



Why we established the MICE Research Institute

Congress Corporation Group is an industry leader and as such our social responsibility requires us to expand our activities in support of the industry and the efforts on a national scale to promote Japan as a tourism-oriented country.

No other organization or company has been devoted to conducting research activities in this field up to now. We believe that we are ideally placed, and that the time is right, to take on this role.

Utilizing the extensive achievements of the Congress Corporation Group, we intend to undertake a diverse range of activities as a think tank, aiming to drive forward development of the MICE industry in Japan and the region, in line with our vision for the future.

Practical surveys and research for real business

Just as there is both basic and clinical research in the field of medicine, think tanks are engaged in both academically-grounded research and research geared for business. While basic academic research is undoubtedly of great importance, the MICE Research Institute aims to concentrate its activities on business research and consultations.

Major Activities

1 Various projects to support domestic and international conferences and exhibitions

- Support for the promotion, financial planning, general planning and launch of international and domestic conferences and exhibitions
- Consulting services on the entrustment of secretariat services for academic associations, and the organization of annual meetings by academic associations' secretariats

2 Promotion of PFI and PPP (privatization of government enterprises)

- PFI and PPP for large audience facilities, including conference and cultural facilities
- Participation in PFI projects such as a SPC, special purpose companies
- Selection and dispatch of review board members

3 Planning and research for the development of conference and cultural facilities

- Marketing
- Design consulting
- Facility management consulting

4 Research of MICE projects overseas

- Organizers and organizing bodies
- Conference and exhibition venues
- Research and surveys of MICE-related suppliers, organizations, etc.

5 Publicity and publishing related to MICE

Major Achievements of the Congress Corporation Group

Research, promotion, planning and consulting for conventions

- Basic research for the promotion and holding of large-scale international conventions
- Formulation of plans for holding large-scale international conferences
- Research for the bidding process and preparation to bring the 10th Convention of the Parties to the Convention on Biological Diversity (COP10) to Japan
- Editing and production of a guidebook for the Japan Tourism Agency on the promotion of international conferences
- Research on the status and implementation of MICE in Japan

Consulting for development of conference facilities

- Osaka Conference Hall (provisional name) (Located at the north side of Osaka Station)
*Congress Corporation is now independently creating a convention facility, which we will operate after the opening.
- JP Tower International Conference Center (provisional name) pre-opening consultation services (Located near Tokyo Station; Marunouchi district)

Experienced Facility Manager/Operator

- Nagoya Congress Center
- Aichi Women's Center (Will Aichi)
- Nagaragawa Convention Center
- Niigata Science Museum
- and many others

