

# Briefing Session for Embassies in Tokyo Part 2

## Explanatory Material of Kumamoto Prefecture



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**Environmental Policy Division**  
**Kumamoto Prefectural Government**

# Briefing Session for Embassies in Tokyo Part 2

## 1. Welcome

- (1) Welcome desk / Information desk
- (2) Introduction to inside of tent at Eco Park
- (3) Reception in Minamata
- (4) Reception at Kumamoto Castle



## 2. Information Transmission

- (1) Dissemination of information at the Environment Center
- (2) Sales of products and information transmission at B-Press Square
- (3) Dissemination of information at the 5th floor of the Hotel Nikko

# ( 1 ) Welcome Desk / Information Desk

## Support at the airport and the station

- Welcome desk open (October 6, 8 & 9)
- Confirm hotels and guide to destination
- Distribute bus coupons at the airport and taxi tickets at the station
- Support provided by JTB, officials of Kumamoto Prefecture, and volunteers
- Welcome by ladies from hotels and ryokan group (October 6 & 8)

## Kumamoto City

- Information desks are set up at Kami-tori, Shimo-tori and Shinshigai
- According to information from airport and train station staff, volunteers will guide visitors.



# Uniform for staff

polo shirts  
(white x navy)



FRONT



BACK

Uniformed staff members  
are at the desks.

polo shirts  
(Navy x White)



FRONT

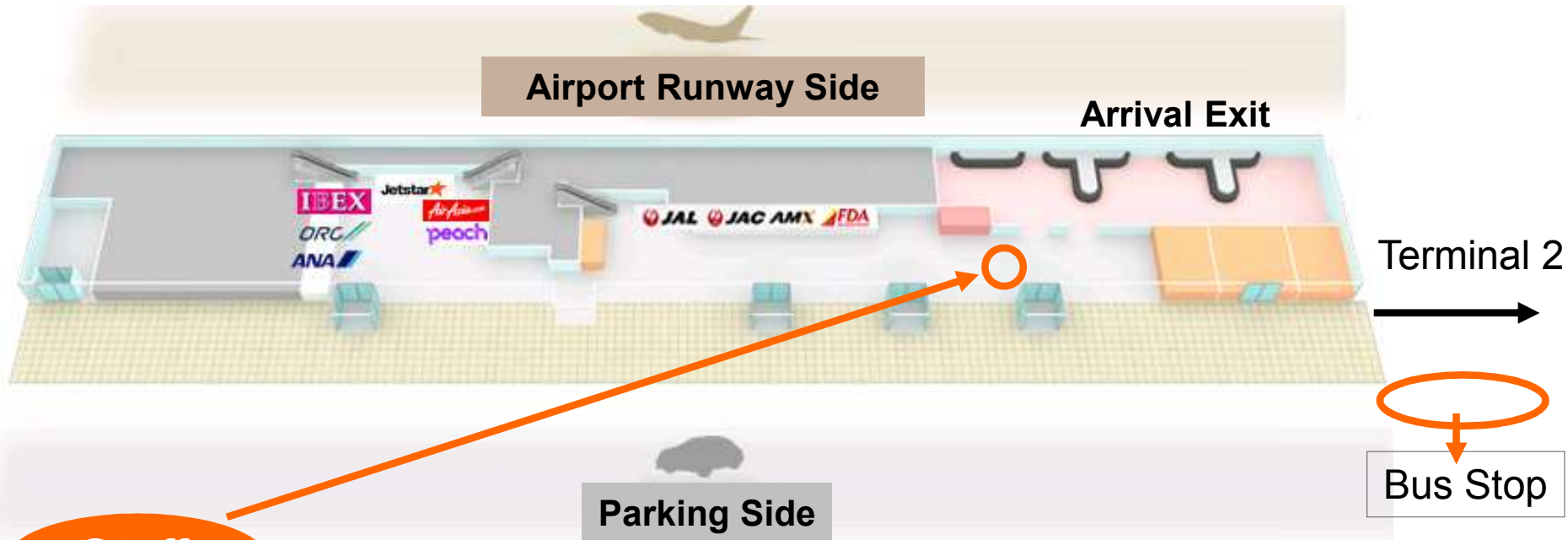


BACK

Interpreters wear something  
distinguishable such as pins.

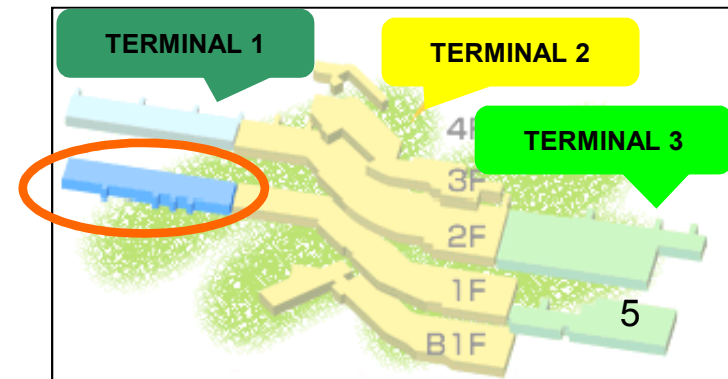
# Welcome Desk (Fukuoka Airport)

## DOMESTIC TERMINAL 1



Bus stop #3 is bound for Kumamoto

- Staff will be waiting for you in front and to the right of the arrival exit
- Staff distributes free bus coupons
- Guide to the bus stop.

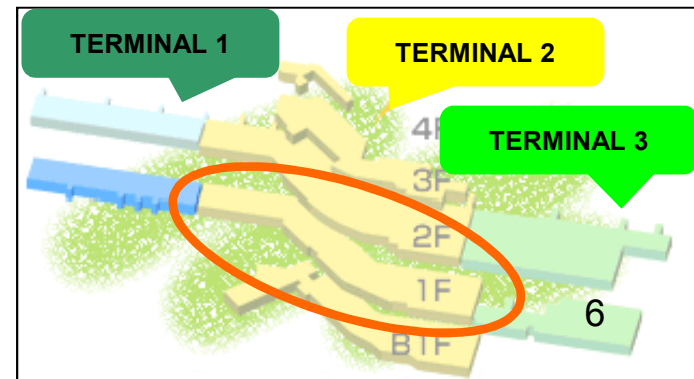


# Welcome Desk (Fukuoka Airport)

## DOMESTIC TERMINAL 2

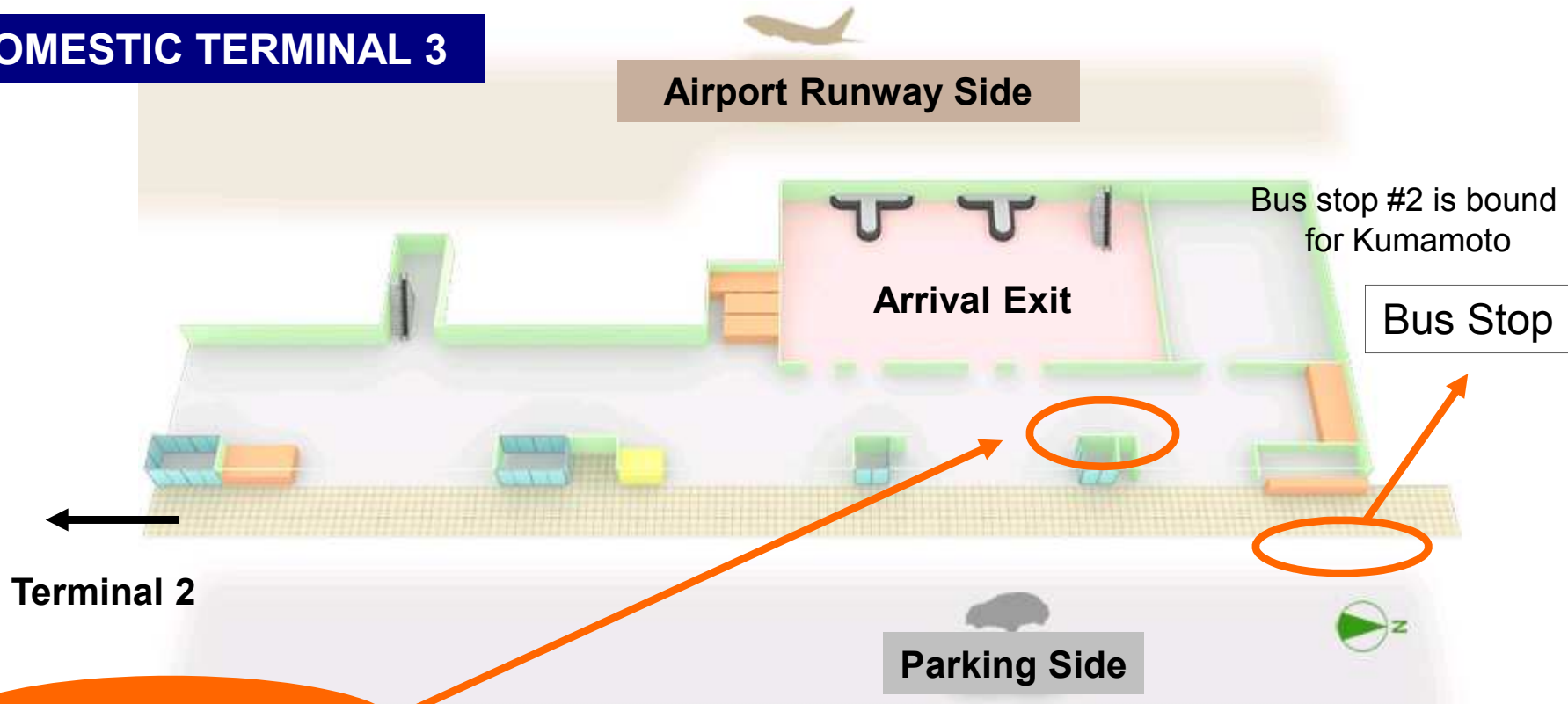


- Welcome desk is set up outside the arrival exit
- Staff distributes free bus coupons
- Guide to the bus stop.



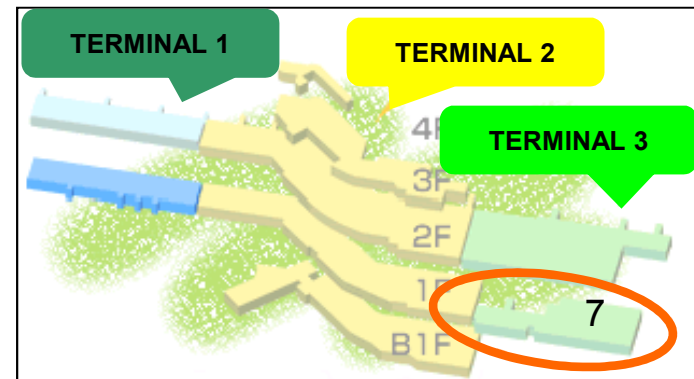
# Welcome Desk (Fukuoka Airport)

## DOMESTIC TERMINAL 3



Welcome desk

- Welcome desk is set up in front to the left of the arrival exit
- Staff distributes free bus coupons
- Guide to the bus stop.



# Welcome Desk (Fukuoka Airport)

## INTERNATIONAL TERMINAL

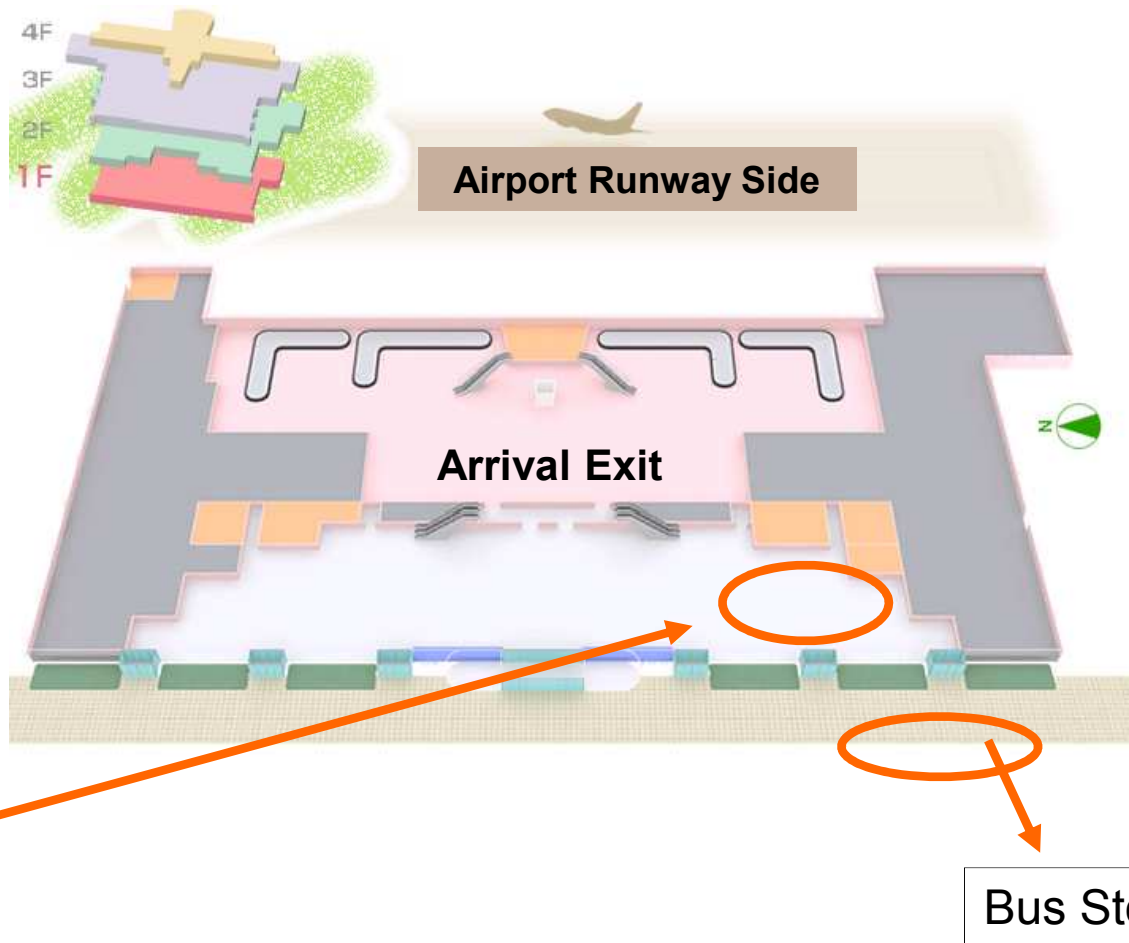
Highway bus to Kumamoto stops at Terminal 1

→ Terminal 2

→ Terminal 3

→ International Terminal

One or two buses will depart every hour.



Welcome desk

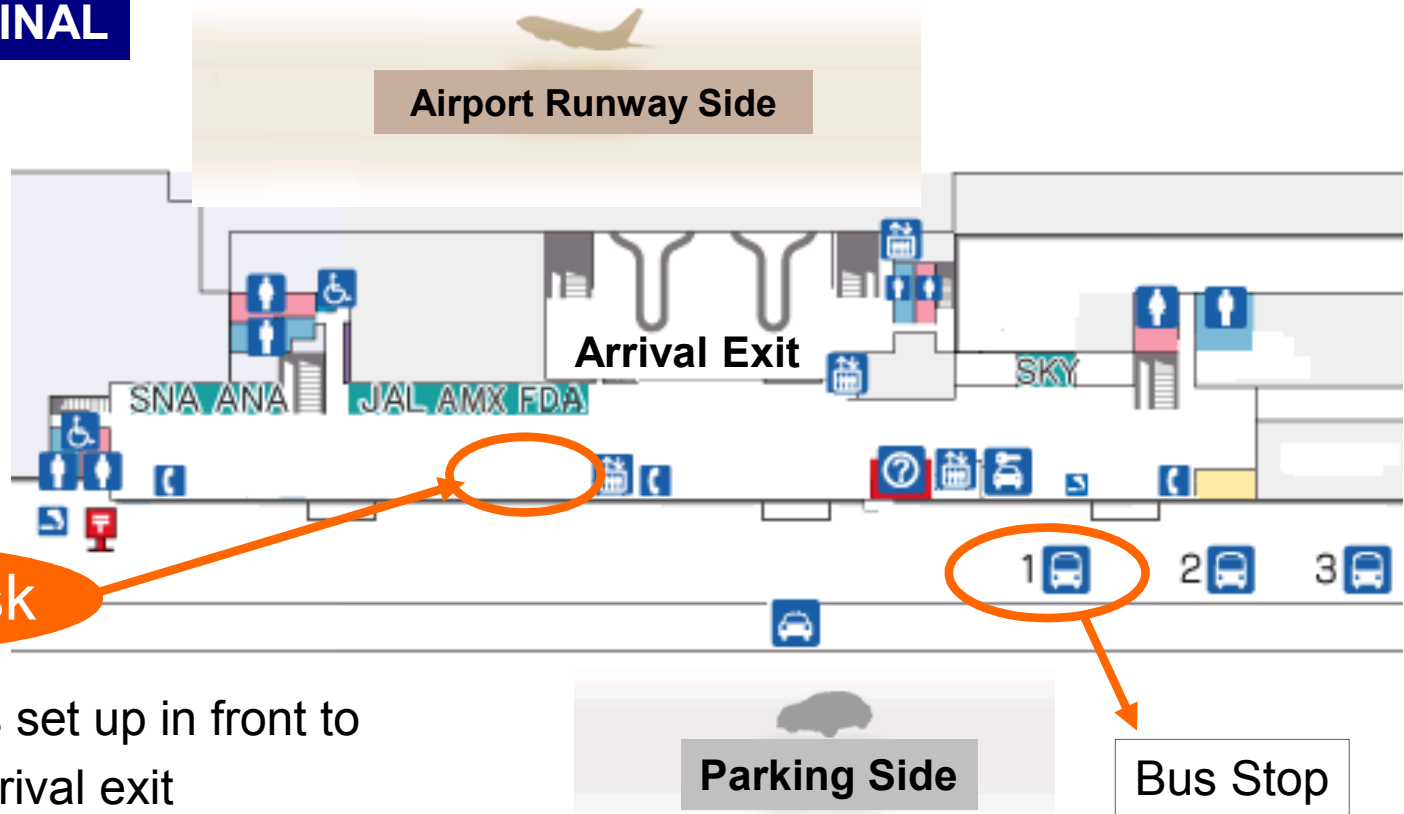
Bus Stop

- Welcome desk is set up in front to the left of the arrival exit
- Staff distributes free bus coupons
- Guide to the bus stop.



# Welcome Desk (Kumamoto Airport)

## DOMESTIC TERMINAL



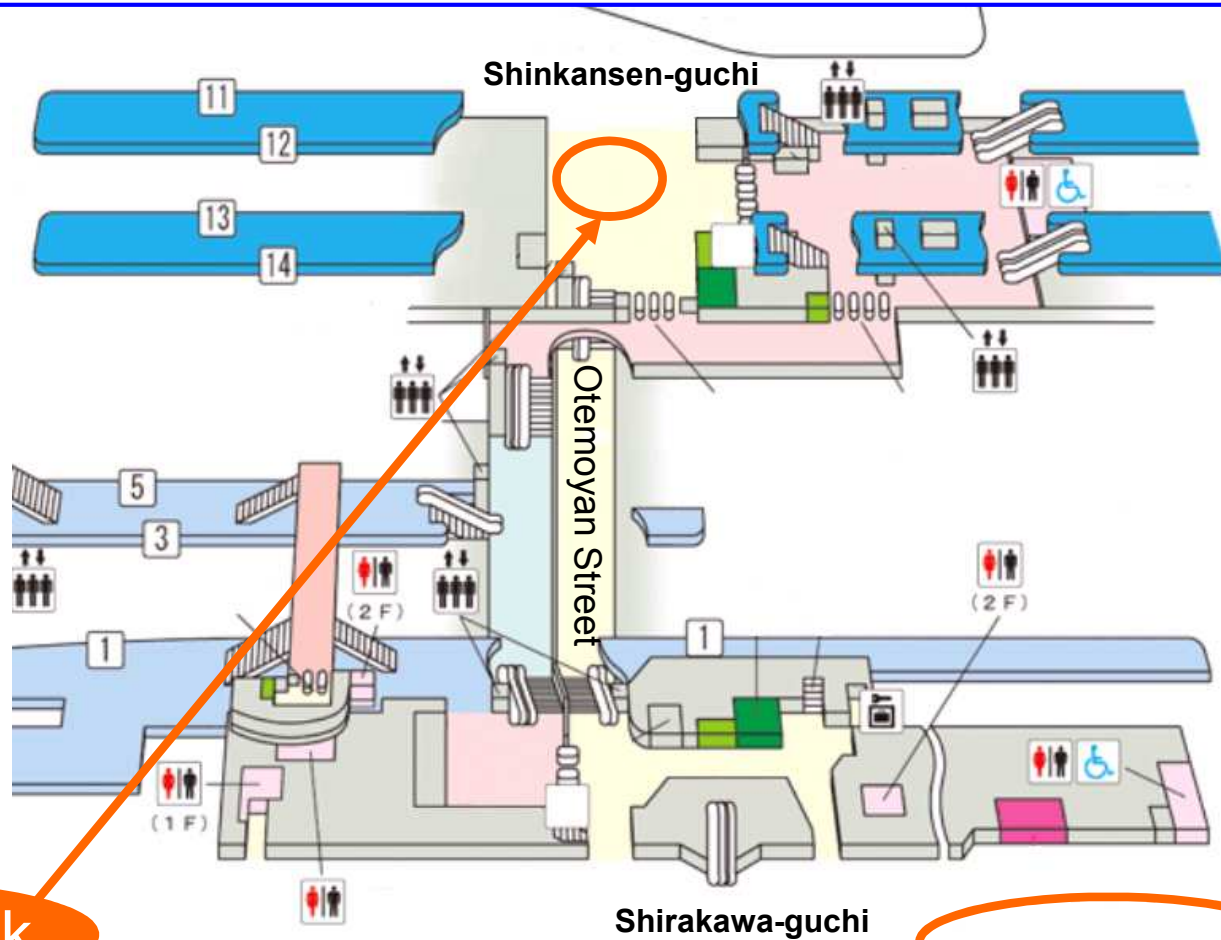
### Welcome desk

- Welcome desk is set up in front to the right of the arrival exit
- Staff distributes free bus coupons
- Guide to the bus stop.

Bus stop #1 is bound for Kumamoto.  
Two to four buses depart every hour.

The group of ladies from hotels and *ryokan* will welcome those arriving from 9:00 to 17:00 on October 6th & 8th.

# Welcome Desk (Kumamoto Station)



Welcome desk

- Welcome desk is set up in front to the right of the arrival exit
- Staff distributes taxi tickets
- Guide to taxi stand

Taxi Stand

# Distribution of maps



Official hotels booked by JTB GMT



Banks where exchange is available (only USD)



Banks where exchange is available (USD and other currencies)



Seven Eleven (convenience stores where international credit cards can be used in ATM)



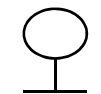
Convenience Store



Post office



Drug Store

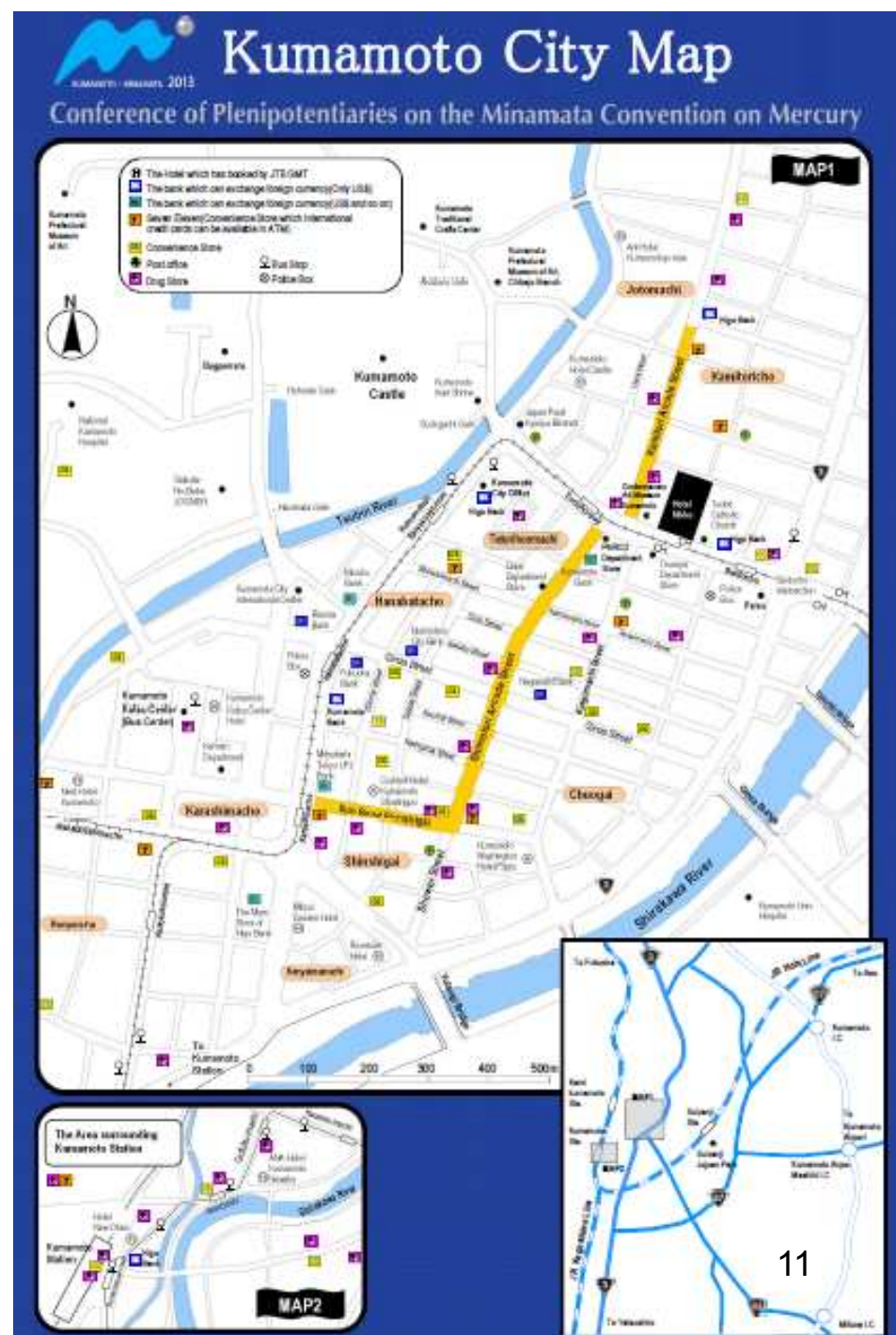


Bus Stop



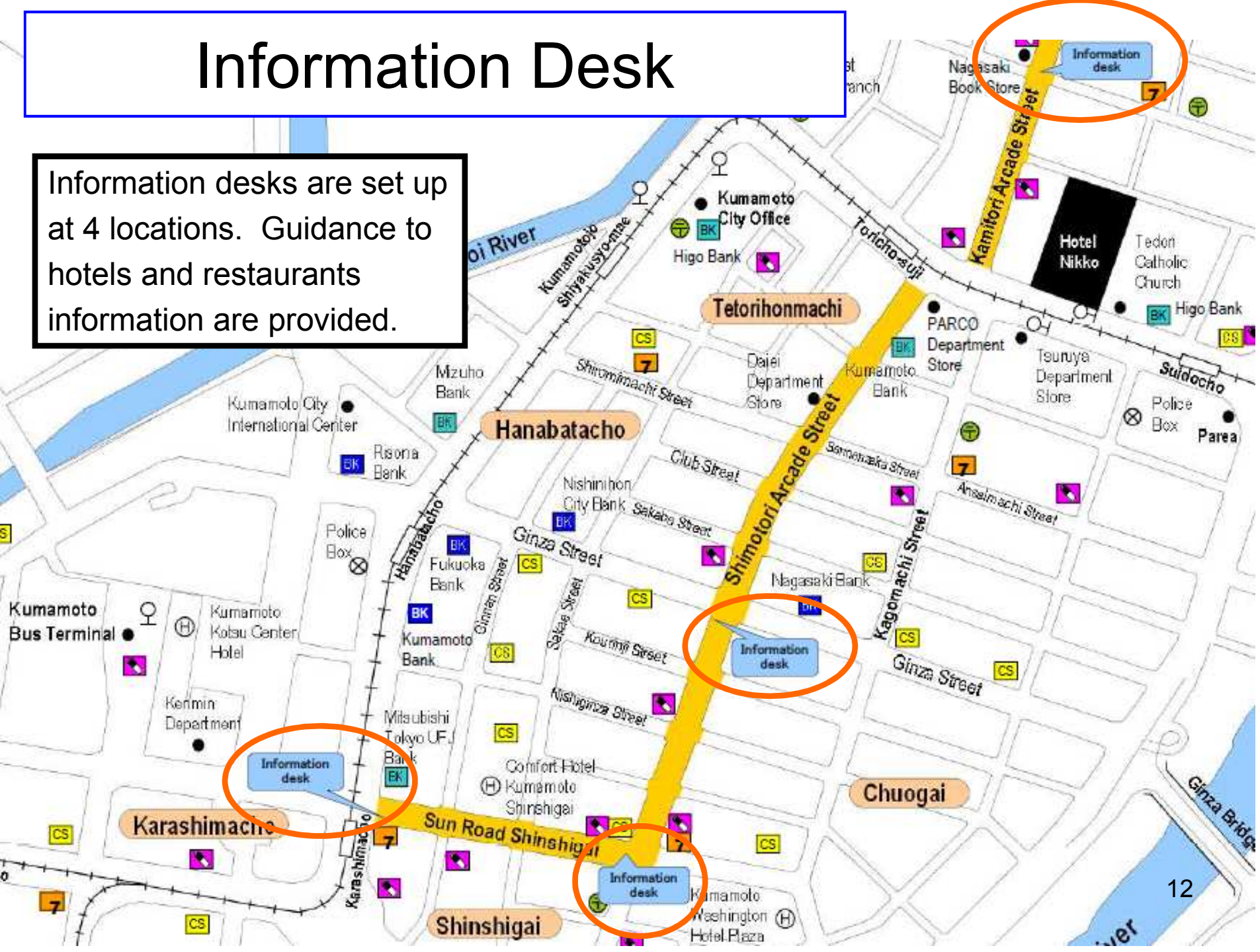
Police Box

(Image)



# Information Desk

Information desks are set up at 4 locations. Guidance to hotels and restaurants information are provided.



## (2) Introduction to inside of the tent at Eco Park

Bird-eye view of Eco Park Minamata



# (2) Introduction to inside of the tent at Eco Park

<Image of tent>



Minamata Technical High School EV car



HONDA EV car

To the Environment Center

【Alps tent about 660m<sup>2</sup>】

- || ...Red and white panel(3.6m × 1.8m)
- ⊙ ...Round table and chairs
- 🔊 ...Lighting

Temporary lavatory

Exit and entrance (tent)

Environmental Meisters, stores, Eco-net Minamata

Minamata Daini Junior High School

Minamata City International Exchange Association

Lunch Tent

Display and Sales of eco goods

Idria exchange report

Hands-on experiences (trash classification into 24 types)

Photography / Message to Minamata

Tea / Juice

Distributing boxed lunches

Distributing souvenirs



Sales of special products (Matsubokkuri • Fukuda Farm • Green Gate • JA Ashikita)

Display & sales by stores in neighboring areas

Origami / Bamboo Dragonfly (nursery school and seniors' group)

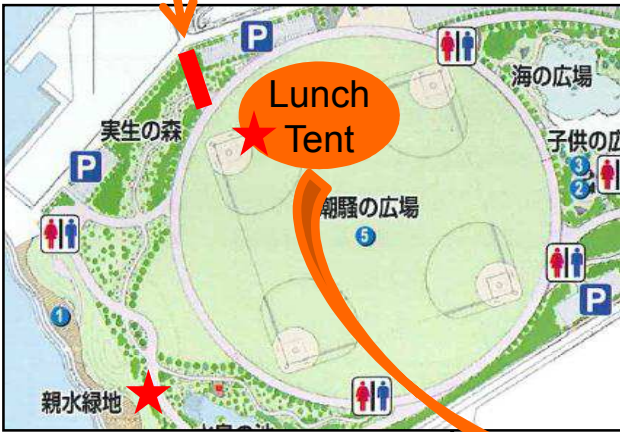
18m

14

3.6m

- ★ Audio equipment at 2 places
  - inside the tent
  - at a tree planting ceremony (Seaside Promenade)

Exit and entrance (tent)



# (2) Introduction to inside of the tent at Eco Park

## Souvenirs List

① Newspaper Bag (made by congenital Minamata disease patients)	⑤ Bookmark (made by congenital Minamata disease patients)
② Tree Branch Strap (made from the branch of a tree in the MISYOU woods which were planted by the citizens on filled land in Minamata bay)	⑥ Magnet Glass (made from recycled appliance by congenital Minamata disease patients)
③ Japanese sandals made from T-shirts (Environmentally friendly recycled T-shirts)	⑦ Sea Glass (Strap or pendant made from pieces of glass which have washed up on the shores in Minamata.)
④ Postcard (made from traditional Japanese paper, or with message written by a storyteller of Minamata disease)	⑧ Minamata Tea (Organic tea made by Environmental Meisters)



# (3) Reception at Minamata

Host : Japan (Ministry of Environment), Conference of Plenipotentiaries  
on the Mercury Convention: Kumamoto Promotion Council Office

Date : October 9, 2013 Wednesday 18:30 ~ 19:30

Venue : Minamata City Sogo Moyai-naoshi Center

## Schedule (draft)

- [ 18:10 ~ around 18:30 Walk to the venue from Minamata City Culture Hall ]
- 18:10 ~ 18:30 Lead to the 2nd and 3rd floors, welcome with refreshments
- Decoration at the venue : Flower arrangement and display such as calligraphy
- 18:30 Opening
  - Welcome address by hosting side; 2 people (MOE and Minamata city)
  - Dinner Talk Hands-on Experience (tea ceremony and others)
- 19:30 Closing
- 19:30 ~ Leave venue by bus for Kumamoto
- (Another bus leaves for Kumamoto at 19:00 for those who wish it)



Ingo Gunther's WorldProcessor  
will be exhibited outdoors.

Artworks made from bamboo  
will be on display.





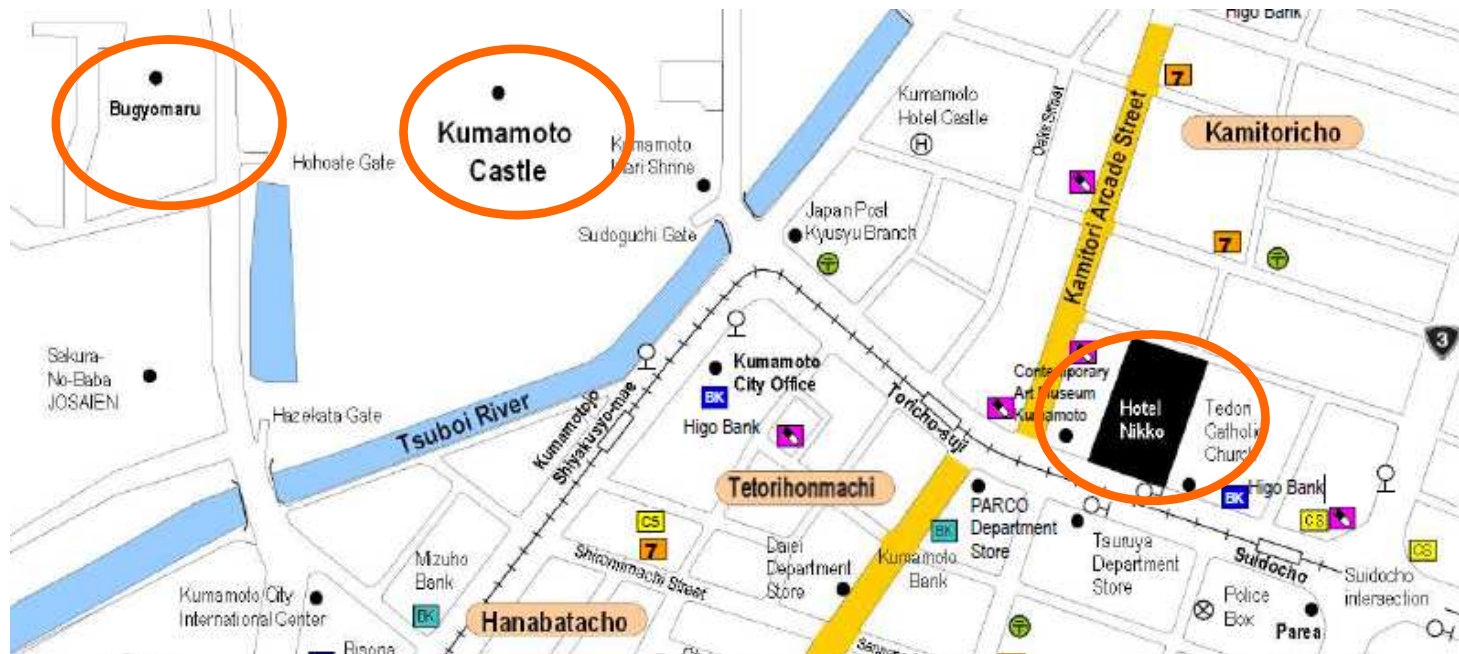
# (4) Reception at Kumamoto Castle

(Date) Thursday, October 10 18:45 ~ 20:30

(Venue) Kumamoto Castle Bugyomaru

(if it rains, at Kumamoto Hotel Castle)

(Host) Ministry of Foreign Affairs, Ministry of Environment and  
Conference of Plenipotentiaries on the Mercury Convention:  
Kumamoto Promotion Council Office



# (4) Reception at Kumamoto Castle

(Program) (being adjusted)

18:00 Departure ※ from Hotel Nikko by bus and others

18:15 First group arrives (welcome refreshments)

18:15 Opening films

18:25 Opening attractions (Japanese drum (draft))

18:45 Opening

18:47 Welcome address #1 (Ministry of Foreign Affairs)

18:51 Welcome address #2 (Ministry of Environment)

18:55 Welcome address #3 (Governor of Kumamoto Prefecture)

18:59 Preparation for Kagami-biraki

19:05 Kagami-biraki

19:06 Toast by Mayor of Kumamoto City

19:10 Talk 1

19:25 Attraction #1 “Ashikita Matchlock Gun Corps” “Kumamon”

19:35 Talk 2

19:45 Attraction #2 “The Warabe”

20:00 Talk 3

20:10 Attraction #3 “Lion Dance”

20:25 Closing remarks

20:30 Closing ~ participants return to hotel by bus

Opening attractions



Attraction #1



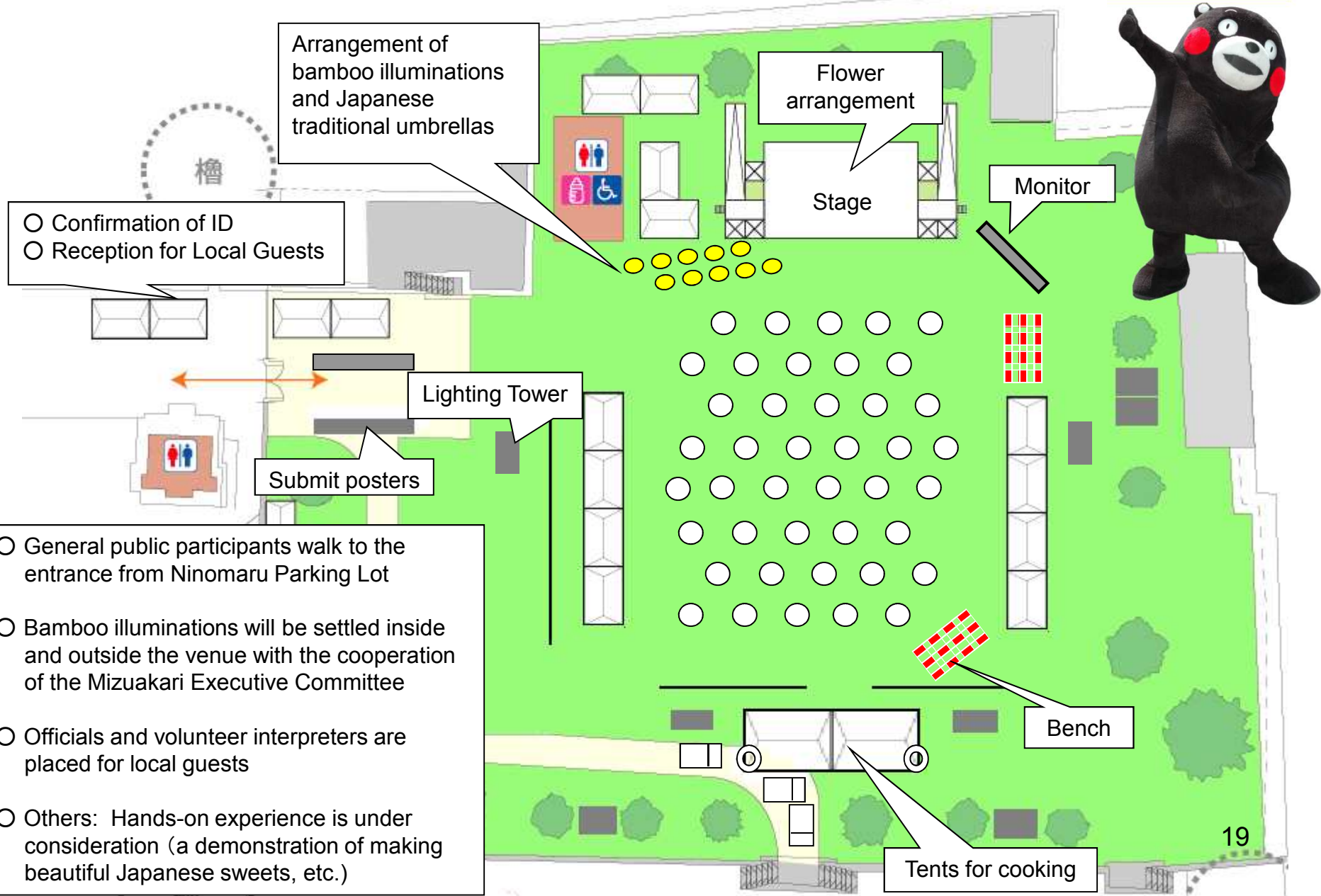
Attraction #2



Attraction #3



# (4) Reception at Kumamoto Castle



- General public participants walk to the entrance from Ninomaru Parking Lot
- Bamboo illuminations will be settled inside and outside the venue with the cooperation of the Mizuakari Executive Committee
- Officials and volunteer interpreters are placed for local guests
- Others: Hands-on experience is under consideration (a demonstration of making beautiful Japanese sweets, etc.)

# (4) Reception at Kumamoto Castle

Red Beef dish



Kuma Shochu



Various local foods



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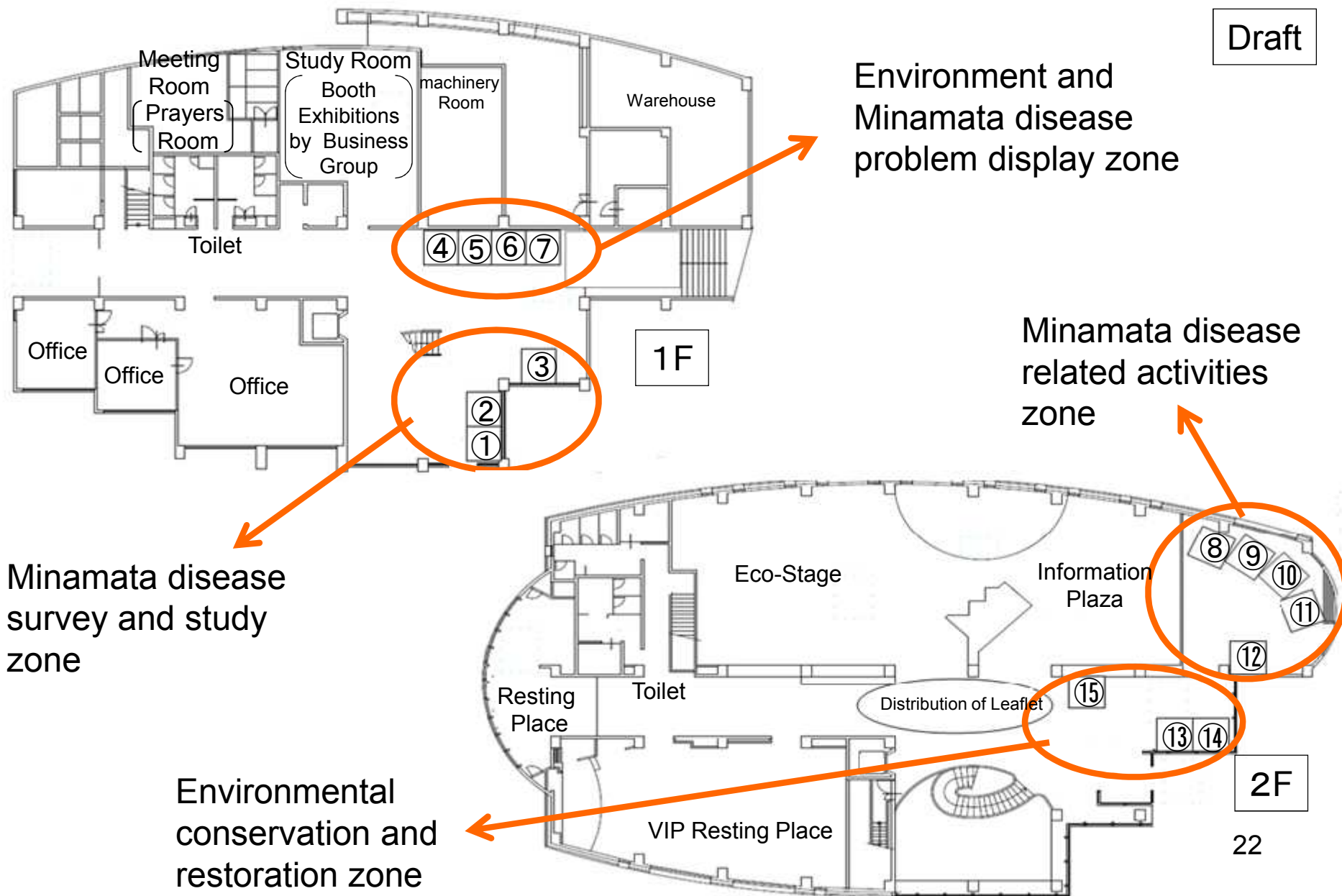


## 2. Information Transmission

- (1) Dissemination of information at the Environment Center
- (2) Sales of products and information transmission at B-Press Square
- (3) Dissemination of information at the 5th floor of the Hotel Nikko

# (1) Dissemination of information at the Environment Center

Draft

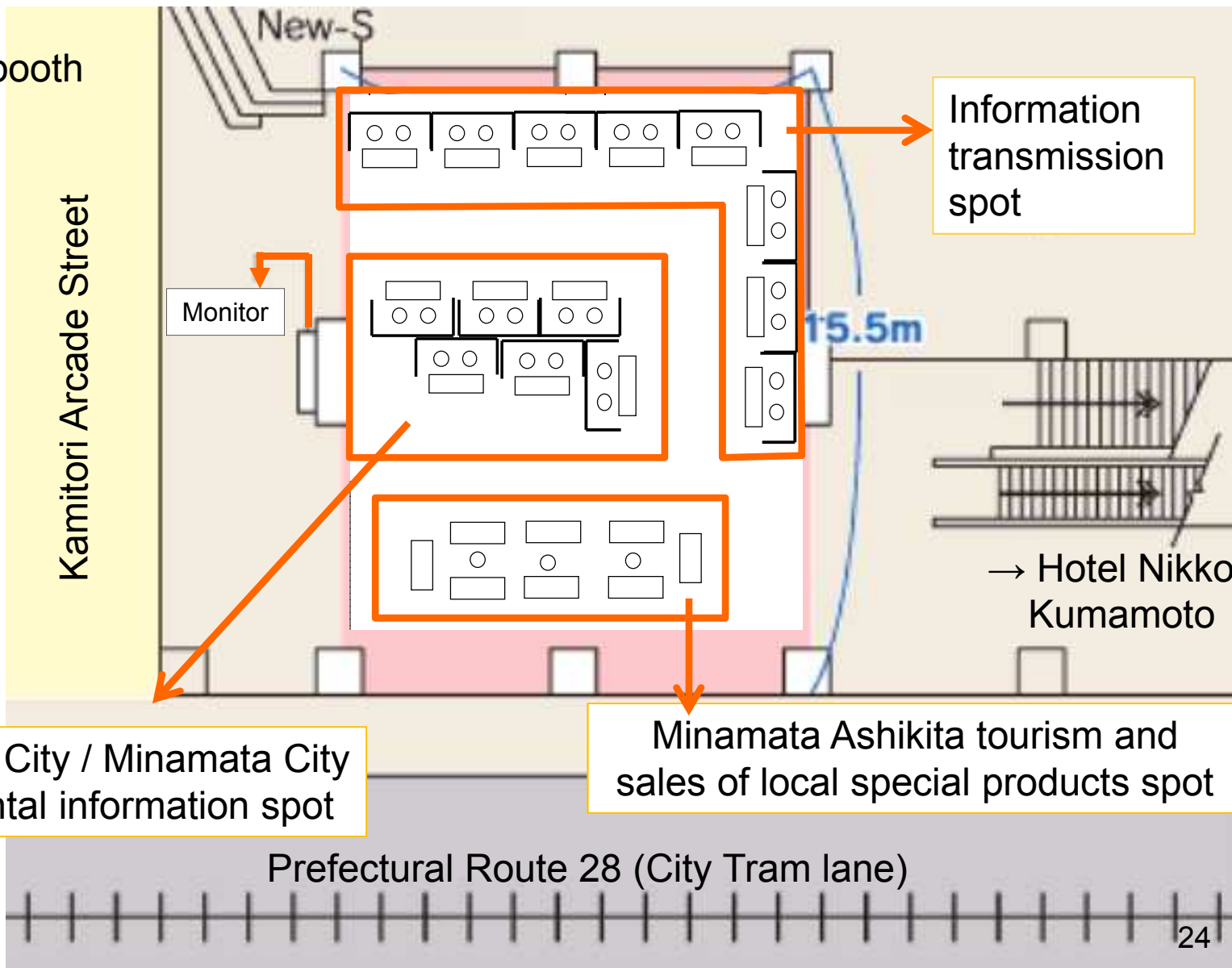


# ( 1 ) Dissemination of information at the Environment Center

Floor	Zone name	Name of group	Location of booth
1 F	Minamata disease survey and study zone	Minamata Disease Center Soshisha	①②
		Kumamoto Gakuen University Open Research Center for Minamata Studies	③
	Environment and Minamata disease problem display zone	Everyone's Group to Protect life in Minamata	④
		Minamata Disease Victim Citizen's Organization	⑤
		Collaboration Center for Minamata Disease Victims (3Groups)	⑥
		<ul style="list-style-type: none"> <li>・ Association of Minamata Disease Victims</li> <li>・ Association of Minamata Disease Victims “SHIRANUI”</li> </ul>	⑦
2 F	Minamata disease related activities zone	Social Welfare Corporation Sakae no Mori Hotto Hausu	⑧⑨⑩⑪
		Minamata Disease IZUMI no KAI	⑫
	Environmental conservation and restoration zone	Minamata Eco-Town Council	⑬
		Minamata City	⑭
		General incorporated association Kanshiranui Planning	⑮
	4 zone	11 Groups (延べ14Groups)	15 booth

## (2) Sales of products and information transmission at B-Press Square

Guide for booth



Information transmission spot

Monitor

15.5m

→ Hotel Nikko Kumamoto

Kumamoto City / Minamata City environmental information spot

Minamata Ashikita tourism and sales of local special products spot

Prefectural Route 28 (City Tram lane)

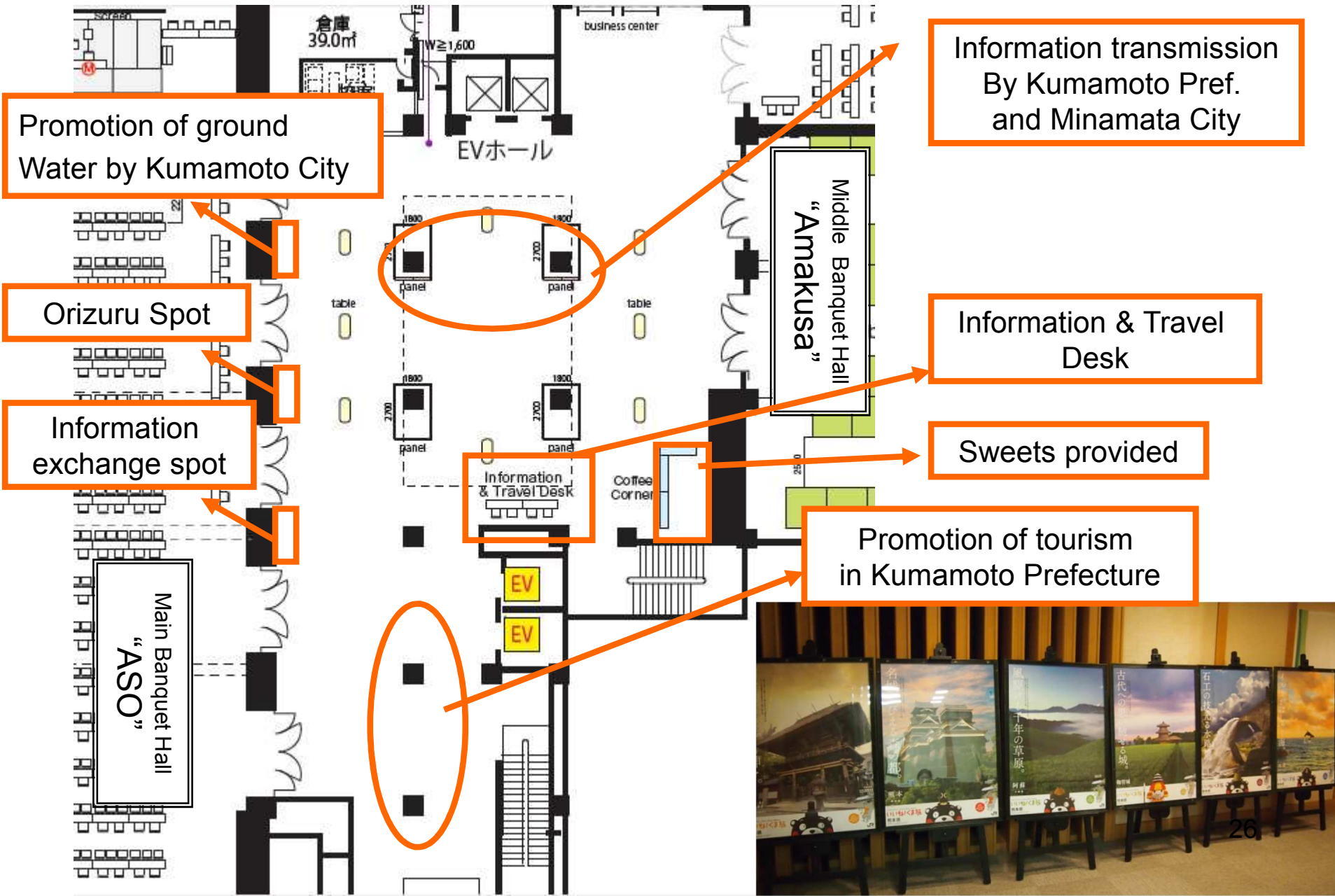


## (2) Sales of products and information transmission at B-Press Square

10/5(Sat)~10/11(Fri) AM10:00~PM6:00

Section	Name of group	Form
Information transmission spot	Kumamoto Gakuen University Open Research Center for Minamata Studies	Booth Exhibition
	Everyone's Group to Protect life in Minamata	//
	Minamata Disease Victim Citizen's Organization	//
	Collaboration Center for Minamata Disease Victims (3Groups)	//
	<ul style="list-style-type: none"> <li>▪ Association of Minamata Disease Victims</li> <li>▪ Association of Minamata Disease Victims "SHIRANUI"</li> </ul>	//
	NGO Real Wishes on Minamata	//
Kumamoto City / Minamata City environmental information Spot	Kumamoto City	//
	<ul style="list-style-type: none"> <li>▪ Minamata City</li> <li>▪ Minamata Eco-Town Council</li> </ul>	//
Minamata Ashikita tourism and sales of local special products spot	Minamata City	Sales
	Ashikita Town	//
	Tsunagi Town	//

## (2) Dissemination of information at the 5th floor of the Hotel Nikko





Thank you very much  
for your kind attention.