

Progress toward Proposed Development Policy for MICE Facilities

■ Proposed Development Policy for MICE Facilities

- In order to reinforce MICE function, the City is working towards developing the second-phase exhibition center as well as inviting private sector such as hotels and facilities that create vibrancy to join, in the convention section in the Waterfront Area.
- For the reinforcement of MICE function, it is indispensable to utilize knowhow of private sector in facility development and management, as well as to construct roads and other transport infrastructure. Since different public and private bodies will be responsible for the development and management of these facilities, it is important for them to share a same sense of direction and to confirm each role designation as the collaboration progresses. Therefore, the Proposed Development Policy will be created to express the City's fundamental view at this stage on outline of facilities and development methods.

1. Progress of Discussion

- To compile the Proposed Development Policy, the development proposals of the second-phase exhibition center, hotels, and facilities that create vibrancy, for its outline and location, are under review. Along with that, we have been collecting ideas from the private sector.
- Based on the following points, the review including site redevelopment of existing facilities (Fukuoka Sunpalace, etc.) will continue.

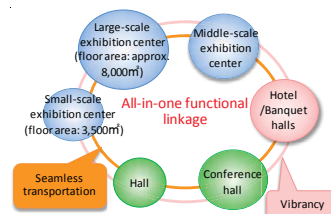
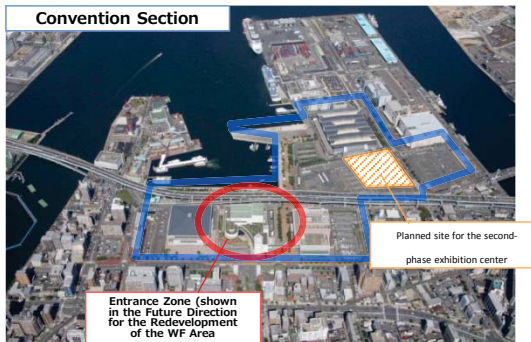
<Viewpoint of discussion>

1) Creating a new symbolic spot in the Waterfront Area

- In order to boost the international competitiveness of the city center, it is necessary to develop the Waterfront Area into a third focal point, following Tenjin and Hakata Station areas, by accumulating MICE facilities and urban functions that take advantage of the docking of cruise liners and the scarce shoreline space.
- For this purpose, the prominent Entrance Zone to the Waterfront Area needs to have a symbolic and vibrant space of exchange, an easy access and efficient traffic management.

2) Sustainable renovation for MICE facilities

- In order to form a MICE base that has international competitiveness, an "All-in-one" environment that cohesively locate facility functions such as an international convention center, exhibition centers, and hotels, etc. within walking-distance proximity will need to be established. Also, existing facilities (including Fukuoka Sunpalace) need to be renovated and relocated properly in the convention section to secure cohesiveness of the MICE function in the future.



■ Image of All-in-One

3) Promoting Participation of Private Sector

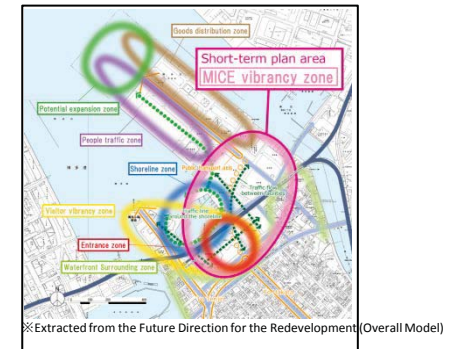
- In interviews with private sector with regard to their input in the project, there are opinions that development that include renovation of the existing facilities will result in more desirable location of facilities and transportation access, which will eventually enlarge the scope of planning and improve the feasibility of business. Creating a good environment for private sector to get involved in the project will lead a smooth formation of an additional focal point by a public-private collaboration.

2. Future Course of Action

- Further review including on the site of the existing facilities will continue in order to formulate the Proposed Development Policy for MICE Facilities during FY2014.
- The City will take advantage of the private sector's planning ability and test the feasibility of their ideas. Afterward, recruitment of businesses will begin. Specifically, the process will start with gathering proposals from private sector and conducting interview with proponents, which is followed by making concrete plans and recruiting specific business from private sector.

■ Agenda Items Requiring Proposals from Private Sector (Tentative)

- 1) The whole Waterfront Area
 1. Land use plan (functions, etc.)
 2. Traffic circulation plan
 3. Landscape plan, etc.
- 2) Short-term plan area (MICE Vibrancy Zone)
 1. Facility location plan
 2. Business methods, feasibility, etc.



■ Proposed Schedule

