



## *Embassy of the Republic of Madagascar in Japan*

### **The 1<sup>st</sup> Madagascar Festival in Japan**

The Embassy of Madagascar in Japan will organize the first "Madagascar Festival" on October 25th, 2015 at Arisugawa No-Miya Memorial Park Tokyo. Visitors can come from 10:00 to discover Madagascar and its culture.

A study led by JICA and RETOSA (Regional Tourism Organization of Southern Africa) has shown that Madagascar was one of the destinations that Japanese tourists would like to visit in the SADC region (Southern African Development Community) (Source OR Tambo Airport Survey 2015).

In this regards, the Embassy of Madagascar in Japan, led by the Chargé d'Affaires a.i. Ms Rosette Rasoamanarivo, took the initiative to organize Madagascar Festival to strengthen the link between Madagascar and Japan, as it was time for the Japanese public and the world to have a new and expanded look on Madagascar.

As The Japan Times noted on June 26, 2015, day of the 55<sup>th</sup> years of independence for Madagascar, "A bright future lies ahead as promising Madagascar is taking off", so "Madagascar Festival 2015" will aim to make known the wonders and riches of Madagascar and Malagasy products to highlight to potential new markets.

In fact, a great mobilization of the Malagasy diaspora in Japan, Associations and Organizations close to Madagascar and especially the Minato City Hall made this event possible. The public will have the pleasure to discover Malagasy food culture, as Malagasy clothing culture with visit from Chef Marius Fiakarana and Designer Stel à Mod, who came especially from Madagascar for the event. The 15 booths at the event will present a diversity of information and products from Madagascar and will give the opportunity to the visitors to touch, to acquire or to taste it, an extraordinary one-day trip to Madagascar.

In conclusion, "Madagascar Festival" is a part of the Economic Diplomacy of the Malagasy Government with Economic and Tourism benefit expectation.

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