

Why don't you introduce your restaurant on "Chikyu jin Matsuri"

We would like to support ethnic restaurant owners in Ehime who are foreigners as one of the programs of "Chikyu jin Matsuri Online in Matsuyama • Ehime in 2021". It is a good opportunity to let the people learn about your restaurant. Why don't you shoot the movie and join this program?

Period for submitting a promotional movie

Dec. 27, 2020 to Feb. 7, 2021

Please visit our website for more information or take a look at this flyer's back



Sponsors: Matsuyama international Center, Ehime Prefecture international center

Notes of 'Gourmet de Sekai no Tabi in Ehime' or 'The World Tour through World Cuisine in Ehime'

◆Contents:

- · Shoot a promotional video of your restaurant.
- **XSet the Keywords in the video to provide service at your restaurant.** ★ Set the Keywords in the video to provide service at your restaurant.
- MIC introduces it on YouTube during Chikyu jin Matsuri week.
- When viewers come to your restaurant, ask them to say Keywords. If they answered correctly, please provide service to them.

◆ Schedule

Period for submitting a promotional video : Dec. 27, 2020 to Feb. 7, 2021

Period for posting a promotional video on YouTube : Mar. 1, 2021 to Mar. 7, 2021

Period for providing service to viewers : Mar. 1, 2021 to Mar. 31, 2021

◆Condition of participation:

- I) Restaurant owner must be a foreigner.
- 2) Restaurant must serve ethnic food or foreign cuisine.
- 3) Restaurant is located in Ehime prefecture.
- ◆Movie: Make about 3 minutes movie in Japanese or put Japanese caption, please.

 For further information, take a look at the application form.
- ◆Complimentary service: Please provide service within a reasonable range such as seeting a discount or a free drink.
- ◆The flow of application: Those who would like to join this program,
- 1) Contact us first with your name, restaurant's name and contact address or phone number.
- 2) MIC will send you the application form and explain the details of a promotional video.
- 3) Fill out the form and submit the promotion video to MIC with it.
- ◆Deadline for submitting a promotional video: Sun, Feb. 7, 2021

◆Attention

- ***MIC** cannot help you with shooting.
- *We cannot guarantee how many viewers go to your restaurant through this program.

★Inquiries to: Matsuyama International Center (MIC)

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