

Participation in the '16th Edition of the Botswana Consumer Fair'

5th September 2023

Embassy of Japan in Botswana

The Embassy of Japan participated in the 'Botswana Consumer Fair' held at Fairgrounds Holdings in Gaborone from 28th August to 3rd September 2023. The Botswana Consumer Fair is one of the largest annual events in the country which serves as an all-inclusive fair with the objective of creating an interactive forum for local and international exhibitors and visitors. It offers opportunities that promote and diversify the economy through the creation of live platforms for various sectors thereby promoting direct trade and interactions among various stakeholders.

Our stalls had an array of activities on display which gave people an image of a traditional Japanese Festival. We offered various information about Botswana-Japan Relations, the Government of Japan's Contribution to Botswana, ranging from Exchange Programmes to Scholarship & Training opportunities. We also promoted the work of the Embassy and gave out information on visa requirements, shared information on Japan's Grant Assistance for Grassroots and Human Security Projects, Japanese cultural events and other activities of the mission.

Cultural interaction was offered, giving the public first-hand experience of Japanese culture to enrich their understanding of Japan. This included Origami (the art of folding paper), Japanese calligraphy, traditional Japanese outfit (kimono and happi) fitting, allowing photographs in the attire, and Japanese language mini-lessons. We also had an exciting competition called the Chopstick challenge.

This year, for the first time, we held a cosplay competition. This is the practice of dressing up as a character from Japanese Anime, manga, and video games. Despite limited participation, a prize was awarded to those that made the effort. We were pleased to learn of the local interest in cosplay and we hope to organize another cosplay competition in the near future.

The Embassy's displays and activities were acknowledged at the Botswana Consumer Fair awards ceremony held on 31st August, where the Embassy of Japan was awarded the second place under the diplomatic missions' & international organizations category. This year, the JICA Botswana office also had stalls next to ours. Together we were able to introduce a variety of Japanese culture and information.



Embassy's Stall



Calligraphy and Origami Demonstration



Traditional Japanese outfit fitting (Happi)



Traditional Japanese outfit fitting (Yukata)



Chopstick Challenge



Information Sharing (Scholarship, visa, GPP, upcoming events)



Award for Winner of Cosplay



Second prize under the category of diplomatic missions' & international organizations