

# **Japan Festival CANADA 2023**

## **Event Information**

Organized by **Japan Expo Canada Inc.**

<https://japanfestivalcanada.com/>

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## About Japan Festival CANADA

Japan Festival CANADA is the largest Japanese cultural event in North America, aimed at showcasing Japanese cuisine, culture, and technology to the world. The festival made its debut in Mississauga in 2016, and its immense success drew over 40,000 visitors in just one day. As its popularity continued to soar, the festival was renamed "Japan Festival CANADA" in 2017. As a cultural event, the festival serves as a unifying force for Canada and Japan, with the objective of strengthening Canada-Japan relations annually.

In 2019, we celebrated the 90th anniversary of Japan-Canada relations with over 90,000 visitors, commemorating our longstanding history. In response to the COVID-19 pandemic, we pivoted online in 2020 and 2021, hosting Virtual Japan Festival CANADA. However, in 2022, we successfully returned to Mississauga's Celebration Square, where the festival has been hosted since its inception. It gives us immense pride to report that we exceeded our initial goal and attracted over 100,000 visitors. This makes Japan Festival CANADA the largest Japanese event in North America.

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## Japan Festival CANADA's Mission

Japan Festival CANADA aims to showcase the diverse appeal of Japan to audiences worldwide through the presentation of various forms of Japanese entertainment, such as music, cultural performances, and videos featuring tourist destinations and industries. We also support Japanese individuals, companies, and businesses operating in Canada.

While our primary objective is to promote friendly relations and cultural exchange between Japan and Canada, we also strive to showcase Japan's unique identity and appeal to the world. By basing our activities in Canada, which is renowned for its diversity, we are able to rediscover, re-evaluate, and reconstruct Japanese culture from a multitude of perspectives. Through these efforts, we aim to establish a new JAPAN brand that Japan can be proud of and promote to the world.

Japan Festival CANADA is committed to providing a platform for the exchange and celebration of culture between Canada and Japan, while simultaneously contributing to the strengthening of global relations.

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## Japan Festival CANADA 2023

In 2022, Japan Festival CANADA achieved a record turnout of 100,000 visitors, making it the largest event since our inaugural festival in 2016. After being held online in 2020 and 2021, last year's in-person event marked a significant milestone for us. Our goal of reaching 100,000 visitors has been achieved, and we now look towards the future.

Moving forward from 2023, Japan Festival CANADA aims to do more than just connect Japan to Canada. We plan to leverage Canada's diversity to connect Japan with the world. Our theme for 2023 is "The Festival Connecting Japan to the World" and we aim to showcase cutting-edge businesses, organizations, and individuals that push Japan's appeal globally. We aspire to add value to various Japanese industries, technologies, culture, and food from a uniquely Canadian perspective. Moreover, we will forge new partnerships with other countries hosting their own Japanese festivals.

Our mission is to connect Japan to the world, and we have built a vast network of partnerships to achieve this goal. Through our partnerships, we will promote Japanese culture globally and in depth.

As Canada's largest Japanese event, we strive to improve every year. In 2023, we will enhance cultural performances, corporate exhibition booths, and food stalls, creating an unforgettable summer festival for visitors. Additionally, we will continue to engage with people online, deepening Japan and Canada's relationship through cultural and economic exchanges. With the centennial anniversary of Japan-Canada relations approaching in 2028-2029, Japan Festival 2023 is excited to prepare for this significant milestone.

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### Event Outline

**Date** : August 19th (Sat) 2023, August 20th (Sun) 2023

**Venue** : Mississauga Celebration Square, Mississauga city, Ontario

**Theme** : The Festival Connecting Japan to the World

**Predicted number of Attendees** : over 100,000 attendees (2 days)

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## Plan for Japan Festival CANADA 2023

Following the success of our first in-person festival in three years, Japan Festival CANADA is excited to announce our plan for 2023. Building upon our achievements in 2022, we aim to offer an even greater variety of food, drink, and retail vendors to delight our visitors.

In addition to our popular commercial offerings, we will provide an entertaining and educational program suitable for all ages, genders, and nationalities. Our diverse range of events will include Japanese cultural and musical performances, cutting-edge technology exhibits from Japanese and Canadian companies, and much more. We are currently working to bring back artists and guests from Japan, further solidifying the cultural connection between our two countries.

Leveraging the network we have cultivated through our successful virtual events, we will introduce the world to the diversity of Japan through video content showcasing its culture, art, tourism, technology, and industry. As part of our ongoing commitment to connecting Japan to the world, we will also seek to forge new partnerships with Japan Festivals in other countries.

Through these efforts, we aim to continue building our fan base and grow as Canada's premier Japanese event, creating a memorable experience for all visitors and promoting cultural exchange between Japan and Canada.

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## Past Events

### Japan Festival Mississauga

Date July 10th, 2016  
 Attendee over 40,000 attendees  
 Booth 50

### Japan Festival CANADA 2017

Date August 26th ~ 27th, 2017  
 Attendee over 70,000 attendees  
 Booth 65

### Japan Festival CANADA 2018

Date August 25th ~ 26th, 2018  
 Attendee over 80,000 attendees  
 Booth 70

### Japan Festival CANADA 2019

Date August 24th ~ 25th, 2019  
 Attendee over 92,000 attendees  
 Booth 75

### Virtual Japan Festival CANADA 2020

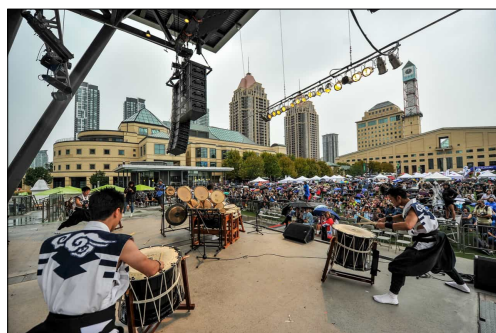
Date August 29th, 2020  
 Views over 100,000 views

### Virtual Japan Festival CANADA 2021

Date August 28th, 2021  
 Views over 100,000 views

### Japan Festival CANADA 2022

Date August 20th ~ 21st, 2022  
 Attendee over 100,000 attendees  
 Booth 63



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## Future of Japan Festival CANADA

Japan Festival CANADA achieved an unprecedented milestone in 2022, attracting 100,000 visitors. Despite the challenges posed by COVID-19, our festival continued to bring people together through the celebration of “matsuri” (festivals).

To showcase the sense of unity and community fostered by Japan Festival CANADA on a global scale, we will connect Japan Festivals worldwide. As a multicultural hub, Canada is uniquely positioned to help promote cross-cultural understanding and cooperation among nations, particularly in a post-pandemic world.

In addition, we are committed to strengthening the bonds between Japan and Canada through cultural and economic exchanges. As the largest Japanese cultural event in North America, Japan Festival CANADA aims to take the lead in fostering deeper ties between our two nations.

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## Your Support

Japan Festival CANADA aims to promote Japanese culture and its appeal globally, using Canada as a platform. We offer various sponsorship opportunities, such as event participation, performances, exhibitions, online content promotions, and collaborations with corporations and individuals.

By supporting Japan Festival CANADA, you will have the opportunity to contribute to the promotion of Japanese culture while also gaining exposure for your brand. We appreciate any support that aligns with our organization's philosophy and mission.

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## Call for Sponsorship

Japan Festival CANADA is currently seeking sponsors who share our mission and values and are interested in collaborating with us. As the largest Japanese festival in Canada, our event receives significant attention from within Canada and North America. Our festival plays a crucial role in strengthening Canada-Japan economic and diplomatic relations, and has been acknowledged as such by Canadian municipalities, government agencies, and businesses. We have also received support from organizations that facilitate Canada-Japan relations, including the Toronto Japanese Association of Commerce & Industry and JETRO.

In return for your support, we offer a range of branding and visibility opportunities, such as signage, media exposure, and promotional materials. We are also open to collaborating with you to develop innovative ideas and initiatives that align with our shared goals.

If you are interested in supporting Japan Festival CANADA and collaborating with us, please contact us at the email address below. We are excited to discuss how we can work together and strengthen Canada-Japan relations.

Thank you for your consideration.

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## Cooperation and Sponsors in 2022

### Cooperation

City of Mississauga

Toronto Japanese Association of Commerce  
& Industry

Japan National Tourism Organization  
Anime North

Maple Leaf Sports & Entertainment Partnership  
(MLSE)

University of Toronto Mississauga  
Mississauga Friendship Association

### Sponsors

DENSO Sales Canada, Inc.

BANDAI NAMCO

Nippon Express Canada Ltd.

Mitsui & CO. (Canada), LTD.

Kintetsu World Express Canada Inc.

MHI Canada Aerospace, Inc.

Subaru Canada, Inc.

Fujifilm Canada Inc.

Hitachi Construction Machinery Co., Ltd.

JFC INTERNATIONAL (CANADA) INC.

Kado Enterprise

Tokyu Hotels Co., Ltd.

Ozawa Canada Inc.

Canon Canada Inc.

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KIRIN ICHIBAN

Canadian Kawasaki Motors Inc.

Kintetsu International Express ( CANADA) Inc.

Sapporo Canada, Inc.

Hino Motors Canada, Ltd.

Imperial Hotel, Ltd.

JR Central

Kyoto Garden

Toyota Canada Inc.

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## Contact

Organizer : Japan Expo Canada Inc.

Mail : [info-general@japanfestivalcanada.com](mailto:info-general@japanfestivalcanada.com)