

Press Release: For Immediate Release

TCVB releases the “Online Sustainability Experience in Tokyo for International Conferences”

May 2022, Tokyo, Japan:

Announcing the release of online programs offering hybrid conference participants the opportunity to learn about Tokyo’s rich history and culture while also understanding local, sustainable efforts.



As the global pandemic makes a hybrid conference style an industry-wide expectation, Tokyo Convention & Visitors Bureau (TCVB) has created a way for meeting participants to contribute to sustainability virtually and released the “Online Sustainability Experience in Tokyo for International Conferences.” This incredible program offers online participants of hybrid meetings the opportunity to learn about Tokyo’s rich history and culture while also understanding local, sustainable efforts even if they cannot attend the in-person event.

Among the activities available is a class on Tokyo Sake making, demonstrating the brewery’s contributions to local longevity, and also a demonstration on the making of sushi using locally sourced “Edo-vegetables.” All five activities introduce a unique element of Japanese culture and sustainable initiatives related to a few of the 17 Sustainable Development Goals.

Director of Sales of the Business Events Team at TCVB, Kana Nomoto, commented the following upon release:

“The achievement of Sustainable Development Goals has become a dominant topic worldwide, and Tokyo is also accelerating sustainable initiatives while taking advantage of its unique culture. After experiencing these incredible online programs, conference delegates will surely want to visit Tokyo to experience the vibrant culture firsthand and directly contribute to sustainability in the world’s most dynamic city.”

A PDF of the program is available to download [here](#).

About the Business Events Team at the Tokyo Convention & Visitors Bureau

The Business Events Team at the Tokyo Convention & Visitors Bureau serves as a one-stop shop for meeting/event planners, and organizers seeking assistance in successfully bidding to host international business events in Tokyo.

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