

# Japan National Tourism Organization

## Press Release

### Japan National Tourism Organization at the MITM 2017 Travel Fair KL

Japan National Tourism Organization is pleased to inform that we are participating in the MITM 2017 TRAVEL FAIR KL at Mid Valley Exhibition Centre, from 11 - 13 August 2017.

#### ★ MITM 2017 Travel Fair KL Theme: Beautiful Japan

Ask anyone who has visited, and they will tell you: Japan is one of the most beautiful places in the world. The country offers a full range of nature and culture, from subtropical beaches to snowy mountains, futuristic skylines to ancient temples.

Japan is a country of exquisite nature-beautiful in all four seasons. After the hot summer season in August, comes the merry season, “autumn”. Japan for centuries is popular for viewing of the autumn leaves. All over the place, you will see people try to find the best spots to view the beauty of the stunning blend of yellow, orange and red leaves. The season lasts from September through to early November. Next, comes the winter. Winter is perhaps one of the best times to visit the Japanese archipelago and admire its most beautiful sites in a light layer of snow especially in the northern area, the most famous remains the Sapporo Snow Festival and welcoming in the New Year. But one of the winter activities you must try is bathing in an outdoor “onsen” - hot spring, relax in the hot water while snow falls all around you - a truly unforgettable experience.

This year, JNTO is bringing the beautiful Japan to life with a particularly aesthetic object and also a stunningly decorative object that best represent for traditional Japanese culture, the “Wagasa” – the Japanese umbrella. Wagasa is made out of bamboo and washi paper – the equally famous Japanese paper. We decorate our booth with “Wagasa” in traditional pattern to create the most beautiful effect and provide a certain magic which evokes the motivation to visit Japan.

JNTO have especially lined-up various activities to visitors with a 3-day showcase at MITM 2017 Travel Fair KL that are determined to in immersing visitors to the beautiful scenery, culture, and traditions unique to Japan. Activities range from the traditional to the contemporary, authentic matsuri games like, playing “Wanage”, typical Japanese culture thing, Origami lessons and Japanese Shaved Ice that is a popular sweets often sold in Matsuri Festival, savour the taste of delicious festival foods like Sushi.

Also, a mystery gift will be given to visitors who take part in our questionnaire survey & click “like” on our Facebook Page (Visit My Japan).

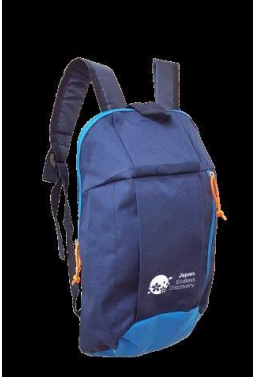
So, come and visit our booth to find out more about beautiful Japan! Endless discovery awaits you!

Booth No.: C074-C075

# Japan National Tourism Organization

## ★Gift Redemption

Show a copy of the booking receipt to redeem your choice of gift, while stocks last.



In addition to the choice of gift above, visitors may also stand a chance to bring home an additional wonderful gift at the “Draw & Win” lucky draw during redemption.

## ★Highlights of the Japan Booth

### ❖ Activities : Sushi demonstration & tasting

Sushi (すし) is the Japanese vinegared rice with raw fish food. Too famous to explain. This time, we cooperate with Sushi-Tei and give you a fascinating demonstration following to the tasting. Don't miss it!

#### Dates & Times:

**12<sup>th</sup> Aug 2017 (Sat) / 3:00pm – 4:00pm**

**13<sup>th</sup> Aug 2017 (Sun) / 3:00pm – 4:00pm**



### ❖ Activities: Japanese Shaved Ice

**Kakigori** (かき氷) is a Japanese shaved ice dessert flavoured with syrup and sold in festivals, convenience stores, restaurants etc. during the hot summer months. Please try this! It's a different from Malaysian ice kacang.

#### Dates & Times:

**11<sup>th</sup> Aug 2017 (Fri) / 3:00pm – 4:00pm / 6:00pm – 7:00pm**

**12<sup>th</sup> Aug 2017 (Sat) / 4:00pm – 5:00pm**

**13<sup>th</sup> Aug 2017 (Sun) / 4:00pm – 5:00pm**



## Japan National Tourism Organization

### ❖ **Game: Wanage**

Wanage (わなげ) is a popular game in Matsuri Festival in Japan. It is very easy, just throw the ring to the pole ahead. Throw to the target pole and you can get a small toy or a snack.

#### **Dates & Times:**

**11th Aug 2017 (Fri) / 2:00pm – 3:00pm / 5:00pm – 6:00pm**

**12th Aug 2017 (Sat) / 2:00pm – 3:00pm / 6:00pm – 7:00pm**

**13th Aug 2017 (Sun) / 2:00pm – 3:00pm / 6:00pm – 7:00pm**



### ❖ **Activities: Origami**



Origami (折り紙) is the art of paper folding, which is often associated with Japanese culture and the goal is to transform a flat sheet square of paper into a finished sculpture through folding and sculpting techniques.

#### **Dates & Times:**

**11th Aug 2017 (Fri) / 12:00am – 1:00pm / 4:00pm – 5:00pm**

**12th Aug 2017 (Sat) / 12:00am – 1:00pm / 5:00pm – 6:00pm**

**13th Aug 2017 (Sun) / 12:00am – 1:00pm / 5:00pm – 6:00pm**

To find out more, kindly visit Japan National Tourism Organization's Malaysia Website: [www.jnto.org.my](http://www.jnto.org.my)

### **JNTO Kuala Lumpur Office**

**Executive Director Ms. Chiemi MARUYAMA**

#### ■ **For media and other enquiries, please contact:**

Mr. Daisuke OUCHI (info\_kul@jnto.go.jp)

Address: 1st Floor, Chulan Tower, 3 Jalan Conlay, 50450 Kuala Lumpur, Malaysia

Tel: +60-3-2712-4770

FAX: +60-3-2722-7516

Website: (Local) [www.jnto.org.my](http://www.jnto.org.my) (Language: English)

Website: (Global) [www.jnto.go.jp](http://www.jnto.go.jp)

Like us on Facebook! : <http://facebook.com/Visit.My.Japan/>