

Name of Organization

Kyoto Convention & Visitors Bureau

Location

78 Kankoboko-cho, Muromachi Higashi-iru, Shijo-dori, Shimogyo-ku, Kyoto 600-8009, JAPAN

Founded

January 9th, 2007 *October 3rd, 2011 registered as a public interest incorporated foundation

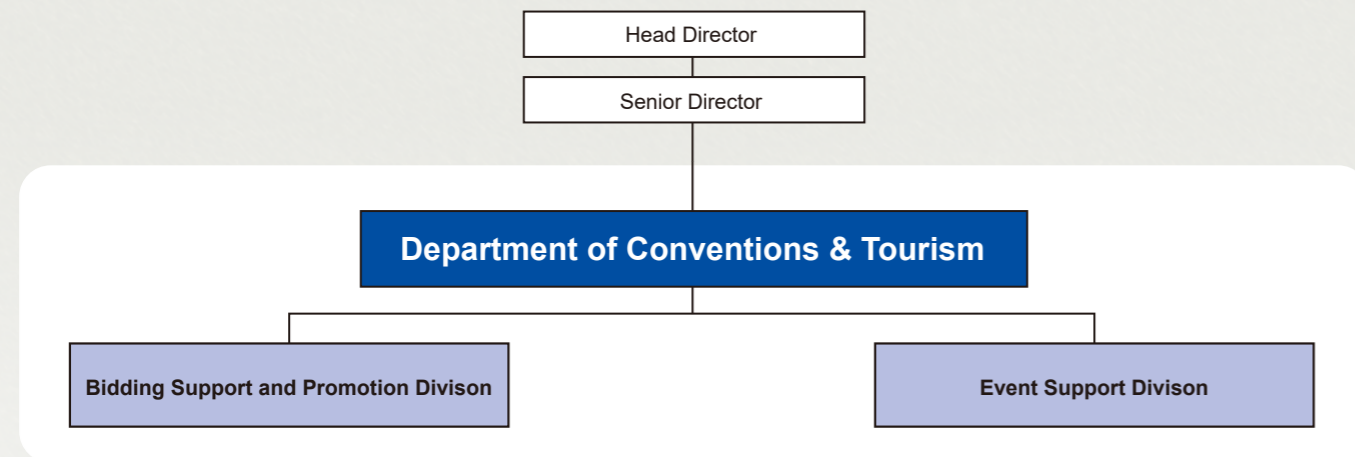
Purpose

To extend Kyoto culture to the world and enhance the appeal of Kyoto as a hub for international exchange by furthering the spread of cultural arts, attracting domestic and international conventions and guests, and promoting international tourism.

Business summary

1. Promotion of business relating to the culture and arts of Kyoto and transmission of information in Kyoto Prefecture and other areas
2. Promotion of business relating to attracting conventions and guests to Kyoto as well as bringing in international tourism
3. Other business that is necessary in order to accomplish the goals of this foundation

Organizational Chart



The Kyoto MICE Fund supports initiatives that contribute to the preservation, conservation, and use of such resources. This Fund is Kyoto's appeal, improving the lives of residents, developing MICE and tourism, and contributing to the SDGs.
 The donations received for the Kyoto MICE Fund will be used to support efforts to protect and cultivate Kyoto's culture, arts and natural environment.
 We sincerely appreciate your cooperation and contributions.
<https://meetkyoto.jp/en/kyoto/fund/>

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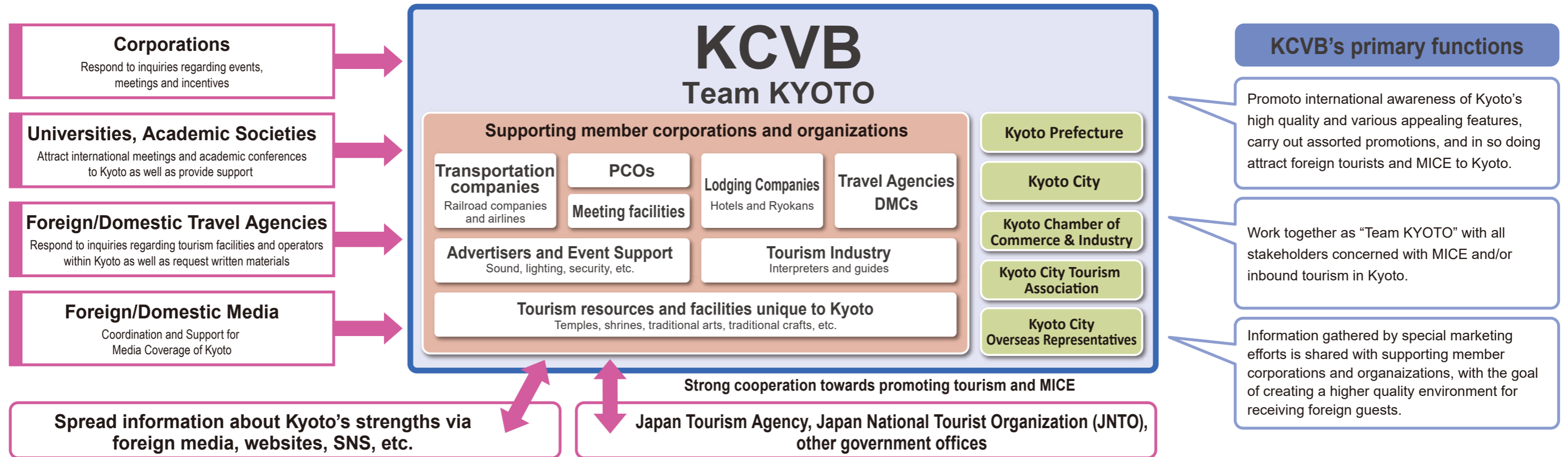
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The Kyoto Convention & Visitors Bureau (KCVB) provides one-stop service as a window to meet all needs that pertain to MICE and inbound tourism in Kyoto.



Kyoto Convention & Visitors Bureau's primary functions

Department of Conventions & Tourism Work (Public Interest Work)

Conventions and Conference Planning (MICE)

MICE research, information gathering and education programs

1. Joining and participating in related organizations to gather information
2. Gathering information from universities and other scholarly intuitions and improved information dissemination
3. Statistics on international meetings held in Kyoto
4. Development of policies to address issues in MICE promotion
5. Cooperation with Kyoto Smart Cities Expo Assistance in planning promotion for Keihanna Science City

Promotion Activities

1. Strengthening of internal and external networks and ability to obtain information
2. Activities to attract specific government related meetings
3. Overseas promotion activities
4. Domestic promotion activities
5. Site visit support for MICE organizers
6. Use of MICE subsidies to attract large international meetings

MICE support programs

1. Management assistance of specific government related events held in Kyoto City
2. Subsidy support from Kyoto City for MICE events held in Kyoto
3. Use of the Kyoto City Kyoto Culture for MICE support subsidy
4. Promoting Sustainable MICE
5. Set up environment for hosting technical visits
6. Use of the Kyoto Prefecture MICE support subsidy
7. Management of Kyoto MICE Fund
8. Planning and suggestions for offsite receptions
9. Operation and expansion of support systems



Inbound Promotion (Main business of the Kyoto DMO)

Management of Kyoto City overseas information bases

Collecting and analyzing data and statistics for the Kyoto area

Management of the "Kyoto Official Travel Guide" official website for foreign tourists

Management of social media, including Facebook and Instagram

Attracting international media, strengthening media exposure

Promoting at overseas industry exhibitions, overseas sales calls

Kyoto City certified interpreter guides (City of Kyoto Visitors Host) program for developing human res

Support program for creating tourism contents

Operation business for multilingual call center



What is MICE?

MICE refers to Meetings, Incentive Travel (travel for corporate training and as a reward), Conventions (international conventions held by international organizations and academic societies, and exhibitions/events).

M	I	C	E
<h3>Meeting</h3> <p>Corporate meetings, seminars, etc.</p> <p>Examples: ◆ Board meetings for groups of companies. ◆ Targeted at foreign investors. ◆ Financial seminars, etc.</p>	<h3>Incentive</h3> <p>Trips granted by companies to their employees and agents for the purpose of reward or training.</p> <p>Examples: ◆ Receptions and official commendations by company officials for employees with superior sales records, etc.</p>	<h3>Convention</h3> <p>General meetings, academic conferences etc. held by international organizations, scientific societies and associations.</p> <p>Examples: ◆ Conference of the Parties to the United Nations Framework Convention on Climate Change ◆ International Society on Thrombosis and Haemostasis Meeting ◆ World Congress of Neurology</p>	<h3>Event/Exhibition</h3> <p>Cultural and sportsrelated events, exhibitions, trade fairs, etc.</p> <p>Examples: ◆ Kyoto International Manga/Anime Fair ◆ Kyoto Bonsai Exhibition ◆ All-Japan Kendo Enbu Competition, etc.</p>