



March, 2019

**Invitation for Rural Tourism seminar for representatives of the press
South Coast Finland, Estonia and Latvia**

First of all we'd like to thank you for your continued cooperation and support to the CAITO project.

CAITO project, which develops rural tourism products in the South Coast of Finland, Estonia and Latvia, targeting the Japanese market, will organize a destination promotion seminar for representatives of the press.

The South Coast of Finland, Estonia and Latvia have a wide variety of nature related products, sauna, Spa, organic foods/drinks, also farm houses and manor houses to visit. Tourists can enjoy seasonal experiences such as berry/herb/mushroom picking, also traditional local events. They could enjoy communication with local people and get deep understanding of culture through special experiences which can't be available in cities. There are many products already introduced in the Japanese market and rural products are recognized as an important category in the European market where rural tourism is seen as a tool for overcoming excessive tourism and to ensure the sustainability of tourism.

The representatives from each country will visit Japan for this seminar and make presentations on the charm of rural area and the products. Craft masters from the traditional crafts centre "Sena Klets" producing Latvian traditional costumes will also introduce handcrafts.

We believe this seminar would be very useful for your work and look forward to seeing as many of you as possible.

Foresight Marketing Co.,Ltd.

Shigeyoshi Noto



〒103-0004 東京都中央区東日本橋 3-9-11
FROM EAST TOKYO 5F



About CAITO project:

This project aims to promote rural tourism in the South Coast of Finland, Estonia and Latvia in the Japanese market. Foresight Marketing Co., Ltd. helps it and is the contact in Japan. The objective of this project is to support SME's related with rural tourism to get into the Japanese market by joining forces and EU funds. Also this project gets cooperation from Tourist Board in each country.

You will find additional information about rural tourism destinations in Japanese at

<http://balticsea.countryholidays.info>

-Information on Rural Tourism seminar for representatives of the press -

Date and time : 15:30-20:00, 16 April(Tue),2019

Time schedule :

Door open and registration 15:30

Seminar 16:00-18:00

Reception 18:00-20:00

Place : Embassy of the Republic of Latvia in Japan

Address : 37-11 Kamiyama-cho, Shibuya-ku, Tokyo

<http://www.mfa.gov.lv/jp/>

* Application

You are cordially requested to register at the link below.

https://docs.google.com/forms/d/e/1FAIpQLSdp43RZAlt_pVYsYJ8j4A97H55KhNxSwRj1MRXVF MxLfz5d9A/viewform?usp=pp_url

Deadline of application : 10 April (Wed), 2019

※We might close the application link before deadline due to the capacity of the venue (40 people).



EUROPEAN UNION
European Regional Development Fund



This project is part-financed by the European Union and European Regional Development Fund Central Baltic Programme.



〒103-0004 東京都中央区東日本橋 3-9-11
FROM EAST TOKYO 5F