

Press Release: For Immediate Release

Sustainability Guidelines for Business Events in Tokyo

June 2019, Tokyo, Japan:

Tokyo Convention & Visitors Bureau has published the first ever sustainability guidelines for Tokyo-based MICE organizers and other meeting industry professionals.

Tokyo Convention & Visitors Bureau (TCVB) is pleased to announce the release of the first-ever MICE sustainability handbook, *Sustainability Guidelines for Business Events in Tokyo*.

Tokyo has published this booklet to serve as a tool for MICE organizers, and to inspire MICE industry partners to engage in the best sustainable practices.

This booklet signifies the achievement an important milestone for Tokyo, as it is the first-ever set of sustainability guidelines geared toward business events held in the city. Full of helpful infographics and easy-to-understand explanations, this booklet provides all of the information necessary for a basic understanding of sustainability in regards to the MICE industry.

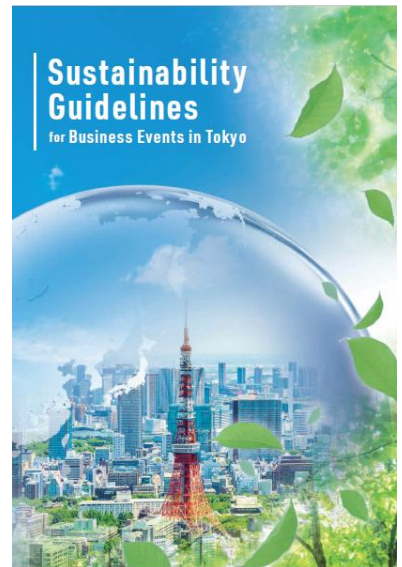
Shinzo Maeda, Chairman of TCVB, commented, “I hope these guidelines will encourage local MICE industry stakeholders to engage in sustainable practices.” To facilitate this intended outcome, the guidelines include a sustainability checklist which MICE organizers and suppliers can use to evaluate the environmental standards of their facilities and practices. This will enable MICE professionals to ensure that Tokyo remains at the forefront of environmental protection.

Kazuko Toda, director of the TCVB Business Events Team, welcomed the guideline’s publication, saying, “With these guidelines, we aim to provide a framework for improving the sustainability of business events in Tokyo. The specific actions called for in the checklist will encourage meeting industry stakeholders to obtain high level third party certifications, such ISO 20121, which will help to ensure that the Tokyo MICE industry remains sustainable now and into the future.”

Sustainability Guidelines for Business Events in Tokyo is available in English and Japanese. Both versions can be browsed on the TCVB website, or downloaded as PDFs.

About the Business Events Team at Tokyo Convention & Visitors Bureau

The Business Events Team at Tokyo Convention & Visitors Bureau serves as a one-stop shop for meeting and event planners to receive assistance in successfully bidding to host international business events in Tokyo – the 5th ranked convention city in the world according to the UIA International Meetings Statistics Report.



Contact us at: **Business Events Team**
Tokyo Convention & Visitors Bureau
e-mail: businesssevents@tcvb.or.jp
URL: businessseventstokyo.org