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Aichi Prefectural Government (JAPAN) Email Newsletter
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Aichi Prefectural Government plans to use this Email Newsletter to provide overseas visitors with the latest information on corporate incentives, tourism and various other activities in Aichi prefecture on a regular basis. If you get the chance, we hope that you will come back and visit Aichi prefecture again some day.

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1 Inauguration of IKEA's distribution center!

- October first 2008, a grand ceremony was organized on the occasion of the achievement of IKEA's distribution center in Yatomi City in Aichi prefecture. This center would be the core of distribution for IKEA's products in Japan.
- Mr. Masaaki Kanda, Governor of Aichi, Mr. Masaharu Shibata, Chairman of Greater Nagoya Initiative Center and Mr. Stefan Noreen, Ambassador of Sweden in Japan attended this inauguration. They celebrated it in the IKEA's traditional way: Log cut.
- The opening of IKEA's logistics center is the result of the activities of Aichi prefecture, including the top sales by Governor Kanda, in order to attract the foreign companies. Aichi will now expand its activities for the promotion of the foreign investment to encourage the opening of offices and shops.

2. HOT NEWS – COP10!

- In this section, we provide you regularly the information on the COP10.

"The 10th Conference of the Parties to the Convention on Biological Diversity Promotion Committee" was founded!

- To promote the conservation and sustainable use of biodiversity and create a harmonious environment between the human life and the nature, and also to support the organization of COP10 to be held in October 2010, Aichi prefecture has established a promotion committee.
- Mr. Masaaki Kanda, Governor of Aichi assumed the role of Chairman of this committee. Representative President is Mr. Takehisa Matsubara, Mayor of Nagoya, and Mr. Kunihiro Okada, President of Chamber of Commerce and Industry and Mr. Fumio Nagoya Kawaguchi, President of the Chubu Economic Federation are chosen as Vice-Presidents.
- A symbol logo of the committee was also created. We hope to give the dynamism to the organization.

3. Festival on the environmental challenges: Messe Nagoya 2008

- Messe Nagoya is an International trade fair, made its debut in 2006, carrying on the philosophy of the World Exposition Aichi 2005. This event took place this year from 11 to 14 September in the Port Messe Nagoya, the biggest exhibition site of Aichi. About 45000 people visited.

- 340 Japanese and foreign enterprises and organizations have introduced their products and technologies under the theme "Environment and Energy". A lot of visitors seemed to be interested in these exhibits.

- Website of MESSE NAGOYA

- <http://www.messenagoya.jp/> (in Japanese)

- <http://www.messenagoya.jp/english/index.html> (in English)

- For more information on the Port Messe Nagoya

- <http://www.u-net.city.nagoya.jp/pmn/> (in Japanese)

4. New lines at the Central Japan International Airport (Centrair)

- Finnair linking Helsinki in Finland and the Centrair has announced the project to increase their direct flights. There would be 7 flights per week against 4 flights actually.

The trip with Finnair is the fastest way to connect Japan and Europe. Going to Europe for business and leisure will be much easier.

- Please use The Central Japan International Airport Centrair, when you come to Aichi Prefecture!

- For more information,

- <http://www.centrair.jp> (Official website of the Central International Airport, in Japanese and English)

- <http://www.chunichi.co.jp/article/centrair/news/> (in Japanese, Chunichi Shinbun website)

5. Nagoya Festival: Parade by the locals historical figures

- Nagoya Festival which started in 1955 is the biggest festival for celebrating the fall season in Aichi Prefecture. The parade of local historical figures, the main event of this festival, was held at 11 and 12 October. Three famous historical personages of our region, Nobunaga Oda, Hideyoshi Toyotomi and Iyasu Tokugawa, lead this parade with 700 people wearing the traditional costumes in the streets of Nagoya.

- This parade takes place every year. If you come to Aichi prefecture in autumn, the most comfortable season, please enjoy this festival!

- For more information,

- <http://www.ncvb.or.jp/contents/>

- (site of Nagoya Convention & Visitors Bureau, in Japanese, English, Chinese and Korean)

■Related websites

Aichi Prefectural Government: <http://www.pref.aichi.jp/index-e.html>

Investment and Trade Division: <http://www.pref.aichi.jp/ricchitsusho/index.html>

Tourism and Convention Division: <http://www.pref.aichi.jp/kanko/index.html>

Aichi Enterprise Bureau Investment Promotion Division: <http://www.pref.aichi.jp/youchi/e/index.html>

I-BAC (Aichi-Nagoya International Business Access Center): <http://www.i-bac.jp/>

GNI (Greater Nagoya Initiative): <http://www.greaternagoya.org/>
Sightseeing Association Aichi: <http://www.aichi-kanko.jp/index.asp>
JETRO: <http://www.jetro.go.jp/en/invest/region/aichi/index.htm>

- The month of October is one of the most comfortable periods in Japan. From long years ago, we have a custom to call the month differently. October is so called "Kannazuki". This name means the month when there are no gods. In the Shinto tradition, the gods of Japan left their shrines and congregated annually at Izumo Taisha, one of the most ancient and important Shinto shrines, located in Tottori prefecture.

- You can find the back numbers in the website;
<http://www.pref.aichi.jp/ricchitsusho/boeki/report/newsletter.html> (in English, French and Chinese.)
The next newsletter will be sending in January 2009.

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