

Disclosure of Information: preliminary prior announcement of our plan to request proposals, open competition

Announcement Date	Business Department	Project Name (Tentative)	Project Overview	Notice of Scheduled date for Proposal	Remarks
20 March, 2019	Japan National Tourism Organization Singapore Office	Campaigns for Singaporean to increase awareness of Tohoku area in Japan	To plan and execute mass media/online campaign to increase awareness of Tohoku area. - Promoting Tohoku through online B to C, and possibly B to B, channel. - Hosting a familiarization trip for influential person(s) and to help disseminate his/her experience - Possibly including joint online campaign with airlines	Mid April or a little later	Project proposal Competition (subject to tender procedure)
20 March, 2019	Japan National Tourism Organization Singapore Office	Campaigns to increase Singaporean's awareness of attractive local areas of Japan and to suggest diverse travel periods through online travel search/purchase channel	To plan and execute online campaign 1) to increase Singaporean's awareness of the local areas of Japan, as well as 2) to propose off-peak season travel (mainly in Spring and Autumn), through collaboration with online travel agents. 1) is expected to be carried out in around May to Dec 2) is expected to be carried out in around Jan to Mar	Mid April or a little later	Project proposal Competition (subject to tender procedure)

※The project name and the scheduled dates for public announcement may be subjected to change.