

ビジネスイベントプロモーション広告コンセプト

キャッチフレーズ

「Exceptional Quality, Expanding Possibilities.」

東京がアジア諸国と比べて圧倒的に強みを持っているのが「クオリティー」です。高層ビルやレストランがたくさんあり、交通の便が良い都市は世界に数多く存在しますが、東京ほど高い「クオリティー」でサービスを提供できる都市は他にありません。

ここ数年、ビジネスイベント開催地としての東京に対する世界からの注目の度合いが急激に増えています。未来に向かって多様な可能性を広げ、ビジネスイベント実施に最適な都市として常に選ばれ続けるために東京はこれからも進化していきます。

また、「Ex」は「Excellent」や「Executive」等、上位の意味を表す接頭語です。それが2回繰り返されることで、さらなる高みを目指すという意味合いが強調されております。

2019年度より Possibilities は複数形に変わっております。

2018年度デザイン（参考）



Business Events Tokyo brand concept

Tag line

The words should be recognized as TOKYO & MICE in English

The words should be simple and easy to understand with the image.

Please kindly see our tag line below for details.

Concept

- Naturally outstanding hospitality
- Highly-credible and reliable transportation infrastructure
- Well-maintained public safety and stable society
- Genuine and diverse food earning the most Michelin Stars in the world
- Innovative facilities created by integration of modern technology and Japanese tradition

Tokyo`s Business Events catch copy

「Exceptional Quality. Expanding Possibilities.」

Tokyo offers “quality” like no other city.

There are many cities with beautiful skyscrapers, numerous restaurants and great infrastructure, but nothing can compare to the quality you’ll find in Tokyo.

The concept of quality is highly appreciated amongst business persons and is always recognized as one of the most important elements in any business situation. Tokyo’s reputation for quality and status as a top city for business helps support our successful bidding for business events.

Nowadays, Tokyo is attracting attention from all over the world as one of the best business events cities, and the industry is growing rapidly. Tokyo will continue to evolve in order to expand its possibilities and flexibility towards the future, in order to keep being selected as one of the most preferable business events cities now and into the future.

Words starting with 「Ex」 like 「Excellent」 and 「Executive」 emphasize superiority.

These words are repeated twice to highlight Tokyo’s strength.