

Global Muslim Tourism Association



🌟 Greetings from the Chairman

Japanese people are kind to anyone as their national traits. However it is necessary to understand the national character, culture, religions, etc. of other countries to convey their kindness and friendliness through their services providing to the visitors from other countries. The services and products based on Japanese friendliness should bring huge market growth to the country.

There expects a further increase of visitors from Muslim countries, which account for 23 percent of total world population, toward the Tokyo 2020 Olympic and Paralympic Games. To provide world's top-level friendliness and hospitality (called "omotenashi"), there is an urgent need to further develop global human resources and to build an information provision system with advanced IT technology. It is more important to establish the sustainable system and framework which is workable and effective after the Games.

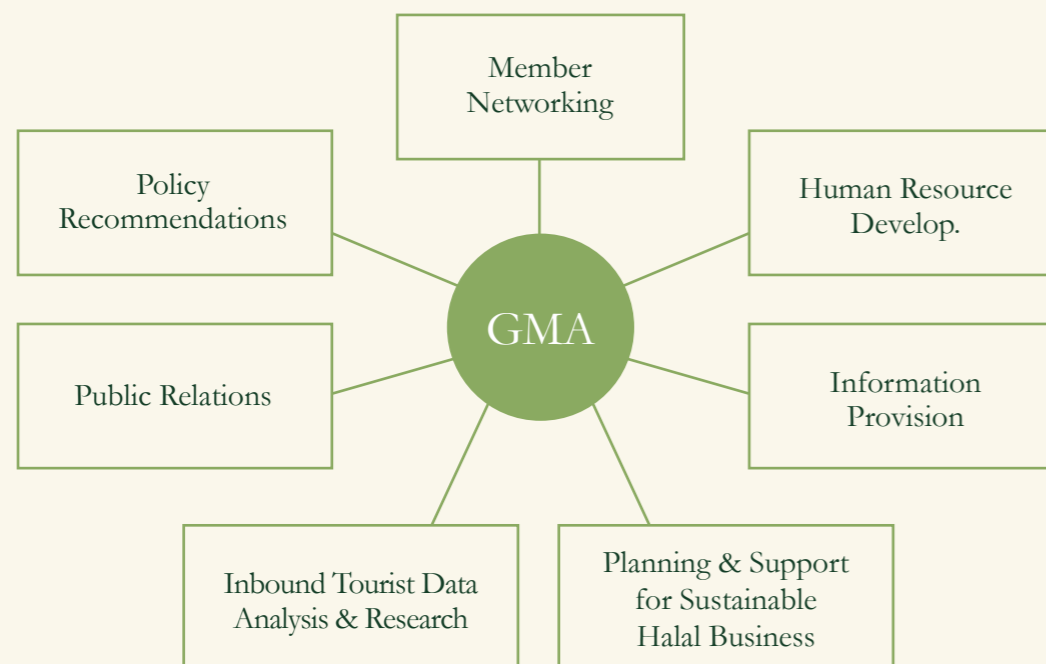
We will shortly launch the Global Muslim Tourism Association (aka GMA) for the purpose of supporting to achieve it .



Kiyoshi Kobayashi
Chairman
Global Muslim Tourism Association

🌟 GMA : Business

GMA will develop the following businesses and support your participation in the further growing Muslim market.



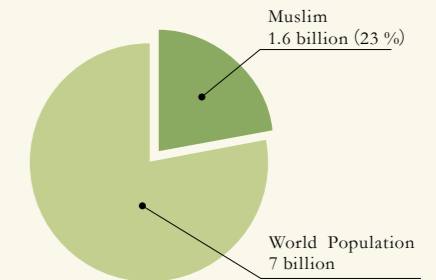
🌟 GMA : International Partnership

Partnership with prominent universities and educational institutions for human resource development and businesses management of Halal businesses and Muslim tourism.

- ▶ IIUM
International Islamic University Malaysia
- ▶ INHART
Institute for Halal Research & Training
- ▶ University of Indonesia

🌟 Muslim Market

- Muslim accounts for 23 percent of total world population and keeps increasing.
- The Muslim tourists to Japan is increasing.
- The Muslim people tend to travel to Asian countries
- The wealthy Muslim people seek rigorous Halal standard of services and products. It is required to meet the standard to attract the tourists to Japan.



🌟 GMA Member's Benefits

- ▶ Collaboration among GMA members beyond existing industry frameworks
- ▶ Development of highly educated managers for Muslim businesses through training and coaching by prominent Japan's and international educational institutions
- ▶ Brand strength in the Muslim service and product markets
- ▶ Access to GMA's data and information on Muslim tourism
- ▶ Contribution to policy recommendations regarding Muslim tourism
- ▶ Sustainable international exchanges