

Press Release

Japan National Tourism Organization at the MATTA FAIR 2017

Japan National Tourism Organization is pleased to inform that we are participating in the MATTA Fair KL 2017 at PWTC, from 8 - 10 September 2017.

★ MATTA Fair KL 2017 Theme: Beautiful Japan

Japan is a bit of a conundrum. With its mix of busy, ultramodern cities; futuristic skylines; small towns where little about the way of life has changed over the centuries; culture steeped in intricate tradition; and beautiful scenery, Japan is filled with countless look that inspire and enchant visitors. Japan can be whatever you want it to be.

Japan has four distinct seasons; March to May is spring; June to August is summer; September to November is autumn; and December to February is winter. Each season has very different temperatures and climates.

The viewing of autumn leaves is called momijigari in Japanese. It is one of the beautiful seasons that you can discover its absolute beauty in Japan. Autumn colors start from the north, and the average time for appearing autumn foliage in Japan may vary depending on temperatures. They can be seen first at the beginning of September in Daisetsuzan, a picturesque spot for the viewing of colorful autumn foliage in Hokkaido, and then they move southward and arrive in Kyushu where the best season is at the beginning of December.

Japan is cold in winter, with temperatures below freezing. The northern island of Hokkaido, the Japan Alps and much of the Japan Sea coast get a lot of snow. The rest of the mainland gets some snow, and average temperatures around 1-5°C. But the weather is usually clear, crisp and pleasant, not damp. Tokyo gets very little or no snow. In the mountains of Japan, snowfall is especially plentiful, making Japan an incredible ski and snowboarding destination. The most well-known places to enjoy Japan's legendary powder are Hokkaido and the Japan Alps (the latter played host to the 1998 Winter Olympic Games). While onsen can certainly also be enjoyed at other times of the year, nothing compares to sitting in a mountain onsen, surrounded by a white landscape with snow falling on you as you soak. It's one of the quintessential Japanese experiences, and not to be missed.

This year, JNTO is bringing the beautiful Japan to life with a particularly aesthetic and 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 fashion 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 for visitors with a 3-day showcase at MATTA Fair 2017 that are determined to immerse visitors with the beautiful scenery, culture, and traditions unique to Japan. Activities range from the traditional to the contemporary, authentic matsuri games like, playing “Shateki”, typical Japanese culture fair games, Yukata photo sessions and Japanese Onigiri that is a popular food sold in convenience stores, savour the taste of delicious festival foods like Sushi.

Representatives from Japan stretches from north to south; the north island of Hokkaido and the southern island of Okinawa, will be showcasing their latest attractions and render travel information and tips to the visitors. MATTA Fair is the biggest travel fair event that JNTO participates. Variety of booths are waited for you to find out more attraction of Japan in this MATTA Fair !

★List of Japan exhibitor includes: prefectural offices, government and private organizations

JAPAN Exhibitors

1. VISONDATA (M) SDN BHD (Wi-Fi)
2. Okayama City & Maniwa City (Local government)
3. KANSAI Tourism Bureau (Local government)
4. TOHOKU (Local government)
5. Hokkaido Otaru City (Local government)
6. IBARAKI PREFECTURE (Local government)
7. OKINAWA / 沖縄 (Local government)
8. CHIBA PREFECTURE (Local government)
9. EAST JAPAN RAILWAY COMPANY (Transportation)
10. Tokyu Hotels (Accommodation)
11. GIFU / JR-CENTRAL (Local government / Transportation)
12. WEST JAPAN RAILWAY COMPANY (Transportation)
13. Gastronomy Tourism in Osaka Kansai (Local government)
14. AEON HOKKAIDO (Retailer)
15. WASHINGTON HOTEL & HOTEL GRACERY (Accommodation)
16. Hokkaido Tourism Organization (Local government)
17. Prince Hotels & Resorts / Seibu Railway (Accommodation)
18. Shinjuku, Hakone, Enoshima, Kamakura ~Odakyu Group~ (Transportation)
19. WAKAYAMA (Local government)
20. STUDY in JAPAN (Education)
21. Don Quijote (Retailer)

Japan Exhibitors - PR Timetable

- 8th Sep 2016 (Fri) / 12:30noon – 1:00pm / 3:00pm – 4:00pm / 5:00pm – 6:00pm
9th Sep 2016 (Sat) / 12:00noon – 1:00pm / 3:00pm – 4:00pm / 5:00pm – 6:00pm
10th Sep 2016 (Sun) / 12:00noon – 1:00pm / 3:00pm – 4:00pm / 5:00pm – 6:00pm

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

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

Booth No.: 1161-1184

★Gift Redemption

Show the original copy of the booking receipt to redeem your 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 Pavilion

❖ **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 Sakae Sushi and give you a fascinating demonstration followed by the tasting. Don't miss it!

Dates & Times:

9th Sep 2017 (Sat) / 2:00pm – 3:00pm



❖ **Game: Shateki**

Shateki (射的) is a popular shooting game in Matsuri Festival in Japan. It is very easy, just aim at any targets on the shelf and a cork bullet is shot out. If the target would fall down by your shot, you can get a small toy or a snack.

Dates & Times:

8th Sep 2017 (Fri) / 6:00pm – 7:00pm

9th Sep 2017 (Sat) / 6:00pm – 7:00pm

10th Sep 2017 (Sun) / 6:00pm – 7:00pm





❖ **Activities: 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 Japanese beautiful backdrop.

Dates & Times:

8th Sep 2017 (Fri) / 2:00am – 3:00pm

9th Sep 2017 (Sat) / 11:00am – 12:00pm / 4:00pm – 5:00pm

10th Sep 2017 (Sun) / 11:00am – 12:00pm / 4:00pm – 5:00pm

❖ **Activities: Onigiri tasting**

Onigiri (おにぎり) is a Japanese food made from white rice formed into triangular or cylindrical shapes and often wrapped in nori (seaweed). Because of the popularity of onigiri in Japan, most convenience stores stock their onigiri with various fillings and flavours.

Dates & Times:

8th Sep 2017 (Fri) / 4:00pm – 5:00pm



Also, you will have a chance to see the famous talent of Malaysia, Hanis Zalikha, giving a presentation about Japan trip. (Date & Times: 10th Sep 2017 (Sun) / 1:30pm – 2:00pm / 3:30pm – 4:00pm)

*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)*

JNTO Kuala Lumpur Office

Executive Director Ms. Chiemi MARUYAMA

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

Mr. Wataru Kobayashi (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

Tel: (60) 3 2712-4770

Website: (Local) www.jnto.org.my (Language: English)

Website: (Global) www.jnto.go.jp

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