

## JNTO KL Joins Comic Fiesta (21-22 Dec 2024) at KLCC to Boost Japan Travel Amongst Malaysian J-culture Lovers: JNTO Introduces Prefectures' Representing Pokémons!

**KUALA LUMPUR, 20 December 2024** - [Japan National Tourism Organization Kuala Lumpur Office \(JNTO KL\)](#) is thrilled to join [Comic Fiesta 2024](#) held at KL Convention Centre from 21-22 December 2024, one of the South East Asia's oldest and largest conventions of art, creativity and Animation, Comics and Games (ACG) culture.

Comic Fiesta aimed to attract an estimated 70,000 visitors to the event, featuring numerous [highlights](#) such as a cosplay competition, a creative art market, and meet-and-greet sessions with popular cosplayers and VTubers. Moreover, they are proud to invite Taito Ban, the voice actor for Mizushino Shun (originally "Sung Jinwoo"), the main character of *Solo Leveling*, as a special guest.

"JNTO KL is delighted to join Comic Fiesta 2024 to continue approaching to the audiences who love Japanese sub-culture. Japan, being the home to lots of popular animes comics and games, it is a wonderland to most of the ACG fans. Therefore, we would like to take this opportunity to share more about the ACG related spots in Japan with all participants of Comic Fiesta 2024 through our Visit Japan booth and a stage presentation during the event. Hopefully, it will attract more younger generations to gain interest in travelling to Japan." said Mr. Kenichiro Ozaki, Executive Director of JNTO KL.

The Comic Fiesta event is highly popular among Malaysians, especially within ACG communities. Attendees have the opportunity to meet their favorite anime character cosplays and grab popular anime merchandise, such as Demon Slayer, Kaiju No.8, Pokémon, and many more. Among all the popular Japanese anime, comics and games, it is undoubtedly that Pokemon is the evergreen content in all ages, with many youngsters having grown up watching the series. So today, JNTO KL would like to introduce several Japanese prefectures that are closely associated with Pokémon characters to all Pokémon fans.

*(Below: Sandshrew and Alola Sandshrew x Tottori Prefecture and Vulpix and Alolan Vulpix x Hokkaido)*



In December 2018, Sandshrew and Alolan Sandshrew were appointed the “Tottori Furusato Ambassador”. They are a Mouse Pokémon that dwells in sandy habitat and is definitely fit for scenic spots and events such as [Tottori’s Sand Dunes](#), put in charge of promoting Tottori to prospective visitors from all over the world! Next, Vulpix and Alolan Vulpix were chosen to promote Hokkaido, one of Japan’s snowiest regions. They even made an appearance at the [Sapporo Snow Festival](#) where snow sculptures of the adorable Vulpix were created!

*(Below: Geodude x Iwate Prefecture and Lapras x Miyagi Prefecture)*



Meanwhile, Geodude, a rock-type Pokémon, is the perfect ambassador for [Iwate](#) due to the prefecture’s kanji characters (岩, iwa) and hands (手, te) literally translates into hands of rocks!

On the other hand, [Miyagi prefecture](#) is blessed to have Pokémon Lapras, as its ambassador due to the number of Lapras-themed attractions popping up in the prefecture, such as inflatable Lapras swim toys at Miyagi public swimming pools, Lapras at [Michinoku Park](#) in Miyagi, Hanayama Aoshonen Camping Site in Ryokoumura and Lapras welcoming decorations at [Akiu Onsen](#)!

*(Below: Slowpoke x Kagawa - pictured is the Slowpoke ferry in Kagawa)*



Another water-type Pokémon makes a splash in Kagawa prefecture also known as the ‘Udon Prefecture’, which is the infamous cute Slowpoke, known for its laid-back manner! As such, the Slowpoke ferry is a big hit with tourists in Kagawa. This ferry runs between Takamatsu Port and Tonosho Port on the nearby [Shodo Island](#). You can ride to the island in high style board this boat surrounded by all the adorable Slowpoke.

Slowpoke Park (locally known as Hidamari Park Ayagawa) is also a great place for visitors of all ages. Lastly, not to be missed is the Pokémon Chansey, the ambassador for Fukushima! Chansey's Japanese name translates to "lucky" (ラッキー), while "Fuku" (福) in 'Fukushima' means good luck or happiness. If you want to increase your luck, head to any of the four [Chansey's Lucky Parks](#) in Fukushima prefecture.

(Below: Chansey x Fukushima - pictured is one of the Chansey parks in the Fukushima)



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For more information, visit <https://www.pokemon.co.jp/>

### About Japan National Tourism Organization Kuala Lumpur Office (JNTO KL)

JNTO is a non-profit governmental organization of Japan and JNTO Kuala Lumpur's office is involved in a variety of activities in Malaysia to promote and encourage tourists from Malaysia to consider Japan as a top destination in their travel plans. For more information, visit <https://www.japan.travel/en/my/>

Press Contacts: [info\\_kul@jnto.go.jp](mailto:info_kul@jnto.go.jp) | [my-all@vectorinc.jp](mailto:my-all@vectorinc.jp)

### About Comic Fiesta

Comic Fiesta held annually since 2002, it is an essential platform to gather tens of thousands of creatives, cosplayers and fans in the heart of Kuala Lumpur, Malaysia. Comic Fiesta has been acknowledged as one of South-east Asia's oldest and largest conventions in art, creativity and Anime, Comics and Games (ACG) culture.

For more information, visit <https://comicfiesta.org/>

Press Contacts: [hew@comicfiesta.org](mailto:hew@comicfiesta.org)