outstanding challenges such as the size of the meetings and the number of international participants. While many Asian countries and cities are focusing on the MICE strategy as an important political campaign, Fukuoka City needs to commit the MICE strategy with a global point of view not only as a city in Japan but also as a city in the world, along with the national government which also focuses on the MICE strategy.

In order to hold a beneficial MICE with the networking and business matching opportunity for international participants, it is needed not only to focus on attracting international MICE but also to prepare the networking environment of talents and businesses in Japan, which becomes the "*O-Mo-Te-Na-Shi*" for overseas visitors.

It is important not only to solicit the appealing point of a city but also to strengthen the city policy focusing on the city's uniqueness with a rich experience and proven performance of international meetings as well as building the strong relationships with international organizations and the close-collaboration with business industries and universities.

# Globally Competitive "MICE" tourism business.

Trends in Number of International Meetings in the World, by Region



## Estimated MICE Market Size

UK	266 hundred million US\$
Denmark	36 hundred million US\$
Germany	711 hundred million US\$
Canada	238 hundred million US\$
USA	2,634 hundred million US\$
Mexico	181 hundred million US\$

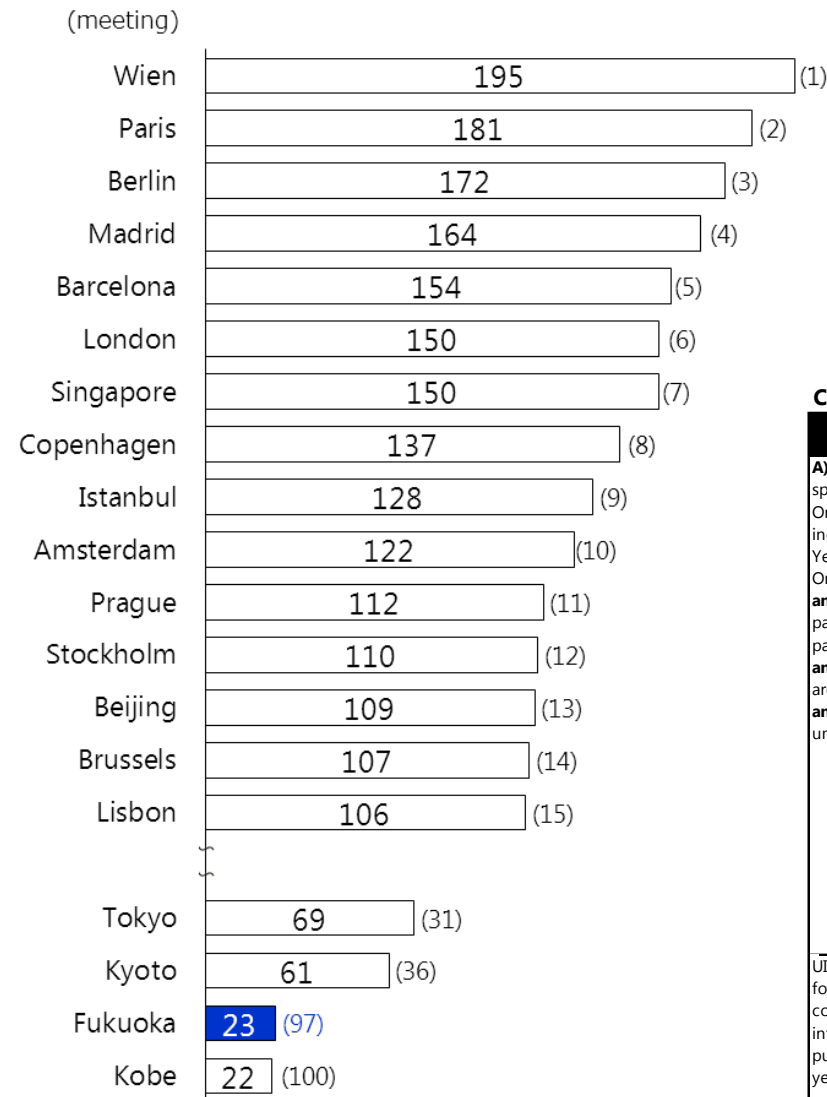
Recently, "MICE" is considered as an important growing industry in many countries and cities because the expected economic ripple effect is wide in range and high in volume. MICE is expected to bring a large added value to the host community through the consumption of visitors and the operational cost of the organizers and the related businesses.

Besides the direct economic ripple effect, other effects such as business opportunities, generation of innovations, city sales, city promotion, and improvement of the business & research and the education & human resource environment are also expected.

Without exception in Japan, a variety of initiatives are started in order to enforce the global competitiveness in MICE aiming to be Asia's top international meeting country (says Japan Tourism Agency).

# International meetings are popular in Europe.

## World Top International Meeting Cities (2012)



According to the ICCA criteria, the number of international meetings is large in Europe where many countries gather in a relatively small area. In Asia, only Beijing had more than 100 international meetings, and Tokyo had only 69 international meetings, the largest number in Japan while Fukuoka City had 23 international meetings. These numbers are small compared to other cities in the world.

\*Please note that the definition of "international meeting" depends on the organization.

### Criteria for Definition of International Meeting

UIA (Union of International Associations) criteria	ICCA (International Congress and Convention Association) criteria	Japan National Tourist Organization (JNTO) criteria
<b>A)</b> Meetings organised or sponsored by International Organisations that are included in the UIA's Yearbook of International Organisations <b>and with</b> at least 50 participants, or number of participants unknown <b>and</b> at least 3 nationalities are represented <b>and</b> lasting at least 1 day, or unknown duration	<b>B)</b> Meetings not organised or sponsored by "International Organisations" but nonetheless of significant international character, notably those organised by national organisations and branches of international organisations <b>and</b> at least 40 percent of the participants are from countries other than the host country <b>and</b> at least 5 nationalities are represented <b>and</b> lasting at least 3 days, or unknown duration <b>and</b> with either a concurrent exhibition or at least 300 participants	Meetings organised by International Organisations (including national branches of international organisations) or national organisations (all but private enterprise due to the unclear definition of organisations by nation) <b>with</b> at least 50 participants, or number of participants unknown <b>and</b> at least 3 nationalities including Japan are represented <b>and</b> lasting at least 1 day, or unknown duration (except for internal enterprise meeting, seminar by research institute, investment and tourism seminar, and workshop.)
UIA is a non-profit non-governmental organization founded in Brussels, Belgium in 1907, researching, collecting, and analyzing data on more than 60 thousand international organizations. As part of the operations, it publishes "International Meeting Statistics" in June each year.	ICCA is an international organization, headquartered in Amsterdam, the Netherlands, collecting and publishing information on international congresses and conventions. It has 1,005 members in the world, including bureaus, professional congress organizers, and convention centers. Fukuoka City became ICCA member since 2013.	

Note: Number in brackets in the figure above is the world ranking of the city.

Source: International Congress and Convention Association. "International Meeting Statistics for the year 2012".

# World's trend of convention centers larger than 100 thousand square meters.

Number of Convention Centers with More than 100,000

Square Meters of Exhibit Area (center)

Region	# of centers	Region	# of centers
Europe	33	Asia	11
Italy	7	Korea	1
UK	1	Singapore	1
Croatia	1	Thailand	1
Switzerland	2	Taiwan	1
Spain	3	China	7
Czech Republic	2	<b>Japan</b>	<b>0</b>
Denmark	2	Middle East	4
Germany	9	U A E	2
France	3	Iran	1
Poland	1	Jordan	1
Portugal	2	Oceania	1
North America	6	Australia	1
Canada	1	Russia-CIS	1
USA	5	Russia	1
Central & South America	3	Africa	1
El Salvador	1	Zimbabwe	1
Brazil	1	Total	60
Mexico	1		

Major Convention Centers in Japan

Facility	Total Exhibit Area (㎡)	Capacity of the largest conference hall (person)
Tokyo Big Sight	80,660	1,000
Makuhari Messe	75,000	1,600
Intex Osaka	70,000	294
Nagoya International Exhibition Hall	35,000	700
Pacifico Yokohama	20,000	5,002
West Japan General Exhibition Center / Kitakyushu International Conference Center	16,907	585
Tokyo International Forum	5,000	5,012
Kyoto International Conference Center	3,000	1,840
<b>C i t y F u k u o k a</b> Marine Messe Fukuoka	<b>10,351</b>	<b>500</b>
Fukuoka International Center	5,052	
Fukuoka Convention Center	2,700	3,000
Fukuoka Sun Palace		2,316
Fukuoka Yahoo! Auctions! Dome	13,500	120
Hilton Fukuoka Sea Hawk	2,440	3,200
ACROS Fukuoka	700	900

Each country on the list has a large convention center larger than 100 thousand square meters which is considered as a minimum required size for a convention center.

The trend of the venue hosting international meetings seems to be shifting from Europe to Asia, and Asian countries such as China, Singapore, and Korea have been developing large convention centers. In Japan, there is still no convention center larger than 100 thousand square meters. Even Tokyo Big Sight, the largest convention center in Japan, is only a little over 80 thousand square meters.

In order to respond to the growing demand of international meeting venues in Asia, Japan also needs to speed up on developing the hosting system of international meetings.

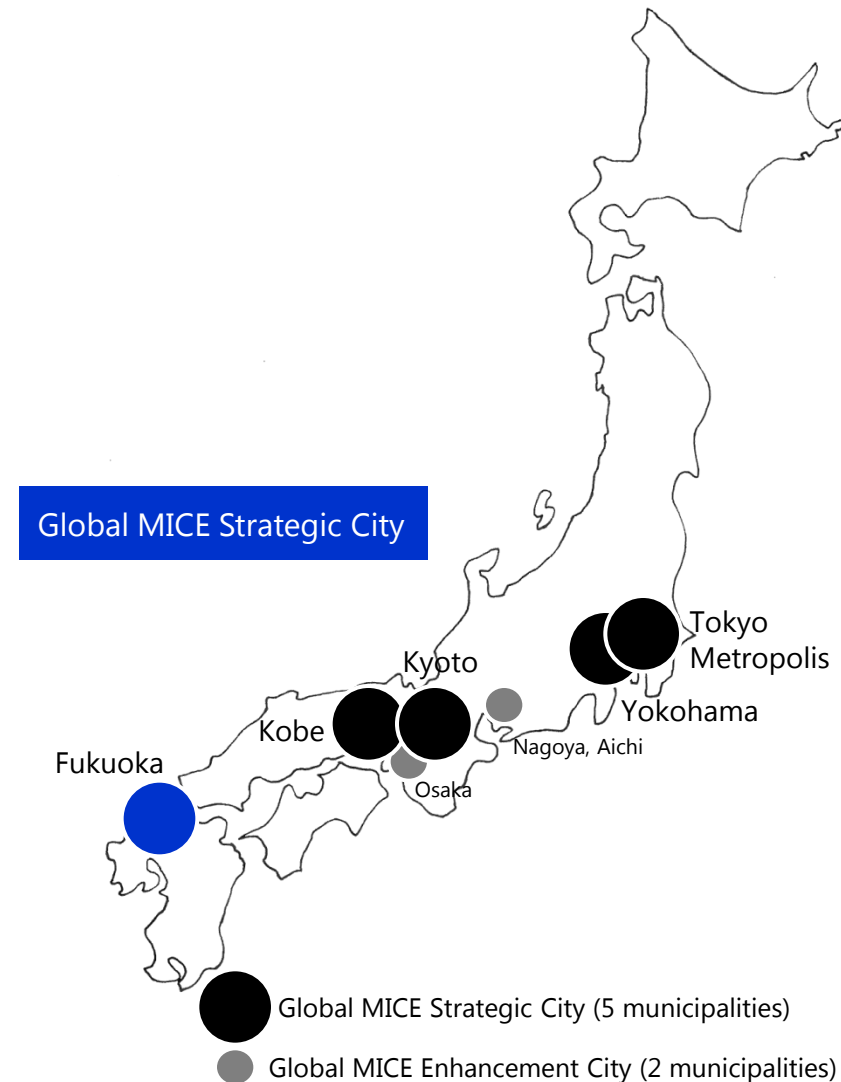
Sources: Japan External Trade Organization(JETRO). URC accumulates the number of only convention centers with the gross area indicated in the list of *Convention Centers in the World*; Each convention centers.

# Fukuoka City: "Global MICE Strategic City"

Fukuoka City was selected as one of the five "Global MICE Strategic Cities" by Japan Tourism Agency, and Fukuoka is the only regional city among them.

A "Global MICE Strategic City" is designated as a city where the government gives their intensive support and encouragements for the autonomous initiatives in order to develop a city with the ability to compete in the global MICE market.

The nomination indicates that these five cities are recognized as cities with potentials on implementing global MICE strategies. In other words, they are the cities where the government places their high expectations. Fukuoka City needs to make the best use of its geographical specialty as the crossroads of growing Asia, its compact urban environment, and the historical experience of foreign exchange.





# History of Fukuoka City with diplomacy, negotiation, and “*omotenashi* (the spirit of selfless hospitality)”.

For more than 1300 years, Fukuoka has been a “convention city” welcoming overseas guests and hosting them with the “*omotenashi*” spirit.

“*Korokan*”, the remain of the ancient building identified in Fukuoka City was used as a guest house of *Dazaifu* regional government for foreign diplomats to welcome the imperial embassies and missions from overseas. An improved and maintained road by Japanese ancient government called *Kando*, 10 meters in width and more than 10 kilometers in length was arranged directly from the current Maizuru Park in Fukuoka City where the “*Korokan*” was located to the Dazaifu City where the center of regional government was located. It was then a magnificent “diplomatic route”, and the “*Korokan*” was also used by the people who were engaged in foreign trade.

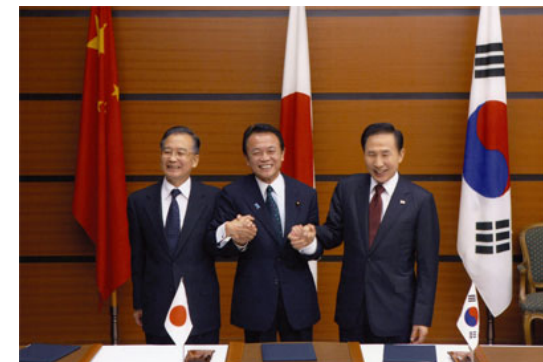
In modern days,

Although much time has passed, the first China-Japan-South Korea trilateral summit was also held in the place of Dazaifu, Fukuoka.

Fukuoka City has a long history as a hub city for foreign diplomats and foreign trade and also as a “convention city” where a lot of meetings, negotiations and communications were held, and a culture of “*omotenashi*” has taken root in the city. Even now, the convention centers are accumulated in the bay area of Fukuoka City, where many people visit from inside and outside Japan. As a “global MICE strategic city”, Fukuoka City needs to pass on the identity of Fukuoka City to the future by enriching the function and the appealing point of the after-convention entertainment in the convention centers in bay area as well as in the city center.



Photo: The Foundation of Fukuoka Convention Center website



The 1<sup>st</sup> China–Japan–South Korea trilateral summit (2008) in Dazaifu, Fukuoka, Japan (photo: Cabinet Public Relations Office)

With the targeted value on MICE, Fukuoka City enters in the global luring competition.

## MICEによる直接消費額 1,000 億円増へ

○国際会議開催数	221 回(2011)	→	250 回
○参加者数	約 9 万人(2011)	→	12 万人
○参加個人消費+主催者消費額		→	1,000 億円増



### Case: Target Value on MICE business by Country / Region

Korea	Participants increase from 0.65 million to 3.18 million (2018) Economic ripple effect: GDP 1.5% (2018)
Australia	Participants expenditure growth from \$7.9 billion to \$16 billion (2020)
Copenhagen (Denmark)	Bid participants: 120 Successful case of attracting MICE: 60 Number of nights staying in accommodation
Orlando (USA)	2% annual growth rate of the number of MICE related guests staying in accommodation from the year 2012 to 2014 Domestic share of the number of MICE related guests staying in accommodation to be 3.2% in 2014 MICE participants expenditure growth by appx. \$0.21 billion
Fukuoka City	Number of held international meetings increase from 221 to 250 (2022) Number of attracting domestic conventions increase from 138 to 160 (2022 fiscal year) Direct expenditure growth by 100 billion YEN

With the target value of direct expenditure (total of participants expenditure and organizers expenditure) growth by 100 billion YEN in the fiscal year of 2022, Fukuoka City has been engaged in luring conventions to the city.

A "global MICE strategic city" represents Japan on attracting MICE. Each country or region sets a goal with targeted value and adopts diversified policies such as assigning an attraction professional from private sector. Although the competitive environment is becoming severe, as an "*omotenashi*" city with the advantage of history and environment, Fukuoka City needs to focus on adopting MICE attraction policy and continue on developing attraction system.



# Mainly from the strategic key sectors, the city's advantage attracts MICE.

Each city in the world is active about attracting large-scale conventions, and trying to show its superiority by setting up the preferential treatments. Some cities focus on a certain sectors to make the best use of the city strategically. Fukuoka City has also started to work on attracting MICE by focusing on key sectors such as Creative and Healthcare sectors that are accumulating business and education & research institutions as well as Food sector that can show its ability as a whole Kyushu Region.

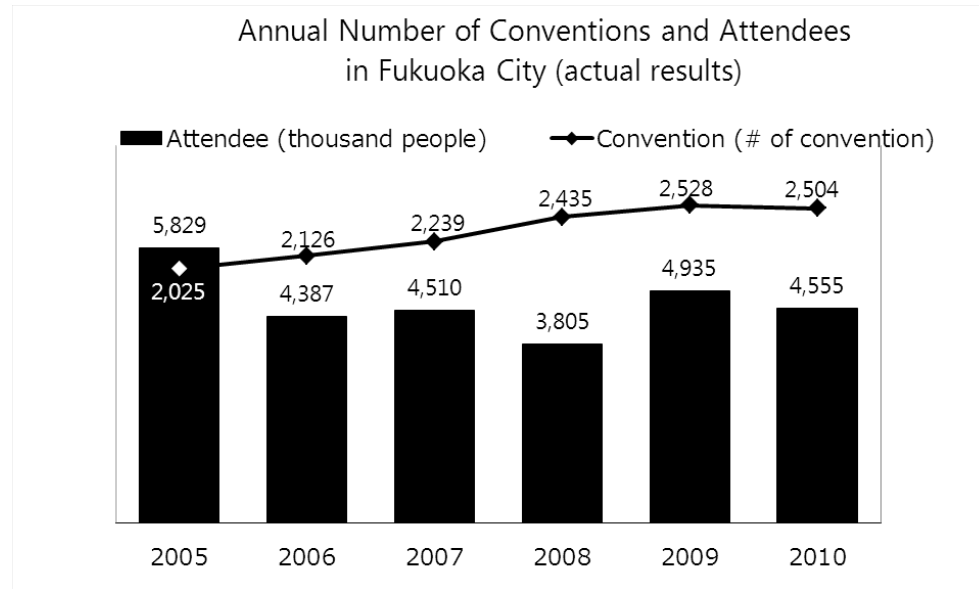
## Case: National / Regional Policy on MICE business

Singapore	MICE hosting subsidy. To simplify application process at immigration control. To focus on sectors such as finance, healthcare and environment.
Sydney (Australia)	To host FAM trip. To develop tie-up network with 6 cities in the world. To focus on sectors such as green tourism, digital, professionals, manufacturing sectors.
Seoul (South Korea)	To increase MICE hosting subsidy, maximum of 200 million Korean WON per To focus on sectors such as nature, resource sectors. Instead of sending a staff on loan, to headhunt professionals for regular staff <u>at the Convention &amp; Visitors Bureau.</u>
Copenhagen (Denmark)	To send local university professors and doctors physicians as ambassador for attracting special sectors. To renew strategy every 3 years, and to create action plans every year. To focus on sectors such as medical, life science, IT and Green. Long term professional staffs to engage in the work at Convention & Visitors <u>Bureau, outside of rotation.</u>
Oslo (Norway)	To transfer the entity of the Convention & Visitors Bureau from the city to the local community (stockholder is 150 companies, CEO is from the local Operating funds comes from the city, the company contributions, and its <u>own business profit.</u>
Fukuoka City	Subsidy (with condition and screening). To loan MICE hosting fund (with condition and screening). Collaborative communication with Pusan (Korea) City and Convention & Visitors Bureau. To focus on sectors such as creative, healthcare and food.

## Fukuoka City Strategy Key Sectors

- Creative
- Healthcare
- Food

# Steadily accumulating the number of meetings held in Fukuoka City.



Fukuoka City has plentiful experience of holding conventions. Every year, more than 2000 conventions are held and approximately 5 million people attends to them.

There are many international sport games held in Fukuoka, and the "ISU Grand Prix of Figure Skating Final 2013" was held at Marine Messe Fukuoka in December 2013.

These experiences would increase the recognition of Fukuoka City in the world, which lead to the next convention to be held in Fukuoka City.



ISU Grand Prix of Figure Skating Final® 2013/14

Dates: Thursday, 5 December – Sunday, 8 December 2013

Venue: Marine Messe Fukuoka

Organizer: International Skating Union

Local Organizing Committee: Japan Skating Federation

Special Support: Fukuoka Prefecture , Fukuoka City , TV Asahi Corporation

Support: Kyushu Asahi Broadcasting Co., Ltd. , Nishinippon Shimbun

Cooperation: Fukuoka Skating Union

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Official ISU Sponsors

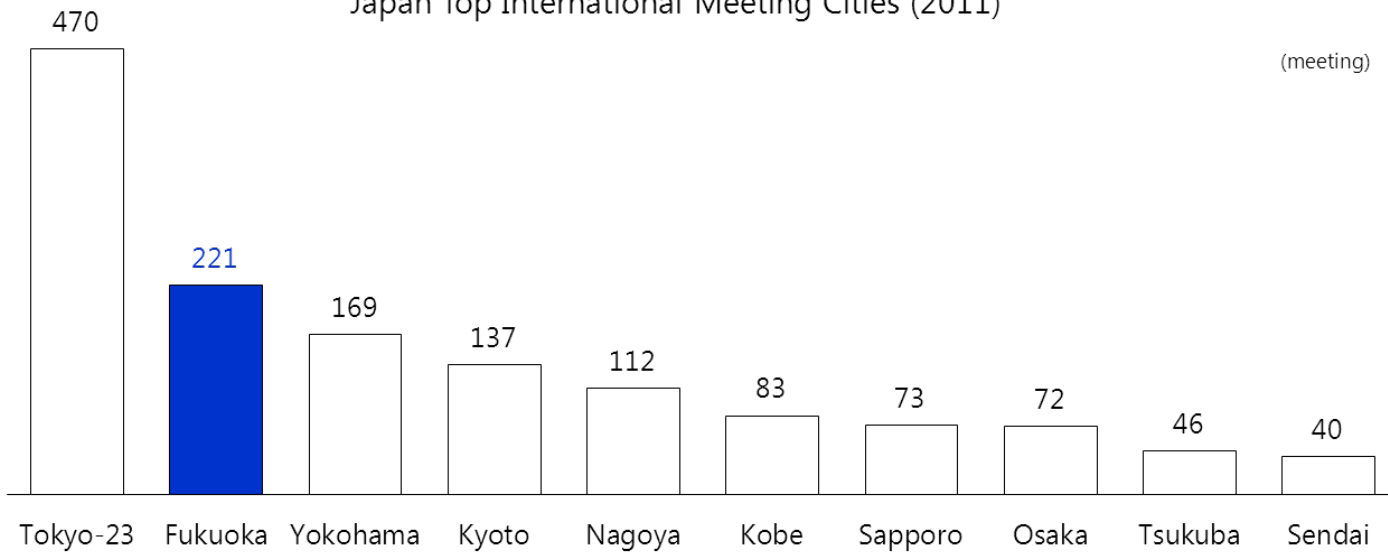


Note: Data is the total number of "大会・会議"(meetings, conferences), "スポーツ大会"(sporting events), "展示会"(conventions).

Source: Fukuoka City. "Tourism Statistics".

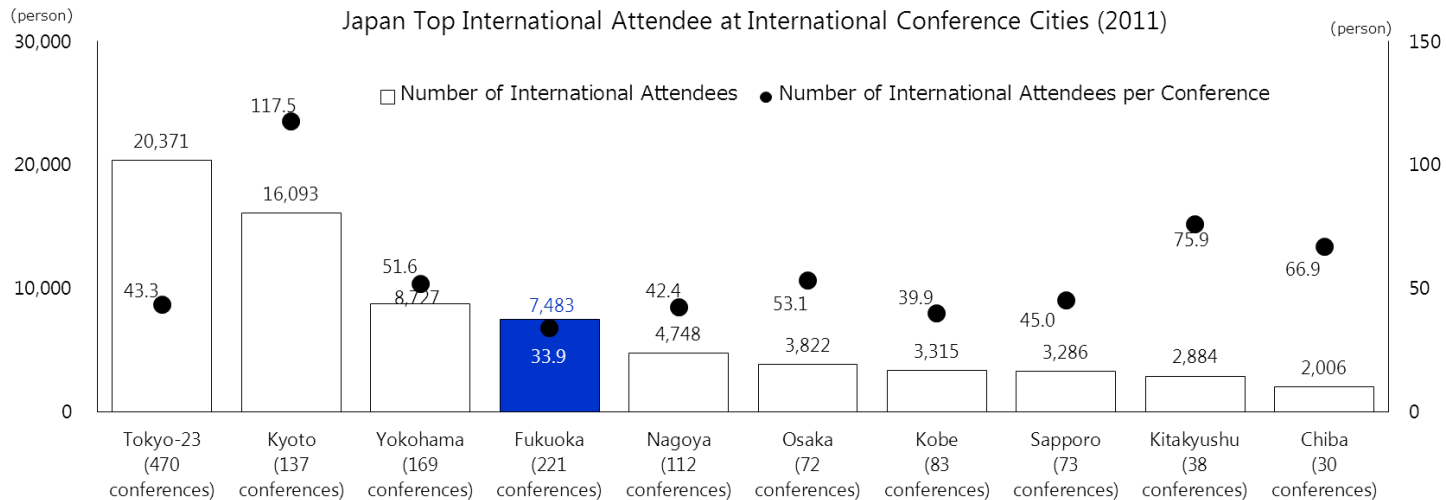
# The 2<sup>nd</sup> largest city with the number of international meetings, following Tokyo.

Japan Top International Meeting Cities (2011)



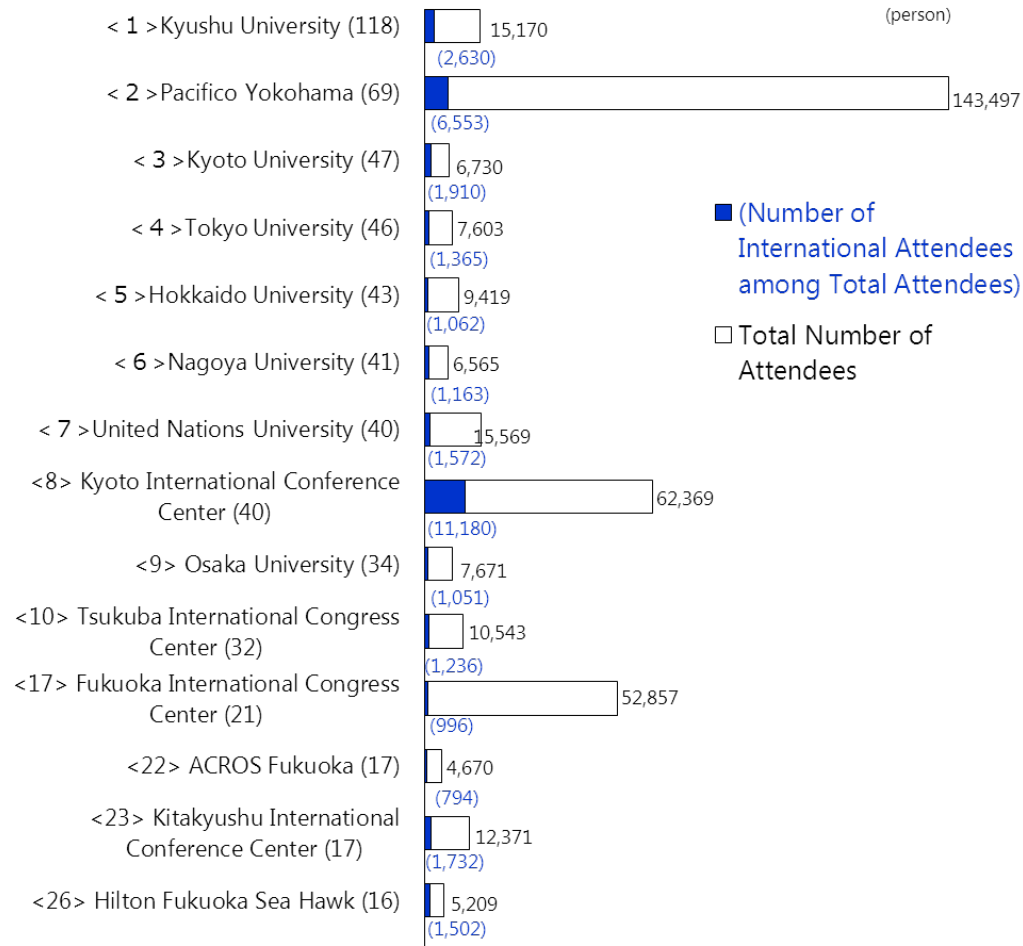
According to the Japan National Tourism Organization criteria, Fukuoka City is the second largest city with the number of international meetings in Japan, following Tokyo.

However, the number of attendees at the international meetings held in Fukuoka City is small compared to other cities such as Tokyo and Kyoto. It might be the future challenge to raise the percentage of international attendees at the meetings in Fukuoka.



# The number of international meetings held at universities has an impact on a city.

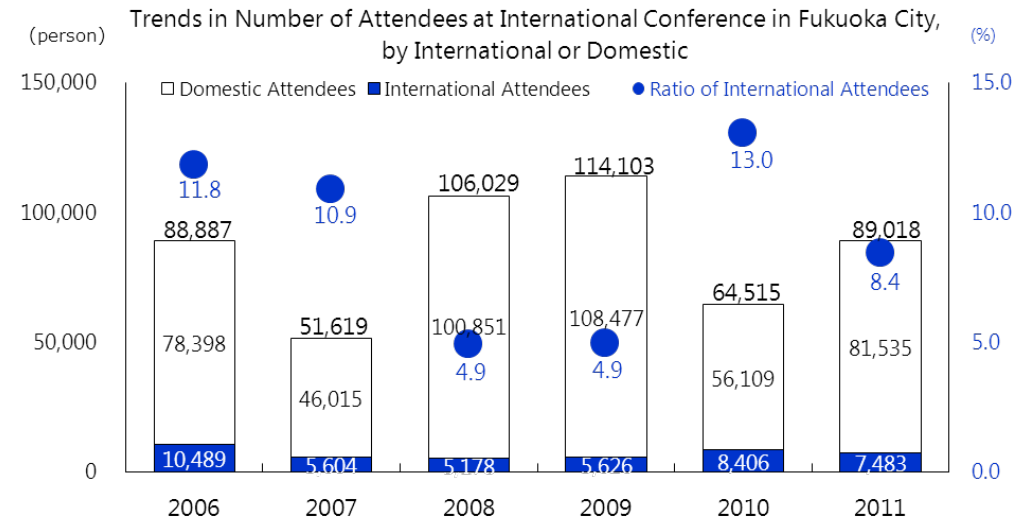
## Top and Major Convention Centers with Number of International Conferences in Kyushu Region (more than 10 conferences held in 2011)



The number of international meetings held at Kyushu University located in Fukuoka City is the largest in Japan. Besides Kyushu University, the higher group of venues in rank are composed of universities. In Fukuoka City, convention centers and private hotels are also holding a certain number of international meetings.

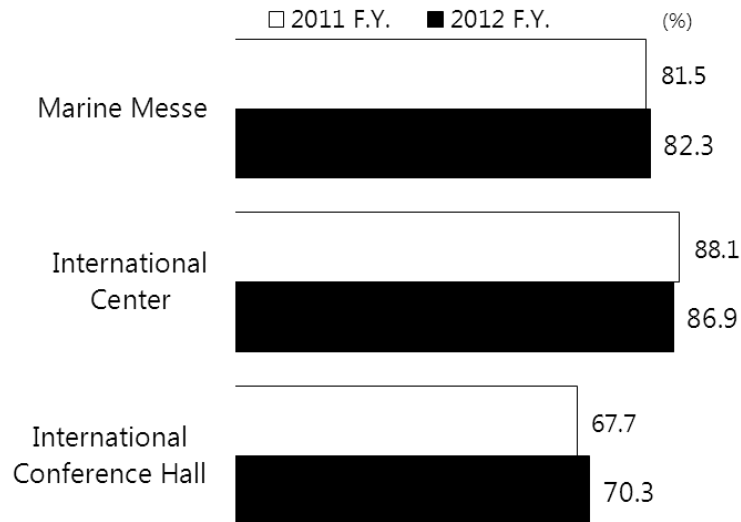
The number of participants and the ratio of international attendees depend on the content of the meeting.

The number of domestic attendees or international attendees depend on the contents of the international meetings. In order to promote Fukuoka as an international convention city, it is important to host international meetings which a lot of international attendees are expected to attend.

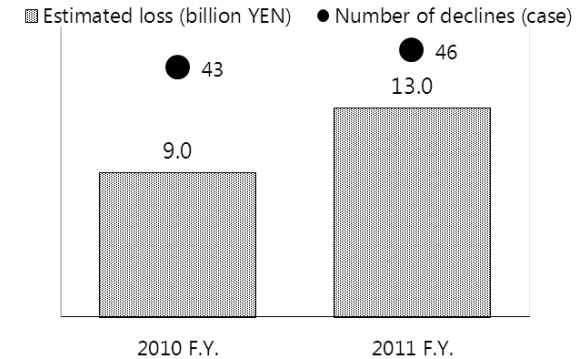


# Room for expansion of the MICE market in Fukuoka City.

Operating Rate of Major Convention Centers in Fukuoka City



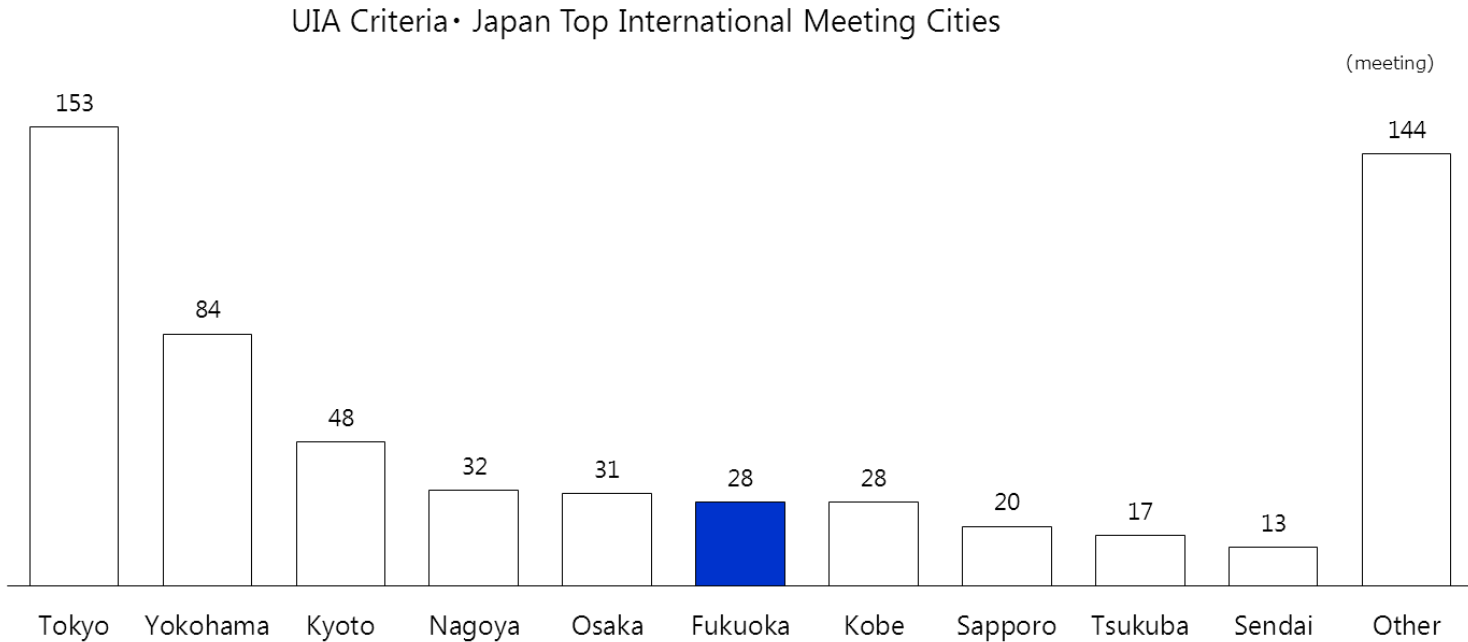
Rejected Reservations at Marine Messe Fukuoka & Fukuoka International Center



The rate of operation at the major convention centers in Fukuoka City has been high and it almost reaches the saturation point. There are quite a few cases that a reservation has to be rejected due to the crowded schedule.



To stand out in the world, the coming challenge is to hold large meetings with international criteria.



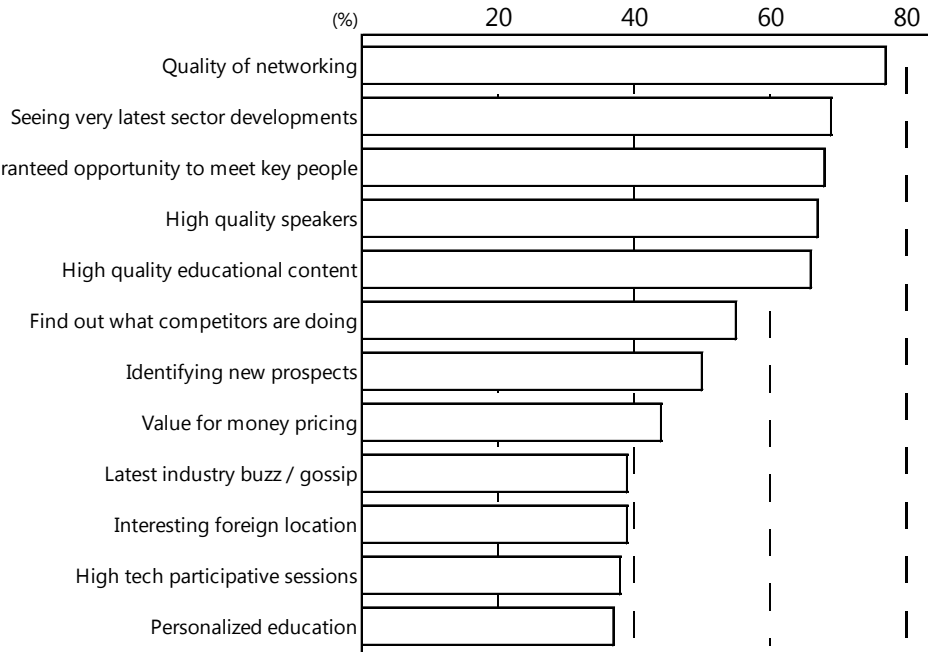
According to the international criteria, the number of international meetings held in Fukuoka City is small compared to other cities such as Tokyo, Yokohama, and Kyoto. As a "Global MICE Strategic City", Fukuoka needs to strengthen the attraction of more international meetings.

In order to compete with other global cities in MICE market, Fukuoka City needs to work on the collaborations with all Kyushu region which has more diversified specialty than Fukuoka City alone.

# What is demanded in the world is networking and business opportunities.

In "Convention 2020" a 'strategic foresight' study published by Fast FUTURE, it says that people in the world are expecting for the beneficial factor which directly links to business when making decision to attend conferences and exhibitions in 2020. The attractiveness of the host city is one of the important factors, however, it is also important to host not only the temporary events but also the meetings with high profitability which enables attendees to have more business opportunities and networking. It will increase the competitiveness of the city against other cities which are preceding by hosting large-scale conventions. It is the DNA of Fukuoka City which has acted as a place for foreign diplomats and international trade for a long time, and is also the spirit of "*omotenashi*".

Factors Influencing the Decision to Attend Conferences and Exhibitions in 2020



# Fukuoka is just the right size to enjoy the whole Japan after meetings.

In terms of international conventions, people tends to expect more on networking or business opportunities than the attractiveness of the host city, however, actual visitors come to the city with a certain amount of expectations toward the host city and the country.

When participating in the selection of a host city, the appealing performance of promoting a regional city is not enough, but it is effective to promote the appealing point of whole Japan, especially toward the area far from Japan such as Europe and America.

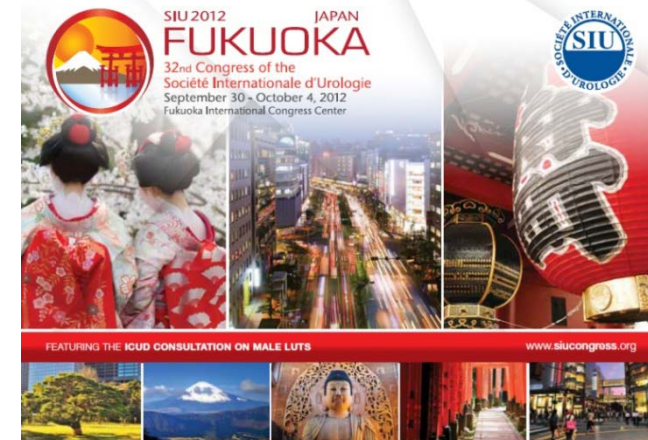
When hosting a meeting is actually conducted, besides the most important outcome of connecting a visitor and the local community with business, expenditure of visitors at the local community after meetings can be expected.

The fact that the center of Fukuoka City is enough compact to access to the various services and experience Japanese new culture and old history in such a short time after meetings. It is important to promote Fukuoka City when attracting MICE and post-MICE in different ways.



The Citizens' Daily Life with "Exotic Atmosphere"

International attendees of the congress of the Société Internationale d'Urologie were took around to visit temples and shrines and to try local food on the shopping street. The city earned a good reputation from the visitors who experienced the culture of Japan and Fukuoka. (photo: Fukuoka Convention & Visitors Bureau)



This is a part of the brochures designed by the event organizer and prepared for the attendees of the international congress held in Fukuoka City. Along with the scenery photos of Fukuoka City, the photos taken outside of Fukuoka are used to introduce Fukuoka City. The shot location of the photos might not be accurate, but it cannot be denied that these images describe "Japan".