



# Japan Festival CANADA 2022

## Event Outline

Organized by  
Japan Expo Canada Inc.

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## About Japan Festival CANADA

Japan Festival CANADA is the largest Japanese cultural event in North America with a mission to introduce Japanese food, culture and technology to the world. At the inaugural Japan Festival Mississauga in 2016, +40,000 visitors attended in one day and the festival received a lot of interest from Canada and the United States. In 2017, the event was renamed Japan Festival CANADA to reflect the festival's status as Canada's largest Japanese cultural event. Since then, the purpose of the festival has been to strengthen Canada-Japan bilateral relations.

From 2016 to 2019, all four events have been held in Mississauga, Ontario, and each year, the number of attendees have increased. In 2019, the festival commemorated the 90th anniversary of Japan-Canada relations with a record-setting 92,000 attendees. In 2020 and 2021, due to COVID-19, we pivoted online as Virtual Japan Festival CANADA. Our videos capturing Japanese music, cultural performances, tourist destinations and businesses allowed us to engage with the world, beyond Canada's borders.

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## Japan Festival CANADA's Mission

Japan Festival CANADA continues to facilitate a friendly exchange between Japan and Canada, and we have also promoted Japan's uniqueness to the world. Canada is renowned for its multiculturalism, so we aim to recreate Japan's identity from an overseas perspective and uniquely engage with world.

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## Japan Festival CANADA 2022

This year will be Japan Festival CANADA's seventh year. As a result of COVID-19, we pivoted online as Virtual Japan Festival CANADA; however, we plan to hold the 2022 event in-person as we did in 2019. Although virtual events have allowed people around the world to interact, we will be hosting the 2022 festival in-person as people want to connect with one another more than ever before. This year will mark a huge milestone as it will be Japan Festival CANADA's fifth in-person event. We plan to make full use of the large stage, screens and our online presence, as well as strengthen, once more, Japan and Canada's friendship, culture and economy through our event. We want our festival to reinvigorate people as they adapt to a post-covid world by learning something from Japanese culture.

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### Event Details

Date	: Saturday, August 20th, 2022 & Sunday, August 21st, 2022
Event Format	: In-person (possibility of virtual or hybrid model pending COVID-19)
Location	: Celebration Square (Mississauga, Ontario)
Theme	: Overcoming COVID-19 Together: Rekindling Bonds between Japan and Canada in a Post-COVID World

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## Our Vision

After the fourth in-person event in 2019 and two years online, our fifth in-person festival will bring lots of people together in a post-covid world. Over the last two years, the bonds between us have weakened and opportunities to enjoy life outside the home have decreased. People have recognized the importance of those bonds again, and we aim to be a platform to bring people together in a post-covid world.

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## Japan Festival CANADA 2022 Content Plan

Japan Festival CANADA 2022 will mark three years since the 2019 in-person event, where there were Japanese food booths, cultural and musical performances, and Japanese and Canadian corporate exhibits. Our aim is to make all feel welcomed to the festival regardless of age, gender/sex, or nationality.

From the first to the fourth in-person festival, we had the three pillars of Japanese food, technology and culture. The booths and performances enriched the experiences of individuals and companies, bridging cultures, and we plan to continue supporting their development.

We also received attention online through our two virtual festivals and will take full advantage by continuing to promote our activities on our website and social media platforms. Mainly through video, we would like to introduce the diversity of Japan by exhibiting Japanese culture, art, tourism, technology and industry at the event. We want to continue building on the support we've received, and provide an opportunity for attendees to share and connect with each other.

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## Past Event

### Japan Festival Mississauga 2016

Date July 10th, 2016  
Attendees 40,000  
Participating Booth 50 (Corporation, Retail, Restaurants)



### Japan Festival CANADA 2017

Date August 26th, 27th, 2017  
Attendees 70,000  
Participating Booth 65 (Corporation, Retail, Restaurants)



### Japan Festival CANADA 2018

Date August 25th, 26th, 2018  
Attendees 80,000  
Participating Booth 70 (Corporation, Retail, Restaurants)



### Japan Festival CANADA 2019

Date August 24th, 25, 2019  
Attendees 92,000  
Participating Booth 75 (Corporation, Retail, Restaurants)



### Virtual Japan Festival CANADA 2020

Date August 29th, 2020  
Platform Vimeo, YouTube, Facebook, Instagram  
Views 100,000+



### Virtual Japan Festival CANADA 2021

Date August 28th, 2020  
Platform Vimeo, YouTube, Facebook, Instagram  
Views 80,000+ (as of January 31st, 2022)

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## Japan Festival CANADA's Future

Four in-person Japan Festival CANADA events and two online for a combined total of six. Although 2020 was supposed to be the fifth in-person event, our first virtual event bridged Canada and Japan beyond expectations. After two years online, Japan Festival CANADA will implement lessons learned during this unique period. 2023 will mark the 95th anniversary of Japan-Canada relations and six years later in 2028, it will be the 100th anniversary. Having run for seven years and as we approach Japan-Canada's centennial anniversary, our event will celebrate this milestone with the world. COVID-19 forced us to pivot online and renewed possibilities, allowing us to broaden our audience nationally and globally. As return to normalcy, we will continue building on our global interest.

This is Japan Festival CANADA's biggest advantage: it is hosted in a multicultural and diverse country respected globally, meaning our contents will be received with wide open arms. We will continue to build on our mission to promote Japanese creations and innovation, and aim to rekindle the person-to-person and country-to-country relations by providing everyone an event they can look forward to.

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## Sponsors and Supports

### Japan Festival CANADA 2019

#### Government, Organizations and Associations

Consulate-General of Japan in Toronto	Toronto Japanese Association of Commerce & Industry
Government of Ontario	JETRO, Toronto
City of Mississauga	Royal Ontario Museum
Aisa Pacific Foundation of Canada	The Canada-Japan Society
The Japan Society Canada	Fukuoka Canada Society
Japan Foundation, Toronto	Mississauga Friendship Association
JNTO, Toronto	

#### Corporates Sponsors

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Hino Motors Canada, Ltd.	Nippon Express Canada Ltd.
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JCB International Credit Card Co., Ltd.	Sumitomo Mitsui Banking Cooperation, Canada Branch
JFC International (Canada) Inc.	Tokyu Hotels Co., Ltd.
Toyota Canada Inc.	ASOVIVA
RYUBO	JR-EAST
Kado Enterprise	Celestial Print

### Virtual Japan Festival CANADA 2020 / 2021

Japan Foundation, Toronto	Air Canada (Official Airline Sponsor)
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MHI Canada Aerospace, Inc.	Kintetsu World Express Canada Inc.
Hino Motors Canada, Ltd.	Toyota Canada Inc.
Fujifilm Canada Inc.	Imperial Hotel, Ltd.
JNTO, Toronto	Sumitomo Mitsui Banking Corporation, Canada Branch
Kado Enterprise	OZAWA Canada Inc.
Quickbite News	TORJA
Life Tronto	Life Vancouver

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