

Publicity activities [PO 3(1)c].

I. Cooperation for Media, Tourism company and other organization (January 2005 - September 2007)

Media		Title	Date	Detail		JPMO contribution
1	Travel Journal	Weekly Travel Journal (travel magazine)	Mar 21, 2005	p52-53	Special talk between Mr. Kohiyama (Director General, JICA Tokyo International Center) and Mr. Watanabe(President, UNIVERTUR)	Cost for special coverage
2	Magazine House	relax (magazine)	May 1, 2005	p30-103	Special feature :Argentina	sponsorship
3	Japan Business Publishing Co.,Ltd.	Kankyō-Business Aug.2005 (Monthly Magazine)	May 2005		eco-business in Brasil	provision of pictures
4	Bitters End	Whiskey (Uruguayan film)	Jun 2005		Tabloid, Pamphlet	sponsorship
5	JATA WTF	Leaflet for JATA 2005	Jun 2005		Leaflet	provision of pictures
6	Univertur	Travel Pamphlet	Jul 2005		Travel Pamphlet	provision of pictures
7	HB Japan	Harper's Bazaar (fashion magazine)	Aug 2005	p186-207	Special feature : Argentina	sponsorship
8	Diamond Big	Chikyuu no Arukikata - Argentine, Chile, Uruguay and Paraguay 2005-2006 (guidebook)	Aug 2005		Guidebook	provision of information
9	Hakuhodo DY Media Partners	Kiss of the Spider Woman (theater)	Sep 2005		Pamphlet (originally written by Argentine author)	provision of materials
10	Chiba City	Asuncion Tribal Culture Delegation (Pamphlet)	Oct 2005		Pamphlet	provision of pictures
11	Diamond Big	Chikyuu no Arukikata - Brazil 2006-2007 (guidebook)	Oct 2005		Guidebook	provision of information
12	Diamond Big	World Heritage IV (travel magazine)	Oct 2005		special feature : South America	on-the-spot coverage
13	TBS	World Heritage (TV program)	Nov 20, 2005		Feature: Cueva de las Manos, Rio Pinturas	Cooperation by Mr. Satomi
14	Art Days	Dune Traveller(Brazil) (travel magazine)	Nov 2005		Special edition :Brazil	provision of information
15	PIL Japan	Leaflet	Nov 2005		Leaflet	provision of pictures
16	Keio University	SHONAN JUMP (magazine)	Dec 2005		Latin culture introduced	provision of pictures
17	Fujieda City	Publicity FUJIEDA	Dec 2005		Brasilian lecturere introduced	provision of pictures

18	Ace	ProtecA (travel magazine(free paper))	Dec 2005	Article	provision of pictures
19	Travel Journal	Weekly Travel Journal (travel magazine)	Jan 2/9,2006	Special feature : Paraguay & Uruguay	on-the-spot coverage (FAM tour)
20	Tunibura Travel	Argentina Guidebook (guidebook)	Feb 1,2006	Guidebook	provision of information
21	Travel Journal	Weekly Travel Journal (travel magazine)	Mar 27,2006	Special feature : Mercosur	tie-up
22	Hotel Okura Tokyo	Leaflet Argentine Gourmet Fair	Mar 2006	Argentine wine introduced	provision of pictures
23	Soha	web site Let's Go Embassy(Paraguay)	Apr 2006	Web	provision of pictures
24	Travel Journal	Weekly Travel Journal (travel magazine)	May 22,2006	Special feature : Brazil	on-the-spot coverage (FAM tour)
25	Diamond Big	web site The Magnificent view of the world	May 2006	Web	provision of pictures
26	JTB Grand tour	Travel Pamphlet	Jun 2006	Travel Pamphlet	provision of pictures
27	Nikko Travel	Travel Pamphlet	Jul 2006	Travel Pamphlet	provision of pictures
28	Knowledge Soft	"Corich Travel"	Jul 2006	Travel information	provision of pictures
29	The Association of Nikkei & Japanese Abroad	Paraguay Exhibit (pamphlet)	Jul 2006	the 70th anniversary of Japanese immigration to Paraguay	provision of pictures
30	NPO Culture Links	Musical "YANOMAMO"	Aug 2006	Thema : Environmental protection of the	provision of pictures
31	The Association of Nikkei & Japanese Abroad	Japanese Overseas Migration Museum News No.5 2006 Autumn	Sep 2006	Pamphlet	provision of pictures
32	Travel Journal	Travel Journal Extra Number	Sep 25,2006	Mercosur (JPMO) pamphlet	Cost for the publishing
33	Chubu Nihon Kokokusya	The Chunichi Newspaper Sep.27, 2006	Sep 2006	Special feature: South America	provision of pictures
34	Dailysha	"Daily Times" (information magazine)	Nov 2006	Special feature : Mercosur 4 countries	provision of information & pictures
35	Shenna	JETRO Event	Dec 2006	event operation	provision of pictures
36	Cosmic Publications	"NANPLE Land" Dec.2006 (Monthly Magazine)	Dec 2006	magazine	provision of pictures
37	World Air & Sea Service	"World TABI NO HIROBA Dec.2006" (Travel Pamphlet)	Dec 2006	Travel Pamphlet	provision of information & pictures
38	StarShip	"Sekai no Kumi he Hitottobi" (DVD for children)	Dec 2006	DVD	provision of pictures
39	ABC Libra(Asahi TV)	Asada! Namadesu Tabi Salad (TV program:Dec.2,6,19 and 23.2006)	Dec 2006	TV program	provision of information
40	4 Travel	4 Travel web site (special feature: South America)	Dec 11,2006 - Jan 31,2007	tie-up with Air Canada (http://4travel.jp/)	provision of information & pictures
41	Global Youth Bureau	Travel Pamphlet Apr.-Oct.2007	Feb 2007	Travel Pamphlet	provision of pictures
42	Tunibura Travel	Guidebook (Brazil)	Feb 2007	Guidebook	provision of pictures

43	Office Nakajima	"Financial Forum" 2007 Spring No.76	May 2007	Magazine	provision of pictures
44	Chukei Publishing Company	"CD wo kikudakede Spein-Go ga Oboerareru" (Spanish text book)	Mar 2007	textbook	provision of pictures
45	SHOCHIKU	"Argentine BABA"	Mar 2007	Movie Pamphlet	provision of pictures
46	JICA	"JICA PLAZA NEWS"	Mar 2007	Magazine	provision of pictures
47	Travel Journal	Weekly Travel Journal (travel magazine)	Apr 23, 2007	Special feature : Mercosur	tie-up
48	JTB Planning network	"Tabi Monogatari Apr.2007" (Travel Pamphlet)	Apr 2007	Travel Pamphlet	provision of pictures
49	Data World	"World Heritage" (Children's book)	Apr 2007	book	provision of pictures
50	KN Planning	"Sekai no Ryori" (Chirdren's book)	Apr 2007	book	provision of pictures
51	Japan Business Publishing Co.,Ltd.	"KANKYO Business Apr.2007" (Monthly Magazine)	Apr 2007	eco-business in Brasil	provision of pictures
52	Hotel Okura Tokyo	Leaflet Argentine Gourmet Fair 2007	Apr 2007	Leaflet	provision of pictures
53	Diamond Kinema	"JALPAK" web	Apr 2007	Web promotion program	provision of pictures
54	Makino Shuppan	"YUHOBIKA"May.2007 (Monthly Magazine)	May 2007	Magazine	provision of pictures
55	TV Man Union(TBS TV)	"SEKAI FUSHIGI HAKKEN" (TV program:May.26.2007)	May 2007	The 1009th featuring "Andes"	provision of information
56	The Japan Financial News	"NIKKIN MONEY Vo.21" Jun.2007 (Monthly Magazine)	Jun 2007	Magazine	provision of pictures
57	Shobunshya Publications	"Bravi" Vol.3 Summer 2007	Jun 2007	Travel Magazine	provision of information & pictures
58	Dan	"Shuroders"	Jun 2007	Members Magazine	provision of pictures
59	Nippon Cultural Broadcasting	Radio program "Yamamoto Ryokosya"	Jun 2007	Radio	provision of information
60	Travel Journal	Weekly Travel Journal (travel magazine)	Jul 23, 2007	Special feature : Brazil and Paraguay	on-the-spot coverage (FAM tour)
61	HANKYU Express	Website	Jul 2007	Travel Information web(http://blog.hankyu-travel.com/cgi-bin/mt-tb.cig/1294)	provision of pictures
62	Asahi Sun Tours	Travel Pamphlet	Aug 2007	Travel Pamphlet	provision of pictures
63	Dot Creative Center	Catalog of Sports Goods "Topper Atletico"2007 Autumn & Winter	Aug 2007	Catalog of Sports Goods	provision of pictures
64	Nikko Travel	Travel Pamphlet	Aug 2007	Travel Pamphlet	provision of pictures

II. Articles on Mercosur Promotion Office Activities

	Company	Title	Date
1	The Mainichi Newspaper	About our activities	Jun. 2005
2	Travel Journal	About new JPMO Director	Jul. 2005
3	ABC Japao	Made in Brazil	Sep.2005
4	The Sapporo Times	About our Sponsored Seminar in Sapporo	Nov. 2005
5	Travel Journal	About our Sponsored Seminar in Sapporo	Nov. 2005
6	Travel Journal	About the 1st Mercosur Conference	Dec. 2005
7	Japan Umbrella Promotion Association	Umbrella Season	Jan. 2006
8	The Association of Nikkei & Japanese Abroad	Kaigai Nikkei Jin	Mar. 2006
9	The Mainichi Newspaper & Weekly Mainichi	About our 2nd Sponsored Tour	Mar, Apr, May . 2006
10	Food Style 21	About "Mate Dat Sep 1st"	Oct.2006
11	JATA net website	About new JPMO Director	Jan 2007
12	Travel Vision News	About the 2nd Mercosur Conference	Feb. 2007
13	Travel Journal	About new JPMO Director	Feb. 2007
14	CCBJ (Chamber of Commerce of Brasil) website	About new JPMO Director	Feb 2007
15	Travel Vision News	About new JPMO Director	Apr 2007
16	Mainichi Newspaper	About interview with JPMO Director	May 31,2007
17	OTOA News	About new JPMO Director(courtesy call)	May 2007

Outputs of FAM & Press tours - undertaking activities of participants

Overall Outputs	
New tourism product	1 company
Development of existing tourism product	10 companies
Exposure in website	8 companies
Exposure in magazine	2 companies
Exposure in news paper	1 company
Publication of travel magazine	1 company

1. the 1st FAM tour

term : Nov 11~21, 2005 (11days)

destinations : Iguazu~Asuncion~Buenos Aires~Colonia del Sacramento~Montevideo

participants : eight companies (seven operators, one media)

outputs :

available products and others	number of participant	company
Tours featuring Argentina and Brasil	6	ALFAINTER , UNIVERTUR, GRANDTOUR JAPAN, TUNIBRA TRAVEL CO. LTD., NAMBEI PACK BRASIL TURSIMO CO. LTD., TURISMO LATINO
Tours featuring Paraguay for 70th anniversary of Japanese migration	3	UNIVERTUR, TUNIBRA TRAVEL CO. LTD., NAMBEI PACK BRASIL TURISMO CO. LTD.
Tours featuring Uruguay	2	GRANDTOUR JAPAN, TURISMO LATINO
Planning a tour featuring Argentine and Uruguay + α	1	GRANTUOR JAPAN
Tours featuring four Mercosur countries	1	UNIVERTUR
Website introducing events about Paraguay	1	NAMBEI PACK BRASILTURISMO CO. LTD.
Website link to JPMO homepage	2	UNIVERTUR, TURISMO LATINO
Website of special page for Paraguay and Uruguay	1	TRAVEL JOURNAL
Tours featuring Paraguay	1	NAMBEI PACK BRASIL TURISMO CO.LTD.

2. the 2nd FAM tour

term : Mar 17~24, 2006 (8 days)

destinations : Brasil (Lencois Maranhenses, Sao Luis)

participants : eight companies (four operators, three media and one photographer)

outputs :

available products and others	number of participant	company
New tour featuring Lencois Maranhenses, Brasil	1	EURASIA TRAVEL CO. LTD.
Provision of photo of Lencois Maranhenses for the website of 'Globe Trotter Travel'	1	Mr. KANEKIYO
Special Articles about Lencois Maranhenses, Sao Luis	2	TRAVEL JOURNAL, THE MAINICHI NEWSPAPERS
Website of special page for Lencois Maeanhanses	1	ALFAINTER

3. the 3rd FAM tour

term : Jun 14~22, 2006 (9 days)

destinations : Buenos Aires~Montevideo~Puerto Iguazu~Encarnacion~Trinidad~Asuncion

participants : ten companies (nine operators, one airline)

outputs :

available products and others	number of participant	company
Tours featuring Mercosur country for latter half of 2006	3	HANSHIN TRAVEL SERVICE, NIKKEI CULTURE INC., HANKYU EXPRESS INTERNATIONAL CO.
Website introducing the FAM tour and the destinations	1	NIKKEI CULTURE INC.
Tours featuring Mercosur country for first half of 2007	3	HANSHIN TRAVEL SERVICE, NIKKEI CULTURE INC., HANKYU EXPRESS INTERNATIONAL CO.
Tours featuring Mercosur country for latter half of 2007	1	HANSHIN TRAVEL SERVICE

4. the FAM tour for JTB group companies

term : Jun 14~22, 2005 (9 days)
 destinations : Buenos Aires~Iguazu~Rio de Janeiro
 participants : 11 staffs
 outputs :

available products and others	number of participant	company
	11	JTB group companies

5. the Press tour for Globe-Trotter Travel Magazine

term : Jul 31~11Aug, 2006 (12 days)
 destinations : Pantanal~Brasilia
 participants : 2 staffs
 outputs :

available products and others	number of companies	company
Published a Book 'The World Heritage IV - The Great Journey to South America'	1	Globe-Trotter Travel Magazine

6. the 4th FAM tour

term : Nov 12~21, 2006 (10 days)
 destinations : Buenos Aires~Salta, Jujuy~Montevideo~Punta del Este~Colonia del Sacramento
 participants : four companies (one operator, three medias)
 outputs :

available products and others	number of participant	company
Website of special page for the destinations	1	TURISMO LATINO
Special Articles about the FAM tour and the destinations	1	TRAVEL VISION
Website Special Articles about the FAM tour and the	1	TRAVEL VISION

7. the 5th FAM tour

term : Nov 17~26, 2006 (10 days)
 destinations : Bonito~Puerto Iguazu~Encarnacion~Trinidad~Asuncion
 participants : four companies (two operators, two medias)
 outputs :

available products and others	number of participant	company
Tours featuring for Bonito	1	UNIVERTUR
Special Articles about the FAM tour and the destinations	1	TRAVEL VISION
Website Special Articles about the FAM tour and the	1	TRAVEL VISION
Special Articles about the destinations(Paraguay)	1	TRAVEL VISION

8. the 6th FAM tour

term : May 21~01 Jun, 2007 (12 days)
 destinations : Puerto Iguazu~Encarnacion~Trinidad~Asuncion~Rio de Janeiro
 participants : five companies (three operators, two medias)
 outputs :

available products and others	number of participant	company
Special Articles about Rio de Janeiro, Paraguay	1	TRAVEL JOURNAL

9. the 7th FAM tour

term : May 31 ~Jun 09, 2007 (10 days)
 destinations : Buenos Aires~Salta, Jujuy~Montevideo~Florida(Estancia)~Colonia del Sacramento
 participants : five companies (one operator, one travel agent, three medias)
 outputs :

available products and others	number of participant	company
Website for the destinations	1	HWT Co.,Ltd.
Tours featuring the destination in August.2007(12Pax)	1	HWT Co.,Ltd.
Articles about the destinations	1	THE MAINICHI NEWSPAPERS

List of Bilateral Promotion Material

	Number of the material	Allocated to JPMO	Distribution List						Stock
			JATA World Travel Fair (Sep 2006)	Mercosur Supporting Committee	Promotional Event, Seminar, etc	Provision to Travel Agents	Others		
Argentina									
Tourist Guide Book & Leaflet (Japanese)		800	200	100	0	0	0	0	500
DVD	5,000 (Plan)								
Brazil									
Tourist Map (Japanese)		9,900	2,100	100	3,000	1,700	0	0	3,000
DVD	30								
Catalogue	300								
Paraguay									
Paraguay Tourist Guide Book (Japanese)	9,000	1,000	500	100	0	0	0	0	400
Pamphlet	3,000								
DVD	1,000								
Uruguay									
Wine (Tannat) with Leaflet	1,500	1,500	300	100	500	0	100	0	500
DVD	200								
Pamphlet	1,000								

List of the Participants of the Training/Seminar (PO5-(1)-a&b)

Seminar FY	Name	Position at the time of seminar	Present Position
Argentina			
2003	Mariana Navarro	Cabinet Advisor, Secretariat of Tourism (RET Adhoc member)	Same
2005			
2006			
2002	Bernardo Alejandro RACEDO ARAGON	Secretary/Secretariat of State of Tourism, Government of Salta	Same
2002	Gladys Estela LUCERO	Chief of Tourism Promotion/Secretary of Tourism and Sports	Same
2003			
2002	Marta Susana GARCIA	Coordinator of Web Site, Under-Secretariat of Tourism, Government of Neuquen Province	Same
2003	Elena BOENTE de PERINO	Vice-president/Waldorf Hotel, Argentine Chamber of Tourism	Same
2004			
2004	Andrea Cecilia PELLIZZA	Technician/Secretariat of Tourism	Technical advisor, Secretariat of Tourism
2003	Maria del Carmen FRANCOS JARAZO	Technical Assistant/Tourism Promotion Activities Department, Secretariat of Tourism	Same
2004*	Leonel VILLELLA	Director of Quality Control, Secretariat of Tourism	Private consultant
2004*	Marta SANCHEZ MAGNONI	Secretary General, Chamber of Tourism	Same
2004	Patricia Noemi CARMONA	Supervisor /Tourism Stand in Buenos Aires Domestic Airport, Secretariat of Tourism	Same
2004	Silvina Fabiana ESQUIVEL	Technical Assistant/Marketing Area, Secretariat of Tourism	Same
2006	Alejandro Varela	Multilateral Affairs Coordinator, Secretariat of Tourism	Same
2007			
2007***	Nadia Antar	Secretariat of Tourism and Culture, Province of Jujuy	OJT Trainee
Brasil			
2002	Ines de Fatima OLIVEIRA DA SILVEIRA	City Hall of Belem	Private operator
2002	Marcos NIEMEYER MOREIRA	Project Manager/Brazilian Tourism Board-EMBRATUR	Tourism Event and recreation section, EMBRATUR
2002	Tania Maria DA SILVA PENHA	Project's Assistant, EMBRATUR	Private operator
2003	Patric Lottici Krahl	International Business Manager, Ministry of Tourism (RET Adhoc member)	Same
2004			
2005			
2006			
2007			
2003	Jaqueline GIL	Coordinator, EMBRATUR	Chief of New market, EMBRATUR
2003	Lucineiva FAGUNDES PIRES	Coordinator of International Events, EMBRATUR	New Market section, EMBRATUR
2003	Paula SANCHES	Project Manager, Ministry of Tourism	Assistant Official to the Minister, Ministry of Tourism
2004			
2004*	Airton NOGUEIRA PEREIRA JUNIOR	Director, Tourism de Lazer e Incentivo da EMBRATUR	Director of National Tourism Promotion, Ministry of
2004*	Jose ZUQUIM	President, Brazilian Tour Operation Association	Same
2004	Ronnie Reus SCHROEDER	Manager of New Market, EMBRATUR	Chief of Leisure and Tourism, EMBRATUR
2004	Vaniza DE LIMA SCHULER	Manager of Congress and Conventions Travel, EMBRATUR	Private operator
2005	Francesca TOMASELLI	Coordinator of New Markets, EMBRATUR	Department of Economic Development, Indaral
2006	Laercio Branco	Local Consultant	JPMO Director
2005**	Lawrence REINISCH	Business Travel Manager, EMBRATUR	International Relations, National Civil Avion Agency

Seminar FY	Name	Position at the time of seminar	Present Position
Paraguay			
2002	Helios Jorge RAMIREZ YELSI	Head of Promotion Department, National Tourist Board	NGO
2002	Juana Rosa QUEVEDO DE ALVAREZ	Head of Promotion Department, National Tourist Board	Same
2004*	Doris Peroni	Director, Tourism Operative Development, Secretariat of Tourism (RET Adhoc Member)	Same
2005			
2006			
2007			
2003	Hartmut GOOSSEN	Director, Ha Go Tourism SRL	Same
2003	Naiman Liliana MISERLIAN CARDOZO	Secretary of Technical Counsel, Secretariat of Tourism	Same
2003	Natalia GALEANO DE MENDOZA	Coordinator, Industrial Paraguayan Hotels Association	Private consultant
2003	Rosa María MIER ALVAREZ de NUNEZ	Director, Receptur Travel Agent	Same
2004			
2004	Juan Ramon Guillermo GUICHOU SOUBERLICI	General Secretary, National Tourism Board	Department of Administration, Secretariat of Tourism
2004*	Mariano CANOVA	Manager, Chaco Hotel, President	Same
2004	Silvestre LOPEZ FERNANDEZ	Asuncion Convention&Visitors Bureau	Same
2004	Sofia Elizabeth MONTEL DE AFARA	Director, ITRA Travel	Same
2005	Veronica ROYG RODRIGUEZ	Head of Information Department, National Tourism Board	Same
2005***	Luisa Miyuki MORIKAI	Incoming Area Manager, INTERTORUS S.A.	Same
Uruguay			
2002	Gloria Campos	University student	Hotel management
2003			
2004			
2004*			
2006			
2007			
2002	COUTINHO RODRIGUEZ German Manuel	Director, Agreement and Resolution Department, Ministry of Tourism and Sports	Same
2003			
2002	Maria Carolina ASUAGA	Advisor of the Youth and Sports Dept./City Hall of Salto	?
2002	PERELLI Fraga Paola Anna	Press Chief of the Youth and Sports Advisor Dept./City Hall of Salto	?
2003		Professor/University of the Republic, Faculty of Economic Science	Same
2004		Director/Lares Tours&Inntravel	Same
2005			
2003	GRINWALD Rosana	Eco and Rural Tourism Dept. Chief/Ministry of Tourism	On leave
2004	Ademar RUBI PEREIRA	Tourism Department Director/City Hall of Lavalleja	Same
2004*	Alberico SALDIVIA DA COSTA	Incoming Manager/Viajes Bueme's	Same
2004	Rosana GRINWALD	Eco and Rural Tourism Dept. Chief/Ministry of Tourism	On leave
2007	Antonio Carambula	General Director, Ministry of Tourism and Sports	Same
2006***	Monica Lozano	Ministry of Tourism and Sports	OJT Trainee

*: MERCOSUR Tourism Promotion Executive Seminar

** : JPMO Director

***: OJT Trainee

List of Attendants

RET/RET Adhoc members

Alejandro Varela	RET member, Argentina Multilateral Affaires Coordinator, National Secretary of Tourism, Argentina
Patric Lottici Krahl	RET Ad hoc member, Brazil South America Relations Coordinator, Ministry of Tourism, Brazil
Doris M. Penoni Rojas	RET Ad hoc member, Paraguay Director, Tourism Operative Department, National Secretary, Paraguay
Gloria Campos Xavier	RET Ad hoc Group General Coordinator/RET Ad hoc member, Uruguay Director, Agreement and Resolution Department Ministry of Tourism and Sports, Uruguay
Antonio Carambula	General Director, Ministry of Tourism and Sports, Uruguay
Georhton Branquinho	Local Coordinator, Brazil
Koji Kawai	Advisor to the PMO in Uruguay

MERCOSUR Tourism Promotion Office in Japan (JPMO)

Laercio Branco	JPMO Director
Monica Lozano	Assistant to JPMO Director (OJT Promotion Trainee), Uruguay
Nadia Antar	Assistant to JPMO Director (OJT Promotion Trainee), Argentina
Emi Yasumoto	Assistant Advisor
Mitsuyo Iketani	Assistant Advisor

Japan International Cooperation Center (JICE):

Yoshimichi Hirayama	Director, International Exchange Division, International Exchange Department
Miwa Ito	International Exchange Division, International Exchange Department
Hiroko Ishii	Training Coordinator
Carlos Kimura	Training Coordinator

Japan International Cooperation Agency (JICA):

Kimiaki Yamaguchi	Director General, JICA Tokyo
Juichiro Sasaki	Group Director, Program II, JICA Tokyo
Hironori Kimura	Team Director, Economic Development Team, JICA Tokyo
Kaori Matsushita	Economic Development Team, JICA Tokyo
Yasuko Ose	Evaluation Consultant Consultant Division, Kaihatsu Management Consulting, Inc.