

“Japan Autumn Festival in Hong Kong – Rediscovering Nippon –” 2017

Event Application Guideline

1st September 2017

The Consulate-General of Japan in Hong Kong

“Japan Autumn Festival in Hong Kong – Rediscovering Nippon –”, as a succession of 2016 will take place in Hong Kong from October to November 2017. The Festival aims to express thanks and appreciation to Hong Kong for embracing different aspects of Japan, including Japanese culture, products and services, and to further encourage Hong Kong people to learn about and enjoy the attractions of Japan. An extensive series of events will be held by a variety of entities such as Japanese cultural organizations, schools, enterprises, and governmental bodies & local governments, as well as various Hong Kong and third party enterprises, groups etc. This guideline is to recruit a broad variety of events to join “Japan Autumn Festival in Hong Kong – Rediscovering Nippon– ”.

1. Features of “Japan Autumn Festival in Hong Kong”

- (1) A grand opening ceremony of the “Japan Autumn Festival in Hong Kong” will be held in Hong Kong.
- (2) Participating companies and organisations are invited to initiate and organize events during the festival period.
- (3) Approved events are entitled to use the official logo.
- (4) Approved events will be jointly promoted on [an official website](#).

2. Application

(1) Event Concepts

Events that wholly or partially take place in Hong Kong during 1st October (Sunday) to 30th November (Thursday), 2017, and are in line with the aforementioned goals “to express thanks and appreciation to Hong Kong for embracing different aspects of Japan, including Japanese culture, products and services”, and “to further encourage Hong Kong people to learn about and enjoy the attractions of Japan”, are eligible. (Nevertheless, please also refer to (3) regarding the event period.)

(2) Event Entities

Any entities are eligible to host events. Japanese cultural organizations, schools, enterprises, governmental organizations & local governments, as well as similar organizations in Hong Kong and third party countries/regions are all welcome.

Applying entities are kindly advised to submit the organization’s article of incorporation, enterprise’s business report, pamphlet etc., and/or any information that would help to explain the details of the entities together with the Application Form.

(3) Period of Event

As mentioned above, events are assumed to wholly or partially take place from 1st October

(Sunday) to 30th November (Thursday), 2017. If the event partially overlaps with this period, either the whole event or part of the event (e.g. for events with multiple stages, applicants may only apply the stages which are held during the period) may be applied.

Nevertheless, for events that are held outside the covered period, they may still be eligible to use the official logo, and/or to seek co-operation from the Consulate-General of Japan (Refer to 3. below for details). In this case, please refer individually to the contact points listed in 5. below.

(4) Paid Events and Profitable Events

Paid events such as ticketed events etc. and profitable events such as exhibitions and spot sales are also welcome.

(5) Ineligible Events

Events of the following nature are not eligible to apply for the Festival.

- (a) Events that contain political or religious propaganda or slander towards special political or religious orientations.
- (b) Events that contain adult content.
- (c) Others, such as events that are against public order and/or moral standards, or may cause harm to a third party's benefits and/or rights.
- (d) Events those are illegal according to the law of Hong Kong and/or Japan.

(6) Co-operation to the Consulate-General of Japan in Hong Kong

The Consulate-General of Japan seeks the co-operation of the applicants on the following issues.

- (a) Fill out a questionnaire regarding the number of participants, scale of budget/expense, achievement etc. after finishing the event.
- (b) Respond to other individual enquiries and requests etc. made by the Consulate-General of Japan.

(7) Executive Committee

- (a) An Executive Committee which is formed of members of the Consulate-General of Japan in Hong Kong etc. will make the final decision on eligibility of the applications.
- (b) The Executive Committee is formed of heads of the following organizations.
 - The Consulate-General of Japan in Hong Kong
 - Hong Kong Japan Chamber of Commerce and Industry
 - Hong Kong Japanese Club
 - Wakyō Kai Hong Kong
 - The Japan Society of Hong Kong
 - Japan Universities Alumni Society Hong Kong
 - Society of Japanese Language Education Hong Kong
 - Japan External Trade Organization (JETRO) Hong Kong Office
 - Japan National Tourism Organization (JNTO) Hong Kong Office
- (c) Please refer to 4.(4) below for notification of approval.

- (d) Approval standard is as follows.
- (i) The events in line with the goal “to express our thanks and appreciation to Hong Kong for embracing different aspects of Japan, including Japanese culture, products and services”, and “to further encourage Hong Kong people to learn about and enjoy the attractions of Japan”.
 - (ii) Events to be held in Hong Kong.
 - (iii) In principle, events to take place wholly or partially from 1st October (Sunday) to 30th November (Thursday), 2017.
 - (iv) Events that contain no political or religious propaganda or slander towards specific political or religious orientations.
 - (v) Events that contain no adult content.
 - (vi) Others, such as events that are not against any public order and/or moral standards, or may not cause harm to a third party’s benefits and/or rights.
 - (vii) Events that are not illegal under the law of Hong Kong and/or Japan.
- (e) In case of non-approval, reasons will not be disclosed.

(8) Cancellation of Events

If cancellation is unavoidable to any event after notification of registration approval, please contact point the Consulate-General of Japan mentioned in 5..

(9) Handling of Personal Information

The Consulate-General of Japan will follow the relevant laws and regulations when handling and managing the personal information being provided during the application. (The personal information being provided will be used for contacting the applicant, as well as when it is necessary for the Consulate-General of Japan to provide necessary services during “Japan Autumn Festival in Hong Kong”.)

3. Co-operation from the Consulate-General of Japan

The Consulate-General of Japan will provide the following co-operation to the approved events of “Japan Autumn Festival in Hong Kong”.

(1) Permission of Usage of Official Logo

Event entities are entitled to use the official logo of the “Japan Autumn Festival in Hong Kong”.

(2) Posting on the Consulate-General of Japan’s Official Website

Information of events such as event summaries, dates, and venues etc. will be posted on the official website of the Consulate-General of Japan on the page (Japanese, English and Chinese) which is planned to launch.

(3) Other Promotions by the Consulate-General of Japan

If the Consulate-General of Japan advertises and promotes the Festival via channels other than

the aforementioned official website, events of the Festival may also be introduced through the advertisement and promotions, based on the agreement between the event entities and the Consulate-General of Japan.

(4) Attendance and Speeches by the officials from the Consulate-General of Japan

The officials of the Consulate-General of Japan will positively respond to the requests of the event entities to attend and to deliver speeches at the events. However, please note that it may occasionally be impossible to provide the requested services due to a conflict in schedule and/or other reasons.

(5) Others

The Consulate-General of Japan is also prepared to consider providing other support in accordance with the requests to a possible extent from event entities. For specific requests other apart from the above mentioned, please contact us individually.

※ The Consulate-General of Japan will not provide support for the production of the events which are directly related to the events' contents.

4. Details of Application

(1) Application Method

Please fill in [the Application Form](#), and return it to the Consulate-General of Japan by fax.

Please include “Japan Autumn Festival in Hong Kong (-Rediscovering Nippon-): Event Application” in the title of your email or fax.

The Consulate-General will contact you soon after reception of the Application Form. If you do not receive a reply, kindly contact us by phone.

(2) Notification of Approval

The results will be notified by the Consulate-General of Japan within around four weeks after the notice of receipt of the Application Form.

5. Enquiry to the Consulate-General of Japan in Hong Kong

Address, Phone Number, Fax Number and Email Address of the Consulate-General of Japan in Hong Kong (for sending Application Form)

Address: 47/F, One Exchange Square, 8 Connaught Place, Central, HONG KONG

Main Number: +852-2522-1184

Fax: +852-2537-6912

E-mail: infojp@hn.mofa.go.jp

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