

2nd Aichi-Nagoya Press Tour



[Schedule] Monday, October 28 to Tuesday, October 29, 2019

[Theme] <Fusion between industry and tourism and exploration of the latest technologies>

- Cosmetic products originating in a mountain village in Aichi
- Beauty tourism – a unique kind of tourism in the world
- An endeavor to develop flying cars
- Commitment to “creating ever-better cars”

Aichi-Nagoya has world-class clusters of next-generation industries including aerospace and robotics, in addition to various traditional industries such as pottery, ceramic ware, and textiles, and automobiles, the dominant industry. It also offers diverse attractions that span history, tradition, and culture, including the samurai culture, Nagoya-meshi (Nagoya’s unique cuisine), and a wealth of tourist sites.

This tour will take participants to Aichi-Nagoya where the G20 Foreign Ministers’ Meeting will be held in November to visit a rural community where local revitalization efforts are underway utilizing locally available ingredients for cosmetics and meet R&D teams that are developing the cars of the future.

[Itinerary for news coverage]

1. Sanshin Mining Ind. Co., Ltd.

We will visit a mine where sericite is extracted to be used in cosmetics.

2. naori

We will interview people who are engaged in beauty tourism, a unique kind of tourism in the world.

3. CARTIVATOR and SkyDrive

We will visit R&D teams which are working together on the technical and business development of flying cars.

4. Toyota Technical Center Shimoyama of Toyota Motor Corporation

We will visit a test course with difficult driving conditions and interview R&D personnel about the development of fun-to-drive cars.

5. G20 Aichi Nagoya Foreign Ministers’ Meeting Promotion Council

Participants will learn about the work being done by the Promotion Council to ensure the success of the G20 Foreign Ministers’ Meeting.

6. NAGOYA KANKO HOTEL

Participants will inspect the meeting venue. (The hotel will also be used as accommodation.)

[Tour itinerary]

1. Schedule

* The schedule is not yet finalized, and is subject to change without notice.

<Day 1: Monday, October 28>

08:33-09:57 Tokyo Sta. to Toyohashi Sta. (Hikari No. 505)
11:30-12:30 Lunch at Chazen-ichi, a soba restaurant included in the Bib Gourmand list in the Michelin Guide 2019
13:00-15:00 Sanshin Mining Ind. Co., Ltd.
15:15-16:30 naori
18:30-19:00 NAGOYA KANKO HOTEL (inspection of the venue of the G20 Foreign Ministers' Meeting)
19:00-19:30 Explanation of the project by the G20 Aichi Nagoya Foreign Ministers' Meeting Promotion Council
19:30-21:00 Dinner

<Day 2: Tuesday, October 29>

09:00 Departure from NAGOYA KANKO HOTEL
10:00-12:00 CARTIVATOR and SkyDrive
12:15-13:15 Lunch at Sushi Houbai, a sushi restaurant included in the Bib Gourmand list in the Michelin Guide 2019
14:00-16:00 Toyota Technical Center Shimoyama of Toyota Motor Corporation
17:15 Nagoya Sta.
18:02-19:43 Nagoya Sta. to Tokyo Sta. (Nozomi No. 240)

2. Qualifications to participate: Professional reporters who are employed by or under a continuous contractual relationship with the press headquartered outside Japan, who engage in news coverage and other activities related to reporting, and who wish to publicize information in articles or programs through the news coverage of this press tour.

3. Participation fee: 10,000 yen (including travel expenses, accommodation fees, and food expenses for the entire itinerary, departing from and returning to Tokyo Station)

* Details including the method of payment and cancellation fees will be notified later to participants.

4. Number of applicants: 10 (one writer and one cameraman per company; up to two persons per TV company)

* If the number of applicants exceeds 10, we may set an upper limit for the number of participants by country.

5. Language: An English interpreter will accompany the tour.

6. Application method: Send an email with the following information for each applicant.

(1) Email: shohei.kato@mwt.co.jp

(2) Required information: 1) affiliation, 2) country of the company's head office, 3) job title, 4) name, 5) gender, 6) email address, 7) telephone number (which can be reached during the tour), 8) type of media (e.g., TV, newspaper, magazine), 9) name of intended media of publication, 10) language to be used in communication (English or Japanese), 11) remarks, etc. (e.g., dietary restrictions, smoking)

* Applicants will be notified later whether they can participate.

7. Contact persons: Imai and Kato, MEITETSU WORLD TRAVEL, INC.

Tel: +81-52-211-2315 (in Japanese)

Email: shohei.kato@mwt.co.jp (in Japanese and English)

8. Remarks:

(1) This press tour is organized by the G20 Aichi Nagoya Foreign Ministers' Meeting Promotion Council, and is planned and managed by MEITETSU WORLD TRAVEL, INC.

(2) The details of the tour are subject to change without notice.

(3) Participants are required to pay the participation fee to cover part of the expenses, but the tour is not a profit-making project.

(4) The organizer shall not be held liable for any inconvenience, trouble, accident, etc. that may arise during the tour.

(5) When taking photos or recording videos, participants are required to follow the instructions of the staff in charge.

(6) This press tour is organized to enable participating reporters to write articles, etc. and provide information about Aichi-Nagoya to the world. Participating reporters are requested to publicize the information as widely as possible based on news coverage, and to send photocopies, etc. of published articles.

(7) Participating reporters are required to answer a questionnaire after the tour. Answers may be made public, without disclosing the names and companies of the respondents, for the purpose of future reference.

[Detailed itinerary for news coverage]

1. Sanshin Mining Ind. Co., Ltd.

Cosmetic products originating in a mountain village in Aichi

We will visit the site where a rare mineral is mined and supplied worldwide and interview Mr. Misaki, president of Sanshin Mining Ind. Co., Ltd., about the mining business and how the company adds value to the mined sericite.

In Toei-cho, Kitashitara-gun, Aichi Prefecture lies one of the world's few sites producing high-purity sericite. Here, Sanshin Mining mines sericite clay and purifies it using its proprietary technology. The purified sericite is supplied to many cosmetic manufacturers in the U.S., Europe and Southeast Asia to be used in the production of cosmetic foundation products.

The mining of sericite ore and digging in search of sericite veins are done manually by the employees, who have to carry the ore by hand because the rock vein is so hard that it is impossible to widen the tunnel.

With its 70-year history of resource development, the company is now researching compounding techniques to add value to sericite and expand the applications of high-purity sericite. The company is keen to further purify rare sericite to make it more useful for society.



(photos courtesy of Sanshin Mining Ind. Co., Ltd.)

2. naori

Beauty tourism – a unique kind of tourism in the world

We will visit the naori hands-on workshop to make cosmetic products, and also interview Ms. Ooka who started naori about her thoughts on community development and future prospects for beauty tourism.

The naori workshop, which is based in an abandoned elementary school building, offers a hands-on experience in making cosmetic products using sericite mined by Sanshin Mining and other natural ingredients from Toei-cho, a municipality surrounded by a beautiful natural environment. Visitors are invited to make mineral powder foundation, cheek and eyeshadow powder, lip cream, bath bombs and body powder.

Designed to facilitate community development, the naori workshop aims to revitalize the mountain village by promoting beauty tourism.



(photos courtesy of naori)

3. CARTIVATOR and SkyDrive

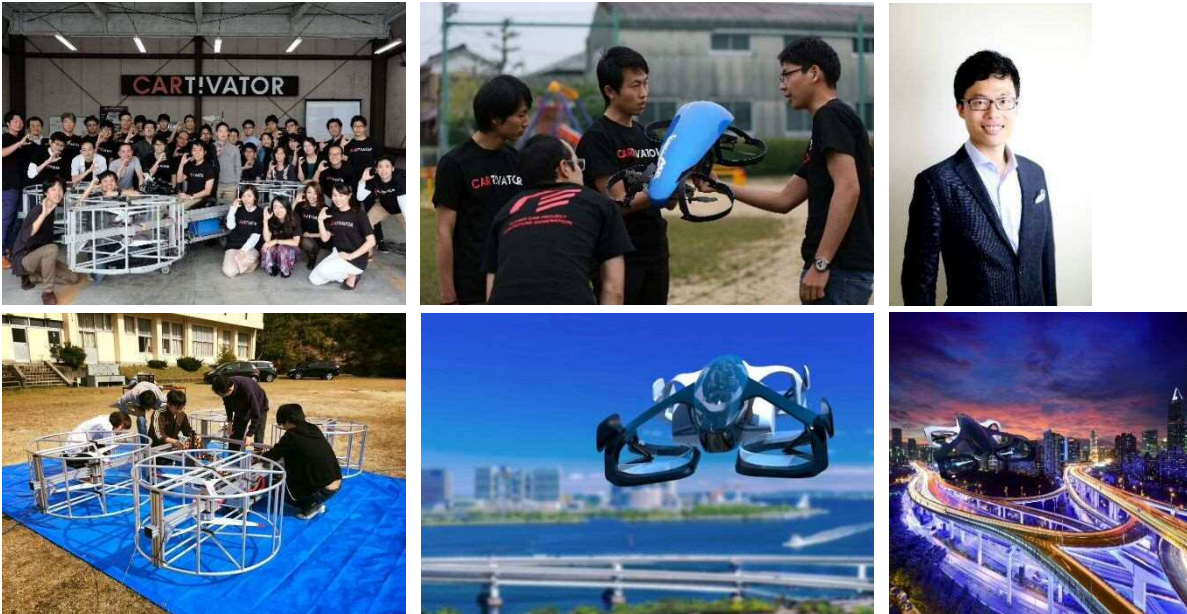
An endeavor to develop flying cars

We will visit developers of next-generation mobility options and interview Mr. Fukuzawa, co-representative of CARTIVATOR, about his thoughts on the future prospects for cars and his dreams.

CARTIVATOR is a voluntary group which was set up in 2012 and currently has more than 100 members, mainly young people from the automobile and aviation industries and start-up businesses. SkyDrive is a joint-stock company established by some of the CARTIVATOR members in 2018. These teams collaborate on the technical and business development of flying cars.

In their main R&D facility, which was established with the support of Toyota City, Aichi Prefecture, they are engaged in the manufacturing and maintenance of prototypes using machine tools and meeting spaces available in the facility, as part of a trial-and-error process of developing flying cars. They also conduct test flights using disused facilities administered by Toyota City.

These teams are striving to fulfill their mission: to bring dreams to the next generation by offering innovative mobility options.



(photos courtesy of CARTIVATOR and SkyDrive)

4. Toyota Technical Center Shimoyama of Toyota Motor Corporation Commitment to “creating ever-better cars”

We will visit the Toyota Technical Center Shimoyama, a new R&D base of Toyota Motor Corporation, and interview its staff about their thoughts on the development of cars and environmental preservation measures at the Center.

Toyota Motor Corporation has been constructing a new R&D center in the hilly area spanning Toyota City and Okazaki City, Aichi Prefecture. Development of the central section of the construction area, with the country road test course at the center, has already been completed, and a facility called Toyota Technical Center Shimoyama was partially opened on April 25, 2019. Committed to creating ever-better cars, Toyota Motor built a new test course that simulates road conditions in various parts of the world based on its experience of test-driving Toyota cars around the world.

Toyota Motor is determined to develop fun-to-drive cars by test-driving all Toyota cars on diverse roads around the world and on the new test course with difficult driving conditions in order to perfect their cars.



(photos courtesy of Toyota Motor Corporation)

5. G20 Aichi Nagoya Foreign Ministers' Meeting Promotion Council

Efforts by the local community to ensure the success of the meeting

Executives of the council will explain the efforts made by the local community at NAGOYA KANKO HOTEL, the venue of the G20 Foreign Ministers' Meeting.

The G20 Aichi Nagoya Foreign Ministers' Meeting Promotion Council was established to offer local community support to ensure the success of the G20 Foreign Ministers' Meeting in Aichi-Nagoya and globally publicize the attractive features of the region. The Council consists of the Aichi Prefectural Government, City of Nagoya, local economic organizations, tourist organizations, and transport companies.



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