



Japan National Tourist Organization



News from JNTO Toronto Office

2007 Canada-Japan Tourism Exchange Year

The “Canada-Japan Tourism Exchange Year” was established to mark the 120th year since the inauguration of the first regular sea route between Yokohama, Japan, and Vancouver, Canada, in 1887. Both countries will continue to put in great effort to work together towards the growth of tourism between Canada and Japan and to enhance opportunities for interaction between the citizens of both nations.



2007
日加観光交流年
CANADA - JAPAN
TOURISM EXCHANGE YEAR

Joint effort in Logo design

A logo was created with the key concept of “exchange” between Canada and Japan. It is designed as a joint effort with hopes for deeper bilateral ties and prosperity on both ends. Featuring a crane to represent Japan and the Canadian goose unique to Canada flying towards a common future, it will be used in the joint initiatives and any related tourism brochures.

Appointment of the Goodwill Ambassadors for Canada-Japan Tourism Exchange

<http://www.jnto.go.jp/canada/exch2007/goodwill.html>

Prominent figure skaters, Mai Asada and Mao Asada, were recently appointed as Goodwill Ambassadors for the Canada-Japan Tourism Exchange. The goal is to promote bilateral tourism exchange between Canada and Japan. There are plans for Mai and Mao Asada, to communicate to the citizens of Canada and Japan the appeal of figure skating as well as tourism attractions in both countries through various vehicles such as posters and special tourism events.

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'Yokoso!Japan Day' on April 18th, 2007 at the Rogers Center

<http://www.jnto.go.jp/canada/exch2007/event.html>

During the major league baseball game between the Toronto Blue Jays and the Boston Red Sox in Toronto, the general public, members of the press and travel industry are invited to attend a very special first pitch ceremony on April 18th at the Rogers Center. A welcome message from Prime Minister Abe will be broadcast on the stadium's giant screen. To the energetic and upbeat sound of Japanese taiko drums, Vicky Sunohara, a member of the Canada National Women's Hockey Team and 2-time Olympic Gold Medalist, will be escorted by Ambassador Nishida to throw the first pitch. The goal of this event is to make the announcement of the 2007 Canada-Japan Tourism Exchange Year and raise awareness of Japan as a travel destination.



CALENDAR OF EVENTS AND FESTIVALS

May

3rd & 4th

Hakata Dontaku Festival, FUKUOKA

This festival originated in the 13th century for the local people to praise their feudal lord. Dontaku comes from a Dutch word meaning holiday. Today it is celebrated as a civilian festival and regarded as the most exciting carnival in the city.
http://www.media-line.or.jp/dontaku/don_english/index.html

7th - 21st

May Grand Sumo Tournament, TOKYO

The sights and sounds of a live sumo tournament will make a memorable part of any trip to Japan.
<http://www.sumo.or.jp/eng/ticket/index.html>

19th - 21st

Sanja Matsuri, The Three Shrines Festival, ASAKUSA, TOKYO

A parade of about 100 portable shrines
<http://jnto.go.jp/eng/TD/festivals.html>
<http://www.jnto.go.jp/eng/RTG/RI/kanko/tokyo/asakusa/asakusa.html>

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Some more beautiful night views of sakura from Mr. Yasumasa Shimizu, our colleague in Tokyo.

JUNE

1st & 2nd

Takigi Noh Performance, Heian Shrine, KYOTO

The famous Takigi Noh, participated in by various Noh schools, is presented after dark under the light of blazing torches on an open-air stage set up in the shrine's compound.

10th - 16th

Sanno Festival of Hie Shrine, TOKYO

Originating in the Edo Period (1603-1867), the festival is featured by a procession of mikoshi portable shrines through the hub area of Toyo.

14th

Otaue-shinju, Rice Planting Festival of Sumiyoshi Shrine, OSAKA

Young girls dressed in traditional farmer costumes ceremoniously transplant rice seedlings in the shrine's paddies in prayer for a good harvest.

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For more events, visit www.jnto.go.jp/eng/indepth/history/traditionalevents/index.html

For the convenience of Overseas Travelers, Seven Bank ATMs Offer Yen Withdrawals

Seven Bank, Ltd (Chiyoda-ku, Tokyo; Takashi Anzai, President), will enable holders of cash cards and credit cards issued overseas to make withdrawals in yen from its ATMs starting in June 2007.

The service will be available for the world's five major card brands: VISA, MasterCard, American Express, JCB, and China UnionPay, including cards with the PLUS or Cirrus marks.

Seven Bank has installed more than 11,700 ATMs in 31 prefectures in Japan, principally in Seven-Eleven and Ito-Yokado stores, and those ATMs are already used by more than a million customers each day. Many people coming to Japan for business or tourism have indicated a need for more ATMs from which they can withdraw yen, and Seven Bank has considered how it can help to meet those needs. As a result, the bank reached a basic agreement about the handling of the five brands mentioned above with the brand companies and Sumitomo Mitsui Card Co., Ltd., JCB Co., Ltd., and NTT Data Corporation. In cooperation with its partners, Seven Bank will move

ahead with full-scale preparations targeting the start of service in June 2007.

The number of visitors to Japan from Asia and other regions is increasing each year. The Japanese government has implemented the Visit Japan Campaign, which has a goal of 10 million overseas visitors to Japan in 2010. For these overseas visitors, Seven Bank's innovative new service will offer "locations that are easy to recognize (more than 30,000 Seven-Eleven stores in 18 countries and regions around the world)," "broad access, including not just major cities but also tourist areas and regional cities," and "the ability to make yen withdrawals 24 hours a day at most ATM-equipped stores."

More than 3 billion cash cards and credit cards issued overseas can be used from June 2007

To handle transactions made with cards issued overseas, Seven Bank's ATMs will be converted to the advanced data security standards used by the world's major financial institutions, and customer's personal identification numbers (PINs) will be encrypted at a high security level in accordance with international standards. As a result, customers will be assured a high level of security.

Overview and Key Points

1. Card Brands Accepted

VISA* (Visa International)
MasterCard** (MasterCard Worldwide)
American Express
JCB (JCB Co., Ltd.)
China UnionPay***

*including PLUS, **including Cirrus, ***China UnionPay is an interbank network operator established in 2002 under the auspices of China's central bank – the People's Bank of China.

2. Start of Service - June 2007 (planned)

3. Key Points

- ATMs and internal network devices compatible with 3DES (Triple Data Encryption Standard) will be introduced. As a result, customer PINs will be encrypted at a high level of security.
- ATM displays and receipts will be available in English, Korean, Chinese, and Portuguese.

*Only next-generation ATMs will have built-in 3DES compatibility.

4. Responsibilities of Parties to the Agreement

[Separate tie-ups with the VISA, MasterCard, American Express, and JCB brands mentioned above.]

Sumitomo Mitsui Card

For cards with the VISA or MasterCard brand, Seven Bank will designate Sumitomo Mitsui Card to handle transaction processing, back office processing, and interfacing with overseas card issuers.

JCB Co., Ltd.

For JCB cards, JCB will handle transaction processing, back office processing, and interfacing with overseas card issuers on behalf of Seven Bank. In addition, for cards with the China UnionPay brand, JCB will handle transaction processing, back office processing, and interfacing with China UnionPay.

NTT Data Corporation

NTT Data will provide the communications service – CAFIS – used to connect Seven Bank with VISA, MasterCard, American Express, JCB, and China UnionPay.

News from JR East

Suica and PASMO Compatible from March 18, 2007

Ride Most Public Transportation in Greater Tokyo Using a Single Card

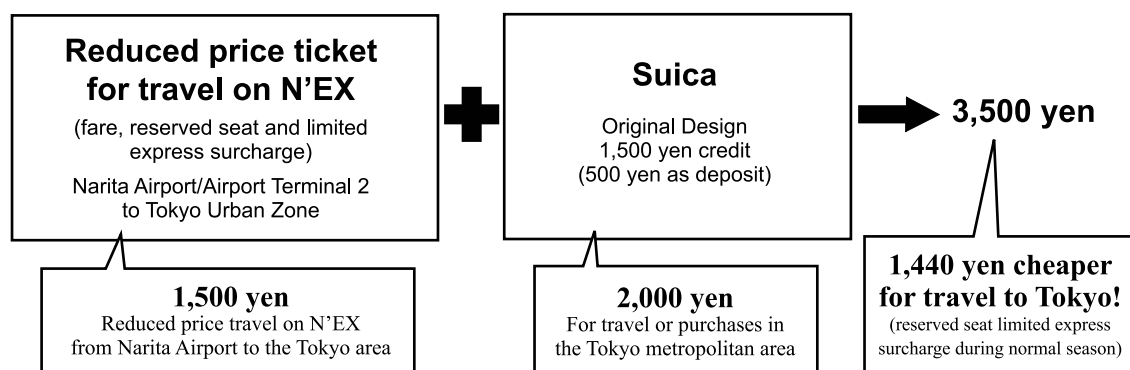
- “IC farecard compatibility service” will begin Sunday, March 18, 2007
Suica cards issued by East Japan Railway Company (JR East), Tokyo Monorail Co., Ltd, and Tokyo Waterfront Area Rapid Transit Co., Ltd. And PASMO cards issued by PASMO Co., Ltd. Can be used by passengers traveling between points in the areas of operation of these companies.
- On the same date, “electronic money compatibility service” will begin.
- With a single card, consumers can enjoy a seamless way to use most public transportation and shop at many participating stores in the Tokyo metropolitan area.

Suica & N’EX tickets for Overseas Visitors to Japan to Go on Sale on Wednesday March 28, 2007

A new ticket called Suica & N’EX for overseas visitors to Japan will be launched on Wednesday, March 28, 2007 as part of the Visit Japan Campaign, a public-private partnership. The move is aimed at further increasing the quality of service and convenience of rail transport for overseas visitors.

- Suica & N’EX is a limited edition ticket for overseas visitors to Japan that combines an original design Suica card and a reduced price ticket (one-way fare, reserved seat and limited express surcharge) for the Narita Express (N’EX). Targeted at both business travelers and tourists, Suica & N’EX aims to highlight both the convenience of Suica in the Tokyo metropolitan area and the speed of the Narita Express (N’EX).
- The ticket includes reduced price travel from Narita to the Tokyo area.
- The Suica card can then be used for travel or purchases in the Tokyo metropolitan area.
- Suica & N’EX is significantly cheaper than buying the two separately – 1,440 yen cheaper for travel to Tokyo, 1,610 yen cheaper to Shinjuku and up to 3,000 yen cheaper to Hachioji, Takao or Ofuna (reserved seat limited express surcharge during normal season)

Concept of Suica & N’EX



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