

For Immediate Release

HOGO Partners With Japan IR Association For Executive Education Programs

Tokyo, July 13, 2018 (Friday): The Japan IR Association (JIRA) and marketing firm HOGO have announced a formal partnership that will see them working together on Japanese IR education initiatives including the expansion of the previously launched “Executive Tour” program. The tours will continue with a focus on Macau but include new destinations for executives to visit including Saipan.

The partnership agreement comes as the Japan IR Bill inches closer to completion and implementation. Operators and government officials alike have long stated that a significant aspect of IR development will include public education. HOGO, having previously launched the Executive Tour program in May 2018, will now work with JIRA to further the program’s awareness and attract relevant executives and Japanese industry specialists to visit and study integrated resorts across a variety of destinations. In both Macau and Saipan, this will include meetings with relevant executives, procurement teams, and even government organizations such as tourism bureaus and regulators to further grasp a holistic view of the integrated resort industry.

Chris Wieners, Managing Partner of HOGO, stated: “We are excited to announce this formal partnership with JIRA. As an association, they are able to further promote relevant initiatives to their membership base here in Japan. We plan on working with them on a variety of IR education and event-focused initiatives to further enhance the general public’s opinion and attitude towards the integrated resort industry.”

Ayako Nakayama, CEO of JIRA, stated: “We are happy to launch into a formal partnership with HOGO on the development of the Executive Tour program and other future initiatives. The association’s goal continues to focus on education as well as creating opportunities for Japanese entities in this new industry. We plan on announcing a variety of additional Japan-wide initiatives focused on private sector and community awareness in the coming months – it is a very exciting time for us!”

The next Executive Tour is scheduled in Saipan during the week of August 20th, with a Macau tour to be held in mid-September. The tours will be offered quarterly to Japanese executives and members of the Japan IR Association.

About HOGO

HOGO is a marketing strategy and corporate communications company that focuses on the hospitality, gaming and entertainment industries. Based in Macau, the agency has offices in Hong Kong, Vietnam, Thailand, Cambodia and most recently, Japan. Focused on creative marketing and strategic vision, HOGO works with clients to further develop and build their brands throughout Asia Pacific.

Website: www.hogodigital.com



Japan IR Association

一般社団法人 日本 IR 協会

About JIRA (Japan IR Association)

The Japan IR Association is focused on uniting all industries and organizations related to the Japan IR development. JIRA will accelerate and support the IR industry through the development of membership by both Japanese and international companies. Their main activities include the support of business facilitation between members, the development of social welfare initiatives related to the IR industry and the association of international organizations to enhance the Japan IR industry overall.

Website: <http://japan-ir.or.jp>

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