

Announcement of FY2020 Subsidies for MICE Events

With funding provided by Kyoto City and Kyoto Prefecture, the Kyoto Convention & Visitors Bureau offers a variety of subsidies for attracting and holding MICE* events. Applications are now being accepted for fiscal year 2020 subsidies, which include new and expanded subsidy options.

The main changes this fiscal year for Kyoto City include the addition of new subsidies to support both facilities and organizers in holding safe and secure events in line with new standards to prevent the spread of the novel coronavirus, as well as an expansion of subsidy options. This includes an increase in the maximum subsidy amount for the Kyoto Culture for Meeting and Events Subsidy in an effort to increase MICE participants' exposure to Kyoto's traditional culture and industries.

Additionally, with continuing restrictions on foreign travelers due to the novel coronavirus, Kyoto Prefecture has relaxed nationality requirements for international meetings, expanded eligibility to include small-scale international meetings, and raised the maximum subsidy amounts in an effort to support MICE events held in Kyoto Prefecture.

The Kyoto Convention & Visitors Bureau will continue efforts to contribute to local economic recovery and vitalization by providing support for attracting and holding safe and secure MICE events in Kyoto City and Kyoto Prefecture.

*MICE: an acronym for Meetings, Incentives, Conventions, Events/Exhibitions, used to refer to business events and meetings

Details

1. Changes/Additions to Kyoto City MICE Subsidies

(1) NEW: Safe and Secure Meetings & Events Subsidy (For Facilities) (Attachment 1, ①)

- Eligibility: Managers/operators of MICE facilities
- Applicable costs: Costs for measures meant to prevent the spread of infection (purchase of thermographic cameras, non-contact thermometers, etc.)
 - *Costs incurred between April 1 – Dec. 31, 2020 only
- Subsidy amount: Up to 2/3 of eligible costs, maximum 1,000,000 JPY
- Application period: Wed. July 15 – Fri. Aug. 14, 2020

(2) NEW: Safe and Secure Meetings & Events Subsidy (For Organizers) (Attachment 1, ②)

- Eligibility: Organizers of corporate meetings, incentive tours, conferences, etc.
- Applicable costs: Costs for measures meant to prevent the spread of infection (renting additional space to avoid closed spaces/crowded places/close-contact settings, purchasing masks, etc.)
- Subsidy amount: Up to 2/3 of eligible costs, maximum 300,000 JPY
- Application period: Wed. July 15, 2020 onward (until budget limitations are reached)

(3) NEW: FY2020 Large-Scale Conventions Subsidy (Attachment 1, ③)

- Eligibility: Organizers of conventions, conferences, congresses
- Applicable costs: Costs for holding large-scale meetings (500 or more participants) during the 2020 fiscal year (April 1, 2020 – March 31, 2021)
- Subsidy amount: Maximum 10,000,000 JPY
- Application period: Wed. July 15, 2020 onward (until budget limitations are reached)

(4) EXPANDED: Kyoto Culture for Meetings & Events Subsidy (Attachment 2, ④)

	Cultural Programs	Traditional Industries
Eligibility	Organizers of meetings, incentive tours, alumni gatherings, etc.	
Max. Subsidy Award	Increase from 300,000 JPY to 500,000 JPY	
Subsidy Coverage	Increase from 70% to 100%	100%
Application Period	From Wed. July 15 until budget limitations are reached	

※ For a purchase of more than 1,000,000JPY of traditional handicrafts,
increase in maximum subsidy award from 500,000JPY to 750,000JP

(5) EXPANDED: Small- and Medium-Scale MICE Events Subsidy (Attachment 2, ⑤)

- Eligibility: Organizers of corporate meetings, incentive tours, conferences, etc.
- Maximum subsidy amount:
 - Increase from 200,000JPY to 300,000JPY for small-scale events
 - Increase from 500,000JPY to 600,000JPY for medium-scale events
- Application period: Wed. July 15, 2020 onward (until budget limitations are reached)

2. Changes to Kyoto Prefecture MICE Subsidies (Attachment 3)

(1) EXPANDED: Mini MICE Support

Subsidies for conventions, corporate meetings, and incentive tours:

Required number of participants lowered from 50 participants to 30 participants

(2) EXPANDED: Support for domestic conventions

Subsidies for conventions and corporate meetings:

No nationality requirements for events with 50 or more participants

Breakout session subsidy:

No nationality requirements

(3) EXPANDED: Increase in maximum subsidy amount

Subsidies for conventions, corporate meetings, and incentive tours:

30 – 49 participants: Increase from 100,000 JPY to 200,000 JPY

50 – 199 participants: Increase from 200,000 JPY to 300,000 JPY

200 or more participants: Increase from 500,000 JPY to 600,000 JPY

※ For more details, please see Attachments 1-4

※ Subsidy details may change depending on the circumstances of the coronavirus pandemic.

3. Applications/Inquiries

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Subsidy Requirements	① Safe and Secure Meetings & Events Subsidy (For <u>Facilities</u>)	② Safe and Secure Meetings & Events Subsidy (For <u>Organizers</u>)	③ FY2020 Large-Scale Conventions Subsidy
Eligibility	Managers/operators of meeting facilities, accommodation facilities, unique venues, etc.	Organizers of: M Corporate meetings I Incentive tours C Conferences, conventions, congresses	Organizers of: C Conferences, conventions, congresses
Applicable Costs	Costs for measures meant to prevent the spread of infection, <u>incurred between April 1 – December 31, 2020</u> Ex.: Thermographic cameras, non-contact thermometers, large-sized fans for ventilation, installing or improving wireless internet capabilities, etc.	Costs for measures meant to prevent the spread of infection Ex.: renting additional space to avoid closed spaces/crowded places/close-contact settings, purchasing masks or hand sanitizer, etc.	C Costs for holding large-scale meetings
Maximum Subsidy Award	Up to 2/3 of applicable costs with the maximum amount listed below, based on the (largest) number of participants in an international conference (JNTO standard) held at the facility within the past 3 years: 50 - 199 300,000 JPY 200 - 499 500,000 JPY 500 or more 1,000,000 JPY	Up to 2/3 of applicable costs with the maximum amount listed below, based on the size of the meeting: Small-scale: M·I·C 100,000 JPY Medium-scale: M·I·C 200,000 JPY Large-scale: M·I·C 300,000 JPY	C 10,000,000 JPY
Duration		M·I·C 1 day or more	C 2 days or more
Participants		Small-scale: M·I·C 50- 199 Medium-scale: M·I·C 200- 499 Large-scale: M·I·C 500 or more (No nationality requirements)	C 500 or more (no nationality requirements)
Application Period	Wed. July 15 – Fri. August 14, 2020	From Wed. July 15, 2020 until budget limitations are reached	
Notes		Depending on the size of the meeting, can be used in conjunction with ③, ④, ⑤, ⑦	Can be used in conjunction with ②, ④, ⑦. Meeting must take place during fiscal year 2020 (April 2020 – March 2021)

Subsidy Requirements	④ Kyoto Culture for Meetings & Events Subsidy	⑤ Small- and Medium-Scale MICE Events Subsidy	⑥ Large-Scale International Conventions Subsidy	⑦ Subsidy for Attracting Large-Scale International Conventions
Eligibility	Organizers of: M Corporate meetings I Incentive tours C Conferences, conventions, congresses A Alumni meetings, etc.	Organizers of: M Corporate meetings I Incentive tours C Conferences, conventions, congresses	Organizers of: C Conferences, conventions, congresses	Organizers of: C Conferences, conventions, congresses
Applicable Costs	M · I · C · A Costs for introducing Kyoto culture into meetings and events (can combine (1) and (2)) (1) Kyoto Cultural Programs ^{※1} Costs for including programs such as Japanese dancing, drumming, tea ceremonies, kimono wearing, and sake barrel opening ceremonies as part of a reception, opening ceremony, etc. (2) Kyoto Traditional Industries Programs ^{※2} Costs for traditional Kyoto handicraft gifts for delegates, workshop tours, handicraft-related hands-on experiences, arranging for Kyoto Miss Kimono to attend events	M · I · C Costs of holding the meeting or event	C Costs for holding large-scale meetings	C Costs for attracting meetings: (1) Advertising (2) Printing (3) Venue rental for promotional events (4) Inviting/hosting key persons (5) Other costs deemed necessary
Maximum Subsidy Award	M · I · C · A <u>500,000 JPY</u> (in some cases, <u>750,000 JPY</u>)	Small: M · I · C <u>300,000 JPY</u> Medium: M · I · C <u>600,000 JPY</u>	C 10,000,000 JPY	C 1,000,000 JPY
Duration	M · I · C · A 1 day or more ^{※3}	M · I · C 2 days or more	C 3 days or more	C 3 days or more
Participants	M · I · C 30 or more A 100 or more (50% or more of participants must live outside Kyoto City)	Small: M · I · C 50- 199 Medium: M · I 200 or more C 200- 499 (No nationality requirements)	C 500 or more participants from 3 or more countries (including at least 100 non-Japanese participants from outside Japan)	C 500 or more participants from 3 or more countries (including at least 100 participants from outside Japan)
Application Period	From Wed. July 15, 2020 until budget limitations are reached			
Notes	^{※1} <u>100%</u> of costs (maximum <u>500,000 JPY</u>) ^{※2} <u>100%</u> of costs (maximum <u>500,000 JPY</u>) For a purchase of more than 1,000,000 JPY of traditional handicrafts, maximum <u>750,000 JPY</u> ^{※3} At least 70% of participants must stay at least 1 night in Kyoto City (except for alumni meetings)	Can be used in conjunction with ④	Must apply before the host destination is decided (meeting must take place in April 2021 or later)	Must apply before the host destination is decided

Subsidy Requirements	⑧ Convention Subsidy	⑨ Breakout Session Subsidy	⑩ Corporate Meeting Subsidy	⑪ Incentive Tour Subsidy	⑫ Excursion Subsidy
Applicable Costs	Costs for holding a convention, etc. within Kyoto Prefecture but outside of Kyoto City limits	Costs for holding a breakout session within Kyoto Prefecture but outside of Kyoto City limits	Costs for holding a corporate meeting, etc. within Kyoto Prefecture but outside of Kyoto City limits	Costs for holding an incentive tour, etc. within Kyoto Prefecture but outside of Kyoto City limits	Costs for holding an excursion, etc. that includes at least 1 location within Kyoto Prefecture but outside of Kyoto City limits
Maximum Subsidy Award	Based on number of convention participants: <u>30- 49</u> : 200,000 JPY <u>50- 199</u> : 300,000 JPY <u>200 or more</u> : 600,000 JPY	Based on number of breakout session participants: <u>15- 99</u> : 200,000 JPY <u>100 or more</u> : 300,000 JPY	Based on number of meeting participants: <u>30- 49</u> : 200,000 JPY <u>50- 199</u> : 300,000 JPY <u>200 or more</u> : 600,000 JPY	Based on number of incentive tour participants: <u>30- 49</u> : 200,000 JPY <u>50- 199</u> : 300,000 JPY <u>200 or more</u> : 600,000 JPY	Based on number of excursion participants: <u>15 or more</u> : 300,000 JPY
Duration	2 days or more	2 days or more (main convention must meet the requirements of ⑧ and take place within the Kansai area including Kyoto Prefecture)	2 days or more	2 days or more	2 days or more for meetings and events taking place within Kyoto Prefecture or 2 days or more for corporate meetings/ incentive tours taking place in Kyoto City
Participants	<u>30- 49</u> : Must be from 2 or more countries including Japan <u>50 or more</u> : No nationality requirements	<u>15 or more</u> No nationality requirements	<u>30- 49</u> : Must be from 2 or more countries including Japan <u>50 or more</u> : No nationality requirements	<u>30- 49</u> : Must be from 2 or more countries including Japan <u>50 or more</u> : At least half of the participants must be from outside Japan	<u>15 or more</u> No nationality requirements for the main convention/corporate meeting ※For incentive tours, at least half of the participants must be from outside Japan
Application Period	From Wed. July 15, 2020 until budget limitations are reached				
Notes	Can be used in conjunction with ⑨ ⑫	Can be used in conjunction with ⑧ ⑫			Can be used in conjunction with ⑧ ⑨

Convention Bureau Subsidy

Subsidy Requirements	⑬ City of Kyoto Visitors Host (Kyoto's Local Interpreter Guides) Subsidy
Eligibility	<p>C Conferences, conventions, congresses</p>
Applicable Costs	<p>C Costs for using KVH guides for excursions, etc. within Kyoto City</p>
Maximum Subsidy Award	<p>C Based on number of main conference participants:</p> <p>50 – 200: 30,000 JPY</p> <p>201 – 500: 50,000 JPY</p> <p>501 or more: 100,000 JPY</p>
Duration	<p>C 2 days or more</p>
Participants	<p>C 50 or more participants from 3 or more countries</p>
Application Period	From Wed. July 15, 2020 until budget limitations are reached
Notes	