

## Publication of *The Expat's Guide to Japan* 2018 edition ~Free guide to everyday life for expats in Tokyo and Yokohama~

The 2018 edition of *The Expat's Guide to Japan*, an English language guidebook aimed at mid- to long-term foreign residents in Japan, will be published on February 10<sup>th</sup> by Mais Co., Ltd. (Head Office: Shinjuku Ward, Tokyo Representative director: Satoko Nagasaki) and provided free of charge to expats.

### About "*The Expat's Guide to Japan*"

Aimed at employees of multinationals and other mid- to long-term foreign residents, *The Expat's Guide to Japan* provides all necessary information for living in Japan, from visas and residency registration to utilities and media service applications, business, international schools, and English-speaking shops, restaurants and medical facilities. The guide is 104 pages long, and its information is focused on the Tokyo-Yokohama area, which has a large expat population.

Since its first publication in 2008, *The Expat's Guide to Japan* has been distributed in over 400 locations, including embassies, offices of multinationals and expat housing services. The guide is regularly used by students, foreign staff of multinationals and Japanese companies, embassies and international schools – and their families – and is well-known within the expat community. The guide also provides information useful not just to residents but to temporary visitors and tourists, including sightseeing recommendations and guides to public transportation in Tokyo and Yokohama.

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| • <b>Basic Information</b>                     | Climate, currency, customs, holidays and festivals etc.   |
| • <b>Visas&amp;Residency</b>                   | Visas application procedures, residency registration etc.   |
| • <b>Starting a Business</b>                   | Starting a business in Japan, approval and authorization, offices, corporate tax etc.                                   |
| • <b>Settling In</b>                           | Utilities, media services, phones, banking, income tax etc.   |
| • <b>Housing</b>                               | Popular areas, types of housing service, listings for real estate, relocation and moving services                       |
| • <b>Cars</b>                                  | Driver's licensing, rules of the road, buying a car etc.  |
| • <b>Shopping</b>                              | Features of Japanese shops, list of shops with English service  |
| • <b>Eating Out</b>                            | Japanese cuisine, common types of restaurant, list of restaurants with English service                                  |
| • <b>Education</b>                             | Japanese school system, list of international schools   |
| • <b>Medical Care</b>                          | Medical care in Japan, using medical services, insurance, vaccinations, list of medical facilities with English support |
| • <b>Health, Sports &amp; Body Care</b>        | List of salons, spas and fitness clubs with English service, public gyms, sports facilities                             |
| • <b>Culture &amp; Recreation</b>              | Members' clubs, hobbies, culture, music venues, museums, parks, spectator sports, Japanese performing arts etc.         |
| • <b>Trips &amp; Entertainment</b>             | Day trips around Tokyo, sightseeing spots, amusement parks, kids' attractions   |
| • <b>Transportation</b>                        | Trains, buses, taxis, discount tickets, airport access, airlines etc.   |
| • <b>Emergencies &amp; Disaster Prevention</b> |   |

Emergency calls, earthquake and typhoon response

- **Basic Japanese Words & Phrases**
- **Railway Map & Area Maps** Tokyo and Yokohama rail maps and central city maps

#### Media Outline

- Title The Expat's Guide to Japan 2018
- Language English
- Publication February 10<sup>th</sup> 2018
- Specifications A5 size / 104 pages / CKMY
- Price Free

#### Main distribution outlet

Embassy (France, Canada, Spain, Italy, Ireland, Belgium, Austria, Danish, Norway, etc.)  
Chamber of commerce (German, Australia/New Zealand, Finland, European Business Council)  
International School (Nishimachi International School, St. Mary's International School, St. Maur International School, THE AMERICAN SCHOOL IN JAPAN, etc.)  
Residence/Hotel (Oakwood residence, Latour, Westin Hotel Tokyo, Hilton Hotel, etc.)  
Tourist information (Haneda Airport arrival gate, Tokyo metropolitan government office, etc.)

#### Placement of the guide

Mais Co., Ltd. is looking for new corporations and organizations with staff/members who can benefit from *The Expat's Guide to Japan*. If your organization employs foreign staff, has foreign clients or is responsible for visiting students, please contact Mais about receiving free copies of the guide, providing your name, company name and address, and number of copies desired.

#### Expat's Guide Online

[The Expat's Guide to Japan website](#) includes the information from the booklet, as well as advertorials, guides to festivals across Japan, seasonal features and more, and is viewed by people from more than 70 countries worldwide. [The Expat's Guide to Japan Facebook page](#) also shares regular updates from the website, as well as news stories relating to Japan.

#### Advertising with *The Expat's Guide*

*The Expat's Guide* booklet and website offers ad and featured article placement to organizations looking to reach the Tokyo expat audience.  
Contact Mais. Co., Ltd. for a copy of their Media Kit.

#### ■ **Company outline**

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