

## Operation Started, Japan Convention Management Association

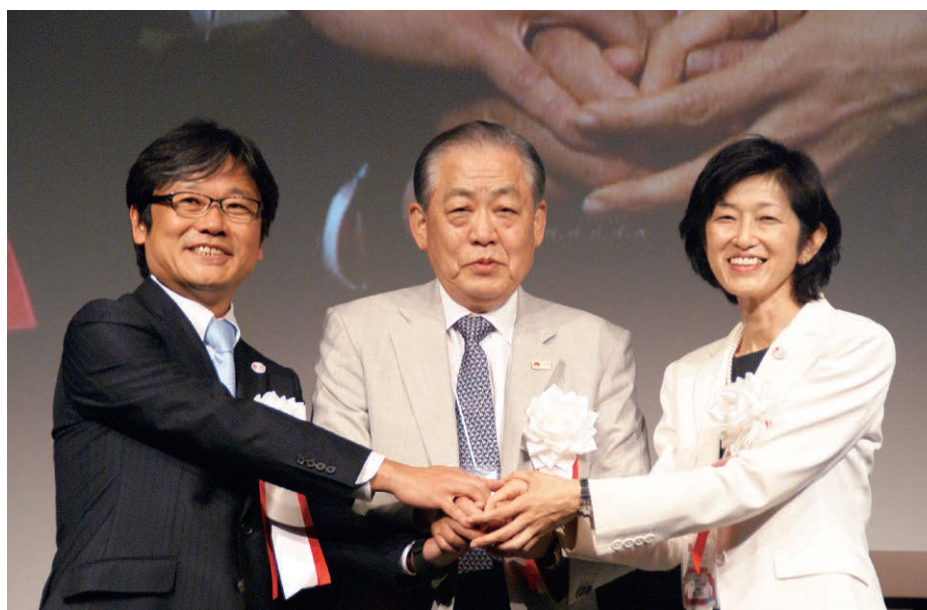
Japan Convention Management Association (JCMA), formed by consolidation-type merger between Japan Association of Professional Congress Organizers (JAPCO) and Convention Planners Association of Japan (CPA) on April 1, held the inaugural meeting and celebration at Toranomon Hills Forum in Tokyo on Thursday, June 4, 2015.

We are happy to inform that 510 people, including not only JCMA members but also those from 213 organizations, such as relevant ministries and agencies, municipalities, convention and MICE-related groups, tourism-related groups, tourism boards of various countries and industry circle, attended the celebration. From the organizers, Advisory Chairman Ryuji Funayama and Representative Directors Hirotake Chikanami and Noriko Takeuchi gave their speeches and shook their hands firmly as the event began.

Congratulatory speeches were made by guests: Mr. Masahito Moriyama, Member of the House of Representatives; Ms. Yumi Yamaguchi, Senior Vice Commissioner of Japan Tourism Agency; Mr. Michinori Yamasaki, Executive Vice President of Japan National Tourist Organization (JNTO); Ms. Kuniko Inoguchi, President of Japan Congress & Convention Bureau and Member of House of Councilors; and Mr. Tadao Ishizumi, Chairman of Japan Exhibition Association. Next, Mr. Masaharu Ota, Executive Managing Director of Japan Association for the Promotion of Creative Events, proposed a toast, which triggered the cheerful party.

At the party, congratulatory videos and letters from MICE organizations overseas with which we have connections, such as KMA (Korea MICE Association), SACEOS (Singapore Association of Conventions, Exhibition Organisers & Suppliers), ICCA, IAPCO, WPCOA (World PCO Alliance), and INCON, were presented. Finally, the celebration was closed with *Ippon-jime* hand clapping in unison, which is a Japanese traditional manner, led by Auditor Kazuyoshi Furuhashi.

We, Japan Convention Management Association, as the largest convention industry organization in Japan, will do our best to meet your expectations. We sincerely ask for your further support.



(The celebration opening: Advisory Chairman Ryuji Funayama (middle), Representative Directors Hirotake Chikanami (left) and Noriko Takeuchi (right))

### Japan Convention Management Association

Yamato International Bldg. 6F, 5-1-1, Heiwajima, Ota-ku, Tokyo 143-0006  
TEL/FAX:+81-3-3762-3781 e-mail:office@jp-cma.org URL:<http://www.jp-cma.org>

## Report on the JCMA Inaugural Meeting & Celebration *(July, 2015)*

### ◇ Speeches by the Organizers

Ryuji Funayama, Advisory Chairman: In a time when tourism is becoming globalized, MICE is a key factor, and the merger of the two organizations is best-timed. I hope that JCMA will play with pride the expected role to promote Japan as a tourism-oriented country.

Hirotake Chikanami, Representative Director: We are determined to realize the creation of a “Conventions & MICE-oriented nation” through this merge of the two organizations, which have now doubled or tripled power.

Noriko Takeuchi, Representative Director: While cherishing the thoughts and history of the two organizations, we will strongly move on together, as one team sharing one goal, towards the development of MICE in Japan.

### ◇ Messages from the Guests



Mr. Masahito Moriyama  
(Member of the House of Representatives)



Ms. Yumi Yamaguchi  
(Senior Vice Commissioner of JTA, MLIT of Japan)



Mr. Michinori Yamasaki  
(Executive Vice President of JNTO)



Ms. Kuniko Inoguchi  
(President of Japan Congress & Convention Bureau and  
Member of House of Councilors)



Mr. Tadao Ishizumi  
(Chairman of Japan Exhibition Association)



Mr. Masaharu Ota  
(Executive Managing Director of Japan Association for  
the Promotion of Creative Events)

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## Report on the JCMA Inaugural Meeting & Celebration (July, 2015)

### ◇ Messages from MICE Organizations Overseas

Besides the messages celebrating the inauguration of JCMA, we received video messages offering support beyond boundaries for the development of the Conventions & MICE industry. From INCON, we received a celebrating letter, which says [partly quote]: “We look forward to working with JCMA to continue to develop a strong meetings industry in Japan driving major international congresses to your country.”



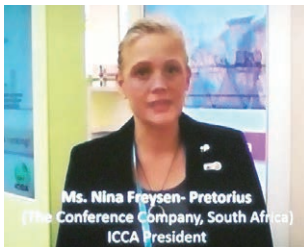
Mr. Eungsu Kim  
(President, KMA)



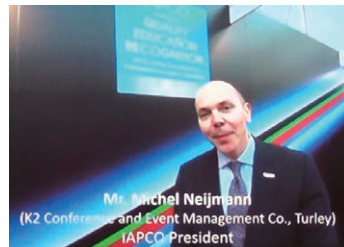
Ms. Janet Tan-Collis  
(President, SACEOS)



Mr. Martin Sirk  
(CEO, ICCA Head Office)



Ms. Nina Freysen-Pretorius  
(President, ICCA)



Mr. Michel Neijmann  
(President, IAPCO)



Mr. Per Ankaer  
(Immediate Past President WPCOA)

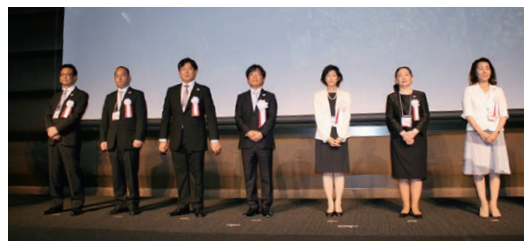


Ms. Kitty Wong  
(President, WPCOA)

### ◇ JCMA will boost the convention industry by working together with all of you.



Welcome!



Chairpersons of Committees



*Ippon-jime*  
Kazuyoshi Furuhashi,  
Auditor



The guests



The guests



Start of JCMA

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## Report on the JCMA Inaugural Meeting & Celebration *(July, 2015)*

### ◇ Inaugural Meeting

The Inaugural Meeting, which started at 16:00 on Thursday June 4, was held in attendance of 117 members of the association. In the meeting, the chairpersons of the committees, the core bodies of JCMA, presented business plans, all of which received approval. The goals set forth by the committees are as follows:

**Human Resource Development Committee:** planning and conduct of educational program; formulation of standards for the industry; exploration of qualifications for professionals; collaboration with educational institutes; internship; recruiting of human resources, etc.

**Member's Communication Committee:** planning and conduct of interactions among the members, between communities and members, and with industry organizations inside and outside Japan; expansion of memberships.

**Public Relations (Information) Committee:** creation of HP, publication, interviews, exhibitions, research activities about the industry, seeking and planning of new businesses, etc.

**Women's Committee:** businesses for promotion of interactions among the female members and for letting people know more about the fascination of the MICE industry; and research, statistical data collection, or information service from female perspectives.

**International Exchange Promotion Committee:** expansion of collaborations with MICE organizations overseas; planning and conduct of joint businesses with those organizations.

**Executive Management Committee:** cross-sectional support and cooperation for the above five committees towards stable running of the association with the Secretariat.

Under the slogan “The world is moved when people meet together”, JCMA will endeavor to promote conventions and MICE while making the best use of the strengths and capabilities of JAPCO and CPA.



Masaki Arakawa  
(Chair of Human Resource Development Committee)



Katsuyuki Usami  
(Chair of Member's Communication Committee)



Hiroya Ishizaki  
(Chair of Public Relations (Information) Committee)



Yoko Nishikawa  
(Chair of Women's Committee)



Akiyo Kubo  
(Chair of International Exchange Promotion Committee)



Hideo Wakebe  
(Chair of Executive Management Committee)



Inaugural Meeting

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