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*’Itasha’ are cars that are decorated with stickers representing manga, anime, game, and other such characters and manufacturer logos, as well as painting.

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Kobe Bryant was chosen as a “Kobe ambassador” in 2001. Kobe is a great choice not only as a tourist destination but also as a place to do business, with a wide range of industries and outstanding business environment.

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The deadline to register general presentations has been extended to April 20, 2016. We heartily encourage you to apply! Please enjoy this Newsletter Vol. 2, with lots of information on fascinating Kobe and Japan. So then, we’ll see you in Kobe!
**Course-1**

**Sysmex Solution Center**

Sysmex’s showroom gives customers a full view of our past and future. Here customers are offered practical introductions to our total solutions, which bring to bear the strong expertise cultivated at healthcare practices over many years, combined with the technical strengths of a comprehensive manufacturer. Our 3D theater offers customers stereoscopic video reproductions of actual laboratories. You can also experience a remote support service, one of the Sysmex Network Communication Systems.

**Kobe Biomedical Innovation Cluster**

At the Kobe Biomedical Innovation Cluster, one of the largest biomedical clusters in Japan, research institutes (RIKEN, K Computer, etc.), highly specialized hospitals, and multiple medical companies and groups are involved in everything from basic research to the development of clinical applications and industrialization (development of practical applications, commercialization, and expansion of sales channels) related to a variety of themes including treatment, diagnosis, prevention, caregiving, welfare, etc., in pharmaceuticals, medical equipment, regenerative medicine, and other fields.

**Course-2**

**Himeji Castle**

A survivor of countless battles and wars, Himeji Castle today looks much as it did 400 years ago. Built during the Warring States Period, Himeji Castle has extremely strong defenses that were never breached by attackers. It was spared destruction at the time of the Meiji Restoration (1868) and then barely avoided being burned down in the Second World War. Himeji Castle's unscathed appearance is truly miraculous. Himeji Castle was inscribed as a World heritage site in 1993.

**Sysmex i-Square**

At i-Square, the production area is concentrated into a single floor to enable consolidated management of manufacturing processes. A proprietary production support system is used to generate appropriate work instructions for each area and accurately recognize the state of progress on each process, producing high-end instrument models efficiently. The facility uses a free-access floor that allows the layout to be changed flexibly in response to demand.

**Course-3**

**ARKRAY Kyoto Laboratory**
http://www.arkray.co.jp/english/technology/laboratory.html

The Cutting edge of science & ecology together with the tradition & culture of Kyoto

Kyoto Laboratory is located within the grounds of Yousuien, a Japanese garden was built in 1610. Designed by Tadasu Ohe, the facility maintains the integrity of, and harmonious coexistence with the garden and is listed in the top 100 historical sites within Kyoto City’s Kamigyo Ward as well as being the only private facility to be certified by the city as an official aesthetic area.

**Kinkakuji**
https://en.wikipedia.org/wiki/Kinkaku-ji

Rokuonji is one of the famous temples in Kyoto. It gives off a golden gleam, so it goes by the name of "Kinkakuji." (Kin means gold in Japanese) Rokuonji was inscribed as a World Heritage site in 1994. Rokuonji is the gold-gilt, three-storied temple. The stature of a Phoenix decorates the top.

**Fushimi Inari Taisya**
https://en.wikipedia.org/wiki/Fushimi_Inari-taisha

A leading sacred ground even within Kyoto, is the Fushimi Inari Shrine. Leading all the way up the Torii mountain, you will find a path of some 3,000 Shinto shrine archways/torii. Anyone would be touched by this shrine’s large scale.

**Access**

- **Tokyo (Haneda)**
  - Approx. 8 min. by Port Liner
  - Approx. 40 min. by Limousine Bus
  - Sannomiya approx. 10 min. by Port Liner
- **Kansai International Airport**
  - Approx. 60 min. by Bay Shuttle
  - Kobe Airport approx. 8 min. by Port Liner
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Yabai

In the parlance that high school girls often use these days, “yabai” is synonymous with “very nice,” so let’s try using it. KOBE Yabai

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