

FUKUOKA Global  
**MICE**  
School

Since 2019

# 福岡グローバルMICEスクール FUKUOKA Global MICE School



**Empowering Global Leaders of Tomorrow.  
MICE Leaders Start Here !**

# Program Outline

With increased global presence, economic revitalization, and extensive contributions to business development and innovation, the benefits of MICE tourism are numerous, and are a major component of Fukuoka City's tourism initiatives. That being said, MICE and the industries associated with it are not well-known by the world at large, and developing the next generation of professionals is a persistent challenge.

In order to improve awareness and train the next generation of MICE specialists, Fukuoka City and the Fukuoka Convention and Visitors Bureau established the Fukuoka Global MICE School in 2019 with a goal of helping university and vocational school students learn more about the field with lectures and hands-on activities. At the end of the program, students and MICE-related businesses are then granted the opportunity to converse and connect at a session with both group sessions and one-on-one consultations.

MICE  
What is MICE?

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Meeting ..... Business events, trainings, seminars  

I

ncentive ..... Business incentive trips, educational trips  

C

onvention ..... (Academic) Conferences, International Conventions  

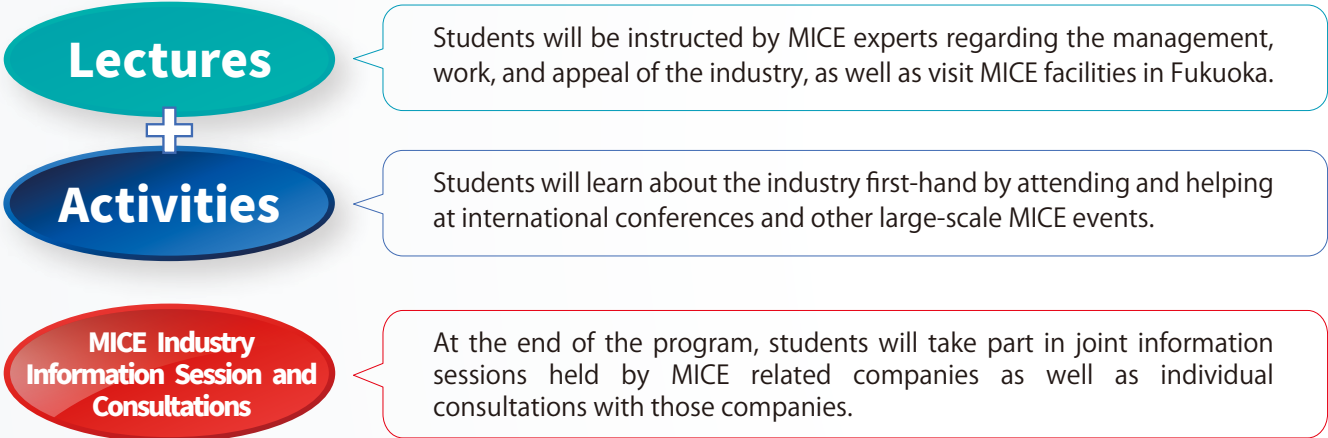
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xhibition / 

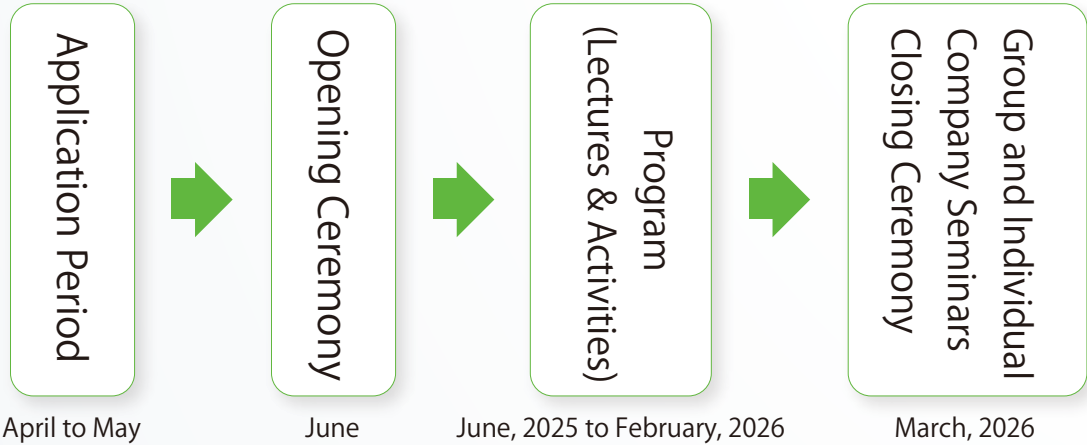
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vent ..... Exhibitions, Events

# The Program



# Schedule



\*Should they fulfill the minimum requirements, participants will receive a Certificate of Completion

## Number of Participants by Year

2019:	124
2020:	(Cancelled due to the Covid-19 epidemic)
2021:	211 (Online)
2022:	114
2023:	201
2024:	151

## Major Participating Schools

- Kyushu University
- Fukuoka University
- Fukuoka Jo Gakuin University
- Fukuoka Institute of Technology
- Nakamura Gakuen University
- Seinan Gakuin College
- Fukuoka Women's College
- Chikushi Jogakuen University
- Kyushu Sangyo University
- Japan University of Economics
- Aso Foreign Language Tourism and Bridal College
- Nishitetsu International Business College

## Past Programs



Opening ceremony (ACROS Fukuoka)



Assisting at a large-scale exhibition  
(Marine Messe Fukuoka)



Information booth during the World Aquatics competition  
(JR Hakata Station Square)



MICE Showcase & FAM trip (Open Top Bus)



International conference seminar in English  
(Daimyo Conference)



Group work during a lecture  
(Fukuoka International Congress Center)



Reception at an international conference  
(Kawabata Shopping Arcade)



Closing ceremony  
(Fukuoka International Congress Center)

## ▶ MICE Industry Information Session and Consultations

For the last session, MICE related businesses were invited to host group informational sessions and one-on-one meetings with Fukuoka Global MICE School participants.



Group session



One-on-one meeting

## ▶ MICE Industry Voices

- ▶ The image that students have of MICE sometimes differs from the reality of the industry, making this a great opportunity for companies to inform others about what they do. (Travel company)
- ▶ There are not many who have experience in, interest, or knowledge of the MICE industry, so we're very thankful to this program for helping make graduates aware of it. (Meeting management company)
- ▶ I'm incredibly happy to see how many students have enough interest in MICE to want to learn about it for a whole year. I think that this program offers the perfect platform for students to increase their knowledge of the industry, helping to give it more exposure and generate interest. I can only say how grateful I am to see this opportunity being made available. (Meeting management company)
- ▶ We were able to chat not only with 3rd year but also 2nd and 1st year students. We were also glad for the opportunity to speak with those interested in a wide variety of industries, not only hotels. (Hotel business)

## ▶ Student Voices

- ▶ In addition to learning more about the MICE industry, I also enjoyed the fact that I could participate in volunteer activities at a large-scale exhibition. This helped me view Fukuoka in a new light, something I could not have learned from the lectures alone. Joining this program also gave me the opportunity to take initiative on things, as well as develop my communication skills and cooperate with people I was meeting for the first time. I was also able to befriend those from outside of the university and interact with working people. (Fukuoka Women's College, Year1)
- ▶ I had never heard of the MICE industry before, but after attending the Global MICE School I found it very interesting and related to my field of interest. The program was filled with opportunities to learn in hands-on environments that went beyond the traditional lecture-based courses. These experiences helped me grow to like Fukuoka even more! (Kyushu University, Year 1)
- ▶ I enjoyed all of the activities very much, and the course was filled with experiences I could never have otherwise. I'm glad that I decided to participate! (Seinan Gakuin University, Year 2)
- ▶ I was able to learn about MICE-related companies and the kinds of work that people employed by them actually do on a day-to-day basis. (Fukuoka Women's College, Year 3)



2-5-31 Daimyo, Chuo-ku, Fukuoka City, 810-0041 JAPAN  
TEL 092-733-0101  
E-mail: mice-school@welcome-fukuoka.or.jp



MICE Promotion Section  
Economy, Tourism & Culture Bureau  
Fukuoka City Government  
〒810-8620 1-8-1 Tenjin, Chuo-ku, Fukuoka-shi