

<Summary>

- Topics – (P.1)

1. Intercity Partnership between Yokohama and Beijing Set to Begin in Earnest

On April 17, Yokohama concluded the “Acknowledgement of Articles for 2007 Beijing – Yokohama Exchange” regarding an intercity exchange with Beijing and agreed to the articles for exchange and the establishment of exchange centers for 2007. This agreement was a substantiation of the previous agreement, and the intercity exchange plan will now start in earnest.

2. The 2008 Tokyo International Conference on African Development (TICAD) to Be Held in Yokohama

It was announced on 11 May that the Fourth Tokyo International Conference on African Development (TICAD IV) would be held in Yokohama in 2008. TICAD is an international conference which the Japanese government jointly hosts with the United Nations and other organizations, under the theme of African development and environment. This is the first time it will be held in a city other than Tokyo. etc...

- Yokohama footnotes vol.8 - The Appearance of a “Yokohama Street” in Hamburg, Germany (P.4)

“Yokohama Street” has been created in Hamburg, Germany. This street was named to commemorate the friendship between Yokohama Port and Hamburg Port, which have ties as sister ports.

- Events and Info – (P.4)

- ◆ Yokohama EIZONE 2007 – Enjoy cutting edge digital arts!
- ◆ The 14<sup>th</sup> Kanagawa Biennial World Children’s Art Exhibition – Kids’ arts around the world
- ◆ Jazz Information – Summer Jazz Festival etc...

**T Featured Topics**

1. Intercity Partnership between Yokohama and Beijing Set to Begin in Earnest  
- Plans for 2007 Finalized with the Conclusion of a Memorandum of Exchange -

On April 17, Yokohama concluded the “Acknowledgement of Articles for 2007 Beijing – Yokohama Exchange” regarding an intercity exchange with Beijing—something that had been considered for some time—and agreed to the 2007 articles for exchange and the establishment of Liaison Office. In May last year, Yokohama Mayor Hiroshi Nakada visited Beijing. Using the momentum generated by the 2008 Beijing Olympics and the 150th anniversary of the Yokohama Port Opening in 2009, and with the goal of developing friendship between both cities, concluded a “Memorandum for Yokohama - Beijing Intercity Exchange,” to promote exchange between the two cities. This agreement was a substantiation of the previous agreement, and the intercity exchange plan will now start in earnest.

■ Promotion of exchange in multiple fields

Exchange will be promoted in multiple fields such as the economy, tourism, sports, culture, and the environment, with elementary and junior high school exchanges also planned. The main elements of exchange for the 2007 fiscal year are detailed below.

Business	Support the Beijing’s Investment Promotion Business Conference, reciprocal visits by economic exchange groups, and an examination of the state of industry in Beijing.
Tourism	Exchange tourism information, provide reciprocal links to tourism websites, and cooperate in the promotion of tourism.

Culture and Art	Accept Beijing artists under the Artists-in-Residence Program, and cooperate in cultural performances from Beijing which take place in Yokohama.
Sports	Promote sports exchanges between the elementary, junior high and high school students of both cities, and enable Beijing elementary and junior high school students to participate in the World Summit for Children and World Kids Triathlon in 2009.
Education	Accept teachers from Beijing for educational visits, and carry out exchanges between elementary and junior high schools.
Environment and Technology	Coordinate in donating animals from Yokohama to Beijing, and the acceptance of environmental specialists from Beijing.
Other	Establish a liaison center for Beijing in Yokohama.

<Inquiries> International Policy Division, Urban Management and Planning Bureau TEL: 045-671- 2079

## 2. The 2008 Tokyo International Conference on African Development (TICAD) to Be Held in Yokohama!

- Towards a Stage for New Exchanges between Yokohama and Africa -

It was announced on 11 May that the Fourth Tokyo International Conference on African Development (TICAD IV) would be held in Yokohama in 2008. Beginning new exchanges with Africa, with its diverse peoples and cultures, is a very significant opportunity for Yokohama to become an even more international city. In addition to its commitment to a successful conference, as the host city, Yokohama plans to organize lively events to warmly welcome the conference. The conference will be held from Wednesday, May 28 to Friday, May 30, 2008, with the venue to be decided at a later stage through coordination with the Japanese government.

**About the “Tokyo International Conference on African Development (TICAD)”:** TICAD is an international conference which the Japanese government jointly hosts with the United Nations and other organizations under the theme of African development and environment. Held in Tokyo since 1993, this is the first time it will be held in a city other than Tokyo. Initiatives in the international community as well as specific measures towards African development will be pushed forward. Over 1,000 participants including 24 African state leaders gathered at the third conference held in 2003 from 89 countries and 47 organizations including African nations, international organizations, European and American aid giving nations and Asian nations, making it an international conference of an unprecedented scale in the history of diplomacy in Japan.

<Inquiries> 150th Anniversary of the Port Opening & Creative City Headquarters TEL: 045-671-4349

## 3. One of the biggest domestic tourism campaigns to be conducted in conjunction with the JR Group.

- “Yokohama – Kanagawa Destination Campaign” Set to Get Underway -

Yokohama, in conjunction with JR Group companies and tourism related businesses, will be running a major domestic tourism campaign entitled “Yokohama – Kanagawa Destination Campaign” in 2009, which marks the 150th anniversary of the opening of Yokohama Port. After the annual campaign held by Kyoto, this campaign will be the largest domestic tourism campaign, and Yokohama will be the first city (other than prefectures) targeted.

From June 1 to August 31, 2009, Yokohama will be heavily publicized across the country. With media operations on a scale exceeding ¥1 billion just for the JR operations, Yokohama plans to attract visitors by distributing information across the country about attractive tourist areas and events in Yokohama. In particular,

Yokohama will implement a promotion to appeal to visitors centering on activities for the 150th anniversary of the Yokohama Port opening, and aims to encourage 50 million tourists to visit Yokohama in 2009. (In 2006, the number was approximately 40 million.)

**”Yokohama – Kanagawa Destination Campaign” Overview**

Running Period: From Monday, June 1st to Monday, August 31st, 2009.

**■ Features of the Campaign**

- 1 The deployment of promotional materials by the six JR Group companies and the setup of travel products.
  - Advertisements at stations and inside trains, advertorials in travel magazines, and TV program
- 2 The setup of new travel products by travel agencies and related businesses, etc.
- 3 Advertising to attract tourism and the holding of events, focused on Yokohama.

**■ Desired Effects**

- 1 Heavy publicity about the attractiveness of Yokohama through television and magazines, among other media, aimed at the whole country.
- 2 Advertising across the whole of Japan by carrying out activities in conjunction with the JR Group.
- 3 Increase day-trippers and repeat visitors by carrying out a large urban campaign directed at the 43 million people in the greater Tokyo area.
- 4 Strengthening ties between Yokohama, tourist operators and the JR Group, to vitalize Yokohama tourism.
- 5 Uncover new tourism resources.

A “Destination Campaign” is a campaign that identifies the appeal of destinations (prefectures and cities) through a comprehensive campaign, to make the destination more widely known by heavily publicizing it on a nationwide scale, encouraging people to visit. It is the largest domestic tourism campaign, involving local governments, local tourism industry, and the JR Group.

<Inquiries> Tourism Promotion Division, Economic and Tourism Bureau TEL: 045-671-3940

**4. The whole city will become the stage for the 150th anniversary Festival of the opening of Yokohama port!**

- The “150th Anniversary of the Opening of Yokohama Port Core Events” Plan has been developed -

Since its port opened in 1859, Yokohama has led the modernization of Japan, which has welcomed new cultures, technology and talent from around the world. Yokohama is the “origin of modernization in Japan,” and the 150th anniversary of the opening of the port will be a year marking a significant turning point for Japan. In marking this memorable year, from the three themes of “town, port,” “people,” and “festival,” the “Port Opening 150th Anniversary - 120th Anniversary of the City – Basic Plan” was formulated, with a variety of events planned. Among these events, the plan for the main event of the “150th Anniversary of the Opening of Yokohama Port Core Events” to be held under the theme of “Festival,” have now been developed.

**“150th Anniversary of the Opening of Yokohama Port Core Events” Overview**

Under the overall theme of “Start on Voyage,” the events will be held at three locations in Yokohama.

1. Bayside Stage

Providing information about the city development promotion project

- Events will be held across a wide range of fields such as art, the environment, children, international exchange and port town spirit, music, sports, and health.

<Duration> Friday, 1 May – Sunday, 27 September, 2009 (150 days)

<Venue> Pacifico Yokohama Exhibition Hall, Aka-Renga Park, and Osanbashi Hall

## 2. Hillside Stage

Supporting the development of human resources in the next generation by strengthening civil society

- Citizen participative projects will be deployed at the largest bamboo-made venue in Japan constructed using natural materials.

<Duration> Saturday, 4 July – Sunday, 27 September, 2009 (75 days)

<Venue> Yokohama Zoological Gardens

## 3. Theme Stage

Generating a strong feeling about “The Hopes of Yokohama” through gathering all city resources

- Content which allows people to experience the past, present and future of Yokohama will be deployed.

<Duration> Friday, 1 May – Sunday, 27 September, 2009 (150 days)

<Venue> Minatomirai 21

<Inquiries> 150th Anniversary of the Port Opening & Creative City Headquarters TEL:045-671-4248



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### The Appearance of a “Yokohama Street” in Hamburg, Germany

“Yokohama Street” has been created in Hamburg, Germany. This street was named to commemorate the friendship between Yokohama Port and Hamburg Port, which have ties as sister ports. A commemorative naming ceremony was held at the “818<sup>th</sup> HAFENGEBURTSTAG HAMBURG,” the world’s largest port festival, on May 11. The street will be constructed in Hamburg’s Hafen City harbour redevelopment district, and is planned to be complete in the fall of 2008.

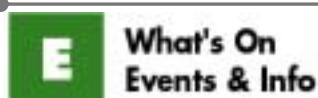
In addition to Hamburg Port, Yokohama has sister, friendship, and trade cooperation ties with 5 ports and sister and friendship ties with eight cities around the world, and conducts exchanges through sports, culture, technology, and other means.

Sister-Friendship Cities (8)	San Diego, Lyon, Mumbai, Manila, Odessa, Vancouver, Shanghai, Constantza
Sister-Friendship Trade Cooperation Ports (6)	Oakland, Vancouver, Shanghai, Melbourne, Dalian, Hamburg
Partner Cities (3)	Beijing, Busan Metropolitan City, Taipei

About Sister Cities and Sister, Friendship Trade Cooperation Trade Cooperation Ports:

<http://www.welcome.city.yokohama.jp/eng/tourism/mame/a3000.html>

<http://www.city.yokohama.jp/me/keiei/kokusai/exchange/exchange.html>



### Summer Events in Yokohama

\* The websites listed are only available in Japanese.

#### ◆ Yokohama EIZONE 2007 - Enjoy cutting edge digital arts!

<Date> Saturday, 28 July – Sunday, 5 August

<Site> Aka-Renga Park 1<sup>st</sup> Building, ZAIM, BankART 1929 Yokohama etc...

<Inquiries> 150th Anniversary of the Port Opening & Creative City Headquarters TEL:045-671-2277

◆ **The 14<sup>th</sup> Kanagawa Biennial World Children's Art Exhibition** - Kids' arts around the world

<Date> Saturday, 4 August – Sunday, 19 August <Site> Kanazawa Plaza for Global Citizenship

<Inquiries> Kanagawa International Foundation TEL:045-896-2899

<Reference> <http://www.k-i-a.or.jp/plaza/biennial/biennail14.pdf>

◆ **Jazz Information** - Summer Jazz Festival

07' Asahi Jazz Festival

<Date> Saturday, 28 July 12:00 – 20:40 <Site> Kodomo Shizen Koen Park – Baseball Ground

<Inquiries> TEL: 045-363-7311 <http://www.asahijazz.net/>

Yokohama Summer Jazz 2007

<Date> Saturday, 5 August 14:00 – 17:30 <Site> Tsuzuki Public Hall

<Inquiries> TEL: 045-943-0682 <http://sound.jp/summerjazz/>

27th Yokohama Honmoku Jazz Festival

<Date> Sunday, 5 August 12:45 – 19:00 <Site> Honmoku Shimin Park

<Inquiries> TEL: 045-943-0682 <http://sound.jp/summerjazz/>

◆ **Kanteitan Festival** - Festival in China Town!

<Date> Monday, 6 August <Site> Chinatown Kanteibyou

<Inquiries> Chinatown Kanteibyou TEL: 045-226-2636 <http://www.yokohama-kanteibyoo.com/event.html>

◆ **Yokohama Beach Volleyball 2007** - A citizen participative beach volleyball competition

<Date> Friday, 3 August – Sunday, 5 Sunday <Site> Marine Park

<Inquiries> Yokohama Sports Association TEL: 045-640-0018 <http://www.yspc.or.jp/ysa/beachvolley.htm>

◆ **The 29th Yokohama Carnival "Hamakoi Dance"** - The hot summer dance will be performed by Yokohama locals

<Date> Saturday, 18 and Sunday, 19 August <Site> Yokohama Station Area

<Inquiries> TEL: 045-319-2533 <http://www.hamakoi.com/top.html>

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## This is Yokohama

World-famous Yokohama lies on a peninsula in Tokyo Bay, approximately 30 kilometers (18 miles) from the capital of Japan. Home to over 3.6 million people, Yokohama is Japan's largest city. The city has built its economic base largely through business with foreign countries since the early days of modern Japan. Today, Yokohama is Japan's second largest trading port in terms of volume. The city enthusiastically welcomes foreign enterprises, international gatherings and a wide variety of internationally oriented events.

Please address any inquiries or feedback to this newsletter to the following persons:

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