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**Japan Convention Bureau launches official Facebook page**

Oct 1, 2018 – The Japan Convention Bureau, part of the Japan National Tourism Organization (JNTO) launched an official Facebook page for business events on October 1<sup>st</sup>, 2018. The official account – which differentiates Japan’s business events from general tourism – aims to making information on business travel to Japan easier to obtain for business event planners, travel agents, and event attendees.

The Facebook content illustrates why organizations should take their meetings to Japan by showcasing the destination’s diverse offerings. The latest news concerning meetings, incentives, conventions and trade shows, as well as information on Japan’s cities offers users proof that Japan is a destination meeting planners can’t do without.

The Japan Convention Bureau launched the Facebook page as part of the new campaign that was initiated early this year, with the advertising slogan, “Japan. Meetings & Events - New ideas start here -”. For more information: <https://www.japanmeetings.org/>  
Follow us on Facebook: <https://www.facebook.com/japanmeetings/>

New ideas start here

"Japan. Meetings & Events - New ideas start here -." The slogan of JNTO's Japan Convention Bureau captures the global appeal of Japan as an innovative and exciting destination for international meetings, incentive tours, conventions and events. Organizations that hold events in Japan know that participants will encounter exceptional imagination and ingenuity. The insights and inspiration visitors experience in Japan empower them to drive future business growth.