

(Translation)

24 January 2014

Mayor Jose Esteves

City of Milpitas

Request for your cooperation with The Tsukuba IIACP Fair & Exhibition*

The Tsukuba IIACP Fair & Exhibition has been held every year in Akihabara, Tokyo, to appeal the attractiveness and science & technology of Tsukuba to capital regions of Japan. It has been evaluated highly as a place of business opportunities. In accordance with the Olympics and Paralympics which will be held in Tokyo in 2020, we will create Tsukuba as "The City of Sports". We explore business possibilities in both sports and science & technology in this occasion. (The attached document shows more details on the fair.)

Tsukuba City is currently promoting the construction plan for the mega sports complex. We are aiming at completing the construction in 2018 to contribute to the Tokyo Olympics & Paralympics 2020.

We are especially eager to contribute to sports promotion for the disabled and the elderly. We have an adequate environment to support the Paralympics; such as University of Tsukuba, which has produced more than 40 athletes for the Japanese national teams for the former Olympic and the Paralympics games, National University Corporation of Tsukuba University of Technology, which is the only national institute for students with visual and aural disabilities, Ibaraki Prefectural University of Health Science, which is located in the neighbour city, research institutes of assistant apparatus/materials for disabilities, and a robot manufacturer, which derives from University of Tsukuba lab and produces robots in the fields of welfare and medicine.

Also, we have the geographical advantage for the Tokyo Olympics & Paralympics. As transportation is absolutely important for any international game, we can proudly announce that we will have the highway to connect Narita Airport and Tsukuba City in 30 minutes completed by March 2018. It means that the distance

from Tsukuba and the world will be shortened dramatically. Of course, we have the high-speed railway, Tsukuba Express, running between Akihabara, the centre of Tokyo and Tsukuba in 45 minutes.

Moreover, to promote our interactions as sister cities, sports promotion is one of our big interests. Thus, what we are planning for the first step of our sports promotions in this Fair & Exhibition is to introduce athletic activities that our sister cities promote

We would appreciate it if you could cooperate with our challenge in this field. So, we modestly request you to send the following items:

- 1 A video message or a letter from the Mayor to encourage Tsukuba's sports promotions.
 - 2 Materials for panel exhibition, such as photos and information for any topics related to sports activities in your city. For example, popular sports in your city, promotion or study of sports, sport/health science, or sports industry. Please note that electric data are fine since we will make panels.
 - 3 Videos, brochures or posters to introduce sports activities in your city
- It would be very helpful if you could send us original brochures and posters. As for videos, electric data is OK.

Please let us know if you could send us the items #1-3 by 31 January. When you agree to cooperate with our promotions by those items, please send materials by 28 February to Hirota (Ms.) or Yanagida(Mr.), Globalization & Culture Division, Tsukuba City (e-mail: ctz031@info.tsukuba.ibaraki.jp)

*Note: IIACP Fair & Exhibition stands for
Industry-Industry-Academic-Collaboration-Promotion Fair & Exhibition

Thank you very much for your cooperation.

Yours sincerely,

Kenichi Ichihara
Mayor of Tsukuba City

The 7th Tsukuba IIACP Fair & Exhibition in Akihabara, Tokyo (draft)

Purpose: We hold this event to provide chances of establishing connections among businesses and research institutes in Tsukuba and those of capital regions in the science and technology fields. Besides, it is a PR event to introduce projects by research institutes in Tsukuba widely.

Title: “Sports plus Science Makes New Business Chances”

Date: Wednesday, 26 March 2014 1:00pm – 5:00pm

Venue: Akihabara Daibiru, Convention Hall (2nd floor)
1-18-13, Soto-Kanda, Chiyoda-ku, Tokyo

Schedule (draft):

13:00 Opening
13:20 Message from Tokyo Metropolitan Government
13:20 Message from the sister cities of Tsukuba City (Video message)
13:30 Keynote speech
14:10 Break
14:20 Presentation #1
 “What we can do in Tsukuba for the Olympics”
14:50: Presentation #2
15:20 Message from Tsukuba City Government
15:30 Break
16:00 Exchange
17:00 Closing

Exhibition & Consulting Booths:

- *3 booths for Sister Cities
- *9 booths for academic facilities
- *9 booths for private business
- *9 booths for cities along TX & for others

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