

First-ever hybrid format after two successful virtual fairs celebrates all things rail

Urban Park, Guoco Tower

#TJRF2022



Singapore, September 2022 – Eager travellers were greeted by the happy news of Japan opening its borders recently to individuals, and there is no better time for the third instalment of **The Japan Rail Fair** from 14 to 16 October 2022 (Friday to Sunday) at Urban Park, Guoco Tower!

After its successful launch in 2020, the popular annual lifestyle fair that brought eager 'passengers' on wondrous virtual rail journeys continued to enthrall in 2021. This year, **JAPAN RAIL CAFE** is extremely pleased and proud to present a hybrid format that welcomes one and all to partake in unique free events – both online and in person – further enhancing any yearning and inspiration for impending travel to the endearing country.

The Japan Rail Fair is also held in conjunction with the 150th anniversary of the opening of Japan's railway system in 1872, with 14 October being *Tetsudo no Hi* (Railway Day). Befitting the occasion, the fair will celebrate the special day with **Happy Railway Day!** – a fun seminar that showcases historic railway sites and trips from Tokyo to fascinating and undiscovered destinations like the Izu Peninsula; alongside a full schedule of workshops, in-person and livestream events, and live performances that celebrate the best of food, drink and culture by rail, over three days!

The main stand out this year is the presence of physical booths manned by various sponsors from Japan engaging face-to-face with the public, as well exclusive dairy produce from Narita Dream Dairy Farm available for the first time in Singapore, along with products from ZEN-NOH, and NISSIN FOODS! 'Railway' elements are also very much in focus, with a railway booth introducing NTT DOCOMO ASIA VR (Virtual Reality), a photo panel featuring the History of Railway by The Railway Museum (Saitama, Japan), and a fascinating train diorama of Plarail (railroad toys) by TOMY Southeast Asia Pte. Ltd., besides the popular selection of *ekiben* (railway bento) for dine-in guests available from 1 to 31 October 2022.

Other key events are **Yamanote Line 'Eki-Melody' Medley**, a live performance of JR East's famous Yamanote Line jingle; **COME SEE SEIBU**, a live stream that introduces Seibu Amusement Park; **Let's Take a Trip to the Railway Museum!** – an exploration of Saitama's Railway Museum and simulators; as well as a segue into air travel by way of **Photo-Taking Time with JAL Cabin Crew** where the public will have a chance to try a uniform and pose with Singapore-based Japan Airlines crew!

Adding to the photo fun is a **Yukata Rental Booth** by Akizakura, Tokyo, whereby participants can dress up in a traditional cotton kimono for a rental fee!

Participants will also enjoy activities such as craft workshops, rice and pickle tastings, as well as Wadaiko (traditional Japanese drum) and dance performances by HIBIKIYA PTE. LTD.

In addition, a lucky draw will be held with the first prize of a pair of economy class tickets to Tokyo via JAL. Travellers are invited to visit the café, the nearby Urban Park, and the following links:

<https://jrtimes.sg/tjrf2022>

<https://www.facebook.com/JAPANRAILCAFE>

<https://www.youtube.com/c/JAPANRAILCAFE>

Details and updates are available via <https://tjrf.peatix.com>

Enthuses Hayashi Hiroyuki, Director of Lifestyle Businesses in East Japan Railway Company Singapore Branch (JR East Singapore): "In wanting to bring joy during travel restrictions, The Japan Rail Fair was born and has since evolved into an annual event that is well-loved and attended in the online space. It gives us much happiness to bring back in-person events that JAPAN RAIL CAFE is known for, with KIRA KIRA WANDERLAND being the last in 2019. We must thank our valued sponsors and partners for their unwavering support all this while – Japan Railway Group, [Japan National Tourism Organisation \(JNTO\) Singapore Office](#), Peatix, various prefectural governments and travel partners. This year, it's the 'rail' thing!"

EVENT HIGHLIGHTS

Full line up available [here](#).

14 October, Friday

Happy Railway Day!

6.30pm to 7pm



Be fascinated by Japan's railway history and take *eki* (station)-citing trips from Tokyo to visit historic railway sites in the Izu Peninsula, Takeshiba Waterfront and Kawaguchiko! Organised by JR East, this livestream will be an enter-*train*-ing 150th anniversary of Japan's railway system for sure!

14 & 15 October, Friday & Saturday Yamanote Line "Eki-Melody" Medley

14 Oct, 5:30pm / 15 Oct, 11:30am

Part of the fun of railway travel in Japan is recognising the iconic melodies played at train stations. Relive those memories with an enchanting live performance by Wind Ensemble Nippon Singapore who will be performing a medley of JR East's famous Yamanote Line jingles!

16 October, Sunday COME SEE SEIBU

12pm to 1pm

This fascinating live stream will introduce participants to Seibu Amusement Park where the Shōwa era is recreated, along with a Seibu Railway railyard. In addition, there will be photo opportunities and quizzes.



16 October, Sunday Let's Take a Trip to the Railway Museum!

3pm to 4pm

This is organised by JR East for all railway and train enthusiasts as they will get up close and personal with a large collection of train cars, exhibits and simulators at The Railway Museum in Saitama.

15 October, Saturday Photo-Taking Time with JAL Cabin Crew

5pm to 6pm

This rare opportunity to try a JAL Pilot and Cabin Crew uniform and take a photo with a crew member is too good to miss!



OCTOBER SPECIAL EKIBEN SELECTION!

1 to 31 October



Hayabusa Ekiben (above), \$21++

This latest addition to JAPAN RAIL CAFE's Shinkansen Series Ekiben is a colourful meal to behold! Nestled within a 'train' box are two plain rice balls, two chicken karaage, tamagoyaki, mixed vegetables and a cherry (tomato) on top. It also comes with two chocolate cake cubes and a drink of choice.

Karaage Chicken Bento, \$20++

This two-tiered bento is modelled after the classic ekiben that has been served in the Tokaido Shinkansen since 1964! One layer is filled with tomato rice mixed with peas and button mushrooms, and the other with karaage chicken and potato chips. It also comes with a drink of choice.

OTHER PROGRAMMES

14 October, Friday, 2pm

Rice and pickle tasting by Akita Prefecture

14 October, Friday, 3:30pm

16 October, Sunday, 11am

Train paper craft and colouring workshops by JR East

16 October, Sunday, 2pm & 5:30pm

Traditional dance and Wadaiko (Traditional Japanese drum) performances by HIBIKIYA PTE LTD.

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Note to editor: All prices quoted are nett. Hi-Res visuals are available upon request.

ABOUT JAPAN RAIL CAFE



Founded on 4 Dec 2016, JAPAN RAIL CAFE is a one-stop communication platform that aims to deliver exclusive travel information and promote Japanese culture in a community setting. Customers are also encouraged to share their own experiences over delicious food. JAPAN RAIL CAFE Singapore (2016) is also the first travel-themed cafe in the world operated by the East Japan Railway Company (JR East). JAPAN RAIL CAFE also has outlets in Taiwan (2019) and Tokyo (2020).

Factsheet

Name of Cafe	JAPAN RAIL CAFE
Location	Guoco Tower, 5 Wallich Street, #01-20 Singapore 078883
Opening Hours	Mondays to Thursdays: 11am to 9pm, Last order at 8:30pm Fridays & Saturdays: 11am to 9:30pm, Last order at 9pm Sundays: 11am to 8pm, Last order at 7:30pm. Closed on 31 December and 1 January.
Seating capacity	40 pax indoors, 30 pax outdoors
Websites	www.japanrailcafe.com.sg www.jrtimes.sg/web
Facebook	@JAPANRAILCAFE
Instagram	@JAPANRAILCAFE
Hashtags	#japanrailcafe