

BIMP-EAGA Tourism Webinar

Japanese market insights and trends post-COVID-19

Date:

12 January 2022

Time:

15:00-17:00 (JST,WIT)

14:00-16:00 (BNT, MYT, PHT, WITA)

13:00-15:00 (WIB)

Language:

English

Admission:

Free

Organizer

ASEAN-JAPAN CENTRE

Supporting organization

BIMP-EAGA Facilitation Center

Register here!

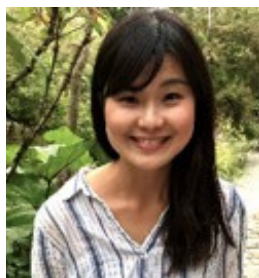
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In view of the importance of tourism as one of the strategic pillars of BIMP-EAGA 2025, we will provide the latest information on the Japanese travel market and introduce how to promote the tourism attractions of BIMP-EAGA to Japan.

Opening Remarks

- Dr. Chris Hirabayashi, Secretary General, ASEAN-Japan Centre
- Mr. Shu Kawano, Director, Second Southeast Asia Division, Ministry of Foreign Affairs Japan
- Ms. Salinah Md. Salleh, Acting Director of Tourism Department, Brunei Darussalam / Chair of BIMP-EAGA Joint Tourism Development Cluster



Presentation 1

How do Japanese travelers view BIMP countries?
-Reading trends through ASEAN travel awareness survey-

Speaker: Ms. Haruna Chinzei
Account Manager, Marketing Voice Ltd.



Presentation 2

The new chapter of ecotourism post COVID-19
- cases of Japan and beyond -

Speaker: Mr. Masaru Takayama
Chairperson, Asian Ecotourism Network



Presentation 3

How to attract Japanese travelers through effective digital marketing

Speaker: Mr. Kei Shibata, Co-founder & CEO,
Venture Republic - TRAVEL jp & Trip101

Organizer : ASEAN-JAPAN CENTRE

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