

# World Winter City News

World Winter Cities Association for Mayors

Secretariat

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November 2005



*Changchun, China, site of the twelfth biennial WWCAM Mayors Conference, January 15 to 18, 2006.*

## In Changchun, China

# An Invitation to the 12th WWCAM Mayors Conference

“Grow in Winter” is the theme of the twelfth biennial conference of the World Winter Cities Association for Mayors (WWCAM), which will be held from January 15 to 18, 2006 in Changchun, China.

The conference will comprise exchanges of ideas and opinions on environmental issues and civic life in winter among winter city mayors. Topics of discussion will include winter energy measures; the greening of cities in winter; maintenance of public facilities; the storage, transportation, and preservation of food during winter; and the reasonable distribution of human resources in winter.

The conference is also open to non-WWCAM members as observers. For application details, please see page two.

### **Winter Expo and Forum**

In addition to the Mayors Conference, winter-related goods and equipment will be on display and

technology and business exchanges will take place at the Winter Expo. Academic researchers and specialists on civic life and urban development in winter cities will exchange ideas and opinions during the Winter Cities Forum. The Winter Expo and Winter Cities Forum will be held concurrently with the Mayors Conference.



*Idyllic winter scenery in Changchun.*

## Changchun Mayors Conference Schedule

Date	Time	Programs		
15 Jan. Sunday	Afternoon	Opening Ceremony; Board of Directors Meeting	Winter Expo	Winter Cities Forum
16 Jan. Monday	Morning  Afternoon	General Assembly; Presentations by candidate cities bidding to host 2010 conference; Subcommittee Reports (Subcommittee for Sustainable Winter Cities Planning, Subcommittee for Measures against Terrorism in Northern Cities)		
17 Jan. Tuesday	All Day	Mayors Conference Session		
18 Jan. Wednesday	Morning  Afternoon	Mayors Conference Plenary Session and Wrap-up Roundtable; Closing Ceremony; Press Conference Observation Tour		

### Registration Fees

Mayors Conference: 450USD (non-member city representatives); Mayors Conference participant's accompanying guest: 250USD; Winter Cities Forum: 450USD; Winter Expo: 250USD. All lunches and one dinner included.

For registration details, please refer to the city of Changchun's homepage: <<http://www.ccfao.com.cn/wwcam/index014.html>>.



*Eleventh Mayors Conference and the Winter Expo (inset) in Anchorage, Alaska, in 2004.*

# WWCAM Promotes Tourism in Member Cities

Members of the WWCAM displayed the charms of their winter cities at the JATA World Travel Fair in Tokyo from September 22 to 24. The WWCAM booth at the fair was a collaborative effort by association members to promote tourism to fair visitors, who have specific interests in international travel. Participating at the fair were

WWCAM member cities Changchun, China; Taebaek, Korea; Tromsø, Norway; Anchorage, USA; and Aomori and Sapporo, Japan.

With more than a hundred thousand visitors to the World Travel Fair this year, the WWCAM booths hummed with activity: video monitors displayed city highlights and booth staff distributed tourism brochures and demonstrated cultures

of member cities. When a chance to play a traditional Korean game was offered at the booth for the beautiful alpine city of Taebaek, in the blink of an eye, a long line formed and game prizes quickly ran out. At the Aomori booth, a performance on the Tsugaru shamisen, a traditional three-stringed Japanese instrument, attracted crowds of visitors, who listened with fascination

summers, the light of the midnight sun—there truly is no end to the charm of winter cities. Visitors to the fair from the Tokyo area, where winter is short and almost snowless, were impressed with the displays of the beauty of winter and winter leisure, and a great number of those attending the fair expressed interest in the tourism information on member cities.

to the exotic music. The sight of fair visitors enthusiastically seeking tourist information from all the participating WWCAM cities was gratifying.

**Beautiful Winter**  
The Aurora Borealis of the winter sky, beautiful sculptures of ice and snow, festivals celebrating the joy of winter, cool and refreshing



*WWCAM display at the World Travel Fair in Tokyo.*



*Musicians entertained World Travel Fair visitors.*



*Taebaek and Aomori booths.*

While life in a winter city does present challenges, at the same time it also offers a wealth of resources. To many travelers, the beautiful scene of a blanket of snow is a truly fascinating thing. Members of the World Winter Cities Association for

Mayors will continue to work together to promote the tourism attractions and the precious assets of their cities.

WWCAM cities participated in the JATA World Travel Fair in 2004 as well, and in 2006, the association

will participate in the Beijing International Tourism Expo in China, where the association expects to promote winter cities to a great number of travelers in Beijing, home to over 12 million people and remarkable economic development.

## WWCAM Working-Level Meeting in Taebaek

# City Officials Confer

The WWCAM held its working-level meeting in Taebaek, South Korea, July 13 to 15, 2005. Following a welcoming address by Hong Soon Il, mayor of Taebaek, thirty-nine city officials, mainly administrative representatives from member cities, reviewed program plans for the twelfth Mayors Conference in 2006 as well as projects of the World Winter City Association for Mayors for the next fiscal year.

### Plans for the 12th Mayors Conference

The twelfth biennial Mayors Conference is planned for January 15 through 18, 2006 in Changchun, China, and officials from Changchun discussed the overall theme of the conference, "Grow in Winter," in addition to other topics. The following have been identified as topics for discussion at the upcoming conference in January.



Working-Level Officials meet in Taebaek, South Korea.

### Environmental Issues in Winter

- Environmental and transportation issues related to the use of automobiles in winter;

- Measures regarding urban greenery;
- Participation of nongovernment organizations in the maintenance and management of public facilities.

### Solutions to Issues Related to Civic Life in Winter

- Storage, transportation, and maintenance of fresh-

- ness of food in winter;

- Construction of open spaces in winter;

- Economic development of winter cities through the utilization of winter tourism resources.

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At the WWCAM working-level officials meeting, representatives from Changchun also discussed requirements for participation in the Winter Expo and the Winter Cities Forum, which will be held in conjunction with the Mayors Conference.



The Mayors Conference in Changchun was discussed at the meeting.

### International Tourism Expo

In addition to topics related to the Mayors Conference in Changchun, it was decided at the working-level meeting that WWCAM member cities will participate in the 2006 International Tourism Expo in Beijing, China as a collaborative project to promote tourism in member cities.

### Taebaek, Korea

Taebaek, the venue of the meeting, is located in the eastern part of the Korean Peninsula and is well known for winter sports and winter leisure activities.

Cities represented at the working-level meeting were Changchun, Qiqihar, and Shenyang, China; Nuuk, Greenland; Aomori and Sapporo, Japan;



*A discussion on winter cities planning in Taebaek: one of many presentations at the Working-Level Officials Meeting.*



*City officials from Mongolia, Japan, China, Korea, Russia, Norway, Greenland, and the United States pose in Taebaek, Korea.*

Taebaek and Chuncheon, Korea; Kaunas, Lithuania; Ulaanbaatar, Mongolia; Tromsø, Norway; and Anchorage, USA.

The face-to-face discussions among WWCAM member cities at the working-level meeting facilitated communication, contributing to a strong sense of purpose and support with the approach of the 2006 Mayors Conference in Changchun.

### 2006 Working-Level Officials Meeting

It was decided to hold the 2006 Working-Level Officials Meeting in Nuuk, the capital of Greenland, which is noted for its fjords and beautiful green landscape. At the 2006 Mayors Conference in Changchun, Nuuk representatives will introduce their city.

## Events in WWCAM Member Cities

#### *Changchun, China*

Vasaloppet International Cross Country Ski Competition—  
Early December 2005 to mid-February 2006.

#### *Kaunas, Lithuania:*

Kaunas Jazz 2005 Concert of the Year:—  
December 3 2005.

#### *Shenyang, China:*

2006 China Shenyang International Horticultural Exposition—  
May to October 2006.

#### *Changchun, China:*

Changchun Folk Handiwork Fair—  
August 2006.

*Kaunas and Novosibirsk*

# New WWCAM Members

## Kaunas, Lithuania

### Where the cultures of past and present meet

Located in the center of Lithuania in Eastern Europe, the city of Kaunas is situated at the confluence of the Nemunas and Neris Rivers and is the second largest city in Lithuania.

It is often said that one cannot see Lithuania without visiting Kaunas, a city with a history of over six hundred years.

With over thirty museums and galleries, a variety of stylish bars and restaurants, and an elegant ambiance, Kaunas is often called

#### **Kaunas Facts**

Area: 156 km<sup>2</sup>

Population: 414,000

Location: 54° N. Latitude, 23° E. Longitude



*Street scene in Kaunas.*



*Open-air concert in Kaunas.*

“little Paris.”

Among the many museums, the most popular is the State Art Museum named after M. K. Ciurlionis, the famous Lithuanian painter and composer. The museum boasts a large collection of Lithuanian, Russian, and Western European paintings, alongside works by M. K. Ciurlionis. In addition, there is a Jazz Festival in the spring, and various concerts and theater performances are held at the Pazaislis Monastery throughout the summer.

The city of Kaunas is easily accessible by train, plane, boat, car, or bus. In this city blessed with the sincere hospitality of the Lithuanian people, visitors can experience the superior service offered in Kaunas hotels ranging from the magnificent to the comfortable.

# Novosibirsk, Russia

*The city of Sapporo, WWCAM Secretariat, has enjoyed a sister-city affiliation with Novosibirsk, Russia since 1990, and in January 2005, Novosibirsk became a member of the World Winter Cities Association for Mayors, providing opportunities for even closer cooperation between the two cities.*

*Novosibirsk native Anna Savinykh, Sapporo's Coordinator for International Relations for Novosibirsk, Russia since August 2005, talks about her home town.*

**Secretariat:** Please tell us about Novosibirsk.

**Anna:** Since Novosibirsk was only established a little over 120 years ago, it is still a relatively young city. Although it suffered from a recession and economic problems during the 1990s, conditions have improved in recent years and the at-



Anna Savinykh

## Novosibirsk Facts

Area: 477 km<sup>2</sup>

Population: 1,400,000

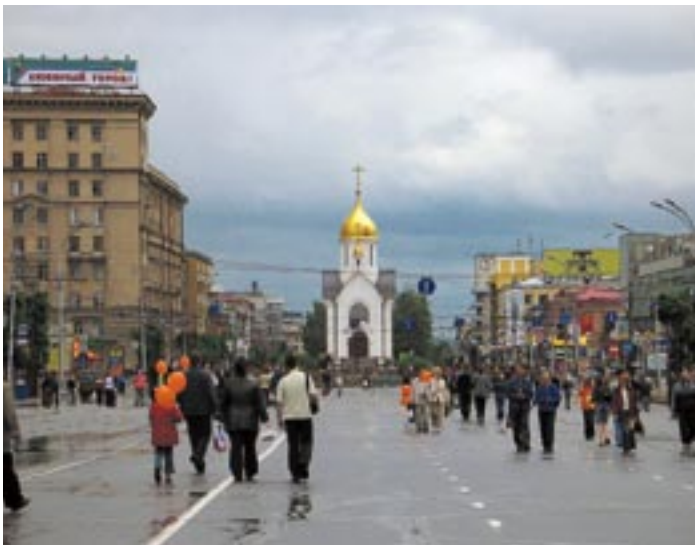
Location: 55° N. Latitude, 83° E. Longitude

Yolka Festival, when families encircle pine trees decorated with lights in celebration of the Russian New Year, and the Ice Playground festival, when slides are made from ice. Novosibirsk is a lively city even in winter.

Novosibirsk.

Snow starts to fall on the city by the end of October, and usually the snow begins to melt sometime in April. Winter lasts for almost half the year, and temperatures can drop to minus forty degrees celsius in midwinter. However, since most buildings are equipped with central heating that utilizes waste heat produced from thermal power generation, the insides of houses are warm and comfortable even in the middle of winter.

Although the amount of snowfall in Novosibirsk is not too great, snow removal and traffic congestion are major issues. For that reason, I think the city, through its involvement in the WWCAM, would like to learn from other cities' approaches to snow removal and traffic issues. While it is not a winter-related issue as such, trash sorting



Popular plaza in Novosibirsk.



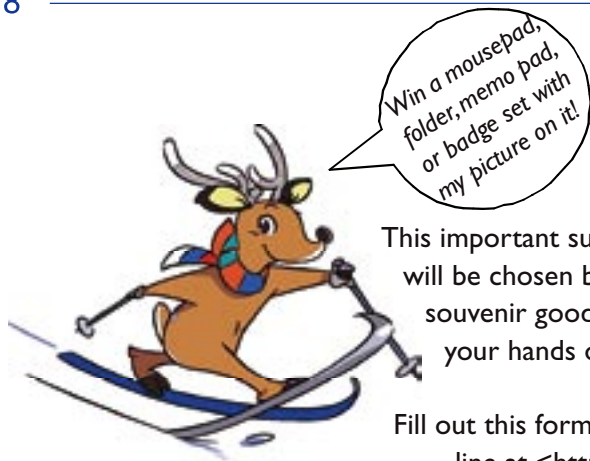
Novosibirsk State Opera and Ballet Theatre.

mosphere of the city has become brighter.

One aspect of winter in my city is that, much like the Snow Festival that Sapporo has every year, Novosibirsk holds the Siberian Snow Festival. There is also the

Winter sports are very popular in Novosibirsk. Students do cross-country skiing in gym classes, and there are ice skating and ice hockey rinks all over the city. The biathlon is also popular. In fact, the World Biathlon Championship is held in

in Novosibirsk is far from perfect, and environmental pollution has become a big problem. So, I think it would be good if we could exchange information about trash sorting systems with other WWCAM member cities.



# WWCAM Survey

This important survey from the WWCAM can get you a prize! Ten lucky participants will be chosen by lottery to receive 2007 FIS Nordic World Ski Championships souvenir goods with Norky's picture. Please complete the questionnaire and get your hands on some cool Norky stuff!

Fill out this form and fax it to +81-11-218-5168, or complete the questionnaire on-line at <<http://www.city.sapporo.jp/somu/kokusai/wwcam/>>. The deadline for submission is December 31 2005.

**Norky, mascot of the 2007 FIS Nordic World Ski Championships**

- Had you heard of the World Winter Cities Association for Mayors before reading this newsletter?  
 Yes  No
- The World Winter Cities Association for Mayors is an organization of winter cities that work together to resolve issues related to winter life. What is your opinion regarding this kind of organization?  
 Very interested, would like more information.  Slightly interested.  Not particularly interested.
- Please indicate which articles you found particularly interesting or informative in this issue of the WWCAM newsletter.  
 Information on the twelfth WWCAM Mayors Conference in Changchun, China  
 2005 Working-Level Officials Meeting  2005 WWCAM Collaborative Project  
 New Member City Introduction  Nothing in particular
- What are the most important winter issues in your city? Number the top three issues, in order of importance.  
 Traffic/Transportation  Winter Tourism Promotion  Winter Sports Promotion  Snow Removal and Disposal  Energy Consumption in Winter  Economic Promotion in Winter

Interested in winning Norky goods? Be sure to supply contact information.

Name: \_\_\_\_\_ Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_



From  
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To

**PRINTED MATTER**



**PAR AVION**  
**VIA AIR MAIL**