

Press Release |

MATTA Fair KL 2019 – Japan National Tourism Organization

Japan National Tourism Organization (日本国家旅游局) is pleased to inform that we are participating in the MATTA Fair KL 2019 at PWTC, from 15 – 17 March 2019.

MATTA Fair KL 2019 Theme: Fascinating Japan (绚丽无限 • 日本)

Japan is filled with countless places that inspire and enchant visitors. From historic castles and eye-catching floral displays to unusual landscapes that look pulled from a completely different country.

It is impossible to think of springtime Japan without an iconic image of a sea of cherry blossom trees awash with perfect pink blooms instantly coming to mind. As spring approaches, the entire nation turns a shade of pink. Months before they arrive, retailers switch into sakura mode – cue supermarkets filled with plastic cherry blossom flowers and cherry blossom-flavored innovations in convenience stores. When the blooms actually arrive, it's to indulge in one of the nation's all-time favorite pastimes – hanami, which literally translates as “looking at flowers” and refers to flower appreciation picnics under the blooms.

Unlike the nation's famed public transport system, the cherry blossoms are not as punctual as tourists might like. Some years they arrive early following a spell of warm weather; other years, chillier temperatures make them late or downpours bring an early demise. The 2019 sakura season is expected to arrive earlier than the past year, both in central and southern Japan. The first cherry blossoms are expected in Tokyo on 21 March, Osaka on 25 March and Hokkaido 3 May 2019 according to Japan Meteorological Corporation. After Sakura season, Shibazakura (Moss Phlox), Wisteria, Nemophila, Tulip....various kinds of beautiful flowers can be seen in Japan. Get all your travel information for Japan here at the JNTO booth!

That's not all, come and join us for fun activities at MATTA Fair KL 2019. Get a customized calligraphy hand fan and take memorable photos in traditional Japanese Yukata. Food lovers rejoice as we will be having a salmon cutting demonstration and visitors will get a true taste of Japan. Interact and have photo session with our cosplayers where they might turn themselves into your favorite anime's character. There will also be a sharing session by KOL on what and where to visit in Japan. The latest information can be obtained at the exhibitor booth from Japan.

So, see you there on 15 – 17th March 2019 at the PWTC to know more about your next trip to Japan!

MATTA Fair KL 2019 – Japan National Tourism Organization

Date : 15 March 2019 (Friday) to 17 March 2019 (Sunday)

Venue : PWTC Hall 1 | Booth no: 1161 - 1184

List of Japan Exhibitors includes prefectural officers, government and private organizations;

	Japan Exhibitors
Local Government / Tourism Organization	Chiba Prefecture
	FUKUOKA
	Fukuoka Tourism Promotion Association / Nishitetsu Group
	GIFU • JR CENTRAL
	KOBE TOURISM BUREAU
	OKAYAMA
	Tokushima (Shikoku)
	OKINAWA -Oasis of Japan -/沖縄
	Top 3 Cherry Blossom Locations in the Michinoku Region
Transportation	HOKKAIDO RAILWAY COMPANY
	JR EAST
	JR-WEST
	Keisei Skyliner (Narita Airport⇔DownTown Tokyo)
	Tokyo Metro Co.,Ltd.
Accommodation	dormy inn/Onyado Nono/Global Cabin
	Hankyu-Hanshin-Daiichi Hotel Group
Service / Retailer	AEON HOKKAIDO
	Don Quijote Co.,Ltd 驚安の殿堂 ドン・キホーテ
	ItoYokado & Ario Shopping Center
	Slow Life HOKKAIDO Tours
	VISONDATA (M) SDN. BHD.

Gift Redemptions

Visitors who purchased Japan travel packages or travel pass during MATTA Fair March 2019 are able to redeem your gift at Japan Pavilion's booth while stocks last. Customers will only need to show the original copy of the booking receipt and tour itinerary at the JNTO redemption counter.



Travel Packages – Travel Adapter



Travel Pass – Luggage Tag

- Term & conditions apply. If and only the customer purchase any Japan Travel Packages / Travel Pass during MATTA Fair March 2019 and redeem on the same day of purchase.
- Based on first come first serve basis, while stock last.

In addition, a mystery gift will be given to visitors who take part in our questionnaire survey & also click “Like” on our Facebook Page.

Highlights and Activities

*All activities are subject to change without any notice

Cosplay Appearance

Cosplay Appearance (コスプレ), cosplayers turn themselves into your favorite anime’s character. Interact, mingle and have photo session with them now.

Date & Time

16th March 2019 (Sat) 4:00pm – 4:30pm

17th March 2019 (Sun) 3:30pm – 4:00pm



Salmon Cutting Demonstration

Sushi (すし) is the Japanese vinegared rice with raw fish food. We will be cooperating with Sakae Sushi this time to give visitors a fascinating demonstration followed by the sushi tasting. Don’t miss it!

Date & Time

16th March 2019 (Sat) 2:00pm – 3:00pm

17th March 2019 (Sun) 2:00pm – 3:00pm



KOL Talk Show – May Ho

KOL - May Ho is invited to Japan Pavilion by sharing her trip and experience in Eastern Hokkaido.

Date & Time:

16th March 2019 (Sat) 12:30pm – 12:45pm, 3:30pm – 3:45pm



Japan Name Hand Fan

Japanese calligraphy (書道:shodo) also called 習字:shuji) is a form of calligraphy, or artistic writing, of the Japanese language. For this time, write down visitors name in Japanese to our original hand fan for a small gift.



Date & Time:

15th March 2019 (Fri) 12:00pm – 12:30pm, 3:00pm – 4:00pm
16th March 2019 (Sat) 11:00am – 11:30am, 6:00pm – 6:30pm
17th March 2019 (Sun) 11:00am – 11:30am, 6:30pm – 7:00pm

Yukata Photo Session

Yukata (浴衣) is a Japanese garment, a casual summer kimono usually made of cotton or synthetic fabric, and unlined. Popular to be worn during Matsuri season in Japan. Try and enjoy taking photo with our Japanese beautiful backdrop.



Date & Time:

15th March 2019 (Fri) 12:30pm – 1:00pm, 4:00pm – 5:00pm
16th March 2019 (Sat) 11:30am – 12:00am, 6:30pm – 7:00pm
17th March 2019 (Sun) 11:30am – 12:00am, 4:00pm – 5:00pm

Muslim Blogger Talkshow

Muslim blogger is invited to Japan Pavilion by sharing his/her trip and experience in Japan.

Date & Time:

17th March 2019 (Sun) 12:30pm – 12:45pm, 5:00pm – 5:15pm



Exhibitor PR

Stage PR related to Japan Travel by exhibitor will be held. Anyone who is planning to travel to Japan should not miss out this exciting activity to know more about Japan.

Please refer daily activity schedule at Japan Pavilion's Booth @ MATTA Fair KL 2019.



To find out more, kindly visit Japan National Tourism Organization's Malaysia Website: www.jnto.org.my

Please like our Facebook Page (Visit My Japan)

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