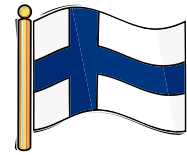


Embassy of Japan in Finland

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Press Release

Visit Japan Campaign Series to Start!

13 October 2015

The Embassy of Japan is proud to announce a series of upcoming Visit Japan campaign events in Finland, organized by the Japan National Tourism Organization (JNTO) and the Embassy of Japan.

Sightseeing Week at Japan Week

Annantalo (Annankatu 30, 00100 Helsinki) 22.10. (Thu) – 25.10. (Sun)

Savoy Theatre (Kasarminkatu 46-48, 00130 Helsinki) 21.10. (Wed) – 26.10. (Mon)

Japanese culture can be enjoyed in Helsinki during the upcoming Japan Week, where a delegation of altogether over one thousand members will come from Japan, including 500 artists of various disciplines who will perform, exhibit, demonstrate and much more at Annantalo, Savoy Theatre and Wanha Satama. The programme in Helsinki will include samurai performances, taiko drumming, kimono shows, traditional handicrafts and tea ceremony, to name a few. JNTO together with the Embassy of Japan will participate in Japan Week to provide visitors with information on their next visit to Japan. Look for our booth at Annantalo and our promotional videos at Savoy Theatre!

For further information about Japan Week, please see the following websites:

Visit Helsinki: <http://www.visithelsinki.fi/>

Annantalo: <http://www.annantalo.fi/>

Savoy Theatre: <http://www.savoyteatteri.fi/>

Skiexpo 2015

Messukeskus (Messuaukio 1, 00520 Helsinki) 30.10. (Fri) – 01.11. (Sun)

The quality of Japanese ski resorts, the glorious powder snow, our fabulous cuisine and incomparable hospitality have achieved much fame, and more and more people from around the world are choosing Japan as their skiing destination. For the first time this year, there will be a Japan area at Skiexpo, where visitors can learn all about skiing in Japan. At the JNTO/Embassy booth, visitors can receive general information on skiing and traveling in Japan. Some of the top ski resort areas of Japan will also be represented in the Japan area, including Niseko, Kiroro, Rusutsu and Hakuba. This is a must-go event for ski enthusiasts, whether they be weathered Japanese ski resort fans or interested in skiing somewhere new!

For further information about Skiexpo, please see the official website:

<http://www.messukeskus.com/Sites1/Skiexpo/en/Pages/default.aspx>

Nordic Travel Fair (Matkamessut) 2016

Messukeskus (Messuaukio 1, 00520 Helsinki) 21.01.2016 (Thu) – 24.01. (Sun)

The Japan booth at the Nordic Travel Fair has become one of the most attractive and often-visited booths in the largest travel fair of the Nordic region. JNTO, the Embassy of Japan and various Japanese tourism-related companies will be represented at the Japan area, enabling visitors to learn all about their next trip to Japan in one stop. Be it Japanese food, culture, flights, travel packages or the diverse yet equally enchanting regions of Japan, we will have the information you need at the Japan booth!

For further information about Nordic Travel Fair, please see the official website:

<http://www.messukeskus.com/Sites3/Matka/en/Pages/default.aspx>

For further information about Visit Japan Campaign, please contact Yukiko Nakahari, Head of Public Relations & Cultural Affairs: 090-686 0200 / culture@hk.mofa.go.jp

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