

Mt. FUJI

AICHI EXPO SET UP REPORT

5th- 18th MARCH 2005

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2005 AICHI EXPO NATIONAL COORDINATING COMMITTEE

ADVANCE TEAM REPORT

1.0 Introduction:

The 2005 World Exposition, Aichi, Japan (EXPO 2005) will seek to realize new ideals for Culture and civilization, under the theme of "*Nature's Wisdom*". Fiji's participation at the 2005 Aichi Expo can be a strategy to attract potential Japanese investors into Fiji.

It aims to be a place where participants and visitors from all over the world will be able to go and learn more about different cultures, their backgrounds and values. It aims to bring people together in an environment surpassing the borders and boundaries of nations, ethnicity, religion and industry to promote deeper understanding and bonds of friendship among people.

Cabinets' Decision on 10th August 2004, had approved Fiji's participation in the 2005 EXPO and the Ministry of Commerce, Business Development and Investment was assigned the task of establishing a National Coordinating Committee comprising of relevant government agencies and the private sector.

2.0 Set Up Team:

A team was initially delegated to travel to Nagoya, Japan to look into all preparations regarding the setting up of Fiji's booth at the 2005 AICHI EXPO. The Expo will be officially opened on 25th March 2005.



The team that left on 5th March 2005 consisted of 3 Officials from the Ministry of Commerce, Business Development and Investment and other relevant ministries:

Dr. Kenneth Cokanasiga	–	Deputy Secretary
Mr. Inoke Raikoso	–	Principal Administrative Officer
Mr. Umar Dean	–	Accounts Officer
Captain Neumi Leweni	–	Fiji Military Forces
Ms. Niqa Tuvuki	–	Department of Culture & Heritage



Moreover, Asaeli Sinusetaki and Kelera Cavuiliati were selected as Pavilion Attendees for they are well versed with the Japanese language and culture.

Members of the team were assigned to various tasks that consisted all preparations for

Fiji's participation, prior to and during the Expo.

3.0 Tasks Assigned

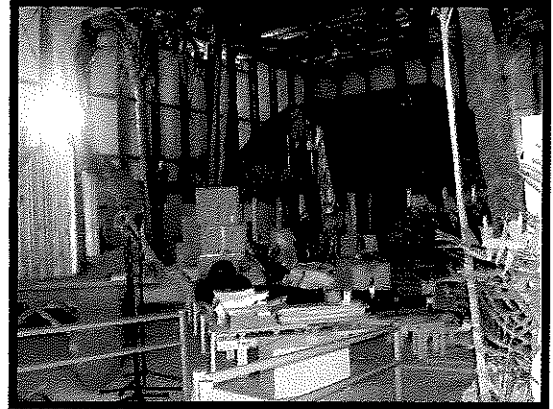
Initially, Ms Tuvuki was schedule to return on 12th March after the setting up of the 3 stalls at the Pacific Pavilion and also to look at the stage where the Hon Prime Minister, Mr. Laisenia Qarase is going to be accorded the full Traditional Ceremonies of Welcome as Chief Guest in Fiji's National Day for June 22nd. Ms. Tuvuki's stay was extended to another week due to the delay in the completion of construction work at the Pacific Pavilion.

Custom Clearances on Fiji's Handi Crafts and Commercial products was something that the team had



never considered to be difficult in clearing, but it took us two days to clear all items. The Customs Department required specification on all handicrafts pieces as to what material was it made of.

According to strict Japanese regulations, body products and soap, we were advised that these were **not for sale** in the Pavilion's Gift Shop. Our items will have to go through a 6-month testing period before they can be considered for commercial activity. These products will be used only as



displays. On brochures and flyers, we will not be able to display these as well as they are also regarded as commercial activity. This is more or less "selling" to the Japanese.

It had also given us an impression that Fiji ***should focus more on crafts as our selling products during the 6 months period.***

4.0 Spaces for Set Up in the Pacific Pavilion:

The space provided for in the Pacific Pavilion is small and dividing this space between the eleven (11) countries will leave only a very small space for Fiji to display its handi crafts and other items. We had suggested that the Pavilion be divided up into countries and not zones to ensure that more space is given to each participant; however, this was not possible as the Japanese contractors had almost completed their construction and interior decoration which sees the Pavilion divided up into zones/sub-themes.

Fiji's challenge was that, to display most of its items in the limited space provided, at the same time remain considerate of the other 10 Pacific countries. The interior decorators had also



brought in their own displays from Papua New Guinea and Tonga which the organizers had considered to be artefacts representing all the Pacific Islands participating at the Expo, which was not the case. The issue was resolved after discussions with the curators and the Pacific Pavillion Organisers before we were granted the permission to set up Fiji's Booth utilizing our own artifacts and decoration pieces.

Fiji was required to decorate the following spaces:

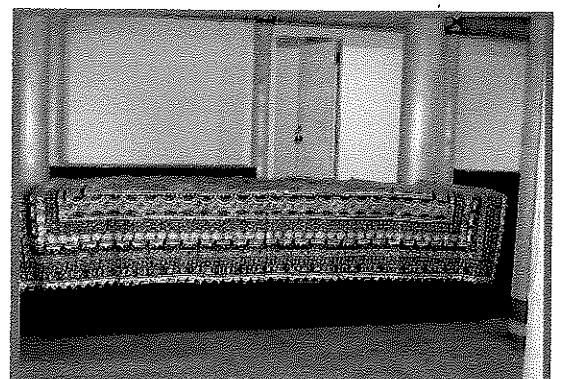
- **The Country Display Booth** - items exhibited in the booth is only for display and not for Sale



- **Household Items Booth** - A space allocated for the 11 countries to display their household items and traditional costumes worn in special occasions



- **Shop** - Each country is allocated a space to sell its products



- **A Booth for Country Brochures and flyers** -Fiji was given the opportunity to decorate a special booth where all the eleven countries to place their brochures and flyers.



4.01 Expo Hall Stage:

Ms. Tuvuki also had the opportunity to visit the Expo Hall Stage, the allocated venue where the Fiji Military Forces will be required to perform the Fijian Traditional Ceremonies of welcome to our Chief Guest, the Hon. Prime Minister, Mr. Laisenia Qarase on 22nd June which is Fiji's National Day. Each participating country is required to decorate the stage for their own National Days, and as for Fiji, the stage is to be decorated on 21st June as soon as Cameroon National Day Celebration.

5.0 Other Matters:

The Team and the two attendees managed to put together a tentative program whilst in Nagoya which will be tabled in the next National Coordinating Committee (NCC) meeting on 1st April to have the final decision.

5.1 Proposed Fiji Week Program – In the Fiji National Week, entertainment is to begin on Monday, June 20th and end on Friday, June 24th and may include a Pagentry Parade. The draft program will be circulated to the NCC for their discussion and final decision.

5.2 Traditional Ceremonies of Welcome-

- The Hon. Prime Minister will be accorded the traditional Ceremonies of welcome by the Fiji Military Forces at the Expo Hall on 22nd June.
- Five ladies from Fiji's partnership Town, Taketoyo-cho to be given the privilege to take part in the ***vakamamaca*** presentation and garlanding the Prime Minister, the wife and two other VIP Guest during the ceremony.

5.3 Pagentary Parade: - The performances (utilizing the Military Men and other members of Fiji contingent) to be held in the Pacific Pavilion whenever it was suitable. The NCC to try and accommodate an Artistic Producer who will come up with a theme for the pagentry, be responsible for music, props, and lighting, as well as assist with the costumes, among other duties.

Ms. Tuvuki had taken on the responsibility of finding an Artistic Producer, should the tentative program be approved by the NCC. (Suggested theme for the pagentry is "*Past, Present, Future*" – beginning with the missionaries coming to Fiji, bringing religion, education, and trade amongst other things).

- 5.4 Craftspeople** – It was also suggested that 2 craftspeople be part of the Fiji Week – a carver and a weaver. They are to be at the pavilion for the entire week, carving and weaving a “simple” artifact that will be ready at the end of the week. Wood will be supplied by the partnership town
- 5.5 TAU** – Atma Maharaj to be approached for Tau’s costume to be used here during National Week as the iguana is Fiji’s official mascot. Tau will be an attraction for both kids and adults at the pavilion and will also be something visitors can take pictures with as a souvenir.
- 5.6 Traditional Games/Children’s Packs/Give-aways** –



As part of the attraction for children as schools will be on summer holiday in June, the RFMF to learn traditional games they can teach to kids when they come to the pavilion. Air Pacific is also to be approached for their giveaway packs to be given to children. Miniature Fiji flags, blown-up clubs and rugby balls from Asia Pacific Manufactures in Lami to be giveaways as well.

- 5.7 Meke and Singing by the Military Group:** - To be performed in the Pacific Pavilion Stage during the week.

5.8 Air Pacific & Sheraton Fiji Resort Prize – In addition to these “attractions”, it was suggested that a raffle be organized for the week. The lucky winner comes to Fiji for a week with free accommodation at Sheraton Fiji Resort.

5.9 The Prime Minister's Proposed Visit to Taketoyo-cho Town: - As part of the 2005 Expo in Japan, the participants have been awarded partnership town. Taketoyo-cho, is a town located in the Chita District, Aichi, Japan that has pharmaceuticals and chemical production as its main industries. It is suggested that the Prime Minister to host a function there, and the Mayor of the Town as Chief Guest. The Fiji Military Group will also be required to perform during the function. The Prime Minister's visit, we hope that the Government will establish and strengthen this relationship so that we can successfully secure and work exchange programs between our people and the Taketoyo-cho counterparts.

6.0 Conclusion:

Allocated the additional task during the preparation for the Prime Minister's visit to Japan, it is strongly recommended that the Department of Culture & Heritage to seriously consider additional staff from the Fiji Arts Council to assist during the June trip as all costs will be met by the Organizing Committee.