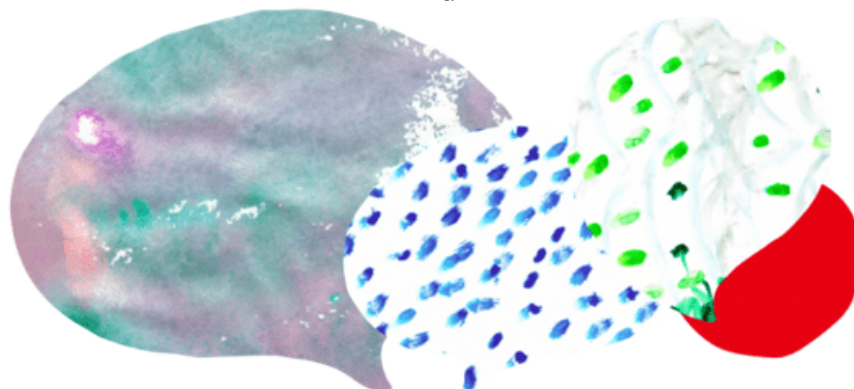


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- 多文化社会エキスポ -

あしたのニッポン展

M U L T I C U L T U R A L
E X P O 2 0 1 9

Multicultural Expo 2019

Post Event Report

29 November 2019

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I. Event Overview

1. Overview

Logo	
Event Name	<p>多文化エキスポ 2019 -あしたのニッポン展-</p> <p>Multicultural Expo 2019 -Tomorrow of Japan-</p>
Date and Time	<p>13-14 November 2019 (Wednesday - Thursday)</p> <p>10:00 - 17:00</p>
Venue	<p>Tokyo Municipal Industry and Trade Center Taito-kan 6F</p> <p>2-6-5 Hanakawado, Taito-ku, Tokyo 〒111-0033</p>
Organizer	Multicultural Expo 2019 Organizing Committee

2. Sponsor / Support

Reception party, special cooperation	<p>Global Cooperation</p> <p>Vegan-Vegetarian Restaurant SAIDO</p> <p>Yatsumoto Tsusho Co., Ltd.</p> <p>Choya Umeshu Co., Ltd.</p> <p>Japanese Restaurant MINATO</p>
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3. Time Table

13 November 2019 (Wednesday)

Event	
	Live Cooking
11:00	HR Strategy in Business Continuation and Expansion Utilizing Foreign Talents ~Foreign Talents Recruitment & Things to be Aware of After Recruitment~ (NP Kandel)
12:00	The World' s First Vegan Japanese Sake 「Nanbu Bijin」 (Kuji Kosuke)
13:00	Town Development In Reiwa Era ; The Possibility of 「B-1 Grand Prix / Local Gourmet x Food Diversity (Ogawa Takashi)
14:00	Live Cooking
	The Possibility of Foreign Local Revitalization Association (Yoshimura Yuta)
15:00	Last of the Last Before Tokyo Olympic 2020! Learning the Most Basic of The Food Diversity and First Step to Start (Shugo Akihiro)

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14 November 2019 (Thursday)

Event	
	Live Cooking
11:00	The Shine of Local and International Students Through The 「Yokohama Kanagawa International Student Employment Promotion Program」 (Hoshino Takeru、Kawase Keiko)
12:00	Analyzing Inbound Market Through Data to Understanding the Current Situation and Solution, Presented by Ex-Inbound Person in Charge of the BIC CAMERA (Takuma Rikiya)
13:00	Vegan Business From the Scale of Eyes, Presented by ” Men I mpossible” Owner, the Popular Vegan Ramen Shop in Netherlands (Ishida Atsushi)
14:00	Live Cooking
	The Forefront of Global Market in Alternative Foods! ～The Sales Strategy to The Meat Eaters～ (Yamazaki Hiroto)
15:00	From 「Can eat」 to 「Want to eat」 ! Food Diversity Turns Compromise in to Excitement (Shugo Akihiro)

4. Purpose

I. Improving The Environment For Tourists Visiting Japan

With the increasing of foreign tourists visiting Japan, the establishment of a proper acceptance system is required. The exhibition is a place for local governments and businesses to have an information and cultural exchange in order to promote inbound throughout Japan.

II. Improving the Environment for Foreign Residents in Japan

The declining of population makes it necessary for Japan to actively secure the foreign human resources. The exhibition provides a place for local governments and businesses in creating an environment for foreign residents to work.

III. Promotion of Exports from Japan

The shrinking of domestic demand makes it important for Japanese business players to actively expand the sales to the overseas market. Understanding the cultures exist in the world could increase the Japan's export value.

IV. Improvement of Passport Acquisition Rate in Japan

In order to realize a multicultural society and create sustainability in Japan, it is important for Japanese to actively travel abroad so Japanese could embody the multicultural society through close contact with foreign cultures and customs.

IV. Multicultural Expo 2019 Main Theme

The Tomorrow of Japan



II. Exhibition

1. Guidelines

Booth Size	3 m × 3 m
Exhibition Fee	1 booth ¥230,000 (excluding tax, normal application) 1 booth ¥200,000 (excluding tax, early application)
Exhibitors	Fresh foods from each area across Japan, processed foods, fashion, cosmetics, importers and exporters, local government officials, related industries and organizations.
Briefing	2 October 2019 (Wednesday) 10:00~12:00 Asakusa Tourism Centre

2. Exhibitor Lists (Total 113 Booths)

Government / Region	
Himeji City	Obihiro Chamber of Commerce and Industry
Asahikawa Tourism Promotion Association	Hokkaido Food Diversity Association

Foods	
ROYAL Co., Ltd.	USOUQ Inc
Global Corporation	Kataguchiya Ltd.
Nanbu Bijin Co., Ltd.	Marukome Co., Ltd.
Ichibanya Co., Ltd.	Nansatsu Shokucho Co., Ltd.
S&B Foods, Inc.	PT. SARI SEGAR LAUT INDONESIA Livero, Inc.
TREND AGENT Inc.	Yokachi
Funfair	Kuramoto Co., Ltd.
Higashimaru Co., Ltd.	Dates Malak
Vegan Restaurant SAIDO	Hanoji Foods
Maruyama Tea Corporation	Isokoma Nori Co., Ltd.
Sanritsu Confectionery Co., Ltd.	Iwasei Co., Ltd.
Kanejo Co., Ltd	Fujinoh Trading Co., Ltd.

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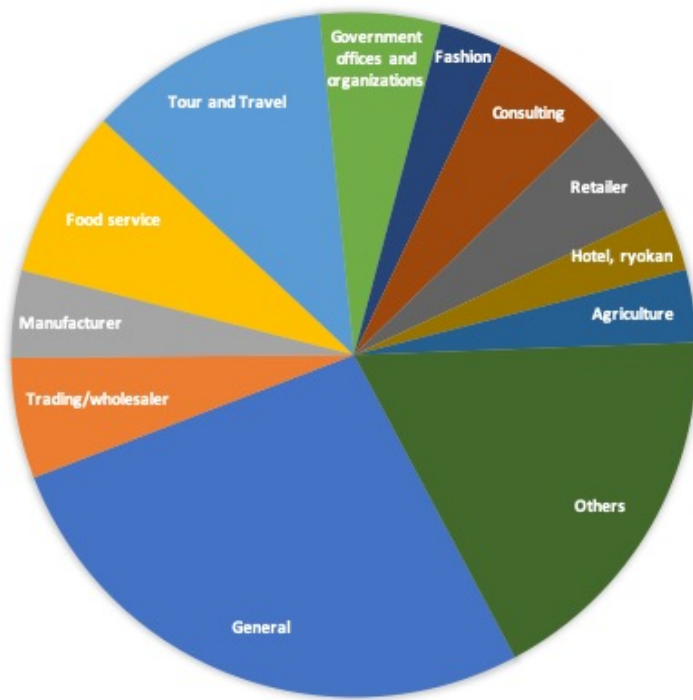
Azz Masyi Sdn Bhd	Yamashichi Ltd.
Imaru Ikawa Shoten	

Information and Services	
mov Inc.	UNIBIRD Inc.
Malaysia Japan Halal Value Chain (MJHVC)	Food Diversity Inc.

Others	
Local Revitalization Cooperation Corps	


3. Visitors

Number of visitors was 2,308 people with 1,211 people in the first day and 1,097 people in the second day.





Visitor Ratio per Industry (%)	
General	26.9%
Trading/wholesaler	11.4%
Manufacturer	5.7%
Food service	8.0%
Tour and Travel	5.7%
Government offices and organizations	5.3%
Fashion	5.7%
Consulting	4.1%
Retailer	3.0%
Hotel, ryokan	3.4%
Agriculture	3.0%
Others	17.8%

4. Seminar

	13 November 2019 (Wednesday)	
11:00~11:50	HR Strategy in Business Continuation and Expansion Utilizing Foreign Talents ~Foreign Talents Recruitment & Things to be Aware of After Recruitment~	
	<p>Many international students have given up because of unreasonable recruitment even though they want to find a job in Japan. However, as the globalization of companies progresses, it is extremely difficult to win the competition without securing the talented people from Asian countries. This seminar is presented by an experienced who have supported employment for over 5,000 international students so far, who will teach you the secrets in hiring foreign talents.</p>	
		<p>Mr. NP Kandel UNIBIRD Inc Representative Director</p>
12:00~12:50	The World' s First Vegan Japanese Sake 「Nanbu Bijin」	
	<p>The first vegan Japanese sake in the world, “Nanbu Bijin” . Mr. Kuji as the 5th generation of the brewery and representative director of Nanbu Bijin, will unravel what is the vegan Japanese sake from the background of its birth in an easy-to-understand manner.</p>	

		<p>Mr. Kuji Kosuke</p> <p>Nanbu Bijin Co.,Ltd. 5th generation</p> <p>Representative Director</p>
13:00~13:50	<p>Town Development In Reiwa Era ;</p> <p>The Possibility of 「B-1 Grand Prix / Local Gourmet x Food Diversity</p>	
	<p>Former Secretary General of “B-1 Grand Prix” , famous as Japan ’ s largest town development association, will talk about the possibility of food diversity and local revitalization. Many foreigners who have come to Japan have an interest in Japanese food culture, especially local foods, but not a few of them cannot enjoy because of the food restriction. Talking and dining together is the most basic way in cultural exchange. Through this seminar, we hope to realize and embody the future image of town development that is easily accepted and enjoyed by foreign visitors.</p>	
		<p>Mr. Ogawa Takashi</p> <ul style="list-style-type: none"> • Local Gourmet and Community Association (Product Planning Director) • (Company) AiB League • (Company) Gastronomy Tourism Alliance of Japan (General Manager of Corporate Strategy Department)
14:00~14:50	<p>The Possibility of Foreign Local Revitalization Association</p>	
	<p>Talking session from Mr. Yoshimura, a specialist counselor from the Ministry of Internal Affairs and Communications’ local revitalization cooperation! This seminar will talk about the increasing in number of foreign members and the potential of the local revitalization.</p>	

		Mr. Yoshimura Yuta Miyama Company Representative Member
15:00~15:50	<p>Last of the Last Before Tokyo Olympic 2020! Learning the Most Basic of The Food Diversity and First Step to Start</p>	
	<ul style="list-style-type: none"> • What is halal, vegetarian, vegan, and gluten free? • How to minimize the risk without spending a penny? • How to create an easy-to-understand menu? 	
		Mr. Shugo Akihiro Food Diversity Inc Representative Director

	14 November 2019 (Thursday)
11:00~11:50	<p>The Shine of Local and International Students Through The 「Yokohama Kanagawa International Student Employment Promotion Program」</p>

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	<p>In this seminar, we will talk about the employment support for international students under the project “Yokohama Kanagawa International Student Employment Promotion Program promoted by the Yokohama National University and Yokohama City University with the cooperation from companies, universities, and local governments. Through this seminar, we would like to have a brainstorming with you on how to improve and foster an environment in which international students can play an active role in Japan as highly skilled foreign personnel.</p>	
		<p>Mr. Hoshino Takeru Yokohama City Policy Bureau University Adjustment Division</p>
		<p>Ms. Kawase Keiko Yokohama City University International Student Employment Support Coordinator</p>
12:00~12:50	<p>Analyzing Inbound Market Through Data to Understanding the Current Situation and Solution, Presented by Ex-Inbound Person in Charge of the BIC CAMERA</p>	
		<p>Mr. Takuma Rikiya mov Inc Inbound Laboratory Director</p>
13:00~13:50	<p>Vegan Business From the Scale of Eyes, Presented by ” Men Impossible” Owner, the Popular Vegan Ramen Shop in Netherlands</p>	

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	Urgently Invited from Netherlands! The lesson from Mr. Ishida, the owner of “Men I mpossible” , a 100% Vegan & No MSG (chemical seasoning free) / complete reservation system / course only” popular ramen shop in Netherlands.	
		Mr. Ishida Atsushi Representative of the “Men I mpossible”
14:00~14:50	The Forefront of Global Market in Alternative Foods! ~The Sales Strategy to The Meat Eaters~	
	<ul style="list-style-type: none"> • Why the alternative food market attractive? • Major players in the alternative food market • Market needs and developments in the future 	
		Mr. Yamazaki Hiroto Food Diversity Inc Global Strategy Department Vegetarian and Vegan
15:00~15:50	From 「Can eat」 to 「Want to eat」 ! Food Diversity Turns Compromise in to Excitement	
	<ul style="list-style-type: none"> • Latest trend based on specific customer needs and data • How to create an efficient operation in respond to various types of customers • The effective in-house education methods as communication to employees 	
	NA	

Ⅲ. Live Cooking

1. Overview

Event	Live Cooking by SAIDO (Jiyugaoka, Tokyo)
Overview	A live cooking event by the world’ s no. 1 vegan/vegetarian restaurant awarded on the 『Happy Cow The Global Best Vegan Restaurant』 , SAIDO. The chef, Mr. Kusumoto, will cook that world-recognized vegan menu in live. Experience the surprising taste of the plant-based food!



IV. Media Coverage

Media Coverage

Coverage	
19 November 2019 yamatogokoro.jp	
<p>『多文化社会EXPO2019』 あしたのニッポン展で、2020年必要とされる日本のおもてなしを考える</p> <p>2019.11.19</p> <p>いいね! 35 シェア Tweet</p> <p>印刷用ページを表示する ></p> <p>セミナー・イベントレポート</p> 	<p>1日1週間</p> <p>【中国語を活かす】インバウンド新規事業・法人営業担当募集／なんばスカイオ勤務</p> <p>まずはここから インバウンド入門</p> <p>インバウンドセミナー・イベント</p> <p>インバウンド入札案件 最新傾向分析セミナー (12.18)</p> <p>外国人向け 外国人向け商材フェア2019 外国人の『欲しい!』を喚起する商材が集結 (11.27)</p> <p>文化庁 Living History (生きた歴史 体感プログラム) 促進事業説明会 (11.26)</p> <p>インバウンドニュースランキング (24時間)</p> <p>1 「ナショナルジオグラフィック」で東北が2020年ベスト・トリック... (19.11.26)</p> <p>2 2020年トレンド予測「ペットと一緒に旅行」、世界の飼い主4割... (19.11.27)</p>

Multicultural Expo 2019 Organizing Committee
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<https://expo2019.fooddiversity.today/en>