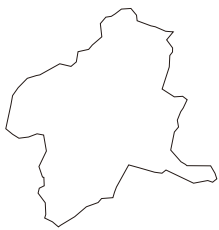


English

# GUNMA MICE *Information*



- Meeting
- Incentive
- Convention
- Exhibition/Event





# Meet the beauty nurtured in Gunma (nature and culture)

Gunma has a blend of over 2,000-meter-high mountains with deep valleys and the flatland connected to the Kanto Plain.

The varied topography has nurtured seasonal landscapes and unique traditional culture.

Gunma, where you can meet its beautiful nature and culture that inspires creative ideas, is an ideal for holding MICE.



01

## Extensive MICE facilities

We propose facilities that meet the content and purposes of MICE, ranging from those fully equipped for international conferences with a large capacity to unique venues with a distinctive character.

02

## Center of Japan Quick access

Gunma is a key transport hub and is about a 50-minute Shinkansen bullet train ride from Tokyo Station and about a 60-minute drive from Tokyo (Nerima) on the expressway.



# Five reasons for choice

05

## Gunma's one-stop support system

Gunma Convention Bureau provides organizer-friendly support from the planning stage to the implementation.

03

## Onsen MICE

Gunma is a popular hot spring destination in Japan. There are over 100 hot spring resorts. In addition to the big four resorts, which are Kusatsu, Ikaho, Minakami, and Shima, we offer conventions at distinct hot spring resorts, including historical and secluded locations.

04

## Various pre/post conventions

We offer excursions and attractions unique to Gunma, which inspire a flexible mindset in an out-of-the-ordinary atmosphere.



## From the world to Gunma

### Access to Gunma from all over the world as well as Japan

The location of Gunma, which is close to cosmopolitan Tokyo and benefits from easy access, is a notable key point. Moreover, the nature and hot springs in which Gunma takes pride are typical features of Japanese culture. As you can visit Gunma from Tokyo in a short time to enjoy the beauty of Japan, Gunma is an ideal location for MICE.

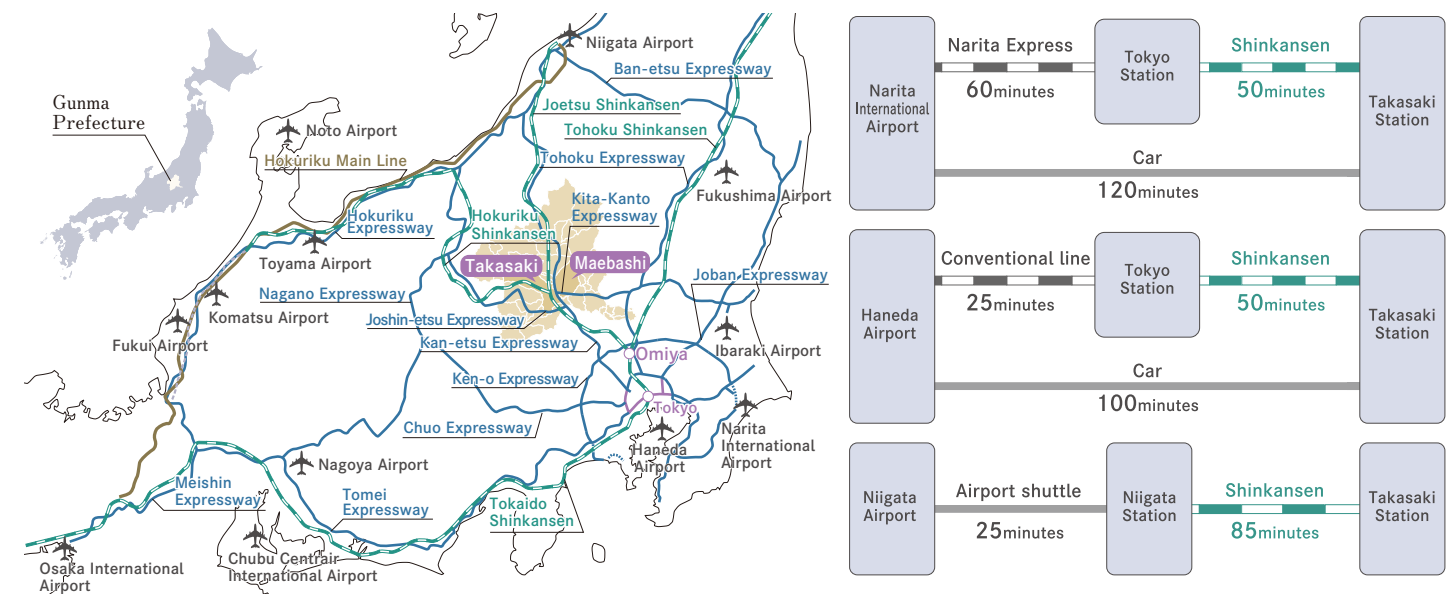
### Dear MICE Organizers:

The landscape you see from a Shinkansen bullet train or the expressway changes dramatically after about an hour from Tokyo. As you come closer to the mountains in the Joshu area, such as Mount Akagi, Mount Tanigawa, and Mount Asama, you see abundant farm crops at the skirts of the mountains. In the historical areas, the Tomioka Silk Mill, a World Heritage site, and the Gunma Symphony Orchestra have been handed down by local people. All kinds of hot springs compose hot spring resorts, including Kusatsu, Ikaho, Minakami, and Shima, which offer comfort for people.

Gunma Convention Bureau provides diverse support in response to the requests from organizers of MICE held in different areas of Gunma.

We offer MICE taking advantage of the characteristics of Gunma, such as G Messe Gunma, which is equipped for international conferences with a large capacity, support activities from the planning stage, Hot Spring MICE unique to a popular hot spring destination, and new pre/post conventions combining MICE and retreats.

We look forward to serving your conventions in every field, such as science, culture, and sports.





# MICE venues

We have MICE facilities that meet different needs for the purpose or scale of the event.

## Takasaki Arena

Palace of sports suitable for world-level competitions

This gymnasium opened in April 2017 and meets international competition standards.

It is in a good location, about an eight-minute walk from JR Takasaki Station, and it has the Main Arena suitable for various sports with a maximum capacity of approximately 6,000 people as well as the Sub Arena, Judo and Kendo Halls, and other rooms.



## G Messe Gunma

Largest complex convention facility in the northern Kanto region

As it is located a 15-minute walk from JR Takasaki Station, which the Joetsu and Hokuriku Shinkansen lines use, it is accessible in about 60 minutes from Tokyo Station. It has 30,000m<sup>2</sup> of indoor and outdoor exhibition spaces in a site spanning 110,000m<sup>2</sup> and is equipped with 13 big and small conference facilities, including the Main Hall with a capacity of 1,000 people. Organizers can hold an international conference, a large-scale academic meeting, a concert mobilizing 10,000 people, a large-scale exhibition, and a wide range of events.



## Takasaki City Theatre

Largest-scale sanctuary of music and performing arts in the Joshinetsu and northern Kanto region

It is a five-minute walk from JR Takasaki Station. Grand Theatre has the nation's largest-scale stage area and stage width with 2,027 seats and is suitable for various large-scale musical and stage performances of all periods and countries. Studio Theatre can be used as a live house as well as for various performances, such as plays, dances, and Noh plays. It also has the first full-scale Concert Hall in Gunma with 412 seats, which can be used for recitals as well as small orchestra concerts. Having also nine studios for rehearsals and lessons, it is a complex art theater that integrates appreciation and creation.



## Onsen MICE

A retreat mecca meets MICE

In different areas around Gunma, there are Onsen MICE facilities that you can use for various purposes, such as conferences and training. After participating in MICE in an environment with clean air and beautiful nature, people can spend a peaceful time to refresh their mind and body in a hot spring and with dishes full of local produce, in which Gunma takes pride.

SUPPORT

01

## Support for venue selection

### Introduction of venues, provision of related materials, and support for visits

We help you find a facility in accordance with the scale of the convention and your preference.

Please consult with us about Hot Spring MICE and unique venues only Gunma has as a popular hot spring destination.



## Unique venues

You can enjoy special receptions and meetings in a special place unique to Gunma.



### Important Cultural Property “Rinkokaku”

Explore this national Important Cultural Property with a nostalgic feel

It faces the Tone River, and you can enjoy the beautiful modern Japanese-style wooden building and its Japanese garden in all seasons.



### National Treasure “West Cocoon Warehouse”

The glass hall of this World Heritage site and National Treasure makes it a truly unique venue

The West Cocoon Warehouse, a National Treasure in the Tomioka Silk Mill, a World Heritage site, opened on October 3, 2020, after six-year-long maintenance work taking advantage of cutting-edge construction technology and creative construction technology. As its walls and ceilings are made of glass, you can enjoy the National Treasure building while using the facility.



### Organizer's Voice

Gunma is full of historical and atmospheric streetscapes, the colorful scenery of each season, and impressive mountains. Thanks to the enhancement of a mobile communication environment and small and advanced video distribution equipment, we can now add wonderful scenery, which only limited tourists used to be allowed to experience, to the attractiveness of academic meetings and conferences. In this era of hybrid conferences, it is essential for the venue to have an appeal that convinces everyone that “it was a good idea to participate” with local cuisine, hot springs, outdoor activities, and cultural experiences on site, as well as colorful scenery and special virtual tours provided online.

Gunma has the potential to provide a memorable conference you have never experienced before. I sincerely wish that the utilization of the beauty of Gunma, where the ideas of the organizer can make a conference look good, will lead to great success and progress for your academic meetings and conferences.



**Kota Torikai**

Medical Physicist / Associate Professor /  
Vice Director of the System Integration  
Center, Gunma University Hospital,  
National University Corporation

SUPPORT

02



## Support for event preparation

### Promotion of the event information, public lectures, etc. and consultation on sponsorship

We promote the event on the Convention Guide website, provide consultation on sponsorships, and conduct coordination with local governments and tourist associations upon request.

[Convention Guide website]  
<https://gunma-convention.jp/>





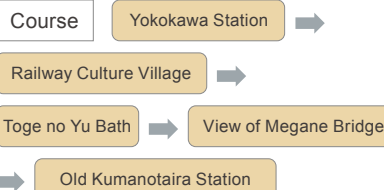
# Pre/post conventions

Gunma enjoys an abundance of locations where you can experience its rich nature and history. We offer excursions and experience plans that meet the demand of organizers.

Industrial heritage

## Abandoned Railway Walk

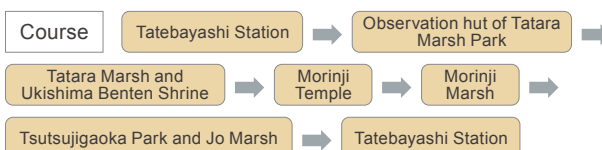
We walk along admiring the trees that have changed colors while thinking about the old days of the Shinetsu Main Line.



Marsh culture

## Japan heritage "Satonuma"

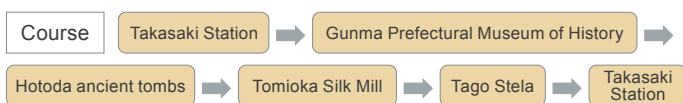
We make a tour of the marsh culture in Tatebayashi created by the wetland of "prayer," "harvest," and "protection."



History

## Ancient tombs, world heritage, and reminiscence of the world

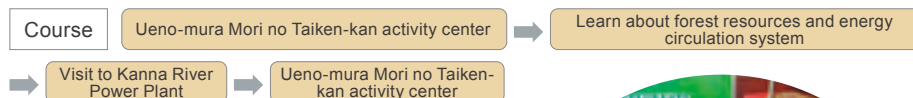
We make a tour of historical and cultural heritage sites of Gunma, which was the center of Togoku culture with the largest number of ancient tombs in eastern Japan.



Environmental energy

## Renewable energy power plant duo

We visit a woody biomass power plant and pumped-storage hydropower plant, which play a key role in the energy supply outside the village, to learn about energy circulation making use of forest resources.



Global perspective

## Multicultural coexistence study tour

Oizumi-machi is an advanced international town, in which people from about 45 countries live. We learn about multicultural coexistence and co-creation, where people identify and accept cultural differences to create new values by making use of diversity.



SUPPORT

03



## Support for operation

### Arrangements for travel, accommodations, product fairs, and matching support

We provide support for travel and accommodation arrangements during the event, as well as for product fairs, etc. focusing on local products in the prefecture.

We introduce convention partners (businesses in the prefecture) according to the needs of the organizers.

# Products / experience plans / attractions

Surrender yourself to mother nature and go wherever your body and soul lead you.

Please enjoy Gunma as a retreat mecca that relaxes your mind and body.



Cabbage ▶



▲ Pork



▲ Joshu chicken



▲ Ginhikari rainbow trout

## Products

Gunma promotes local production for local consumption.

You can discover our diverse local products ranging from those having a large domestic share to those unique to Gunma.



## Experience plans

We offer experience plans for you to experience the attractions of Gunma in each season.



Water activities



Hot spring stirring experience



Seasonal fruit picking



Daruma doll painting



## Attraction

### Gunma Symphony Orchestra

It is a pioneer of regional orchestras in Japan and is extensively supported by local residents as a symbol of the culture of Gunma.

They play in response to your request and also travel to different places to play. They provide high-quality performances and impressive recitals.

SUPPORT

04



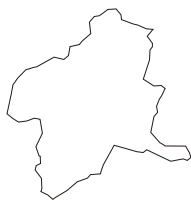
## Support for sightseeing and excursions, etc.

### Provision of various brochures and tourist information

We provide a variety of brochures, including the Gunma Tourist Map, which introduces tourist information on Gunma. Please do not hesitate to ask us about excursions and after-convention events.



\*The images are from the FY 2024 edition.



# GUNMA MICE *Information*

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## Gunma Convention Bureau

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371-0026

Gunma Kaikan 3F, 2-1-1 Otemachi, Maebashi-shi, Gunma  
(Gunma Association of Tourism, Local Products & International Exchange)

TEL: 027-212-2773 URL: <https://gunma-convention.jp/>



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