

“YOKOHAMA Week 2010 in Shanghai” Starts from June 28th at the Shanghai Expo 2010

~ Tourism Seminar and Investment Promotion Seminar will be held concurrently ~

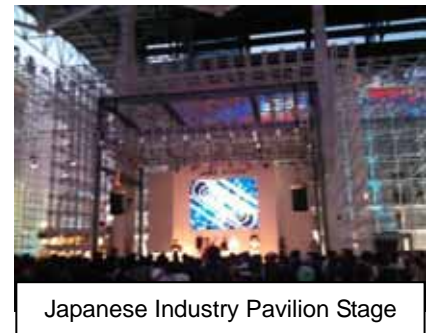
YOKOHAMA, JAPAN –Friday, June 18, 2010 – Yokohama is currently playing the Tourism PR video in the "Hundred Panel Theater" at the Japanese Industry Pavilion of the Shanghai Expo 2010 (from May 1 to October 31), and Yokohama positioned the week from June 28 to July 4 as “YOKOHAMA Week 2010” to hold various events at the Japanese Industry Pavilion stage. In addition to the events, Yokohama will also host the tourism seminar and investment promotion seminar as well as “Yokohama Brand Exhibition” in various parts of Shanghai to densely promote Yokohama.

Haneda Airport will become an international airport in October 2010 by the completion of the fourth runway, which is currently under construction. Due to the internationalization of Haneda Airport, increases of the foreign tourists to Yokohama as well as enormous benefits on attracting the business/convention investment are expected. Due to the internationalization, it is estimated that foreign tourists visiting Yokohama from Haneda Airport will be increased by approximately 340,000 people yearly, out of which about 230,000 people (70%) will arrive from East Asian region (Korea/China/Taiwan).

Yokohama has positioned the year of 2010 as the vital year aiming to increase the number of tourists from neighboring countries in Asia, leveraging the internationalization of Haneda Airport in October. Yokohama expects that this would be a golden opportunity to attract tourists, especially from China, because the number of HNWI (High Net Wealth Individuals) has been increased due to the significant economical growth and the Japanese government will start granting individual Chinese citizens tourist visas as of July this year.

[Japanese Industry Pavilion Stage Event “Kaihin-Roman-no-Miyako Yokohama”]

Yokohama will hold an event “Kaihin-Roman-no-Miyako Yokohama” (“Romantic Harbor City, Yokohama”) at the stage of Japanese Industry Pavilion at the Shanghai Expo 2010 from Monday, June 28 to Sunday, July 4. In this event, the companies and organizations headquartered in Yokohama will entertain audiences daily with lively performances, such as flower performance and classical Japanese dance (Nihon-Buyo). Takuya Komatsu, an entertainer from Yokohama who is rapidly getting popular in China, is the event MC.



Japanese Industry Pavilion Stage

◆Date : Monday, June 28 – Sunday, July 4 10:00 ~ 20:00 2~4 stages/day

Date	Stage	Details
Monday, June 28	Open Rehearsal	---
Tuesday, June 29 Wednesday, June 30	2nd line	FM Yokohama: Music Program Public Recording
Thursday, July 1	Yokohama - Adorable Flower show in Shanghai!	KAORUKO Ltd.: Flower Performance Show by the flower artist, KAORUKO
Friday, July 2	Japanese Traditional Dance & Yukata Dressing Experience	Kanagawa Japan-China Friendship Association: Japan Traditional Dance (Nihon-Buyo) and audience to be dressed in Yukata experience

Saturday, July 3	Promote the “Yokohama de Wedding” to the World	ADIC Inc.: Real couples’ public wedding
Sunday, July 4	Ocean Entertainment Show	Yokohama Hakkeijima Inc. Sea Paradise: Experience in touching marine life etc.

[Tourism Seminar/ Investment Promotion Seminar/Welcome Reception]

On July 2, a tourism seminar and an investment promotion seminar will be held at the hotel in Shanghai city, aiming to generate media exposure in China and to promote the tours to Yokohama as well as to promote investment to Yokohama.

The welcome reception will follow at the same night, and the popular artist duo from Yokohama, “YUZU,” will perform for the first time in China.

◆Date: Friday, July 2

◆Location: Hotel in Shanghai City (Garden Hotel)

Event	Time	Outline
Yokohama Tourism Seminar “Yokohama Presentation in Shanghai”	15:30 ~ 17:30	Yokohama tourism presentation for the media in China and travel agencies
Investment Promotion Seminar	15:30 ~ 17:30	Seminar for the Officials in Shanghai city and Chinese companies potential to invest in Yokohama to promote investment to Yokohama
Welcome Reception	17:45 ~ 19:30	Yokohama promotional event for the participants of tourism seminar, investment promotion seminar, and Officials in Shanghai

In addition to these events, Yokohama will host a “Yokohama Brand Exhibition” in Mei Long Zhen Guan Chang during the “City of Yokohama Week 2010.” At the exhibition, the participants can enjoy exhibition sales of 128 items, such as foods and miscellaneous goods that are produced or sold by 42 companies from Yokohama city, and business meetings are also held.

[Chen Kun, the Chinese Popular Talent, appointed to the Yokohama Goodwill Tourism Ambassador]

Since the popular talent Chen Kun, who is a leading actor and singer in China, agreed to promote Yokohama tourism in China as the Yokohama Goodwill Tourism Ambassador, Yokohama city hosted the ceremony to appoint the ambassador in May 22.

The tenure of the ambassador is three years. As this year’s activities, he will be promoting Yokohama through the Chinese TV program which features traveling to Yokohama and use of the Yokohama goodwill tourism ambassador business card.

The ambassador Chen Kun is quoted by saying,

“ Yokohama is an urban coastal city, at the same time, it has very deep historical relations with China. I myself love Yokohama, so I am looking forward to visiting Yokohama this time. I want to promote Yokohama as an ambassador so that a lot of people in China better understand Yokohama and love the city.”



Ceremony to appoint Yokohama Goodwill Tourism Ambassador. Chen Kun and Yokohama City Mayor Hayashi

Chen Kun is known as the “No.1 multi-talent” by the Chinese media for his stunning talent in various entertainment areas, such as movie, television, and music. He is especially popular among HNWI’s in China and women in 20’s and 40’s who tend to spend a lot of money while traveling, that Yokohama eagerly wants to attract.

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