



Immediate Press Release

Japan and Singapore Ink Memorandum of Cooperation on Tourism Cooperation

Singapore, January 18, 2016 – The Japan National Tourism Organization (JNTO) and the Singapore Tourism Board (STB) have today entered into a Memorandum of Cooperation (MOC) that will drive greater awareness of both popular tourist destinations and build stronger two-way tourism traffic.

This is the first MOC between both organisations. The occasion also marks the 50th anniversary of diplomatic relations between Japan and Singapore (SJ50).

Held at the Japan Creative Centre, the signatories to the MOC were Mr. Ryoichi Matsuyama, President of Japan's National Tourism Organization (JNTO) and Mr. Lionel Yeo, Chief Executive of Singapore Tourism Board (STB). The ceremony was witnessed by His Excellency Haruhisa Takeuchi, Japanese Ambassador to Singapore; Peter Tan, Deputy Secretary, Southeast Asia & ASEAN and concurrently Deputy Secretary International, Ministry of Foreign Affairs.

“Singapore is currently 9th in place for the global visitor market with more than 70% repeating visitors. As such, Singapore is an important country to Japan for global tourism exchange. With the signing of the MOC today, we hope to establish a deeper mutual Cooperation and in end, promote stronger tourism bonds and partnerships between both nations.” said Mr. Ryoichi Matsuyama, President, Japan National Tourism Organization.

“Today, we enjoy excellent bilateral relationship not only in diplomatic area but also in people to people exchange, and robust tourism is the integral part of that exchange. I would like to express my sincere gratitude to STB, JNTO, Japanese local authorities and tourism industries for their contribution. I believe that this MOC, signed in the beginning of SJ50, will contribute to promote the tourism between the two countries further.” said His Excellency Haruhisa Takeuchi, Ambassador of Japan to Singapore.

“The Memorandum of Cooperation between Japan National Tourism Organisation and Singapore Tourism Board marks an important milestone in the strong relationship between Japan and Singapore. Japan has been and continues to be an important source of visitors to Singapore, just as Singaporeans are also visiting Japan in ever-increasing numbers. With this MOC, we look forward to more collaborations and joint initiatives to continually build awareness and grow two-way tourism traffic for both our destinations,” said Mr. Lionel Yeo, Chief Executive, Singapore Tourism Board

To kickstart the SJ50 partnership, a local food fair will be organised in both countries. Over 20 Singapore restaurants will be participating in the Singapore Food Fair held in Japan from 1 February to 15 March 2016. Visitors can expect common Singapore local food such as Hainanese Chicken Rice, Chili Crab, Bak Ku Teh and more. Also, the Japanese Restaurant Week held in Singapore from 24 February through 8 March will welcome participation from over 80 Japanese restaurants. This event is designed to discover the charms of Japanese local cuisine. Both NTOs will use Japan's largest gourmet information website, Gurunavi, Inc., as a distribution channel to promote the food fair for both destinations.

On top of that, a tourism logo has also been jointly developed featuring Hello Kitty and Dori-tan. This logo symbolises the good bilateral friendship between Japan and Singapore. While the highly-recognised and popular Hello Kitty represents ‘Cool Japan’, Dori-tan represents a five-year-old Singaporean boy who loves Durian and the Merlion, and used to live with his family in Japan. The airplane depicts the outbound travels from both countries. This joint logo will be replicated in all tourism promotional materials and activities over the course of the MOC. For more information about the joint logo, please refer to Annex A.

In addition, Raffles Singapore is delighted to partner with Dassai, one of Japan’s top sake brands to craft a cocktail symbolic of the strong relationship between Singapore and Japan. The “Sakura Sling” is an exotic blend of Dassai 50 Sake, Calvados and the floral notes of St Germain Elderflower liqueur, coming together for a taste signifying friendship and the renewal of spring. Drawing inspiration from the rosy hue of the iconic Singapore Sling originally created at Raffles Singapore in 1915, the Sakura Sling will be available at the hotel’s dining establishments from February 2016.

To mark this jubilee milestone, JNTO has invited Kariyazaki Shogo, a renowned Ikebana (Japanese Flower Arrangement) artist from Japan, to design and create a mega flower exhibit which will be showcased in Singapore Changi Airport. In addition, The Japan Travel Fair, which promotes tourist visits to Japan, will be held in October. Singaporeans may look forward to even more special events and activities planned for SJ50.

SJ50 Memorandum Tourism Logo



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Appendix

Activities under SJ50 Promotions in Singapore by Japan National Tourism Organization, Singapore Office

Activity	Period	Organizers and Partners	Details
Japanese Restaurant Week in Singapore	24 February to 8 March 2016	JNTO & Gurunavi, Inc.	Residents in Singapore can take part in a lucky draw at approximately 80 participating Japanese restaurants in Singapore to stand a chance to win attractive prizes including a free trip to Japan.
Mega Flower Exhibit at Changi Airport	March 2016	JNTO & Changi Airport Group	JNTO has invited Kariyazaki Shogo, a renowned Ikebana (Japanese Flower Arrangement) artist from Japan, to design and create a Mega Flower Exhibit where it will be showcased in Singapore Changi Airport.
Japan Travel Fair	October 2016	JNTO	Singaporeans can look forward to special events and activities planned to commemorate SJ50.

SJ50 special cocktail	End-January 2016 (for a year)	Dassai & Raffles Hotel Singapore	Creation of a SJ50 cocktail in collaboration between Dassai, a Japan's top Sake brand and Raffles Hotel.
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Activities under SJ50 Promotions in Japan by Singapore Tourism Board, Japan Office

Activity	Period	Organizers and Partners	Details
'Double Krisflyer Miles' Campaign	December 2015 to 12 February 2016	STB Tokyo, Singapore Airlines & Changi Airport Group	All customers that purchase their tickets to Singapore and beyond destinations through the Singapore Airlines website during the period for travel on SIA services from 1 January to 30 April will earn double KrisFlyer miles on the Japan-Singapore sectors and stand a chance to win one of 90 \$500 Changi Recommends vouchers. http://www.singaporeair.com/en_UK/promotions/sj50-double-miles-campaign-dec15/
Special coverage in <i>FRaU</i> magazine	February 2016 Edition	STB Tokyo & Kodansha	Over 50-page special feature of Singapore in addition to a 12-page 'book-in-book' which can be used as a travel guidebook.
SJ50 Singapore Special Promotion Deals (TBC)	End-January 2016 – up to December 2016	STB Tokyo & various Singapore trade	More than 10 tourism stakeholders offering an array of special deals and experiences under the SJ50 campaign. http://www.sj50.jp (up on 28 January 2016 onwards)
SJ50 special cocktail	End-January 2016 (for a year)	Dassai & Raffles Hotel Singapore	Creation of a SJ50 cocktail in collaboration between Dassai, a Japan's top Sake brand and Raffles Hotel.
Promotion with Rakuten Travel	27 January 2016 – 31 March 2016	STB Tokyo & Rakuten Travel	Ten times 'Rakuten Super Points' offered for airfare, hotel and package bookings for Singapore through Rakuten Travel during the campaign period. http://travel.rakuten.co.jp/ (up on 27 January 2016 onwards)
Singapore-inspired 'bento' boxes	March 2016 onwards	Seijio Ishii	Seijio Ishii is an upscale supermarket chain with more than 100 stores in Japan whose Laksa bento box won the "2015 Best Lunch Box Award" organised by the New Supermarket Association of Japan. Seijio Ishii will be developing new Singapore-inspired products to commemorate SJ50.
'Singapore Food Fair in Japan'	1 February to 15 March 2016	STB Tokyo & Gurunavi	In partnership with Gurunavi, the Japan's largest online food guide and application, over 20 Singapore restaurants will be participating in the Singapore Food Fair held in Japan and diners can enjoy popular Singapore local dishes such as Hainanese Chicken Rice, Chili Crab, Bak Ku Teh and more.

'Sarong Kebaya Exhibitions'	19 April to 12 June 2016	Fukuoka Art Museum	Exclusive exhibitions of Sarong Kebaya collections at museum in Fukuoka and Tokyo.
	25 July to 11 September 2016	Shoto Museum of Art in Tokyo	
A movie featuring Japanese 'Ramen'	Fall 2016	Zhao Wei Films	Eric Khoo, one of the most celebrated directors from Singapore, will be working on a new film about 'Ramen', one of the most popular Japanese foods around the world. The film will be a co-production between Singapore and Japan and will feature major cast from Singapore and Japan. It is scheduled to be released in fall 2016.
Sales Promotions of Singapore Tours	From April 2016 onwards	STB Tokyo & travel trade partners in Japan	Sales promotions of Singapore tour packages with major Japanese tour operators in Tokyo, Osaka, Nagoya and Fukuoka

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About Japan National Tourism Organization

Affiliated with Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism, the Japan National Tourism Organization (JNTO) was founded in 1964 with the mission of enticing foreign travellers to Japan.

Since its founding, JNTO has effectively functioned as the Japanese government's bureau of tourism. JNTO maintains 14 offices in key cities around the world, through which a wide range of tourism related promotions are carried out. Each office is responsible for promoting travel and tourism to Japan; one of the most important functions is to help the travel industry encourage their clients to visit Japan.

About Singapore Tourism Board

Singapore Tourism board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, please visit www.stb.gov.sg or www.yoursingapore.com or follow us on Twitter @STB_sg (http://www.twitter.com/stb_sg)

Annex A – Joint Tourism Logo

To commemorate the 50 years of diplomatic relations, a joint logo is created for Tourism: Japanese mascot, Hello Kitty and Singapore mascot, Dori-tan. This logo symbolises the collaborations between Japan National Tourism Organisation and Singapore Tourism Board and exhibits the bilateral tourism between Japan and Singapore. The Hello Kitty mascot symbolises the character of "Cool Japan" while Dori-tan represents a five-year-old Singaporean boy who used to live with his family in Japan. Dori-tan is inspired by Singapore's iconic Merlion and the King of Fruits, the Durian. It was originally created by STB's Japan office in 2007 for marketing and promotional purposes.

Annex B – SJ50 Logo Description



A lively font is used for "50" to express an image of constant progression for the diplomatic relations between the two countries. In addition, the initials of the two countries "S" and "J" are used to create the "SJ50" catchphrase. A symbol that best represents each country, "Singapore = Merlion" and "Japan = Mount Fuji", were added to the numbers. The oval shape in the background emphasises "Exchange" and "Interaction" between the two nations. The common colour in the two countries' national flags, red, is selected as the main colour. Together with the colour gold that symbolises "Golden Jubilee", this colour combination provides an elegant image for the logo.