

## **Participation in the '17th Edition of the Botswana Consumer Fair'**

4<sup>th</sup> September 2024

Embassy of Japan in Botswana

The Embassy of Japan participated in the 'Botswana Consumer Fair' held at Fairgrounds Holdings in Gaborone from 26<sup>th</sup> August to 1<sup>st</sup> September 2024. 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 stall had an array of activities on display which gave people an image of a traditional Japanese Festival. We offered various information about Scholarship, Travel to Japan, Japanese Culture including the online Japanese language course. 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 Tea-serving demonstration. Many of the participants enjoyed tasting matcha and learning about Japanese tea for the first time.

The Embassy's displays and activities were acknowledged at the Botswana Consumer Fair awards ceremony held on 29<sup>th</sup> 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 and we collaborated with JICA volunteers for the demonstration of Japanese culture.



Embassy's Stall



Calligraphy Demonstration



Traditional Japanese outfit fitting (Happi and Yukata)



Tea -serving Demonstration and Tasting Matcha and Green Tea



Information Sharing Board (Scholarship, Travel to Japan, Japanese culture, Expo 2025 Osaka etc.)