

Osaka Bay Area **MICE**

Press Release

May 15, 2024

Osaka Bay Area MICE Bureau

Comprehensive Partnership Agreement Signed Among Four Facilities in the Osaka Bay Area MICE

The MICE facilities in the Osaka Bay Area, namely INTEX Osaka, Grand Prince Hotel Osaka Bay, ATC Hall, and Hotel Fukuracia Osaka Bay, have signed a comprehensive partnership agreement.

Since 2009, INTEX Osaka, Grand Prince Hotel Osaka Bay, ATC Hall, and Hotel Fukuracia Osaka Bay have been collaborating to promote MICE (Meetings, Incentives, Conferences, Exhibitions and Events) activities across the Osaka Bay Area. On May 1, 2024, they have renewed their commitment by signing the "Osaka Bay Area MICE Comprehensive Partnership Agreement." This agreement aims to attract international conferences and large-scale exhibitions to the area, support organizers, and strengthen efforts towards achieving the Sustainable Development Goals (SDGs).

The Osaka Bay Area is expected to see significant growth over the next decade as a leading international tourism and MICE hub in Western Japan, with the Expo 2025 Osaka-Kansai and the Integrated Resort (IR) project slated to open in 2030. Through this agreement, the four MICE facilities will go beyond mere economic collaboration to jointly address social responsibilities such as promoting environmentally friendly events and advancing SDGs. They will also work on developing unique venues to establish Osaka Bay Area as a globally recognized and competitive MICE destination.

In the "Osaka Bay Area MICE," INTEX Osaka boasts the largest exhibition space in Western Japan, Grand Prince Hotel Osaka Bay offers international standard services and hospitality, ATC Hall caters to diverse event needs, and Hotel Fukuracia Osaka Bay is equipped with immersive visual presentation facilities. These facilities will continue to provide one-stop services to MICE organizers with the support of the Osaka Convention & Tourism Bureau. Additionally, the overall coordination of the area will enhance hospitality for MICE participants.

Through these collaborations, Osaka Bay Area aims to enhance its brand value as a hub for economy, tourism, and international exchange, fostering sustainable regional development and creating value across generations.

Note 1: MICE refers to Meetings, Incentive Travel, Conventions, Exhibitions, and Events.

Note 2: Unique Venues: Utilizing the expansive geographical environment of the Osaka Bay Area, events can be hosted with a sense of openness and special atmosphere, catering to various needs of event organizers.

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Overview of Osaka Bay Area MICE

Asia Pacific Trade Center Co., Ltd.
(ATC Hall Business Division 2-1-10 Nanko-kita, Suminoe-ku, Osaka City)

Constituent Organizations:

1. INTEX Osaka <https://www.intex-osaka.com/en/organizer/>
 2. ATC Hall <https://atchall.com/>
 3. Grand Prince Hotel Osaka Bay <https://www.princehotels.com/osakabay/>
 4. Hotel Fukuracia Osaka Bay <https://www.hotel-cosmosquare.jp/english/>
- * Osaka Convention & Tourism Bureau participates as an advisor
<https://octb.osaka-info.jp/en/>

Osaka Bay Area MICE Official Website: <https://osakamice.jp>

History and Future Prospects

2009: Jointly produced a brochure with INTEX Osaka, Hyatt Regency Osaka, and ATC, launching activities as "Osaka Nanko MICE."

2012: Hosted one of the world's largest international financial conferences, "Sibos," at INTEX Osaka, attracting international attention as the first non-English speaking host.

2018: Hotel Fukuracia Osaka Bay joined as a new member, with Osaka Convention & Tourism Bureau participating as an observer. The name was changed to "Osaka Bay Area MICE," and brochures for domestic and international event organizers were renewed. Subsequently launched a jointly operated website "Osaka Bay Area MICE."

2019: Hosted the G20 Osaka Summit at INTEX Osaka, welcoming global leaders and attendees across the area. "Tourism EXPO Japan 2019 Osaka/Kansai" was held for the first time at INTEX Osaka, attracting 150,000 visitors. Established the "Sustainable Action Declaration" to achieve SDGs.

2025: Osaka Bay Area will host the Expo 2025 Osaka-Kansai. The proximity to the Expo site in Yumeshima is expected to lead to numerous international conferences, exhibitions, and events.

2030: The IR (Integrated Resort) is scheduled to open. Osaka Bay Area MICE aims to play a pivotal role in revitalizing the regional economy and fostering international exchange as a world-class international tourism and MICE hub.