



ROPPONGI

AS TECH & DESIGN CITY

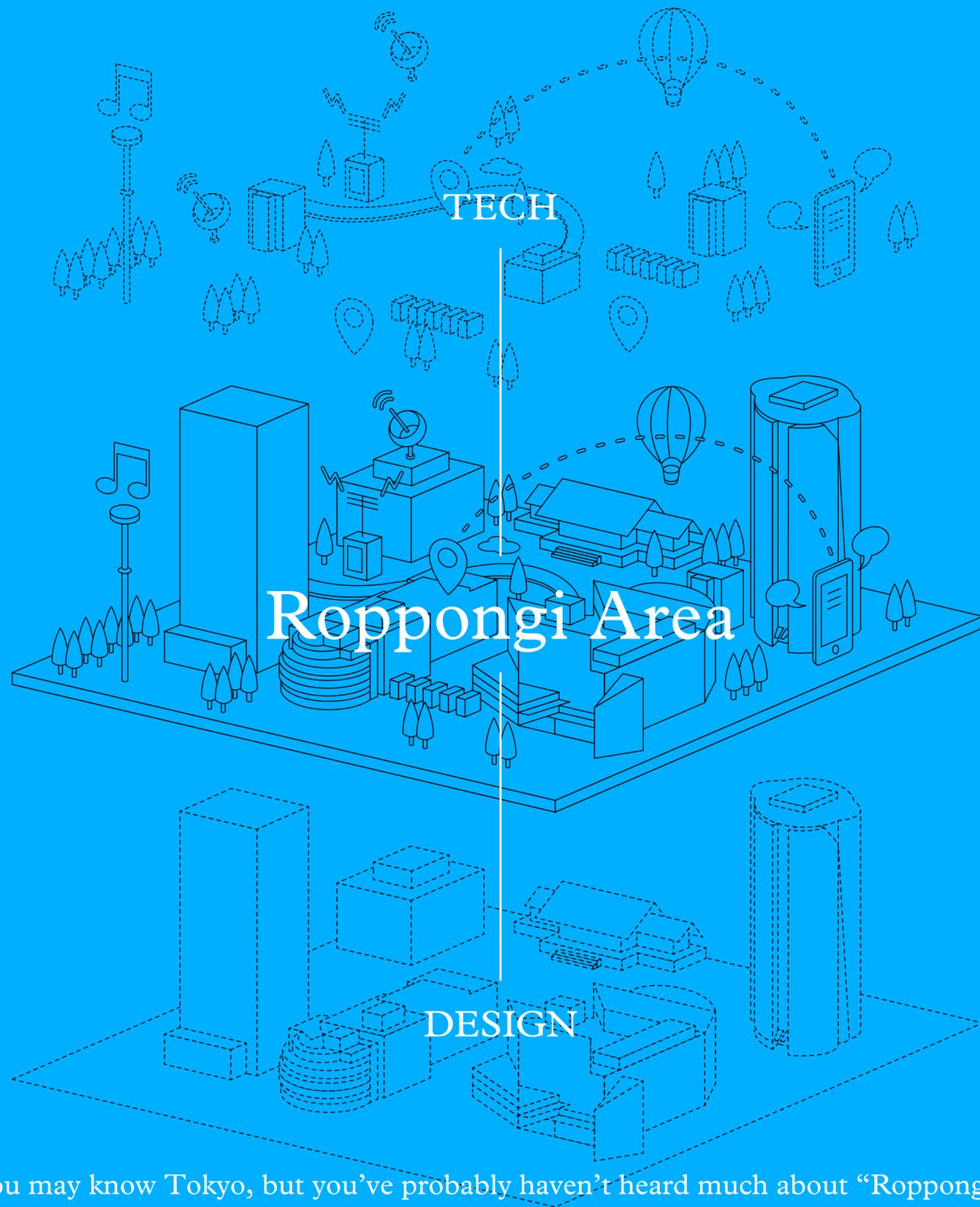
A guide to business events in Tokyo Roppongi



DMO ROPPONGI
Tokyo, Japan

CONCEPT

‘From Tech to Design’



You may know Tokyo, but you’ve probably haven’t heard much about “Roppongi”.
That’s why we’re here to help you guide a perfect destination to host
“tech & design business events” in Tokyo Japan.

Just like you would want to host a tech event in Silicon Valley if you’re in the U.S.,
a tech or design event in Tokyo, would be a perfect fit in Roppongi.

We hope this guide will further your understanding about Roppongi.
If you are interested in hosting an event, DMO Roppongi will make sure
it will be a success as we provide a wide range of event support.

Thank you!

DMO Roppongi Team

ROPPONGI

AS

‘TECH CITY’

A hub for tech communities in Tokyo





Welcome to Tech City

A Hub for Tech Communities in Tokyo

In an increasingly mobile world, we tend to focus on the opportunities of being relieved from a certain location.

But at the same time, that is why it is important for a certain location to have a unifying force.

Roppongi is proud to be a hub for tech communities.

As the innovative DNA is rooted in the area, hosting a tech business event in Roppongi will also be beneficial in a way that the existence of your event will be well communicated to like minded audiences.

If events are about connecting relationships and deepening communication, what better option than hosting an event closest to your potential audience ?





Why Tech Events in Roppongi ?

Culturally Tech

From Google, Apple, and Cisco, Japan headquarters of many global tech giants are here in Roppongi. Together with cutting-edge startups, the existence of these companies foster a rich tech culture.

Many events are hosted, bringing together tech visionaries from all over the world.

We understand that the true reason of hosting an event is to connect with like-minded communities and partners.

If you are planning to host a tech event in Tokyo, look no further than a culturally fit destination like Roppongi.



Tech Events 2015 Jan - Dec Hosted in Roppongi (within facilities owned by DMO Roppongi members)

No. of Hosted Events	_____	499
Attended Guests	_____	87,376
Sales	_____	\$9,960,000
		(TOTAL)

‘An Open Collaborative Environment for Business’

DMO Interview

CISCO SYSTEMS

Motoshi Ohno

Sales Business Development Manager
Corporate Business Segment

Seneth Gronski

Corporate Business Segment

+ As a company based in Roppongi, do you see any local networking opportunities with other tech companies?

As a company providing collaborative communication technologies, we have eco-partnership systems where we meet up under a certain theme and partner with startups having cutting-edge technologies to create new services and businesses. These startups come together via introduction (word of mouth), some companies we funded ourselves and others may be our partners. *Mitsui Fudosan*, the company managing Tokyo Midtown have their own website aimed to activate communication and build real businesses between tenant companies as well.



+ Have the collaborative environment in Roppongi lead to any projects ?

Since we wanted to create a way for people to be more engaged with Roppongi, we developed a “Workers App” with Tokyo Midtown which provides information updates regarding the facility and coupon offers for 10,000+ people having offices in Tokyo Midtown. We analyze who, from which company is viewing what type of content, or using what type of coupons and utilize that behavior data so that tenants in Tokyo Midtown can optimize marketing efforts. It develops an environment to manage an effective PDCA cycle. We believe it is beneficial for both the tenants and customers visiting Tokyo Midtown.

In the upcoming future, we want to further develop the infrastructure to connect a range of facilities within Roppongi to generate a better user experience for all visitors.

‘Why Event Guests Choose Roppongi’

DMO Interview

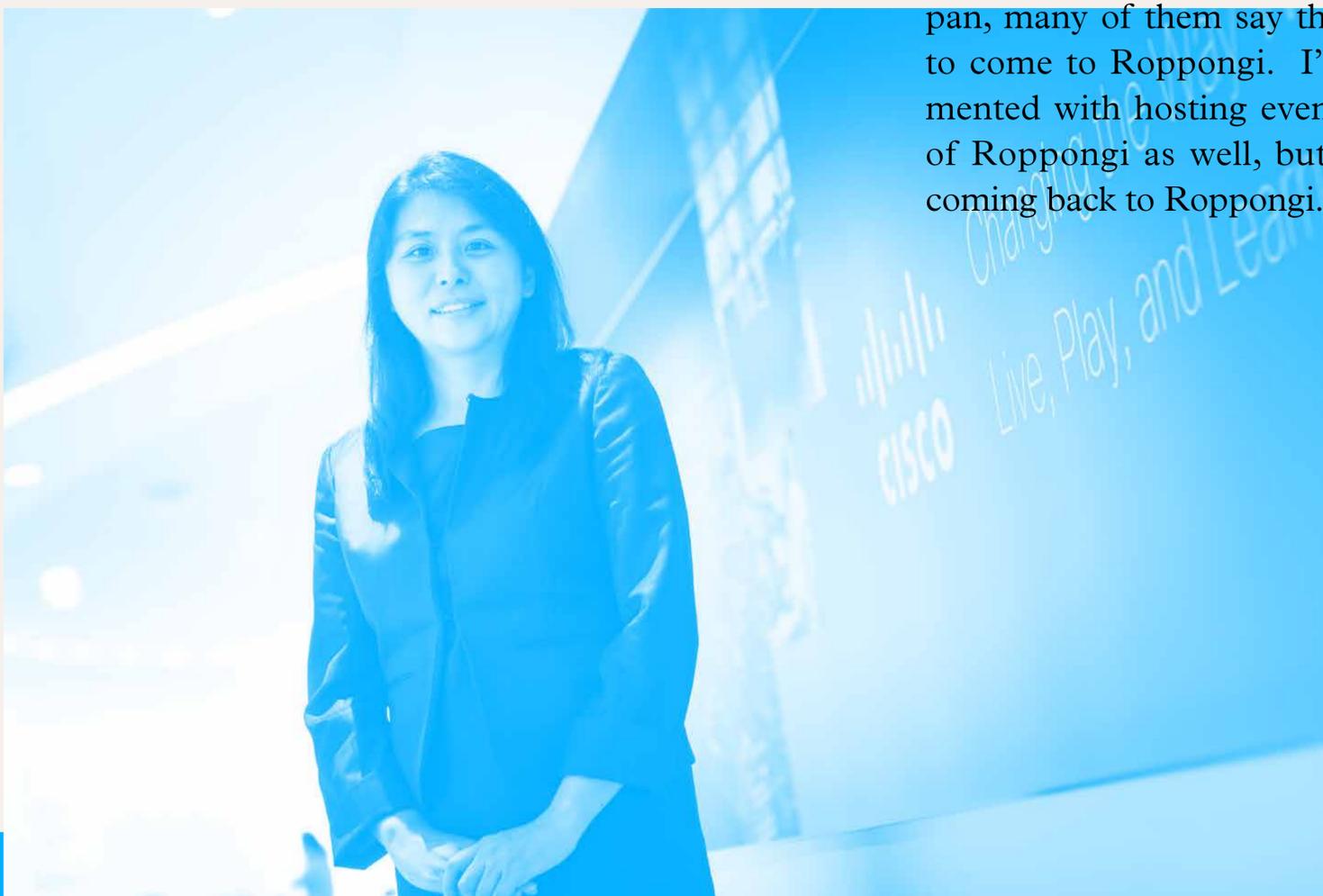
CISCO SYSTEMS

Taeko Miyazono

Manager
Brand & Event Marketing

+ What are the benefits of hosting an event in Roppongi?

When you look around Tokyo to seek a destination having good conference rooms, a selection of quality hotels, a sense of hospitality and entertainment all in one place, you realize that Roppongi is one of the very few that fulfills them all. Guests can benefit greatly at Roppongi because it has a diverse and rich culture in a compact area. When we invite international guests to Japan, many of them say they “want” to come to Roppongi. I’ve experimented with hosting events outside of Roppongi as well, but I end up coming back to Roppongi.



ROPPONGI

AS

‘DESIGN CITY’

Where creativity is unleashed



Welcome to Design City

A Destination Where Creativity is Nurtured & Unleashed

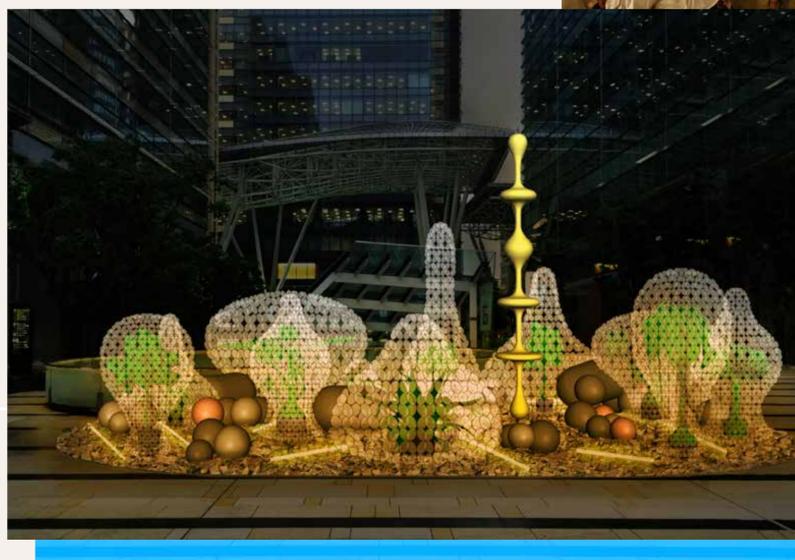
Creativity is never born overnight.

Developing a creative environment that sparks inspirational moments is a critical factor.

Creativity is a process.

Roppongi functions as a leading center to showcase creative outputs from all over the world. Design and art talent gather to Roppongi to feel and sense the creative momentum that never stops.

We are confident that event guests in Roppongi will be delighted to have the opportunity to not only join the event, but also efficiently see the latest design and a wide range of art during their stay.





Why Design Events in Roppongi ?

A Source for Design

While Roppongi has a strong tech community, it doesn't end there. It is also a destination perfect for a design driven community. Roppongi has a wide range of museums and exhibitions showcasing diverse pieces from traditional Japanese art to modern design and future concepts.

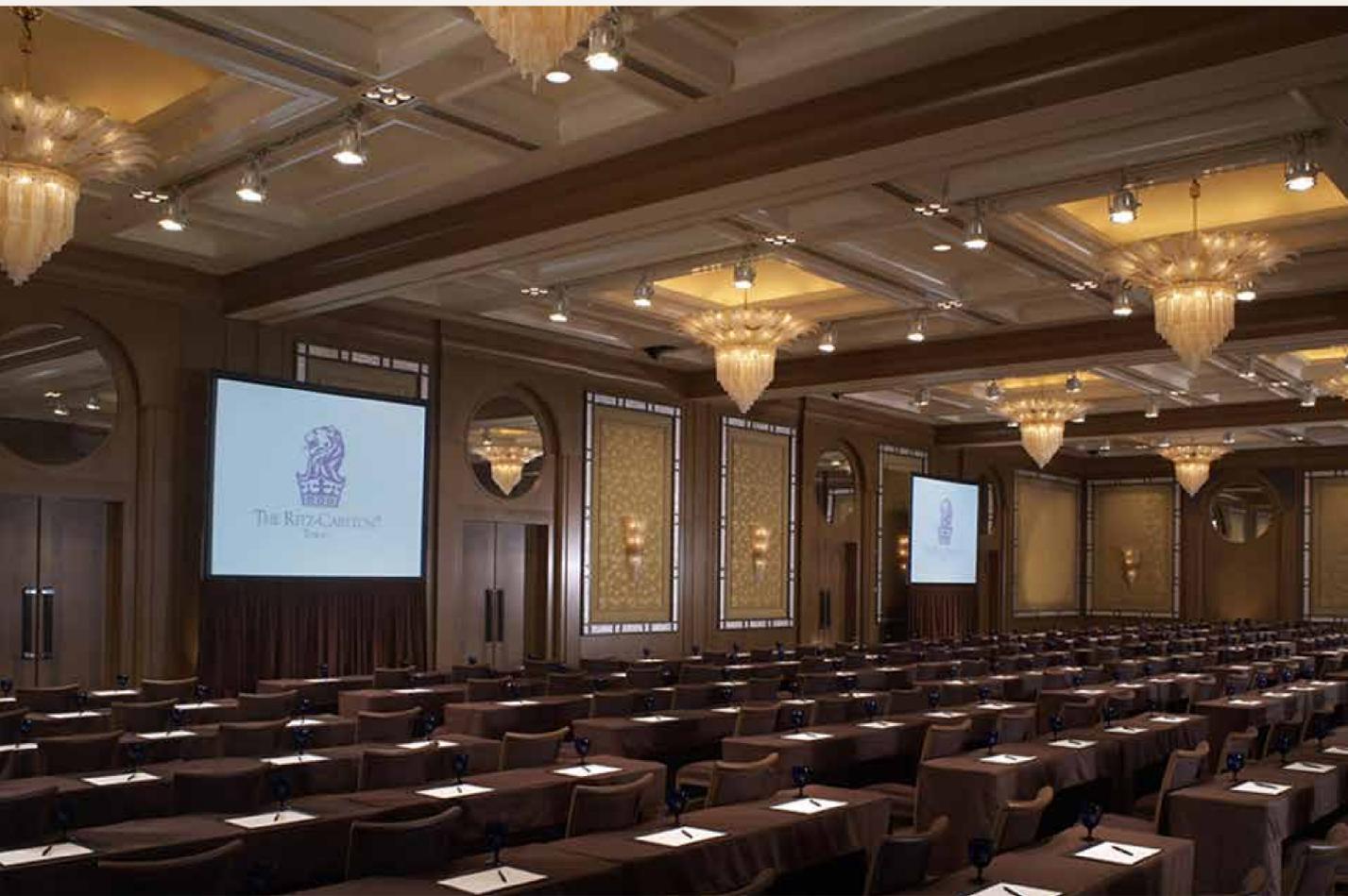
To name a few, The National Art Center Tokyo, Design Hub in Tokyo Midtown, 21_21 Design Sight designed by architect *Tadao Ando*, are all very close to the Ritz-Carlton Tokyo. The Mori Art Museum is a only a few minute walk from the Grand Hyatt.

Design conscious guests can truly enjoy their stay through such an inspirational atmosphere.



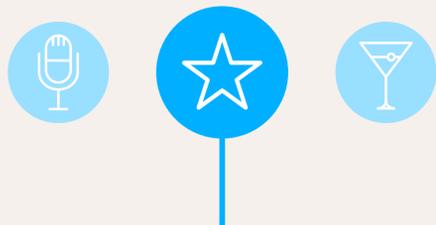
Design Events *Average Number of Attended Guests in Roppongi*

Roppongi Art Night	700,000
Tokyo International Film Festival	222,000
GOOD DESIGN EXHIBITION	270,000
	1,190,000
	(TOTAL)



3 Hotel Types

to Match All Your Needs

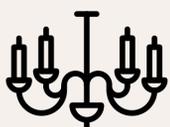


The Luxurious VIP

The Ritz-Carlton, Tokyo

1. Grand Ball room has pre function area with floor-to-ceiling windows which is ideal place for pre or post drink reception.
2. Dedicated conference service ladies & gentlemen to assist with the planning stage and experienced banquet captain to create unique, memorable and personal experience for VIP attendees.
3. Parkview room with natural daylight overlooking Christmas illumination, Cherry Blossom and Hinokiyoko Park.

Hotel By the Numbers



Banquet Hall Floor Size

13,887
square feet

1,100 square meters of meeting and conference space



Meeting Spaces

7

rooms

(11 rooms including divided by partition)



Guest Rooms

245

rooms

including 35 suites



3 Hotel Types

to Match All Your Needs

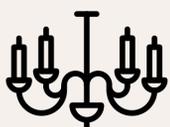


*Private
Medium Size Events*

GRAND HYATT TOKYO

1. Our dedicated team of event planning specialists and event service leader who be assisting on the day the event, will enable smooth planning and organization to To make your event successful.
2. The foyer with bar counters, located on the 2nd and 3rd floors are perfect venues for cocktail and as an multifunctional space.
3. A line -up of ten unique restaurants and bars focus on culinary authenticity, design originality, quality, and service to provide guests with truly exceptional dining Experience.

Hotel By the Numbers



Banquet Hall Floor Size

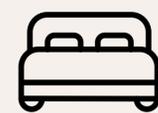
30,138
square feet

30,138square meters of meeting
and conference space



Meeting Spaces

17
rooms



Guest Rooms

387
rooms

including 28 suites



3 Hotel Types

to Match All Your Needs

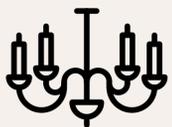


Large Size Events

ANA INTERCONTINENTAL TOKYO

1. Our dedicated meeting team will assist the seamless planning inspired by the highest of standards to deliver a truly successful meeting.
2. Located in Tokyo's vibrant business and commercial district; only a short distance from some of the most renowned spots such as Ginza, and Shibuya.
3. Seamless and convenient direct access from both Narita and Haneda Airports is available via coach, taxi, or private car.

Hotel By the Numbers



Banquet Hall Floor Size

43,658
square feet

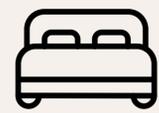
43,658 square feet of all meeting and conference space



Meeting Spaces

22
rooms

including 4 meeting spaces



Guest Rooms

844
rooms

including suites,
Largest Club Lounge in Tokyo

Conference Specs & Function

Venues 1

ACADEMYHILLS

- High quality & functional space designed by highly acclaimed architect *Kengo Kuma*
- Wi-Fi can endure simultaneous connection of 2,000 people
- 275 Inch wide screen & high spec projector of 10,000 lumen (Supports digital film output)
- Simultaneous interpretation system
- Coordinates with various catering companies to fit your ideal party style
- Total floor area 1850m²



Venues 2

Tokyo Midtown Hall and Conference

- All optic fiber, acoustic & video signals can be freely exchanged amongst AB Halls and each waiting rooms. Range of exchange may extend to other facilities within Midtown including the Ritz-Carleton Tokyo, Billboard Live Tokyo, etc.
- Height of hall carry-in entrance is 3.8m, a plentiful space for direct carry-in to reduce time and cost for event hosts.
- Moving lights for engaging lighting performance to enhance your brand
- 100Mbps · 1Gbps internet



HOW DMO ROPPONGI CAN HELP

1

Unique Members

DMO Roppongi is not a typical organization.

While many convention bureaus are public organizations consisting of local governments, DMO Roppongi is a membership organization, organized by 15 private companies & groups.

Members include the most famous Japanese-style confectionery company having 480 years' history, shrines, live houses, broadcasting station, and leading urban developers of Japan. For this very reason, we are able to provide prompt, detailed services full of hospitality.



HOW DMO ROPPONGI CAN HELP

2

Unique Activity

DMO Roppongi specializes in attracting business events. During business events, we deeply understand the importance of speedy transportation from your hotel to meeting spaces and efficient schedule management. That is why we have developed services and systems to ensure that you can host compact business events, together with unique programs such as team building and cultural experiences that can be applied to business.



HOW DMO ROPPONGI CAN HELP

3

Small Luxury

Roppongi is an upscale residential district with embassies, luxury bars and live houses. Hotels utilize the characteristics of this area and provide facilities and services to meet the needs of executives.



Contact Us

Are you Looking for
**FURTHER
LOCAL
SUPPORT ?**

Please contact

info@dmo-roppongi.jp



DMO ROPPPONGI

Tokyo , Japan

Destination Marketing Organization (DMO) Roppongi was established by Roppongi-based companies, organizations, and other groups to help event planners across the globe hold effective business events in Roppongi with minimal hassle. Using the strengths and capabilities that the private sector brings to the table, DMO Roppongi will continue to provide event planners with solutions for business event facilities, hotels, pre- and postconvention operations, activities, unique venues, and more.