



The Japan Council of Local Authorities for  
International Relations, Singapore

# CLAIR

## SINGAPORE

REGIONAL NEWS OF JAPAN

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## Visit Japan!

In recent years, Japanese local governments are making efforts to attract tourists from overseas as a way of enlivening their regions. In accordance with such trends, The Japan Council of Local Authorities for International Relations, Singapore (CLAIR Singapore), participated for the first time in an international travel fair in Singapore as an exhibitor to promote tourism in Japan.

Singapore was designated as one of the key markets for the Visit Japan Campaign \* this year and various events took place. We would like to report on our participation in the international travel fair.

## NATAS HOLIDAYS 2005

**NATAS HOLIDAYS 2005** was held at Suntec Singapore Exhibition Hall for three days from Friday, September 9, to Sunday, September 11. CLAIR Singapore participated in this travel fair to promote tourism in Japan.

Besides CLAIR Singapore, there was also participation from other representatives of Japanese National and Local Authorities such as JNTO (Japan National Tourist Organization), Hokkaido, Aomori Prefecture, Iwate Prefecture, Akita Prefecture, The City of Osaka, International Business Organization of Osaka, Kanagawa Prefecture and Shizuoka Prefecture. Universal Studio Japan, Creative Tour and JTB also participated.

CLAIR Singapore partnered with JNTO to put up attractive booth designs that emphasized the beauty of the four seasons in Japan. You might have the impression that the cost of traveling in Japan is very high. However, in actual fact, like many other Asian countries there are also many nice restaurants where you can enjoy delicious Japanese cuisine and stay at comfortable hotels at reasonable prices. If you take a closer look, you will find that there are a lot of reasonably priced restaurants and hotels in Japan.

Further, with Japan's rich culture, history and abundance of nature, there are many places that we can offer you as sightseeing spots besides well-known Tokyo and Kyoto. 83 different kinds of tourism brochures supplied by 50 prefectures and designated cities were displayed and approximately 14,000 copies were

distributed. Two computers were also set up so that travel-related questions such as methods of access to the various destinations or time tables of public transportation could be promptly dealt with using the internet.

*(to be continued to page 2)*



\* The Visit Japan Campaign is a Japanese government-led campaign involving the public and private sectors with a target of attracting 10 million foreign tourists to visit Japan by the year 2010.

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The booth attracted many visitors who came to find out more about the various destinations all over Japan. Visitors came to seek information on not only famous tourist destinations, but also less well-known ones like Shirakaba Kogen in Nagano prefecture, Shirakawa Go in Gifu prefecture and Kumano Kodo in the southern Kansai area, which were included in travel packages marketed by Singapore travel agencies or introduced by TV shows.



We have learnt a lot through our participation in the travel fair and Singaporeans showed keen interest in shopping, theme parks adventures and good food. We would like to make full use of this experience for further tourism promotional activities in the future.

## New Staff from Miyako City, Iwate Prefecture

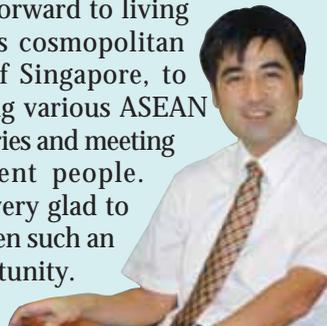
Deputy Director : Mr. Fujiharu Tanaka

In October 2005, I came to Singapore with my family and started my new job at CLAIR Singapore. I am from Miyako, the easternmost city of the main island of Japan. The city is located in the middle of Rikuchu Coastline National Park and is blessed with a beautiful sea and abundant seafood.

I have visited five countries in the ASEAN region before, and my impression of the ASEAN

countries is that of lush nature and plenty of delectable cuisines, just like my hometown. For the next two and a half years, I look forward to living in this cosmopolitan city of Singapore, to visiting various ASEAN countries and meeting different people.

I am very glad to be given such an opportunity.



## CLAIR News

### ASEAN Region Local Administration Forum 2005

From 29 November to 2 December 2005, CLAIR Singapore organized the ASEAN Region Local Administration Forum 2005 in Cambodia, co-organized by Cambodia's Ministry of Interior. The theme of the forum was human resource development for local administrative officials, an urgent need indicated by Cambodia as it faces a serious shortage of qualified personnel at the local level. The main conference conducted on 30 November in Phnom Penh was attended by a total of 110

participants comprising of Cambodian officials from the central and local governments including H.E. Prum Sokha, Secretary of State, and Japanese representatives of local authorities, as well as Mr. Michihiro Kayama, Chairman of the Board of Directors of CLAIR. The Director General of the General Department of Administration H.E. Sak Setha gave an overview of the current situation of personnel training in Cambodia. Representatives from the Local Autonomy College and the Hyogo Prefectural Civil Service Personnel Training Institute also introduced the ways in which Japan conducts its training programs. The presentations were followed by a spontaneous round of Q&A session. More details of the forum will be in the next issue.

For further information on our activities or Japanese Local Authorities, please contact CLAIR Singapore office.



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