

MATSURI GENT –Japan Festival– After Report



May 2018



Project Overview

Basic Info

Presented by MATSURI GENT –Japan Festival – Executive Committee

Date: 28/04/2018 AM10-PM6

Place: Stadshal (Poeljemarkt, 9000 Gent) *Admission Free

Number of Participants: 4000-5000 (in estimation)

Purpose

•Connecting People in Ghent through Japanese Culture

This festival aims to bring people together. In contrast to many other Japanese cultural events outside Japan, which are often directed (and even exclusive) to people who are already familiar with Japanese traditional or pop culture, this festival is admission free and open to everyone who's interested or just curious. We collaborate with many local people and business in Ghent, in order to encourage cross-cultural exchange and to offer many kinds of Japanese culture entertainments in "matsuri" (festival in Japanese) style.

•Connecting Belgian Students and Japanese People in Japan

We, two Japanese exchange students as organizers and proposers, found that it is very difficult to go to Japan for many Belgian students studying Japanese in the faculty of Japanology in Ghent University because it costs a lot. This is unfortunate, because we firmly believe that students who study in Japan have a wonderful time and build a lot of friendships through the shared interests in Japanese culture, like we did with local people in Ghent. Therefore, we decided to encourage them to go to Japan and connect with locals based on the total profits of this festival. We donate the full profit to World Campus International, Inc. and make the special scholarship program which is focused on the students in the faculty of Japanology in Ghent University.

On the day of the event

Stage Performance

MAIN STAGE performance timetable	
OPENING CEREMONY Welcome by the festival staff Starts at 10:30	10:30 - 10:50
TAIKO CONCERT Taiko performance by Taiko Tai Starts at 11:30	11:30 - 12:10
KENDO/IAIDO/JODO DEMONSTRATION performed by Kendo Iaido Jodo Sensei Kenji & Kenzan Kenji (Chuo) Starts at 12:50	12:50 - 13:30
JAPANESE HARP (KOTO) AND BAMBOO FLUTE (SHINOBU) by Akira Takahashi and Naoto Kato Starts at 14:10	14:10 - 14:50
WANKO SOBA EATING COMPETITION with support sponsored by FORTIX Starts at 15:30	15:30 - 15:50
SHINKENDO - THE WAY OF THE REAL SWORD Japanese community performed by Jitsuro & Belgium Starts at 16:30	16:30 - 16:50
ENDING CEREMONY Thanking by the festival staff Starts at 17:30	17:30 - 18:00



Opening speech by Japanese ambassador Hayashi and Japanology Professor Niehaus



Taiko Concert



Kendo/Iaido/Jodo Performance



Japanese Harp and Bamboo Flute Concert



Wanko Soba Eating Competition



Shinkendo Demonstration



Calligraphy Performance



Closing Speech by 3 organizers



Samurai Demonstration 1



Samurai Demonstration 2

Food Booth

•Staff operated booth

Curry and Rice, Tonjiru (pork and vegetable soup), Rice ball, Yakitori (chicken stick), Edamame beans, Dorayaki (sweets), Macaron Macha, Green tea, Calpico, Tap beer (Gentse Gruut Wit)

•Invited booth

Sushi by Sushi Palace Gent, Takoyaki (Octopus dumpling) by GOHAN, Chirashi by Kim's Kitchen



Curry and rice booth



Edamame booth



Rice ball making



Takoyaki booth by GOHAN



Chirashi booth by Kim's Kitchen



Sushi by Sushi Palace Gent



Rice ball booth



Tonjiru booth



Sweets booth



Sushi by Sushi Palace Gent

Culture Experience Booth

•Staff operated booth

Tea ceremony, Calligraphy, En-nichi (street fair games), Noodle Slider

•Invited booth

Taiko & Kumihimo etc. by Tataka! Taiko, Dressing Kimono by KimonoBox.eu, Shiatsu by Kimura Shiatsu Institute, Maid café by Neko Neko Ni Maid café



Tea ceremony booth



Calligraphy booth



Noodle Slider



En-nichi games 1



En-nichi games 2



Noodle Slider



Maid café



Taiko



En-nichi Origami



Kimono booth



Shiatsu booth



Maid café

Souvenir Booth

•Staff operated booth

Japanese made Belgian beers (Owa and Uijin), Various leaflets at info booth

•Invited booth

Accessories by Hashi, T-shirts etc. by Fluff'n Tuff,
Snack and Drinks etc. by Seikatsu.nl, Sake by Konishi Sake



Accessories booth



T-shirts booth



Sake booth



Snack and Drinks booth



Snack and Drinks booth



Kimono booth
(each Culture Experience Booth sell their good)



info booth



info booth



info booth



Online Analysis Report

•Facebook Page (Data period is 4 months, from January 15th to May 15th)

<https://www.facebook.com/MatsuriGentJapanFestival/>
@MatsuriGentJapanFestival

Reach: 693.306

Viewer: about 42.000

Participants on Facebook event page: 23.605

(Total responses + Invited account)

Facebook page follower: 2.112

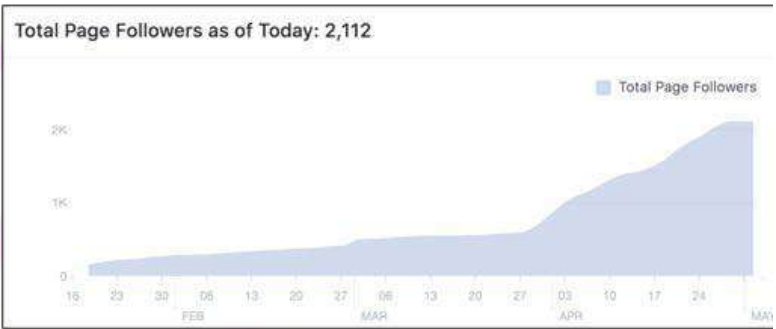
Target Audience:

25y~34y (about 32%)

Female (about 69%) / Male (about 29%)

Belgium (about 94%)

Dutch (about 62%), English (about 33%)



Accounting and Charity Report

15/05/2018

MATSURI GENT –Japan Festival– Accounting Report

MATSURI GENT –Japan Festival– Executive Committee

(Income) (Unit Euro€)

Title	Amount	Note
Sales Revenue	€ 9,343.24	Food booth, Sado&Shodo booth, Maid café booth by Neko Neko Ni, Sales of beer
Commission Fee	€ 434.00	10% of Revenue (2companies)
	€ 520.00	100€(1company), 80€(5companies), 20€(1company)
Miscellaneous Income	€ 4,650.00	1000€(2companies), 500€(4companies), 300€(1company), 100€(3companies), 50€(1person)
	€ 36.30	Yakult Refrigerator
Total Revenue	€ 14,983.54	

(Expenses) (Unit Euro€)

Title	Amount	Note
Venue Expenses	€ 1,603.02	Decoration (743.02€), Tent(860€)
	€ 428.20	Fridges, Heater, Wash stand, Tea cups
Operating Expenses	€ 143.80	Water Charge (84.8€), Electricity Charge (59€)
	€ 3,183.85	Foodex(1156.81€) Seikatsu(103.58€), Perishable foods(292.74€), Sasaki(1500€), Gent Gruut(130.72€)
	€ 266.09	Packing materials (Dishes, cups and so on)
	€ 286.70	Cooking Equipment and other necessary materials
Performance Fee	€ 1,018.40	
Advertising Expense	€ 153.13	Leaflets, Flyers, Posters
	€ 418.75	Facebook Advertisement
Royalties	€ 153.70	
Bonuses	€ 334.10	
	€ 691.32	Staff T-shirts, Lunch
Entertainment Expense	€ 200.00	Tomonokai
Insurance expense	€ 107.54	
Miscellaneous loss	€ 300.00	
	€ 211.79	
	€ 9.68	
	€ 9,510.07	

Profit € 5,473.47

We donate the total profits above to World Campus International, Inc. (hereinafter called “WCI”). This organization will use our donation to provide special scholarships for Belgian students to participate in exchange programs to Japan. This scholarship program is prioritized to Belgian students who study in the faculty of Japanology in Ghent University and will be applied for the participants of the summer session of WCI in 2019. (World Campus International, Inc. Official Website: <https://worldcampus.org/index.php>)



Picture of Hiro Nishimura (CEO of WCI) and MATSURI GENT –Japan Festival– Executive Committee



Thank you again for supporting us!

from

Riku Natsui (Project Leader)

Taiga Watanabe (Project Manager)

Tanguy Declercq (represents Tomo no Kai)

and all staff of MATSURI GENT –Japan Festival –



《Inquiry Contact》

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MATSURI GENT –Japan Festival–

<https://www.facebook.com/MatsuriGentJapanFestival/>