

ASEAN-Japan Centre
31 January 2020

**AJC organized a technical trip to Chichibu City, Saitama, Japan
for ASEAN officials as part of its inbound tourism promotion activities**



ASEAN officials visiting Urayama Dam

The ASEAN-Japan Centre (AJC), an intergovernmental organization of ASEAN and Japan based in Tokyo, organized a technical visit to Chichibu City, Saitama Prefecture, Japan, for the representatives of the embassies of ASEAN Member States and related agencies in Tokyo, as part of the AJC's inbound tourism promotion activities on 22 February 2020.

The programme was organized with support from Kanto District Transport Bureau, Ministry of Land, Infrastructure, Transport and Tourism of Japan, and co-organized by Chichibu Omotenashi Tourism Organization. Eleven ASEAN officials based in Tokyo, from Brunei Darussalam, Cambodia, Indonesia, the Philippines, Thailand and Viet Nam participated to visit various sites in Chichibu City including Chichibu Festival Hall, Urayama Dam and Seibu Railway station.

Chichibu shrine annually organizes Chichibu Night Festival, which is known to have more than 300 years of history, and its "Float Parade and Kagura" is listed as UNESCO's Intangible Cultural Heritage. At the Chichibu Festival Hall, the participants saw festival floats and virtually experienced the atmosphere of the festival, which was replicated by the projection mapping.

Urayama Dam was constructed in 1999 in the upstream area of Arakawa River, and it contributes to Tokyo Metropolitan area through flood control, stable water supply and hydropower generation. Its exhibition hall and some facilities are open to public. The participants expressed their interest in its

use of facility as a tourist site, learning that visitors come to the dam to enjoy cherry blossom viewing or even fishing with a certain permit.



Visiting Chichibu Matsuri Hall



Presentations by Seibu Railway

The visit was followed by presentations by Seibu Railway and Chichibu Omotenashi Tourism Organization. Seibu Railway introduced the express train "Laview," which connects Chichibu and Ikebukuro. Its design was recently renewed after 25 years. After the presentation on the design concept and on-train facilities, the participants raised questions about the development process and the possibilities of future expansion.

The visit ended with a network gathering with representatives of tourism industry in Chichibu, then the participants took Laview train to return to Tokyo. The programme served as an opportunity for the ASEAN government officials to explore attractions of Japanese local cities and learn their efforts for tourism development; and contributed to building networks with the Japanese local cities.

<< ASEAN-Japan Centre >>

The ASEAN Japan Centre is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

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