



Japan Festival CANADA 2024

EVENT OUTLINE

Date: August 17th, 18th, 2024

Venue: Mississauga Celebration Square:

Organized by:

Japan Festival CANADA

Japan Expo Canada Inc.

JAPAN FESTIVAL CANADA

Experience the vibrant essence of the land of the rising sun at Japan Festival CANADA, the largest cultural extravaganza dedicated to showcasing Japanese food, culture, and technology in North America.

In 2016 Japan Festival Mississauga attracted over 40,000 attendees, sparking widespread excitement across Canada and North America. Accordingly, in 2017 the event rebranded itself as Japan Festival CANADA. This change reflects our broader mission to foster cultural exchange and promote friendship between Canada and Japan while contributing to the development of bilateral relations between the two countries.

In 2019, the festival celebrated the 90th anniversary of Japan-Canada diplomatic relations, attracting over 90,000 visitors to commemorate the longstanding friendship between the two nations.

While the COVID-19 pandemic forced the event to go online in 2020 and 2021, Japan Festival CANADA resumed its physical presence in 2022, achieving its goal of attracting 100,000 attendees. In 2023, the event continued to thrive, welcoming over 100,000 visitors once again, solidifying its status as the premier Japanese cultural event in Canada and North America, both in terms of attendance and public interest.

Japan Festival CANADA's Vision

Japan Festival CANADA aims to promote and showcase Japanese culture and technology to the world through the multicultural and diverse nation of Canada. Our primary goal is to unearth and highlight the value and charm of Japan that may at times go unnoticed by even its own people and help present a more captivating "Made-in-Japan" narrative. We strive to achieve this goal by offering a diverse range of experiences, including captivating stage performances featuring various genres of Japanese music and traditional arts, immersive video presentations highlighting the allure of Japanese tourism, and initiatives to support Japanese businesses and individuals thriving in Canada.

Moreover, fostering friendship between Japan and Canada is a cornerstone of Japan Festival CANADA's mission. By strengthening the bonds between the two nations politically, economically, and culturally, we aim to enhance international cooperation and promote exchanges between people, ultimately contributing to a more robust and enduring partnership between Japan and Canada on the global stage.

Event Details:

- Date : August 17th, 18th, 2024
- Venue : Mississauga Celebration Square
300 City Centre Dr, Mississauga, ON L5B 3C1
- Estimated number of visitors : 100,000 (2 days in total)

Theme and Concept of Japan Festival CANADA 2024

Experience the essence of Japan's cultural evolution as we embark on a journey into the future with Japan Festival CANADA 2024. Building upon the success of our milestone achievement in 2023, where we welcomed over 100,000 attendees and embarked on a transformative path forward, our commitment to innovation and connectivity remains unwavering.

Against the backdrop of global uncertainty fueled by the onset of the COVID-19 pandemic, Japan Festival CANADA serves as a beacon of unity and cultural exchange, bridging Japan and the world through the rich tapestry of Canada's multicultural landscape.

In 2024, our theme, "Forging New Connections in a New Era," underscores our dedication to exploring Japan's industrial prowess, technological advancements, cultural heritage, and culinary delights from a Canadian perspective. As we look ahead to the centennial celebration of Japan-Canada Diplomatic Relations in 2028-2029, we leverage the power of online platforms to amplify our message of friendship, cultural affinity, and economic cooperation on a global scale.

Moreover, our ongoing collaboration with Japanese festivals worldwide, initiated in 2023, continues to thrive under the leadership of Japan Festival CANADA, facilitating cross-cultural exchange and solidifying Japan's global presence.

Join us as we embark on a journey to deepen connections, celebrate diversity, and cultivate a brighter future for Japan and Canada, resonating across the globe with the enduring spirit of Japan Festival CANADA 2024.

Our Plans for Japan Festival CANADA 2024

After a hiatus due to the COVID-19 pandemic, Japan Festival CANADA returned triumphantly, expanding into North America's largest Japanese festival, welcoming over 100,000 visitors over two days. The highlight of the 2023 edition was the revival of the Dream Project, a flagship initiative of Japan Festival CANADA, featuring the participation of former sumo wrestler and 69th Yokozuna, Hakuhō Shō (currently Miyaginoyama Oyakata), who shared the allure and spirit of sumo, Japan's national sport. Additionally, cultural ambassadors including the taiko ensemble 'GARYU' and the 'ENTORANCE102' yosakoi group from Japan showcased their talents on stage, electrifying the audience.

Looking ahead to 2024, the Dream Project continues with plans to invite cultural figures from Japan to directly engage with attendees through lectures and performances, offering glimpses of Japanese culture. Furthermore, Japan Festival CANADA, renowned for its extensive participation by Japanese businesses, will further enrich its exhibitions. In addition to Canadian-based companies, we welcome new participants planning expansions into Canada and North America. Through our online platform, we'll spotlight the craftsmanship of Japanese SMEs, promoting their high-value technology and products to the world. The culinary experience, while centered around authentic Japanese cuisine, will also incorporate multinational dishes, fostering cultural exchange between Japan and the world and presenting new possibilities in Japanese culinary culture.

Japan Festival CANADA 2024 serves as a beacon of the JAPAN brand emanating from Canada, a multicultural and multiracial nation, exploring the potential for global expansion.

Future Plans

Japan Festival CANADA 2023 marked its 6th consecutive year as a live event, boasting the largest number of booths in its history and welcoming a record-breaking attendance. With over 100,000 visitors for the second consecutive year, the festival showcased its commitment to the pledge made in 2023 - to create a space where people can gather and connect. This continued success reflects the festival's strong relationship with Ontario and the Canadian community.

In an era where diversity is increasingly valued, the strong cultural ties between Canada and Japan hold significant importance. As we approach the centennial anniversary of Japan-Canada Diplomatic Relations in 2028-2029, Japan Festival CANADA aims to further solidify the cultural, economic, and political bonds between Japan and Canada through direct interactions among individuals.

Moreover, we are committed to expanding our activities beyond the boundaries of Japan and Canada by fostering partnerships with various "Japan Festivals" worldwide. In a world fragmented by the pandemic, Japan Festival CANADA, originating from the diverse nation of Canada, endeavours to once again unite the world by celebrating cultural diversity and shared experiences.

Join Us On Our Journey

Japan Festival CANADA aims to introduce the value and excitement of Japan to people worldwide. In addition to participating in sponsorships, performances, and exhibitions at events, we actively engage in collaborative projects with companies and individuals. We sincerely invite anyone who resonates with the ideals and objectives of Japan Festival CANADA to join us and contribute.

Furthermore, Japan Festival CANADA is committed to promoting Japanese tourism in Canada and North America. We believe that we can offer effective proposals to municipalities aiming to expand inbound tourism and promote local products in Canada and North America. Please feel free to contact us for more information.

Call for Sponsors

Japan Festival CANADA is seeking sponsors who align with the event's mission and can contribute to its success. As Canada's largest Japanese festival, it garners significant attention not only within Canada but also across North America. The event is endorsed by Canadian municipalities, government agencies, and businesses, all recognizing its role in fostering economic exchange between Japan and Canada. Additionally, organizations such as the Toronto Japanese Business Association and JETRO have extended their support, acknowledging its significance as a key Japanese cultural event in Canada.

If you are interested, please contact the following email address for inquiries.

Inquiry

Japan Expo Canada Inc.

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