

ACTIVITIES	PLAN of OPERATION	INDICATORS	Activities of JPMO Jan 2005 - Jul 2007
1. Strengthened framework of regional collaboration in the tourism sector			
(1) Establishment of MERCOSUR Tourism Promotion Office on a pilot basis.			
a. Set up and operate the Offices under the RET Ad-hoc Group.			JPMO was established in Tokyo on April 18, 2005.
b. Facilitate private sectors in each country to set up committees for the Project.			The supporting committee : 2 (Dec 2005, Feb 2007)
c. Facilitate dialogue among private sectors in MERCOSUR and Japan.			Business meeting at JATA fair 2005 and 2006 (2007 scheduled)
(2) Enhancement of policy coordination among state parties of MERCOSUR.			Business meeting during FAM tours between Mercosur tourism sector and Japanese tourism companies
a. Conduct RET-ad-hoc meeting based on a regulation			
2. Enhanced capacity of MERCOSUR in tourism planning			
(1) Survey and analysis on the Japanese market.			
a. Conduct data analysis on the demand side elements of the Japanese market, such as opinions of consumers about MERCOSUR and their special interests.			
b. Conduct surveys on the supply side elements of the Japanese market, such as current products, profiles of agents and potential competing destinations.			
(2) Formulation of a master-plan of tourism promotion for the Japanese market.			
a. Formulate a master-plan of tourism promotion for the Japanese market based on findings gained from the Project.			
b. Formulation of a proposal for the second phase of the Project to consolidate the outcomes of the Project.			
3. Enhanced capacity of MERCOSUR in tourism marketing			
(1) Implementation of marketing activities on a pilot basis			
a. Participate in JATA Travel Fair.			Participation in JATA World Travel Fair (2005-2006/2007 scheduled)
b. Hold promotional events and seminars targeting at various segments such as business entities, local governments, educational institutions and consumers.			Seminar : 4 sponsored, 10 cooperative (total 500 persons attended)
c. Conduct publicity activities targeting at the media.			Official visit : 9 (Argentina, Brazil, Paraguay)
d. Conduct FAM/Press tours targeting at business entities and the media.			Participation in Event : 7
f. Prepare a guideline and a manual for tourism marketing in Japan.			64 Publishing Activities and 17 Articles on media
(2) Development of media and materials for tourism marketing on a pilot basis.			7 Fam tours / 1 Press tour
a. Create the visual identity for the Project			Guideline (draft)
b. Operate MERCOSUR Tourism Web-site.			Establishment of JPMO website
c. Produce various promotional materials including "sales tools".			Renewal (set up of Blog, Image bank, etc)
4. Enhanced capacity of MERCOSUR in tourism product development			
(1) Development of MERCOSUR tourism products on a pilot basis			
a. Formulate and implement pilot projects to develop "coordinated bilateral tourism products" in order to either enhance value of existing products or create new products tailored to the Japanese market.			Number of Access : 130,970 (Jan 2006 - Jul 2007: for 1 year and 7 months)
b. Complete relevant information about resources and existing products in the member countries.			Pamphlet, leaflet : 3
5. Enhanced capacity of MERCOSUR in tourism human resource development			
(1) Capacity development of focal persons of MERCOSUR tourism sector.			
a. Provide focal persons with opportunities to be trained on the project and Japanese market.			FAM tour : Upgrade of tourism products : 10 companies & Creation of New product : 1 company
b. Implement seminars to disseminate the knowledge acquired by the focal persons.			Press tour : Publication of "The World Heritage IV - The Great Journey to South America" by Globe-Trotter Travel Magazine
			Survey for the development of a Marketing Promotion strategy (by JTHF)
			Survey for Developing Strategy of New Travel Products, Sales Promotions and Organizational Operation (by JTM)
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**Promotional Event [PO3(1)b.]**

**1. Activities (January 2005 - September 2007)**

Event	Date	Place	Organizer	Participant	JPMO contribution
<b>Sponsored seminar</b>					
1 Mercosur Tourism Promotion Seminar	Mar.25,2005	Tokyo (palace hotel)	JICA	121 participants	
2 JPMO Sponsored seminar (Fukuoka)	Oct.24, 2005	Fukuoka	JPMO	26 participants	organized by JPMO
3 JPMO Sponsored seminar (Sapporo)	Oct.26, 2005	Sapporo	JPMO	32 participants	organized by JPMO
4 Orientation Seminar for the 6th & 7th FAM Tours	May 8,2007	Tokyo (Embassy of Argentina)	JPMO	29 participants	organized by JPMO
<b>Cooperative seminar</b>					
1 VARIG Seminar	May 30, 2005	Osaka	VARIG	40 participants	Presentation by JPMO
2 VARIG Seminar	May 31, 2005	Nagoya	VARIG	30 participants	Presentation by JPMO
3 VARIG Seminar	Jun 1, 2005	Tokyo	VARIG	50 participants	Presentation by JPMO
4 JTB Grandtours & Services Seminar	Jun 14,2006	Tokyo	JTB Grandtour & Service	10 participants	Presentation by JPMO
5 JATA New Destination Seminar (Brazil)	Nov 21,2006	Tokyo	JATA	22 participants	support for delivery of materials
6 JTB Grandtours & Services Seminar	Feb 20,2007	Tokyo	JTB Grandtour & Service	30 participants	Presentation by JPMO
7 JATA New Destination Seminar (Argentina)	May 15,2007	Tokyo	JATA	30 participants	Presentation by JPMO
8 Nipo-Brazil Seminar	May 25,2007	Tokyo	Nipo-Brazil	30 participants	Presentation by JPMO
9 JATA New Destination Seminar (Uruguay & Paraguay)	Aug 7,2007	Tokyo	JATA	-	Presentation by JPMO
10 JATA New Destination Seminar (Argentina)	Aug 29,2007	Osaka	JATA	-	Presentation by JPMO
<b>Official visit</b>					
1 Presidential Visit & Seminar (Brazil)	May 24-27,2005	Tokyo	Embassy of Brazil in Japan (Seminar)	80 participants for tourism seminar	Unveiling of Board of JPMO at Seminar Minister of Tourism & President of Embatrur visited JPMO presentation by JPMO
2 Official Mission & Seminar (Argentina)	Jul 12,2005	Tokyo	Ministry of Tourism of Argentina Embassy of Argentina in Japan		Secretary of Tourism visited JPMO Minister of Tourism visited JATA & JPMO
3 Official Mission (Paraguay)	Sep 21-24,2005	Tokyo	Ministry of Tourism of Paraguay		Unveiling of Board of JPMO at Reception
4 Presidential Visit (Paraguay)	Nov 1,2005	Tokyo	Embassy of Paraguay in Japan Japan & Paraguay Exchange		Vice-Minister of Commerce and Industry visited JPMO
5 Official Visit (Paraguay)	Nov 15,2006	Tokyo	JETRO- Bolivia, Paraguay and Uruguay Exhibition		

6	Official Visit (Argentina)	Mar 24,2007	Tokyo			State councillor of Buenos Aires visited JPMO
7	Official Mission (Brazil)	Sep 13-15,2007	Tokyo	Ministry of Tourism of Brazil President of Embratur		Minister of Tourism and President of Embratur visited JATA & JPMO
8	Official Mission (Paraguay)	Sep 13-16,2007	Tokyo	Ministry of Tourism of Paraguay		Minister of Tourism visited JATA & JPMO
9	Official Visit (Argentina)	Sep 13-16,2007	Tokyo	Under-Secretary office for administrative and Technical Matters		Under-Secretary of the Secretariat of Tourism visited JATA & JPMO
Participation in events						
1	The 70th Anniversary of Japanese immigration to Paraguay	May 2006		The Association of Nikkei & Japanese Abroad	1500 letters	support for delivery of materials
2	ANTOR "Let's go KAIGAI" Day	Jul 2,2006	Tokyo	ANTOR-Japan	visitor: 1,800	Booth setup
3	"Mate Day" event	Sep 1,2006	Tokyo	Japan Green tea Co.	visitor: 5,000	support for promotion of Mate
4	Bolivia, Paraguay and Uruguay Exhibition	Nov 14-17,2006	Tokyo	JETRO, Governments of Bolivia, Paraguay and Uruguay	visitor: 2,500	support for information and materials
5	ANTOR "Let's go KAIGAI" Day	Jul 16,2007	Tokyo	ANTOR-Japan	visitor: 3,000	Booth setup
6	Latin America Festa	Aug 16-19,2007	Tokyo	Mori Building (Roppongi Hills)	-	Booth setup (support for Embassy of Brazil)
7	Brazil Festival	Sep 8,9,2007	Tokyo	Chamber of Commerce of Brazil	-	Booth setup (support for

\* ANTOR is the abbreviation of 'Association of National Tourist Office Representatives in Japan'

## 2. Scheduled Activities

1	Mercosur Supporting Committee & Seminar	Oct 11,2007	Osaka	JPMO	-	
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## Development of Media [PO3(2) b.&c.]

### 1. Activities (January 2005 - September 2007)

	Event	Date				
Web site						
1	Establishment	Mar 25,2005		Establish the Mercosur Website		
2	Renewal	Jun 2006		Open of 'Blog page for latest news' and renewal of total design and tourism information		
3	Second renewal	Nov 2006		Open of 'Image bank' and 'Blog page for the latest information of tourism products'		
4	English Pages	Mar 2006 - Aug 2007		Establish the English pages of Mercosur Website		
Promotional materials						
1	TJ pamphlet: revision and reprint	Sep,2006				
2	General Pamphlet: revision and reprint	Mar, 2006				
3	Travel Journal Special Edition	Sep 25, 2006		JPMO new pamphlets		