

PRESS RELEASE

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Nara Prefectural Government
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New Promotion Video about NARA MICE

We, Nara Prefectural Government, is actively engaged in an effort to bring in more MICE events (Meetings, Incentives, Conferences and Exhibitions), in particular large-scale business events for around 2,000 delegates, with the opening of Nara Prefectural Convention Center on Omiya-dori street in 2020. To promote Nara as a vibrant business event destination, we have just released a video showcasing what Nara can offer to event planners and organizers. The video will be utilized by us, and the business events stakeholders in the prefecture for business meetings and/or trade shows. It will be also uploaded online.

■ Overview of Video

● Content

Brief outlines of Nara, its accessibility, convention facilities, accommodation and actual footage of conferences and receptions held in Nara.

● Category

- Full version in Japanese (Duration: 3 min 34 sec)
- Full version in English (Duration: 3 min 34 sec)
- Short version in Japanese (Duration: 1 min 35 sec)
- Short version in English (Duration: 1 min 35 sec)

● Online Release

- Date of Release: Tuesday, April 16, 2019
- Internet URL: <https://www.youtube.com/channel/UChfnH7xRDDA1tJQV7VdPkg>

