



# Official and popular names decided for the new Minato Mirai MICE facility opening in spring 2020

The new facility, including one of the largest multi-purpose halls in Japan, can respond to increasing demand in the MICE market.

**PACIFICO Yokohama** (official name: Pacific Convention Plaza Yokohama; location: Yokohama, Kanagawa Prefecture, Japan; President and Representative Director: Takashi Suzuki), **one of the largest MICE\*1 complexes in Japan, is delighted to announce that the official name and popular name of our new adjacent Minato Mirai MICE facility have been decided. The new MICE facility will be developed by Yokohama City and operated by PACIFICO Yokohama (the site is Minato Mirai 21, Central District, Block 20).**

Like large-scale banquet halls in advanced MICE facilities overseas, our new MICE facility will have one of the largest multi-purpose halls\*2 in Japan, with a capacity to hold parties for 5,000 people. We anticipate that the new facility will contribute to further market expansion in areas such as international and domestic conventions, and large-scale incentive travel.

In the field of hosting international conferences, PACIFICO Yokohama is proud of our top track record in Japan\*3, and through this expansion of our business, we look forward to creating even greater economic benefits in the future.



Exterior view of PACIFICO YOKOHAMA NORTH

## 1. Official name

**Yokohama Minato Mirai International Convention Center**

## 2. Popular name

**PACIFICO YOKOHAMA NORTH**

\*The popular name was decided through consultations with Yokohama City, considering features such as the convenience of integrated use with PACIFICO Yokohama.



PACIFICO YOKOHAMA NORTH (right, low-rise) and the existing PACIFICO Yokohama (left)

(The high-rise building toward the front right is The Kahala Hotel & Resort Yokohama)



The largest multipurpose hall in Japan

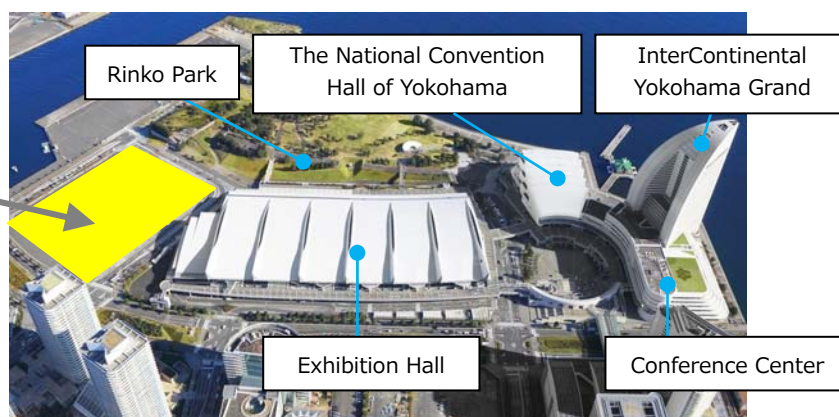
Note: These perspective images are based on the latest design plans, so they may differ from the actual building.

## ■ PACIFICO YOKOHAMA NORTH – Facility Outline

|                          |   |
|--------------------------|---|
| Location                 | 1-9-2 Minato Mirai, Nishi-ku, Yokohama City<br>(Minato Mirai 21, Central District, Block 20)  |
| Number of floors         | 1 underground floor, 6 floors above ground  |
| Maximum Height           | 36.2m   |
| Total Floor Area         | Approx. 47,000 m <sup>2</sup>   |
| 1F<br>Multi-purpose Hall | Approx. 7,600 m <sup>2</sup><br>(Ceiling height is 10m, and the pillar-free space has an effective area of 6,337 m <sup>2</sup> .)<br><ul style="list-style-type: none"> <li>•The largest multipurpose hall in Japan</li> <li>•Carpeted floor</li> <li>•Can be divided into up to 8 sections</li> <li>•Maximum capacities according to layout: School: 4,000 persons, Theater: 6,000 persons, Buffet: 5,000 persons, Round tables: 2,300 persons</li> </ul> |
| 2F-4F<br>Meeting Rooms   | 6,185 m <sup>2</sup><br><ul style="list-style-type: none"> <li>• 42 large, medium-size, and small conference rooms suitable for meetings, seminars, and parties</li> <li>•Area 78 - 587 m<sup>2</sup> Total 6,185 m<sup>2</sup></li> <li>•Ceiling height 2.9 - 5.7 m</li> <li>•Maximum capacities according to layout: School: 290 persons, Theater: 480 persons, Tables forming a square: 100 persons, Island layout: 280 persons</li> </ul>               |
| Regular Parking          | Space on site for 200 vehicles  |
| Planned Opening          | Spring 2020   |
| URL                      | <a href="http://www.pacifico.co.jp/english/floorguide/north/tabid/620/Default.aspx">http://www.pacifico.co.jp/english/floorguide/north/tabid/620/Default.aspx</a>   |
| Notes                    | Adjacent to our new facility, Resorttrust, Inc. plans to open "The Kahala Hotel and Resort Yokohama."   |

### Overall view of PACIFICO Yokohama

### Block 20 PACIFICO YOKOHAMA NORTH construction site



#### \*1 About MICE

MICE is a generic term for business events and an acronym which stands for Meeting (corporate meetings), Incentive Travel (incentive, training travels organized by companies), Convention (general assemblies, academic conferences organized by international organizations and academic societies) and Exhibition / Event (exhibitions, trade shows, and events).

#### \*2 Multipurpose hall

This is a carpeted hall, similar to the banquet halls in advanced MICE facilities overseas, that can be used for a variety of purposes.

#### \*3 Based on "International Conference Statistics" issued by JNTO (Japan National Tourism Organization).

URL <http://www.pacifico.co.jp/english/pacifico/news/tabid/558/Default.aspx?itemid=442&dispmid=1511>

**About PACIFICO Yokohama**

Designed with the "ALL IN ONE" concept that brings together conference rooms, exhibition halls, and hotels in one place, PACIFICO Yokohama is one of the largest MICE complexes in Japan.

The hotel's uniquely beautiful exterior evokes the image of a sail catching the wind, while the National Convention Hall design represents "seashell," the Exhibition Hall "wave," and the Conference Center "light." At the tip of the hotel on the ocean side sits a statue of Michibiki who prays for safe voyages.

Opened in 1991, it leads Japan in hosting international conferences, with easy access in about 30 minutes from Tokyo and Tokyo International Airport.

**About Yokohama Minato Mirai International Convention Center**

The city of Yokohama is developing facilities through a PFI (Private Finance Initiative) in order to establish itself as an international hub city for MICE. Our company has entered into a contract with the city of Yokohama as a business operator (authorized operator of public facilities based on the PFI law) to run this facility.

These contents will also be included in a press release from Yokohama City on the same day.

**For inquiries regarding this matter, members of the press are asked to contact:**

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