

City of Yokohama Newsletter

APEC JAPAN 2010 in YOKOHAMA

Special Edition

<Summary January 2010>

1. Yokohama City has been chosen as the venue for APEC (Asia-Pacific Economic Cooperation) 2010!

Yokohama City has been chosen as the venue for APEC (Asia-Pacific Economic Cooperation) Japan 2010 which held from November 7th to November 14th with the local leaders and cabinet minister of the APEC member economies (21 countries and regions). This is the second time for Japan to host APEC since APEC Osaka in 1995. As for the economic ripple effect with this conference, the new employment creation number is estimated more than 5,000 people and the economic impact to be generated is estimated to be worth over 50 billion yen.

2. The actions of Yokohama City for the APEC Japan 2010

With the basic principles “hospitality,” “appeal,” “enjoy”, Yokohama City will push forward preparations for a conference to be held safely and smoothly to make it significant for the city.

3. Yokohama City ranks the top in the city ranking measured by the number of participants of international conventions

According to the survey conducted by Japan National Tourism Organization (JNTO), in the city ranking measured by the number of participants of international conventions organized in 2008, Yokohama tops the ranking, beating Tokyo. PACIFICO Yokohama, a recommended venue for APEC Japan 2010 by Yokohama City, was the most frequently chosen venue for international conventions across the nation. Currently, renovation of the meeting rooms and facilities in PACIFICO Yokohama are being under way.

---Yokohama Footnotes vol.19---

Yokohama City promoted “APEC Japan 2010 in Yokohama” and “Convention city Yokohama” at APEC Singapore 2009!

TOPICS

1. Yokohama City has been chosen as the venue for APEC (Asia-Pacific Economic Cooperation) 2010!

Yokohama becomes the center of the world attention during a week-long convention

Yokohama City since its port opening in 1859 has developed as an international trade port that faces the Pacific Ocean. Aiming to grow further as an international city and appeal Yokohama as an international city to the world, Yokohama actively conducts bidding for large-scale international conventions.

As a result of dedicated bidding activities, Yokohama City has been chosen as the venue for this year’s APEC (Asia-Pacific Economic Cooperation). This is the second time for Japan to host APEC since APEC Osaka in 1995. APEC is one of the world’s largest international conventions with the number of participants expected to reach 8,000 during one-week session.

Marking as an important milestone for APEC, 2010 is the target year for the region's industrialized economies to achieve the Bogor Goals*¹, the operating principles of APEC and is also the target year to outline a new roadmap.



By hosting for APEC, one of the world's largest conventions, Yokohama City takes the next step forward as such an international convention city acknowledged by the world.

***1 The Bogor Goals:**

These commit "the industrialized economies to achieving the goal of free and open trade and investment no later than the year 2010 and developing economies no later than the year 2020. "The goals were announced in the "APEC Economic Leaders' Declaration of Common Resolve" (Bogor Declaration) adopted in November 1994 at the Leaders' Meeting at Bogor Palace in Indonesia.

[APEC Japan 2010 in YOKOHAMA]

Duration : Sunday, November 7 – Sunday, November 14, 2010

The APEC member economies (21 countries and regions):

Australia, Brunei Darussalam, Canada, Chile, People's Republic of China, Hong Kong China, Indonesia, Japan, Republic of Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, The Philippines, Russia, Singapore, Chinese Taipei, Thailand, The United States, Viet Nam

APEC Japan 2010 in YOKOHAMA	11/7 ~ 8	APEC Japan 2010 Concluding Senior Officials' Meeting
	11/10 ~ 11	APEC Japan 2010 Ministerial Meeting
	11/13 ~ 14	APEC Japan 2010 Economic Leaders' Meeting

Major conventions were held in Yokohama, an International Convention City

Yokohama City acts as the host of various international conventions such as 2002 FIFA World Cup™ final and the 4th Tokyo International Conference on African Development. The compact conferencing is made possible with a good access from Haneda Airport and the downtown of Tokyo, the accommodations with enough quality and quantity, PACIFICO Yokohama which are fully equipped with the function and infrastructure that is necessary for an international conference. In addition, the Minato Mirai 21 district where these convention facilities concentrate is located in waterfront, characterized by beautiful scenery around the port.

【Past conventions held in Yokohama】

- 2008 The 4th Tokyo International Conference on African Development (TICAD IV)
the conference drew over 3,000 participants including 41 heads of African state and government and a number of delegates representing 51 African nations, making it one of the largest international conferences in the history of Japan's diplomatic relations.
- 2006 The 18th UN Conference on Disarmament Issues
- 2002 FIFA World Cup™ final

Economic ripple effect of APEC 2010 is estimated to be worth 53.9 billion to 63.7 billion yen

Direct and indirect economic impact to be generated by APEC 2010 in YOKOHAMA is estimated to be worth 53.9 billion to 63.7 billion yen by 2015, while from 5,257 to 6,271 new jobs are estimated to be created. All in all, Yokohama's entire economy is expected to be further vitalized.



2. The actions of Yokohama for the APEC Japan 2010

With the basic principles “hospitality,” “appeal,” “enjoy”, Yokohama City will push forward preparations for a conference to be held safely and smoothly to make it significant for the city.

Actions to be taken for a successful conference: Circumstance maintenance for secured and smooth conference

- Hold briefing sessions for the citizen to obtain better understandings of and cooperation toward the conference.
- Reinforcement of the safety measures of the facilities of Yokohama management and establishment of firefighting / the emergency care system etc.

The basic three principles to make APEC 2010 in YOKOHAMA a significant initiative

”Hospitality”: We welcome parties concerned with the APEC 2010 and treat the guests in a way that ensures a safe and comfortable stay.

”Appeal”: We emphasize the city’s charms, excellent functionality of convention facilities and innovative projects carried out in Yokohama City

”Enjoy”: Through implementing public relations and relevant events, we make sure that the citizen can get familiarized with APEC member economies.

Promotions to leverage momentum in welcoming APEC 2010 in YOKOHAMA

- Widely publicize APEC 2010 in YOKOHAMA to the citizen and raise their awareness
Banners and sign boards providing information about APEC 2010 in YOKOHAMA will be placed around Yokohama City Hall.
- Enhance understanding among the citizen about APEC in collaboration with the existing events
Working together with large-scale annual events such as Yokohama Kaiko-sai*² (Yokohama Port Opening Memorial Festival) and Yokohama International Festa*³, attempts will be made to generate positive interest in and deepen understanding of APEC 2010 in YOKOHAMA among the citizen.
- Hold APEC-related events aimed at the citizen
Through the APEC-related events, we will encourage the citizen to familiarize themselves with APEC.

*² Yokohama Kaiko-sai (Yokohama Port Opening Memorial Festival) held annually on June 2 – the memorial day for the opening of the Port – is a large scale event under the concept ‘Thanks to The Port’ designed to celebrate the opening of and express appreciation to the Port. It is one of the most popular events, adding color to early summer of Yokohama.

*³ Yokohama International Festival is held in every autumn with an aim to facilitate international exchange and international cooperation in Yokohama City. The Festival introduces to the citizen a broad range of activities conducted by voluntary organizations based in and around the city (including NGO and NPO), which address such issues as international exchange, international cooperation and support for foreign residents in the city as well as introduces activities by international institutions, schools, administrations and corporations.

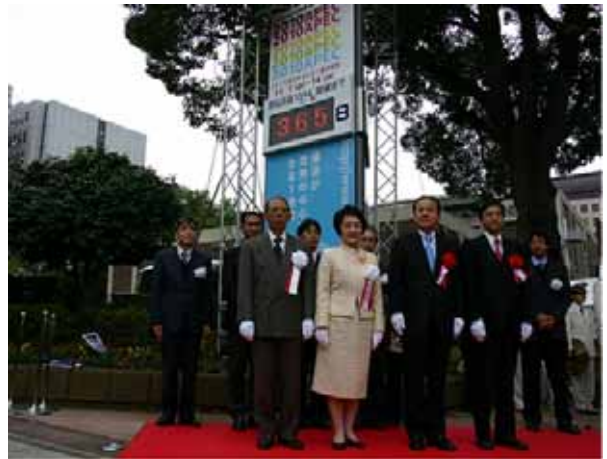
[Launch of APEC 2010 Promotion Council of Yokohama]

In order to make APEC 2010 in YOKOHAMA a successful event, “APEC 2010 Promotion Council of Yokohama,” a locally organized council, was launched in July 2009. With a mission to provide cooperation and support to APEC 2010 in YOKOHAMA, the council was composed of Fumiko Hayashi, the Mayor of Yokohama City as the chairperson, the chairperson of Kanagawa Prefectural Assembly as the deputy chairperson.

Other members include the chairperson of KANAGAWA PREFECTURE EMPLOYER’S ASSOCIATION, the chairperson of Yokohama City Council and the representative of The Yokohama Chamber of Commerce and Industry. The Council will perform such tasks as public relations regarding APEC 2010 in YOKOHAMA, offering cooperation as to hosting and related assistance.

To mark one year prior to the opening of APEC 2010, the Council on November 13, 2009, held an unveiling ceremony of a countdown board (a day countdown clock), and the Mayor, the chairperson of the Council, addressed to the audience in a large number about plans and promotions toward successful hosing of APEC 2010 in YOKOHAMA.

Further, the Council on January 19, 2010, conducted a seminar, the first attempt to deepen public understanding of APEC.



[Launch of Yokohama City Japan APEC 2010 in YOKOHAMA Project Team]

To make concert efforts with the entire city toward success of APEC 2010 in YOKOHAMA, Yokohama City established project team on January 4, 2010, with such members as the Mayor as the chief headquarter and directors of the ward offices and divisions. In parallel, two working teams (development assistance team and Yokohama promotion team) were established. Being composed of section managers of the departments that are deeply involved with APEC 2010 in YOKOHAMA, these teams will perform strategic and cross-departmental tasks in order to achieve every success of the convention.

3. Yokohama City ranks the top in Japan by the number of participants of international conventions

According to the survey conducted by Japan National Tourism Organization (JNTO), in the city ranking measured by the number of participants of international conventions organized in 2008, Yokohama tops the ranking, beating Tokyo, with 184 international conventions conducted in and 234,000 participants drawn to Yokohama in total. Out of 184 international conventions held in Yokohama City in 2008, 97 conventions took place in PACIFICO Yokohama, which is a Yokohama’s core facility and a recommended venue for APEC 2010, making PACIFICO Yokohama the most frequently chosen venue for international conventions across the nation.

Currently, renovation is being under way at PACIFICO Yokohama to enhance functionality of the meeting rooms and improve technological competitiveness such as IT and digitalization. The renovated facility is schedule to be open on March 22, 2010.

[Key Renovations]

1. Strengthen security functions to ensure safety of visiting VIPs.
2. Renovate the meeting rooms that enable more flexible usage
3. Design renovation that reduces long-term maintenance costs.
4. Introduce facilities that reduces carbon emissions

Energy saving and cost reduction efforts will be made by installing LED lights in foyer (lobby) on each floor. Further, carbon emission reduction target, “30% reduction by 2025,” as set by the City as part of the initiative of an “Eco-Model City,” will also be addressed in PACIFICO Yokohama.

Yokohama Footnotes Vol.19

“Yokohama City promoted the APEC Japan 2010 at APEC Singapore 2009!”

Yokohama City have promoted “APEC Japan 2010 in YOKOHAMA” and “Convention city Yokohama” at its booth at the APEC 2009 in Singapore (November 9 – November 15, 2009). At the booth, the city of Yokohama was interviewed by media from home and abroad, and was visited by U.S. Secretary of State Hillary Clinton, Minister of Foreign Affairs Katsuya Okada and Minister of Economy, Trade and Industry Masayuki Naoshima. In addition, Yokohama studied local situations such as influence on civic life and the traffic regulation in Singapore.



U.S. Secretary of State
Hillary Clinton



Minister of Foreign Affairs
Katsuya Okada



Minister of Economy,
Trade and Industry
Masayuki Naoshima

[About Yokohama]

Yokohama lies on the peninsula around Tokyo Bay, approximately 30 kilometers (18 miles) southwest of the capital of Japan. Home to over 3.65 million people, Yokohama is Japan's second largest city. The GDP of Yokohama is about 12.69 trillion yen (roughly 132 billion US dollars). In the early period of Japan's modernization, the port of Yokohama developed as the gateway to the world. The port of Yokohama is top-class in Japan in terms of trade volume even today.

The City sincerely welcomes foreign enterprises, international conferences and a wide variety of international events and also promoting the citizen level exchanges. Today, the city has 8 Sister-Friendship Cities (Constantza, Lyon, Manila, Mumbai, Odessa, San Diego, Shanghai, Vancouver) and 6 Sister-Friendship Trade Cooperation Ports (Dalian, Hamburg, Melbourne, Oakland, Shanghai, Vancouver).

Please address any inquiries regarding this newsletter to the following persons:

>Yuiko Itoh / Satoshi Takahashi

Media Liaison Subdivision, City of Yokohama TEL: +81-45-671-3498

>Kikuko Kuraya / Takuji Hashimoto

Total Communications System Inc. TEL: +81-3-3261-7715 or kuraya.k@pr-tocs.co.jp

