



Japan Fair 2023 Report

Date	Saturday, July 8th & Sunday, July 9th, 2023		
Place	Meydenbauer Center (11100 NE 6th St., Bellevue, WA 98004, USA) www.meydenbauer.com		
Visitor Count	Approximately 28,000 people		
Visitor Demographic	Visitors ranged widely in age - from families with young children, to college students and working adult professionals. In addition to Japanese visitors, there was also a variety of local American companies, schools, and NPOs.		
Main Booths	<p>64 organizations / 78 booths</p> <p><u>Business</u></p> <ul style="list-style-type: none"> All Nippon Airways, Japan Airlines Co., Ltd., TOTO USA, Bsize, inc, Japan-America Society of the State of Washington, New York Life Insurance Company, ROYCE' Chocolate, CO-HO IMPORTS, Edward Jones, Hasu-Seizo Artisan Japanese Knife, Sugimoto Tea Company, U.S Jaclean, Inc., and more. <p><u>Art and Culture</u></p> <ul style="list-style-type: none"> Tea ceremony, Kimono, Ikebana International Chapter, Seattle GO Center, calligraphy, paper cutting and craft, local crafters, and more. <p><u>Community Friends</u></p> <ul style="list-style-type: none"> Consulate-General of Japan in Seattle, Nisei Veterans Committee & NVC Foundation, Seattle Choeizan Enkyoji Buddhist Temple, ANCEA/Sakura-Con, Washington Shotokan Association, Hyogo Business & Cultural Center, Kenjinkai Clubs, JIA Foundation, local preschools, local language schools, and more. 		
Stage Performances	<p>16 performances and demonstrations</p> <p><u>Main Stage Performances</u></p> <ul style="list-style-type: none"> Salmon filet cutting show, Karate, Kendo, Judo, martial Arts, Japanese Choral Groups, Taiko Drumming, Dance, Necchu Live from Japan, Power of Music by Music of Remembrance & Nisei Veterans Committee, Shikishi Haiku Introduction, Kimono Show, Cosplay Contest, and more. <p><u>Mini Stage Demonstrations</u></p> <ul style="list-style-type: none"> Tea Ceremony demonstration (Omote Senke/Ura Senke) 		
Free Seminars/workshops /demonstrations	<p>11 Seminars and workshops</p> <p>Japan in School workshop, Furoshiki workshop, AI Image Creation seminar, Ikebana demonstration, Visit Fukushima, Washoku Japanese cuisine seminar, Onigiri workshop, haiku (Japanese/English) Sumie Art workshop, Translator battle, and more.</p>		
Concessions (operated by Meydenbauer Center)	Yakisoba, Gyu-don, Kara-age, Japanese Croquet, Futomaki and Inari Sushi set, Japanese style sandwich, Japanese desserts, Ramune Japanese soda, Japanese tea,		
Endorser/Sponsor Companies and Organizations	Consulate General of Japan in Seattle, 4Culture, City of Bellevue, Gobo Enterprises, Tateuchi Foundation Hokubei Hochi Foundation, Japan Business Association of Seattle Shunju Club, Uwajimaya, Bellevue Children's Academy, and more.		
Published Media	<p>Local Japanese Media</p> <ul style="list-style-type: none"> Jungle City Lighthouse Soy Source The North American Post 	<p>Local Media</p> <ul style="list-style-type: none"> Parentmap Seattle's Child Strangers 425 	<p>Flyer/Poster Distribution</p> <ul style="list-style-type: none"> Booth at Sakura-con 2023 in Seattle King County Libraries, schools, and many other companies/organizations <p>Social Media</p> <ul style="list-style-type: none"> Facebook, Instagram Japan Fair homepage

Japan Fair in 2023 was another success after four years of absence from in-person events, following the legacy of the Aki-matsuri that had continued for the previous 18 years. This 5th annual event drew diverse groups of visitors from various locations. They enjoyed the variety of booths, powerful performances, culture workshops, kids' activities, and most importantly, our Japanese way of "Omotenashi" service culture. The Japan Fair Committee continues to strive to "Introduce and spread the traditional and modern culture of Japan."

Yuka Shimizu - Japan Fair 2023 Chair/NPO Asunaro Board Chair