

Overview: “Visit Eastern Japan and Experience All Its Charms!”/《迷恋东瀛》魅力东日本 满载而归！

[1] Invitation Programs

- Overview** The programs invite key persons from Shanghai’s culinary and travel industries to Tohoku and the surrounding regions and let them experience the region’s tourist spots, refined cuisine, and safety; and the guests will provide feedback to their followers.
- Hosts** Ministry of Foreign Affairs of Japan/ Consulate-General of Japan in Shanghai
- Participants** 11 prefectural governments: Miyagi, Fukushima, Ibaraki, Tochigi, Gunma, Chiba, Niigata, Aomori, Iwate, Akita and Yamagata Prefectures
- Support (planned)** Japan External Trade Organization (JETRO), Japan National Tourism Organization (JNTO), Shanghai Office of the Japan External Trade Organization (JETRO), Shanghai Office of the Japan National Tourism Organization (JNTO), Shanghai Japanese Commerce And Industry
- Itinerary** Routes (1)/(2): Sep. 13 (Sun.) to 16 (Wed.), 2015
Routes (3)/(4): Sep. 19 (Sat.) to 22 (Tue.), 2015
Route (5) : Oct. 4 (Sun.) to 7 (Wed.), 2015

Guest Routes

★Model sightseeing plan

A model Tohoku travel route featuring the area’s rich natural beauty and traditional cultural events e.g. Nebuta Festival

- (1) Iwate/Aomori/Akita
Narita airport→
Stay in Iwate→
Stay in Aomori→
Stay in Akita→
Narita airport (Chiba)



★Model sightseeing plan

A model Tohoku and Kanto travel route featuring hot springs, shopping malls and other spots popular among Chinese

- (2) Miyagi/Fukushima/Ibaraki/Chiba
Sendai airport→
Stay in Miyagi→
Stay in Fukushima→
Stay in Ibaraki→
Narita airport (Chiba)



★World heritage and cultural plan

A route featuring local culture with a focus on world heritage and historical architecture tours, globally popular items to see

- (3) Gunma/Tochigi/Fukushima
Haneda airport→
Stay in Gunma→
Stay in Tochigi→
Stay in Fukushima→
Haneda airport



★Culinary charm PR plan

A cuisine-focused route featuring gourmet experiences with famous brand rice, Japanese beef, sake and other favorites

- (4) Miyagi/Yamagata/Niigata
Haneda airport→
Stay in Miyagi→
Stay in Yamagata→
Stay in Niigata→
Haneda airport



★Safety promotion plan (reputational risk management)

A route emphasizing the safety of the regions via tours to check the recovery and safety of regional foods and land

- (5) Fukushima/Iwate/Miyagi
Haneda airport→
Stay in Fukushima→
Stay in Iwate→
Stay in Miyagi→
Narita airport (Chiba)



Guests (See Reference 1 on pages 3 and 4 for details) * KOL = Key Opinion Leader

- Route 1 : Wan Dini (TV reporter), Cai Hui (Photographer), Kou Kou (Blogger), Shenhah (Blogger)
Route 2 : Wu Kai KIMI (KOL), Huang You (Lunar)(KOL), Xiao Ming Alex (Blogger), Yu Xing Chi (Media)
Route 3 : Ding Ding (Radio reporter), Zhang Zhi Lin (Singer), Zhao Dichen (Photographer), Jiliang in Shanghai (KOL), Guo Zhaojun (Media)
Route 4 : Hei Mi Li (Blogger), Fan Ting Lue (Publisher & liquor writer), Shi Shang Xiao Mi (Blogger), Chen Xuyang (Media),
Route 5 : Gao Shanfeng (Radio DJ & Producer), Shen Yuejie (Media), Meng Jiu (TV MC), Si Wenjia (TV MC), Mai Zi (Radio DJ) 1

Overview: Visit Eastern Japan and Experience All Its Charms! East Japan “迷恋东瀛”

[2] Shanghai Promotion Event

- Overview

This event encourages the people of Shanghai to familiarize themselves with Tohoku and its neighboring regions through “Stage Programs” featuring Talk Shows attended by the guests joining the invitation programs; Presentation Sessions by participating in Tohoku and neighboring local governments, where visitors can experience traditional crafts and food culture; “Category-Specific Exhibitions” including “culture”, “hot springs,” “food,” “must-see-spots,” and “festivals” specially recommended by the local governments, and “Contest Zone” for photos and travel plans.
- Date

10:30-19:00 (tentative), Nov. 27 (Fri.) to 29 (Sun.), 2015
Note: The venue is open around 10:50 on the first day (27th), since the opening ceremony starts at 10:30.
- Venue

Global Harbor
Location: No. 3300 Zhong Shan Bei Road, Putuo District, Shanghai City
Sun Plaza Event Space on the 2nd floor (directly connected to Metro Lines 3 and 4 at Jinshajiang Road Station)
Note: Refer to Reference 2 on page 5 for a venue map.
- Hosts

Ministry of Foreign Affairs of Japan/ Consulate-General of Japan in Shanghai
- Participants

Local governments: Miyagi, Fukushima, Ibaraki, Tochigi, Gunma, Saitama, Niigata, Yamagata and other prefectures (Max. 10: tentative)
- Support

Japan External Trade Organization (JETRO), Shanghai Office of the Japan External Trade Organization (JETRO), Japan National Tourism Organization (JNTO), Shanghai Office of the Japan National Tourism Organization (JNTO), Shanghai Japanese Commerce And Industry (tentative)
- Details

· The entire venue is divided into **three major zones (1: Stages, 2: Exhibitions and 3: Contests).**

· The Exhibition zone comprises **five categories (Culture, Hot Springs, Food, Must-See Spots, and Festivals).**



(1) Stage Zone Programs

Includes **Talk Shows**, where the key people invited to Tohoku and neighboring regions share their experiences under the topics: Culture, Hot Springs, Food, Must-See Spots, and Festivals.

The Food Talk session introduces local cuisine recipes through hands-on experiences and other interesting activities.

Other attractive programs, including **unique presentation sessions by participating local governments, visitor- participation events and video presentations of the Invitation Programs recordings** are held to boost audience attention.

(2) Exhibition Zone

This zone is divided into five categories: Culture, Hot Springs, Food, Must-See Spots, and Festivals.

Each subzone shows famous local items each prefecture is proud of via real-life display, panel or video presentation.

(3) Contest Zone

Comprises a **“Photo Contest”** based on panel presentations of submitted photos from the general public and a **“Travel Plan Contest”** also presented on panels, attended by travel agencies.

Winners are chosen by visitor ballots.

(4) Related Activities

Various activities related to the Shanghai Promotion Event are included as **“Cooking Classes”** featuring cuisine of the Tohoku and neighboring regions and **“Tohoku Cuisine Weeks”** at restaurants in Shanghai.

Note: The activities are subject to change.

[Reference 1] Guests (1)

(1) Iwate/Aomori/Akita Route: Sep. 13 (Sun.) to 16 (Wed.), 2015

Wan Dini (TV reporter)

Fashion



Followers: 1,059,817
One of the most popular Shanghai SMG Group reporters. Actively engages in various regular and special programs, including international film festivals (as an MC), fashion shows, art shows and theater activities. Previously invited to the tourism bureaus in Hokkaido, Europe, Vietnam and other global regions.

1730 1059817 3483
关注 粉丝 微博

Cai Hui (Photographer)


Photography



Followers: 215,652
Has an established reputation in fashion photography. A great lover of travel who shares beautiful photos of scenery taken during trips with his followers.

Kou Kou (Blogger)

Gourmet



Blog visitors: 12,575,257
<http://blog.sina.com.cn/sweetcoco518z>
Weibo visitors: 330,754
<http://weibo.com/516086785>
A highly-skilled dietitian, baker, and gourmet & child care article writer as well as a regular guest on gourmet TV shows. Constantly involved in famous food brand product development and winner of gourmet contests held online or via other media.

Shenhah (Blogger)

Travel



Blog:
<http://www.qyer.com/u/1396638>
Traveled to 27 towns in 4 countries so far. Has an interest in photography, shopping and foreign cultures.

(2) Miyagi/Fukushima/Ibaraki/Chiba Route: Sep. 13 (Sun.) to 16 (Wed.), 2015

Wu Kai KIMI (KOL)


Gourmet



Hobbies: Photography, gourmet food, cafes, travel
A top 8 winner at the “Shi shang chu shen” contest hosted by the popular ICS channel (Shanghai SMG Group) and regular participant such as “What to Eat Today,” a program aired on the art and literature channel owned by the same group.

Huang You (Lunar) (KOL)

Travel



Hobbies: Writing, photography and travel. An expert in 80s literature and social marketing. Published a book “1,000 Visits to Japan Are Still Not Enough” last year. Records experiences with daily topics (e.g. bathing and hors d’oeuvres) when visiting various places in Japan, from Hokkaido to Okinawa, which receive positive reader feedback. Also operates his official weibo “Japanese-Style Traveler.” Visitors: Average approx. 1500

Xiao Ming Alex (Blogger)

Travel



Blog:
<http://www.qyer.com/u/1206278>
A master of travel who has visited 48 towns in 7 countries and is a highly popular blogger. Also an excellent photographer with a great interest in different cultures.

Yu Xing Chi (Media)



Registered users: 50,000,000

Provides users with unique and practical overseas travel guides and information.

36% of QYER.com users have graduate school or higher degrees.

25% focus on access from overseas, high-class travel and experience.

92% stay in visited countries more than a week.

43% live in the six big cities in China and 99% have concrete travel plans.

(3) Gunma/Tochigi/Fukushima Route: Sep. 19 (Sat.) to 22 (Tue.), 2015

Ding Ding (Radio reporter)

Art



One of the most popular Shanghai SMG Group radio reporters. A top 10 winner at the “Nationwide Music DJ” contest. Involved in various programs, including “Music Kaleidoscope” and “Global Chinese Music Ranking.” An avid reader, he toured locations used in televised Japanese mystery novels by Seicho Matsumoto last year and shared the experience via blog and radio, and drew a great deal of attention.

Zhang Zhi Lin (Singer)

Art



Followers: 180,022
A popular singer in China. A top 10 singer in the “Dongfang Fengyunbang” rankings. A lover of travel and gourmet foods, and holds concerts under gourmet themes. Recent activities include music production. Once invited by the travel bureaus in Hokkaido, Kagoshima and other regions.

Zhao Dichen (Photographer)

Photograph




Followers: 101,790
A charismatic fashion photographer in China working with prestigious magazines such as ELLE and Vogue. Started his videography career in 2012 and is involved in CMs for world-class cosmetics and watch brands.

1868 101790 4891
关注 粉丝 微博

Jiliang in Shanghai (KOL)

Travel



Followers: 368,303
The manager of “Look Newspaper Net,” the most influential Shanghai SMG Group news site. Also operates his own weibo “Jiliang in Shanghai” based on his keen observations and progressive views. A great lover of travel who has visited Japan many times.

Guo Zhaojun (Media)



Registered users: 50,000,000

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[Reference 1] Guests (2)

(4) Miyagi/Yamagata/Niigata Route: Sep. 19 (Sat.) to 22 (Tue.), 2015

Hei Mi Li (Blogger)

Gourmet



Blog visitors: 4,726,936
<http://blog.sina.com.cn/hmilyblog>
Weibo followers: 391,264
<http://weibo.com/hmilyblog>
A famous tourist guide writer, he published the solo travel guidebooks "Beijing," "Henan" and "Anhui." Also a travel blogger recommended by the Sina net (the biggest portal site in China). Collaborates with travel bureaus throughout China, Africa, Japan, Malaysia, Hawaii and Vietnam. Visited Fukushima and Niigata for news coverage last year.

Fan Ting Lue (Publisher & Liquor writer)

Gourmet



Followers: 141,884
An active publisher whose media includes GOODLIFE MEDIA, and liquor culture writer also interested in tourism. A contract writer for FT Chinese.com and contributes column articles on drinking culture. His article topics include local culture with a focus on local liquor products learned through travel. Particularly interested in Japanese whiskey.

Shi Shang Xiao Mi (Blogger)

Gourmet



Blog visitors: 33,771,215
<http://blog.sina.com.cn/u/1199712261>
Mini blog fans: 158,879
<http://weibo.com/jimmy628>
A consultant for various media, including TV and magazines. Shares photos/information of many artists in the blog. Updates his contents almost daily. Also a gourmet master.

Chen Xuyang (Media)



Registered users:
50,000,000

Provides users with unique and practical overseas travel guides and information.

36% of QYER.com users have graduate school or higher degrees.

25% focus on access from overseas, high-class travel and experience.

92% stay in visited countries more than a week.

43% live in the six big cities in China and 99% have concrete travel plans.

(5) Fukushima/Iwate/Miyagi Route: Oct. 4 (Sun.) to 7 (Wed.), 2015

Gao Shanfeng (Radio DJ & Producer)


Art



Followers: 123,828
A Shanghai SMG Group member and producer/DJ at FM101.7, the most popular radio channel in Asia. Well-known to almost everyone in Asia. His deep interests include tourism, music and fashion as well as the DJ scene. Involved in various radio, TV and theater activities. Once invited by the tourism bureaus in Japan and Ireland.

Shen Yuejie (Media)

Travel




The Chinese version of the travel magazine "Travel and Leisure." Provides unique travel routes through deep coverage and from unique perspectives to share the joy of travel with readers.

Circulation: Monthly 650,000 copies

Published monthly on the 1st.

Meng Jiu (TV MC)

Gourmet



Weibo fans: 83,649
<http://weibo.com/btvmv>
An MC at Beijing TV.

Involved in well-known shows including "Gourmet Map," "Life +," and "All Meal Beauty." Born in Yunnan, famous for gourmet culture, and an active figure not only as an MC but also as a famous gourmet.

Si Wenjia (TV MC)


Fashion



Followers: 140,666
A fashion TV program MC from the SMG Group. Engages in various programs, including gourmet shows, TV CMs, theater and dramas. Once a model for the Chinese version of the Japanese fashion magazine "Rayli" and Suntory. Previously invited by the tourism bureaus in South Korea, Kagoshima and U.S.

Mai Zi (Radio DJ)

Art



Followers: 210,303
The DJ for "Excitement 101," one of the most popular SMG radio programs. Has many fans among white-collar workers. Employed as an ELLE magazine columnist and experienced in moderating ELLE group events. Previously invited by Kagoshima Prefecture and Costa Cruise to visit Japan and Korea as a reporter.

Sun Plaza Event Space on the B2 floor (directly connected to Metro Lines 3 and 4 at Jinshajiang Road Station)



B1F Shopping Floor

B2F Shopping Floor

花园中庭 Garden Court

中央广场 Central Plaza

太阳大厅 Sun Plaza

TESCO 乐购

宜家家居 ICA

扶手电梯 Escalator

观光电梯 Elevator

停车场 Car Park

洗手间 Lavatory

礼宾部 Concierge

收银台 Cashier

美食 Delicacy

咖啡茶饮 Beverage

母婴室 Baby Room

B2F Event Space In Front of Elevators

B3F Parking Space