

**For Immediate Release**

**6<sup>th</sup> Edition of Japan Travel Fair Returns to Takashimaya Square**

**Singapore, 29 September 2017** – The Japan National Tourism Organization (JNTO) Singapore Office will host the sixth edition of Japan Travel Fair (JTF) from 6 to 8 October 2017 (Friday to Sunday), 1000hr to 2130hr, at Basement 2, Takashimaya Square. This is an exclusive travel fair that caters to visitors choosing Japan as their holiday destination in autumn, winter and spring.

This is the first time JNTO Singapore is adopting VR technology as a means to bring Japan closer to its visitors. It is now possible to fit on Virtual Reality (VR) goggles and teleport away to famous Japan destinations like Shirakawago, Goshikinuma and Mt. Aso! Experience the close proximity of these picturesque sights like never before. Visit the Japan Virtual Experience booth and embark on a magnificent 360-degree VR Japan Travel.

There will be 12 major participating local travel agencies offering special promotional Japan products. JNTO's travel partners consisting of prefectural and municipal offices, railway companies, hotel groups and other travel related companies will be exhibiting too. Representatives from these various Japanese organisations will be on site to share the latest Japan travel information and brochures.

**Local Travel Agencies (In alphabetical order)**

Apple Vacations	Follow Me Japan
ASA Holidays	H.I.S International Travel
Chan Brothers Travel	Hong Thai Travel
CTC Travel	Joy of Japan
Dynasty Travel	JTB
EU Asia Holidays	Nam Ho Travel

**Japanese and Local Exhibitors (In alphabetical order)**

Candeo Hotels	Ishikawa Prefecture
Canon Singapore	Japan National Tourism Organization Singapore
Don Quijote	Kamikochi (Japan Alps)
Gifu	Matsumoto City
Gunma Prefecture	Okinawa
Hiroshima Prefectural Government	Visit 3 ~Sapporo · Matsumoto · Kagoshima~
Home of Mt. Fuji – Shizuoka / Kanagawa	West Japan Railway Company
Hoshino Resorts Tomamu (Hokkaido)	Yokoso Japan Tour & Hotel

**Redemption of Complimentary Gifts with Purchases at Japan Travel Fair 2017**

Visitors who purchase Japan group tours, free and easy packages or return air tickets at the travel fair will receive complimentary JNTO travel care kits. There will be additional novelties for SilkAir / Singapore Airlines (SIA), Japan Airlines (JAL) and All Nippon Airways (ANA) customers respectively.

- The first 400 SilkAir / SIA customers will receive exclusive SilkAir / SIA NETS FlashPay Cards (without stored value)
- The first 50 JAL customers will receive exclusive JAL NETS FlashPay Cards (without stored value)
- The first 20 ANA customers will receive original ANA tote bags or umbrellas

All gifts are redeemed on a first-come, first-served basis and while stocks last!

**Buy Japan Travel Products and Win Big Prizes**

Stand a chance to win attractive prizes with any purchases of Japan packages (group or free and easy tours) or return air tickets to Japan. The prizes are a pair of return economy class tickets to Hiroshima by SilkAir (taxes are not included), one Canon EOS M10 with EF-M15-45mm kit and Eat at Seven SGD300 dining voucher by ANA.

## Highlights of Japan Travel Fair 2017

### Opening Ceremony on 6 October 2017

There will be a special opening ceremony on Friday, 6 October 2017, from 1700hr to 1830hr. The Guest of Honour, Ambassador of Japan to Singapore, His Excellency Kenji Shinoda will deliver the opening address and officiate the Kagamibiraki (sake barrel opening ceremony) with JNTO Singapore Office's Executive Director, Mr. Masatoshi Miyake and other distinguished guests.

### Make a Date with Pikachu

Meet and greet session with the adorable and popular anime character, Pikachu, from the Pokémon series. Pikachu will make special appearances at the centre stage. Customers who purchase the EOS M10 kit at the travel fair will receive free Pikachu shoulder plush toys and photo opportunities with the bubbly Pikachu at the Canon booth. The timings for Pikachu's stage appearances are listed as below.

- 7 October (Saturday) – 1800hr to 1830hr
- 8 October (Sunday) – 1500hr to 1530hr

### Travel Showcase by Mediacorp Artiste, Kym Ng

Mediacorp artiste, Ms. Kym Ng will present a travel showcase on stage to talk about her wonderful and memorable Japan trips. She will share some of her photos taken of the beautiful Japan destinations. Visitors will also stand a chance to participate in Japan travel related quizzes and win prizes.

- 8 October (Saturday) – 1400hr to 1430hr

### Shamisen Performance

Shamisen is a traditional Japanese 3-stringed musical instrument. It is played with a plectrum (bachi in Japanese). The well-known Tsugaru Shamisen musician, Mr. Keisuke Ito will perform a few Japanese popular tunes. As Singapore is a multi-racial country, he will also play a lively Malay folk song, Rasa Sayang. Below is his performance schedule.

- 6 October (Friday) – 1530hr to 1600hr and 2000hr to 2030hr
- 7 October (Saturday) – 1200hr to 1230hr, 1730hr to 1800hr and 2000hr to 2030hr
- 8 October (Sunday) – 1100hr to 1130hr, 1630hr to 1700hr and 1900hr to 1930hr

### Freestyle Football Demonstration

Mr. Kotaro Tokuda, who is also known as Tokura, is one of the leading Japanese freestyle footballers. He was crowned world champion in 2012 and travels around Japan to conduct workshops and lectures as an ambassador of freestyle football. Tokura is well-known for his signature ninja-style tricks such as the spectacular backflip catch. Hailing all the way from Japan, he will do a live demonstration of freestyle football at the 3-day travel fair. Learn a few simple football tricks from Tokura at the following timings.

- 6 October (Friday) – 1400hr to 1430hr and 1900hr to 1930hr
- 7 October (Saturday) – 1100hr to 1130hr, 1600hr to 1630hr and 1900hr to 1930hr
- 8 October (Sunday) – 1200hr to 1230hr, 1700hr to 1730hr and 2000hr to 2030hr

### Japanese Candy Art Sculpting Demonstration

With a keen interest in cooking and handicrafts, Ms. Minori Baba of Kobe, self-taught and mastered the intricate skills behind candy art. She travels widely to share her passion through various entertaining candy art demonstrations, and is very well-known to bare-handedly sculpt hot candies (at temperatures measuring between 80-90 degree Celsius) into animals, flowers and cartoon characters. She is also the only Japanese candy art artiste to sing while sculpting candies. Come and watch Ms. Baba's lively and sweet demonstration at the following schedule.

- 7 October (Saturday) – 1400hr to 1430hr
- 8 October (Sunday) – 1530hr to 1600hr and 1815hr to 1845hr

**Japanese Arts and Crafts**

The JTF has prepared a lineup of fun and creative arts-and-crafts sessions for both the young and the old. Visitors who are interested in Japanese handicrafts should make their way down to the activity booth for a hands-on session with the Japanese instructors who will guide them along. Select from your preferred choice of Japanese arts and crafts, Chigirie (Japanese paper art), Japanese Candy Art, Kumihimo (Japanese braid making) and Kingyo Neputa (painting of Japanese paper goldfish).

**About Japan National Tourism Organization Singapore Office**

Established in May 2006, Japan National Tourism Organization (JNTO) in Singapore is one of its 20 overseas offices of Japan. Working closely with its headquarters in Tokyo, the local government and tourism offices of Japan, JNTO has been actively promoting Japan tourism in Singapore.

In its 11<sup>th</sup> year in office here, JNTO has been an active and committed exhibitor at major local travel fairs, with the support from its 47 prefectural tourism offices promoting inbound tourism to Japan.

###