



October, 2019

**Invitation of Rural Tourism Seminar
South-Coast Finland, Estonia and Latvia – Go Rural 2020**

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, in co-operation with the Investment and Development Agency of Latvia will organize a destination promotion seminar for representatives of the travel trade professionals and press on 22nd of November at Embassy of the Republic of Latvia in Japan (*Address: 37-11 Kamiyama-cho, Shibuya-ku, Tokyo*).

We would like to introduce new *Products Manual 2020* introducing the experiences in Rural area such as farm/manor house stay, sauna/spa, and organic gastronomy. The *Sauna brochure* is newly published, which includes sauna culture and products in each country.

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.

Finns, Estonians and Latvians share similarities in mentality and way of life, but each country is still proud of its unique identity. The representatives from each country will visit Japan for this seminar and make presentations on the charm of rural area and the products.

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

CAITO Project team:

Ms. Asnate Ziemele (Latvia)

Ms. Raili Mengel (Estonia)

Ms. Minna Ermala (Finland)

Mr. Shigeyoshi Noto (Foresight Marketing Co.,Ltd., Japan)

balticsea.countryholidays.info



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. This project gets cooperation from Tourist Board in each country.

You will find additional information about rural tourism destinations in Japanese at balticsea.countryholidays.info.

Information on Rural Tourism seminar for representatives of the press:

Date and time: 16:00-20:00, 22 November (Fri), 2019

Time schedule:

- Door open and registration 15:30
- Greeting by the Ambassador of Latvia, Estonia and Finland in Japan:16:00
- Seminar: 16:15-18:00
- 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://forms.gle/8M618XmoiUhnHgRG9>

Deadline of application: 19 November (Tue), 2019

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