

t o k i m e k i

Company
brochure

t o k i m e k i

turning your ideas into exciting operations

Meet the owners

Alice AGNELLET is a **sommelier** of the Japan Sommelier Association and worked at the Orient Office of **Baron Philippe de Rothschild** (wine company).

She will organise your **galas** and **dinners** with a respect for the product you want to be promoted while making sure your consumers **understand your concept**.



Mathilde DUBOIS is an international Ambassador for **Kanazawa City** after working 7 years for the International Relations Service at City Hall.

She is well versed in the Japanese **work environment** and **traditional art and crafts**. She also knows the needs of high level **athletes** who are preparing for competitions.



Our concept

Our **10 years** working experience in Japan has given us a large **network** of partners each with their own strengths, enabling us to support your projects in Japan.

tokimeki takes care of communication in **3 languages** (French, English and Japanese) from the **first contact** to the elaboration of your project and the **realisation** of your operation thus guaranteeing a **trustful** relationship with all parties involved.

In a **multicultural** situation we will make sure to understand our client's needs, and act as a conductor to facilitate communication with local providers and guarantee a satisfying outcome.

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Our expertise

French Swimming Federation

Organisation of the preparation camp and attending to the World Aquatics Swimming competition for the French Swimming Federation

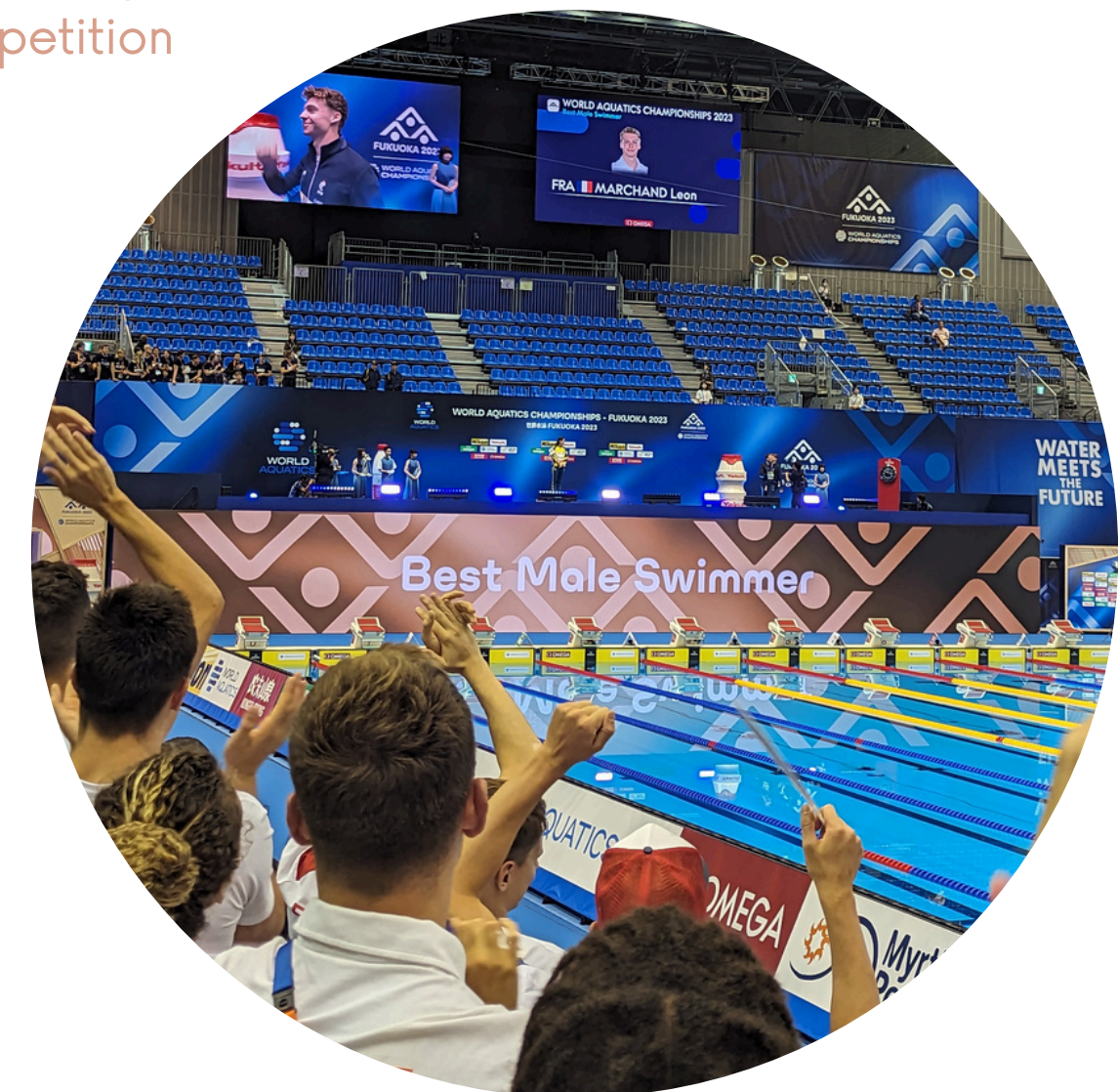
Situation : tokimeki has been supporting preparation camps in Kanazawa City for French swimming and weightlifting teams **since 2021**.

Being the communications coordinator for many years, we have earned **trust** from both French Federations and Kanazawa City to make sure that the specific needs of the athletes are met.

Needs : Athletes have many needs when preparing for major competitions (food restrictions, hotels, sport infrastructure...). Us knowing those needs facilitates a lot for the Federation as we can negotiate directly with Japanese providers allowing them to focus on preparing for the competition.

Numbers :

- 4 teams (open water, swimming, artistic swimming, diving) counting over 100 people
- 17 days of prep camp
- 14 days of competition



Japan Airlines

Promotion of a Japanese region towards luxury clients & influencers PR

Promotion of a Japanese region : Between 2021 and 2022, we had an outsourcing contract with **Japan Airlines** to promote the **Yukiguni** area of Niigata Region to French wealthy clients through and **online** event and media output.

Influencer PR : Since the COVID epidemic still made travelling in Japan difficult, in order to properly promote Niigata to French clients we recommended using **digital** media, especially social media to promote the beauty of the region.

We selected **2 influencers** whose audience matched with our client's needs: French, living in Japan, with a large community who loves Japan.

Numbers :

- 1 online event for 20 people offering a digital trip to Niigata
- 2 influencers gathering an audience of over 90k people (now over 180k)
- 1 FAM trip of 4 days and 3 nights



City of Kanazawa

Promotion of Kanazawa city by influencers from G7 countries living in Japan

Promotion of a Japanese region : In April 2023, with the **G7 education Ministers' meeting** being held there, the city of Kanazawa contacted us to select **influencers** coming from G7 countries living in Japan.

The goal was to invite them to Kanazawa and experience its local culture to promote it on their platforms.

Influencer recruitment : In spite of a very short time frame, we looked for and found Japan tourism related content creators and selected **8 influencers** who fitted the brief as well as the budget of our client.

Another interesting point was that the creators, on top of being from different countries, are all living in different parts of Japan which meant having a different **audiences** despite their tourism focused contents.

Numbers :

- 8 influencers
- over 447k people audience (at the time)
- 1 FAM trip of 2 days and 1 night



Finding sports horses in France

Searching for 2 Dressage Horses in France for Repatriation to Japan

Selection of Stables and Horse Trials:

After receiving the request, we selected stables that had horses matching our clients' needs (dressage horse, Saint Georges level, adaptable).

Once the selection and planning were completed, we accompanied them to France for horse trials and to facilitate communication with the sellers.

Repatriation of Horses to Japan :

After the selection of the horses, we arranged the horses' transport and handled all administrative requirements (purchase contract, veterinary visits, quarantine).

Numbers :

- Over 10 stables selected
- 15 horses tried
- 2 horses bought



Mieux Vivre en Ville

Symposium at the French Embassy in Tokyo

Management and coordination : in June 2023, we teamed up with the **Mieux Vivre en Ville** collective which reflects about the future of cities to hold their 10 year anniversary symposium at the French Embassy in Tokyo.

Other than **management** and **organisation** ahead of the event, we were in charge of **coordination** for the partners, room set up, managing the guest list, and were the main point of contact for all parties.

Communication coordinators : to make the event available to as many people as possible, it was the wish of our client to have it both **on-site** and **online** access.

We coordinated with all providers (technical, translators, Embassy) to gather all necessary material to make this possible.

Numbers :

- 1 symposium celebrating the 10 years of the collective, driven by the French Foreign Trade advisors
- 90 on-site participants, 260 online participants
- 16 speakers



Baron Philippe de Rothschild

Launch events for new products

Organisation of dinners that matched with the client's needs :

We organised **trade dinners** for Baron Philippe de Rothschild and their importer for over 2 years. The dinners were **small scale** with 30 to 50 participants.

Our role was being a communication facilitator between our client and the importer, designing the event so that it communicated the products' **concept** and **selling** points, and making sure the event ran smoothly on the day of.

F&B expert : other than the management of the event itself, we offered counsel to create a **unique** experience : decoration of the space, food and drink pairings, artistic entertainment, pro cameraman, etc.

Numbers :

- 7 launch events (Tokyo, Kyoto, Osaka, Nagoya)
- Over 1 year collaboration
- 30 to 50 guests per event



UK Government's GREAT Campaign

Two Events Promoting British Food Products for the GREAT Campaign

Influencer and Press Event : In March 2024, on the sidelines of FOODEX, we organized an event for the **media** at the **Residence of the UK Ambassador**. The objective of this first event was to inform the public, through the media, about the **availability** of British products in Japanese stores.

Consumer Event : In November, we managed the **organization, setup, and oversight** of the GREAT campaign **public** event, which hosted nearly 300 people over half a day.

Both events included a **food and drink tasting session**: mackerel, cheddar, beef, lamb, whiskey, gin, and English sparkling wine were the star products, highlighted through menus developed exclusively for these events.

Numbers :

- 2 events
- 2 types of guests
- 350 guests



UK Creative Agency

DMC for an English creative agency

Scope of work : create and manage an 80 person **taylor-made** incentive trip of 1 day for UK-based creative agency's client, as well as 2 dinners of 90 and 120 pax.

Planning and coordination : the day was separated in three tracks so that the guests could choose which cultural experience they wanted to discover.

We **adjusted** the chosen tracks according to the client's wishes, selected restaurants that could host 80, 90 and 120 people and could cater to food restrictions and were present **on-site** during the day to manage crisis.

We coordinated so that our client felt as if they were on-site during the prep time and would be satisfied with the experiences on the day-off.

Numbers :

- 1 day, 80 people, 3 courses
- 5 months preparation, 1 site visit
- 120 people dinner



Robert Walters

Selection and Logistics Arrangement of Wines for Internal and Client Events

Situation: Robert Walters Japan is one of the leaders in specialized recruitment in Japan.

With commitments to equality and diversity, they support not only individuals but also companies in finding the right partners.

In collaboration with their **marketing and events department**, we support some of their client and internal events.

Expertise in Wines and Logistics:

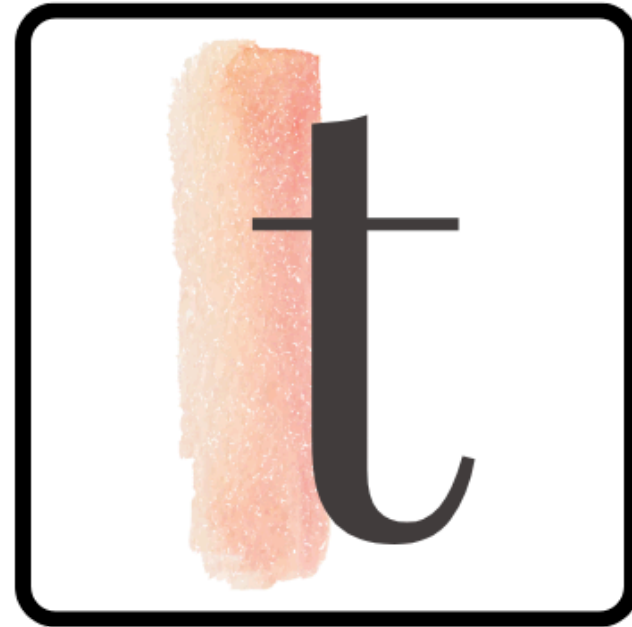
Thanks to our extensive **network** in the **wine** import industry, we advise our clients to ensure they have a selection of wines that meet their needs and requirements.

Once the selection is made, we take care of **organizing** the **delivery** of the wines to the appropriate locations. Upon request, we can also provide wine and beverage service during events.

Numbers :

- 3 events, 400 guests
- 6 wine references selected
- 3 importers and distributors





CONTACT US

www.tokimekibyam.com

contact@tokimekibyam.com

IG: @tokimekibyam