

February 26, 2018

For General Release

Information Services International-Dentsu, Ltd.

ISID Announces Test Launch of I-TOP Yokohama “Sightseeing/Inbound Tourist Project” Guide Matching Service for Foreign Visitors to Japan

Information Services International-Dentsu, Ltd. (“ISID” Head office: Minato-ku, Tokyo; President and CEO: Setsuo Kamai), The City of Yokohama, and Huber. (Head office: Kamakura City, Kanagawa Prefecture; President and CEO: Takeshi Kiroku), in collaboration with students from Yokohama City University and other universities in Yokohama, will launch a collaborative test of guide matching services targeting foreigners visiting Yokohama from overseas on business. This test will be conducted as part of the I-TOP Yokohama initiative led by the city of Yokohama, a system for promoting business creation using IoT and other innovative technologies.

■ Aim of Test

In recent years, the Yokohama Minato Mirai area, home to the Pacific Convention Plaza Yokohama, the world’s largest convention center, has become increasingly known as one of Japan’s leading destinations for meetings, incentive travel, conventions and exhibitions/events (MICE). However, foreigners visiting Yokohama on business tend to gravitate to cities outside the Yokohama area, such as Tokyo, for their non-business activities (lodging, food and drink, sightseeing, etc.). In preparation for future large-scale international events, and to further revitalize regional economies, there is a growing need to expand services and enhance the dissemination of information unique to Yokohama targeting business people.

This test launch is the first step toward creating a mechanism for communicating the appeal of Yokohama and promoting excursions and repeat visits to the area targeting foreigners visiting Japan for business purposes.

■ Overview of Test Mechanism

Leveraging the Huber. platform service linking foreign visitors who want to learn about Japan with university students and adults who want to engage in international exchanges, a dedicated website specializing in the Yokohama area was established to provide opportunities for local students to act as travel guides tailored to the specific needs of foreign visitors in Japan for business purposes.

■ Testing period: February 26 to the end of April 2018

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