

# “Japan Autumn Festival in Hong Kong – Rediscovering Nippon –” 2019

## Event Application Guideline

September, 2019

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 organized mainly between October and November by various Japanese and Hong Kong entities. First launched in 2016, the Festival is entering to its fourth year in 2019. Major events cover a huge variety of Japan-related themes including: Films, Performances, Art & Craftsmanship, Sports, Seminars & Education, Food & Beverage, Promotional Campaign etc.
- (2) 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.  
Official website of the “Japan Autumn Festival in Hong Kong”;  
<https://japanautumnfesinhk.net/>
- (3) The grand opening ceremony of the “Japan Autumn Festival in Hong Kong” this year will be held on October.



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

### 2. Event Application Guideline

#### (1) Eligibility

In principle, events in Hong Kong that wholly or partially take place from 1<sup>st</sup> October (Tuesday) to 30<sup>th</sup> November (Saturday), 2019, while belonging to either of the following categories: Films, Performances, Art & Craftsmanship, Sports, Seminars & Education, Food & Beverage, Promotional Campaign etc., are eligible to apply. The events should also be in line with the goals of the “Japan Autumn Festival in Hong Kong” - 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”. (Nevertheless, please also refer to (3) below 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 in (1) above, in principle that events are assumed to wholly or partially take place

from 1<sup>st</sup> October (Tuesday) to 30<sup>th</sup> November (Saturday), 2019. 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 previously mentioned 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 point 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) 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, achievement 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 applied events, and notify the applicants of the results individually.
- (b) The Executive Committee is composed of heads of the following organizations.
  - 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 Organization (JETRO) Hong Kong Office
  - Japan National Tourism Organization (JNTO) Hong Kong Office

- Hong Kong Japanese Food and Cuisine Association
- (c) Please refer to 4.(3) below for notification of approval.
- (d) In case of non-approval, reasons will not be disclosed.

(8) Cancellation of Events

If cancellation is unavoidable to any event after notification of approval, 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, as well as when it is necessary for the Consulate-General of Japan to provide services related to the “Japan Autumn Festival in Hong Kong”.)

(10) Simultaneous Recognition of “Hong Kong Japan Tourism Year 2019”

2019 is the “Hong Kong Japan Tourism Year”. Events that contribute to promoting tourism between Hong Kong and Japan can also be submitted to be recognized as “Hong Kong Japan Tourism Year 2019” events, upon the request by the event entities. The recognition process will be conducted by the Japan National Tourism Organization (JNTO), and applicants will be notified separately.

### **3. Privileges to be Enjoyed by the Approved Events**

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”.

(2) Posting of Event Information on the Official Website

Information about the approved events will be posted on the official website of the “Japan Autumn Festival in Hong Kong” (in Japanese, English and Chinese).

(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 and/or 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 to a possible extent. 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.

(5) If Successfully Recognized as Events of the “Hong Kong Japan Tourism Year 2019”

In addition to the privileges mentioned in (1)~(4), the privileges below are also eligible.

- (a) Event entities are entitled to use the official logo of the “Hong Kong Japan Tourism Year 2019”.
- (b) Information about the approved events will be posted on the official website of the “Hong Kong Japan Tourism Year 2019” (in Chinese).

#### **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

31<sup>st</sup> May, 2019(Friday)

(3) Application Deadline

31<sup>st</sup> October, 2019 (Thursday)

(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 approval will be notified individually by the Consulate-General of Japan around 4 weeks after the notice of receipt of the Application Form. Besides, the approved events will also be announced on the official website of the “Japan Autumn Festival in Hong Kong”. A separate approval notification will be sent from JNTO to the event entity about events that they have also applied for to be recognized under the “Hong Kong Japan Tourism Year”.

#### **5. Enquiry 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: [infojp@hn.mofa.go.jp](mailto:infojp@hn.mofa.go.jp) (for sending application form)

#### **6. Enquiry of the Hong Kong Japan Tourism Year**

JNTO Hong Kong Office (tbc)

Address: Unit 807-809, 8/F, Prosperity Millennia Plaza, 663 King's Road, North Point, HONG KONG

Main Phone Number: +852-2968-5688

E-mail: [info\\_hkg@jnto.go.jp](mailto:info_hkg@jnto.go.jp)

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