

## i-Urban Exchange Conference 2020



Venues

JP Tower - Hall & Conference / Tokyo International Forum

Date

Feb 12 (Wed) & 13 (Thu), 2020

Scale

160 attendees

D M O r o l e s

Conference venue proposal, reception planning/operation support, city walk map production, guided walks for overseas delegates

O v e r v i e w International conference with workshops jointly hosted by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) and the Cabinet Office. The hosts wanted "Tokyo-ness" to be part of the conference's appeal because young local government staff from all over Japan involved in urban development were attending, so DMO TOKYO Marunouchi offered wide-ranging support, such as providing ecobags, proposing a venue with a sweeping view of Tokyo Station building, and producing an original city walk map with photogenic spots.







Closing reception in an open space with a sweeping view of Tokyo Station building

The hosts requested that the closing event on the last night be held in a venue that shows off Tokyo's good side, so DMO TOKYO Marunouchi proposed that two of the restaurants in Marunouchi House, the restaurant floor on the 7th floor of Shin Marunouchi Building, be hired.

That night was warm for February, so many attendees went out onto the terrace to enjoy the meal and the wine.





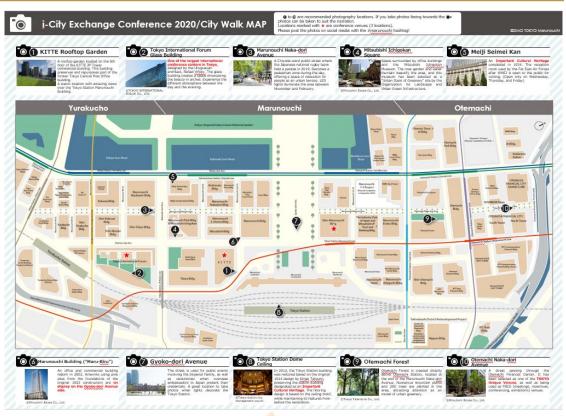




The hosts requested that local government staff involved in urban development take walks to see Marunouchi's photogenic spots, so DMO TOKYO Marunouchi produced its own maps. Ten locations were selected from within the area, and attendees used their maps when walking to the closing event venue.



DMO TOKYO Marunouchi produced an English map and arranged guided walks for overseas delegates





## Client Comment: MLIT's secretariat officer

We asked for support from DMO TOKYO Marunouchi right from the very beginning, when we decided to hold the conference in Tokyo and had to start preparations. We gave them a slightly vague order saying "We want to hold the conference in an area where people can enjoy Tokyo from street level, spending time in Tokyo the way we do, after the conference is over as well." DMO TOKYO Marunouchi provided all the proposals and support in line with our wishes, from arranging the conference venue overlooking the station building in Marunouchi to proposing the menu for the networking session, and the excursion for overseas guests to Marunouchi Nakadori with its dazzling illumination.

In the end, all the conference attendees rated the conference very highly and said they'd like to attend the next conference, so if ever we had the opportunity, we would ask DMO TOKYO Marunouchi for their support.

