

“Japan Autumn Festival in Hong Kong – Rediscovering Nippon–” 2026

Event Application Guideline

July 2026

The Executive Committee of the
“Japan Autumn Festival in Hong Kong”

1. About the “Japan Autumn Festival in Hong Kong”

- (1) The “Japan Autumn Festival in Hong Kong – Rediscovering Nippon –” (abbreviated below as “Japan Autumn Festival in Hong Kong”), is a festival based in Hong Kong which features an extensive series of events organised mainly between October and November by various Japanese and Hong Kong entities. First launched in 2016, the Festival marked its tenth year in 2025. It will be held again this year for the 11th time.
- (2) Organisers of approved events are entitled to use the official logo of the “Japan Autumn Festival in Hong Kong”, and the event details will be promoted on the Festival’s official website. The official logos of the member organisations of the Executive Committee cannot be used unless approved by the relevant organisations.

Official website of the “Japan Autumn Festival in Hong Kong”:

<https://japanautumnfesinhk.net/>



Official Logo of the “Japan Autumn
Festival in Hong Kong”

2. Event Application Guidelines

(1) Eligibility

The eligible events are those in categories such as culture and arts, sports, seminars and education-related, F&B (Food and Beverage), and campaigns, and which align with the event's core purpose: "to express gratitude to Hong Kong, which actively embraces Japanese culture, goods, and services, and to provide opportunities to learn more about and enjoy the charms of Japan."

(2) Event Entities

Japanese cultural organisations, schools, companies, and local governments, as well as similar organisations from Hong Kong and third countries/regions, can be the organising entities of the events.

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

(3) Period of Event

In principle, events that are implemented in whole or in part between the Autumn Equinox (23rd September, 2026 (Wednesday)) and the Winter Solstice (22nd December, 2026 (Tuesday)) will be eligible for application. 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 for the stages which are held during the period) may be applied for.

Nevertheless, for events that are held outside the previously mentioned period, the organisers 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 point listed in 5. below.

(4) Paid Events and Profitable Events

Paid events, such as ticketed events, etc. and profit-making events such as exhibitions and spot sales are also welcome.

(5) Ineligible Events

Events of the following nature are not eligible for application for the Festival.

- (a) Events that have a religious nature or have the intent to promote or slander specific 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 that are illegal according to the law of Hong Kong and/or Japan etc.

(6) Request for 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, achievements, etc. after finishing the event.
- (b) Respond to other individual enquiries and requests etc. made by the Consulate-General of Japan.

(7) Approval by the Executive Committee

- (a) The Executive Committee of the "Japan Autumn Festival in Hong Kong" will make the final decision on the eligibility of the events applied for and notify the applicants of the results individually.
- (b) The Executive Committee is composed of heads of the following organisations.
 - Consulate-General of Japan in Hong Kong
 - Hong Kong Japan Chamber of Commerce and Industry
 - Hong Kong Japanese Club
 - Hong Kong Wakyo Kai
 - Japan Society of Hong Kong
 - Japan Universities Alumni Society Hong Kong
 - Society of Japanese Language Education Hong Kong
 - Japan External Trade Organisation (JETRO) Hong Kong Office
 - Japan National Tourism Organisation (JNTO) Hong Kong Office
 - Hong Kong Japanese Food and Cuisine Association
 - Hong Kong Japanese Restaurant Association
- (c) Please refer to 4.(4) below for notification of approval.
- (d) In case of non-approval, the reasons will not be disclosed.

(8) Cancellation of Events

If cancellation of any event is unavoidable after notification of approval is received, please contact the Consulate-General of Japan as soon as possible (contact details as in 5. below).

(9) Handling of Personal Information

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

3. Privileges to be Enjoyed by the Approved Events

Organisers of approved events of the “Japan Autumn Festival in Hong Kong” can enjoy the following privileges.

(1) Permission of Usage of Official Logo

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

The official logos of the member organisations of the Executive Committee cannot be used unless approved by the relevant organisations.

(2) Posting of Event Information on the Official Website

Once an event is certified, the Consulate-General will send the "Event Registration Form for Promotional Purposes" to the event-organising organisation. Upon filling in and returning the form, summary information of the event will be published on the "Autumn Festival in Hong Kong" special website (Japanese, English, and Chinese) (*1). Furthermore, information will also be published on the Consulate's SNS (*2). If you could provide promotional materials, we would like to provide backstage promotional support through methods deemed effective, in addition to the "Autumn Festival in Hong Kong" special website and the Consulate-General's SNS, we therefore request that you actively submit them at the earliest possible timing.

*1 This year's website will open from September onwards this year.

*2 The promotional period on SNS is mainly envisaged to be from September to November.

(3) Attendance and Speeches by the Members of the Executive Committee

The members of the Executive Committee will positively respond to the requests of the event entities to attend and 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 or unavailability for other reasons.

(4) Others

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

- ※ The Consulate-General of Japan will not provide support which is directly related to the production of 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 email (refer to 5. below for the email address). Please specify “Japan Autumn Festival in Hong Kong – Rediscovering Nippon –: Event Application” in the title of your email.

The Consulate-General of Japan will contact you soon after receiving the Application Form. (If you do not receive a reply after some time, kindly contact the Consulate-General of Japan.)

(2) Initial Deadline

28th August, 2026 (Friday)

(3) Application Deadline

13th November, 2026 (Friday)

(Applications may still be accepted even after the deadline has passed. For such applicants, please contact the Consulate-General of Japan individually (contact details as in 5. below).

(4) Notification of Approval

Results of the approval will be communicated individually by the Consulate-General of Japan around 2 weeks after confirmation of the receipt of the Application Form. In addition, the approved events will also be announced on the official website of the “Japan Autumn Festival in Hong Kong”.

5. Enquiries regarding of the Japan Autumn Festival in Hong Kong

The Consulate-General of Japan in Hong Kong

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

Main Phone Number: +852-2522-1184

E-mail: autumnfes@hn.mofa.go.jp (for enquiries and submission of completed application forms)

(End)