

## The 31st General Assembly of the Japan Medical Congress 2023 Tokyo Expo - Rollout of Urban Area-wide MICE with the Largest Medical Congress in Japan



DMO TOKYO Marunouchi works to attract “Urban area-wide MICE”\* in support of business events held over the entire Marunouchi area (Otemachi, Marunouchi, Yurakucho) in collaboration with local partners.

From Saturday, April 15 to Sunday, April 23, the Marunouchi area played host to the 31st General Assembly of the Japan Medical Congress 2023 Tokyo, the largest medical congress in Japan, which consisted of an academic medical conference and an expo (organized by the Japanese Association of Medical Sciences, hereafter the “Expo”). Having over 120-year history, the General Assembly of the Japan Medical Congress had always held its academic conferences and Expos in separate venues, which made it difficult for medical practitioners to attend the Expo. This time, we took several steps to help medical practitioners and the general populace rub shoulders as they organically made their way through the event area to take in the Expo. In addition to the academic conference and the exhibition, we held a number of events focusing on medical care, health, and wellbeing throughout the area, while also holding a public Expo within walking distance of the academic conference site, paving the way for a new style of event encouraging exchange and participation. With some 400,000 visitors expected to attend, the Marunouchi area as a whole came together to capitalize on the valuable opportunities presented when MICE events are held, bringing the Expo to life while creating a lively atmosphere around the area.

\*Urban area-wide MICE: A type of business event where the entire area becomes a stage for the event, rather than any one facility.

● Opening ceremony



The ribbon was cut at the opening ceremony with the Tokyo Fire Department Band providing the fanfare

The opening ceremony held in Marunouchi Building MARUCUBE got underway with an opening concert by the Tokyo Fire Department Band. Following an opening address by Masato Kasuga (Organizing Chairman), and guest speeches by Yuriko Koike (Governor of Tokyo) and Haruo Ozaki (Tokyo Medical Association Chairman), Shigeki Aoki (Exhibition Committee Chairman) declared the opening of the nine-day Expo.

- Numerous wellbeing-focused “area-wide events”



This year’s “Nakadori Street Tug-of-War Competition”, a Marunouchi tradition for this time of year. Photo of the tournament-winning team.

During the Congress, a number of medical care, health, and wellbeing-themed “area-wide events” were held across Marunouchi. One thriving wellbeing-themed event is the “Otemachi-Marunouchi-Yurakucho Nakadori Street Tug-of-War Competition 2023.” Held once a year, this is a mainstay Marunouchi event that turns heads and breathes new life into the area as workers in the Marunouchi area take part in a tug-of-war competition during lunchtime. Now in its seventh incarnation, this event was held in collaboration with the General Assembly of the Japan Medical Congress, coinciding with the Expo. Amidst throngs of onlooking spectators, some 360 office workers of a total of 4,860 vied to claim the No. 1 spot.



Award ceremony

After making their way through the qualifiers, the champion team that triumphed in the championship tournament took on the Teikyo University Rugby Football Club, the winner of the All-Japan University Rugby Championship, in an exhibition match.



A 15-minute radio calisthenics routine - the perfect way to refresh after lunch

In addition to the “radio calisthenics” events held over spring and autumn for area workers, the event was also held as part of the Expo, attracting a large number of workers and Expo visitors alike.

- Events held across multiple locations/area-wide



Marunouchi Bldg. MARUCUBE



Tokyo International Forum



KITTE Atrium



Gyoko-dori Underground Gallery

The Expo was held across a wide range of venues throughout the area, including Marunouchi-Nakadori Street, the Tokyo International Forum, KITTE Atrium, Marunouchi Building MARUCUBE, and the Gyoko-dori Underground Gallery. With events held across multiple venues, the entire area became a stage.

In addition to holding a number of exhibitions on health, medical care, and long life at each venue, a multitude of hands-on event programs were held, delighting children and adults alike.



A Marunouchi shuttle bus with a wrapping advertisement banner



Expo flags on streetlamps on Marunouchi-Nakadori Street



Ambulance exhibition on Marunouchi-Nakadori Street, with ride experiences for children



An urban terrace table adorned in an Expo design

The whole town was staged as a venue for the Expo, providing a welcoming atmosphere for visitors everywhere in the area. A unified approach was taken to dressing up the area, from the shuttle buses circling the Marunouchi area and the banner flags adorning streetlamps lining Marunouchi-Nakadori Street, to the table faces across the Marunouchi-Nakadori Street urban terrace showcasing Expo designs, making it known that events were on to both Expo visitors and general visitors to the area.

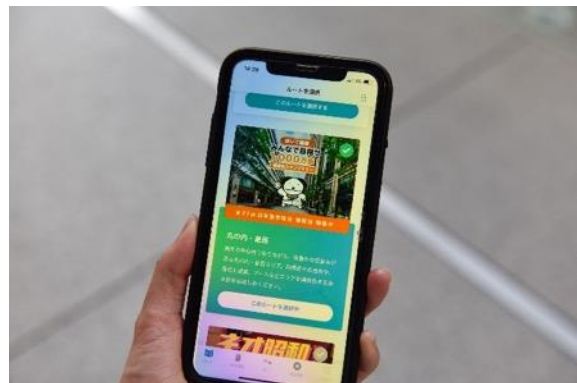
An ambulance exhibition was also held on Marunouchi-Nakadori Street, offering children the opportunity to ride on an ambulance, as well as outdoor classical music concerts held in separate locations across the area. The relaxing sounds of strings, woodwind quartets, and flute trios in harmony helped put the body and mind at ease, giving cause for visitors to reflect on their health and wellbeing.



Outdoor classical music concert



QR code for a stamp rally held at an Expo venue



A "leisurely stroll" throughout the Marunouchi area enjoyed with app in hand





Marunouchi point app coupon



At the Tokyo International Forum. Exhibitors and Maruken

A “Walk for Health. Let’s Aim for 10 Million Steps” limited stamp rally was held in conjunction with the travel app “Hizakurige” during the Expo in an attempt to encourage visitors to get out and explore the Marunouchi/Yurakucho area. Participants scanned a QR code placed at Expo venues and stores within the area and received a prize upon reaching the finish line at “Have a Nice TOKYO!” Have a Nice TOKYO! is a tourist information center in the Marunouchi area that also functioned as a general information center during the Expo.

Maruken, the mascot of the OMY Area Management Association, made an appearance as head cheerleader for the Expo, driving up excitement for the event. Wherever he went, he was surrounded by a sea of smiling faces and a festive atmosphere.

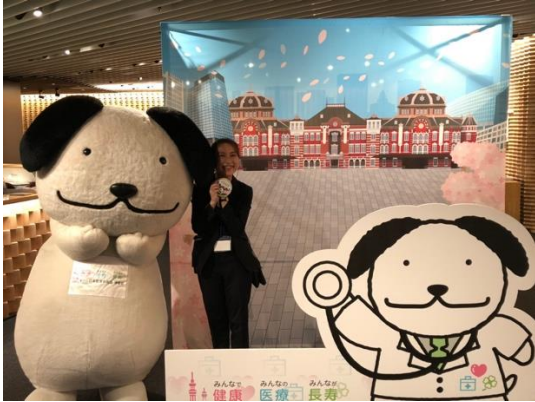
■COLUMN



Comment from the Organizer: Prof. Shigeki Aoki, Professor and Chairman, Department of Radiology/ Data science, Graduate school of medicine, Dean, Faculty of Health Data Science, Board of Trustees Juntendo University

“While I have helped organize and have attended a large number of academic conferences, this is the first I’ve seen to take place over an entire area. With the extensive help and support of everyone from the Marunouchi area, we were able to welcome some 350,000 visitors, and I feel this collaboration was crucial to providing all participants with a deep sense of satisfaction.

As event organizer, I would also like to express my gratitude for the flexibility we were provided to use various facilities around the area and outdoor spaces in combination with one another, and expand or curtail the scope of use based on the sponsorship support available and the number of exhibitors applying to attend, particularly considering the unknowns we faced in relation to what the COVID situation would be like. I saw great potential for pursuing urban area-wide MICE over conventional-style events involving the rental of a large exhibition hall to be filled with exhibition booths”.



Comment from the PCO: Ms. Rika Morita, Medical Solutions Division, Congrès Inc.

“Establishing a mutual understanding between organizers and the host site is essential to the success of urban area-wide MICE. Representatives from the host site were keenly aware of the unique characteristics particular to medical congresses, while the organizers took care to incorporate local attractions into event plans that were promoted.

In preparing for and running the event, we not only needed to coordinate on matters with all parties involved, but also we needed a complete understanding of the rules pertaining to each facility location and space, as well as the procedures required to ensure the event ran to schedule. To this end, DMO TOKYO Marunouchi provided invaluable support, which was a key factor in ensuring that this event was a massive success”.

- Observation tour for MICE industry figures

In the latter half of the Expo, we held an observation tour showcasing examples of urban area-wide MICE for persons involved in the MICE industry. This tour was attended by over 30 representatives from government ministries, other DMOs, and area management groups, who were briefed on the event while actually touring event venues. Following the tour, we opened the floor to a lively exchange of opinions and received a large number of questions on matters ranging from the preparation schedule to specific challenges and how they were resolved.



Observation tour for MICE industry figures

Over its history dating back over 120 years, this marked the first time the Congress had attempted to hold an academic conference and Expo in the same area, at the same time. The Expo ended as a tremendous success, providing an example of how an event can be staged across an entire area, leading to lively exchanges between a diverse array of people gathering in the area. DMO TOKYO Marunouchi will continue to communicate closely with organizers on events as a local co-planner to help their vision take shape, while providing support to deliver greater synergy by coordinating with events held in the area while further promoting urban area-wide MICE.