



JNO and Nara City Declare Partnership to Advertise Local Attractions

On March 4th, 2022, Japan National Orchestra Co., Ltd. (hereinafter referred to as JNO) and Nara City held a ceremony to declare their partnership in advertising the city's attractive features. Mayor Gen Nakagawa and JNO Chairman Akihiko Kawashima signed the declaration, and JNO President Kyohei Sorita (pianist), Mr. Seiji Okamoto (violinist & JNO's concertmaster), and Mr. Yuya Mizuno (cellist) performed at the ceremony.

Jointly founded by the Mori Manufacturing Research and Technology Foundation (funded by DMG MORI CO., LTD.) and NEXUS Co., Ltd. in May 2021, the Nara-based company JNO has been pursuing and expanding its cultural promotion activities and exploring opportunities for young musicians.

As part of its initiatives to promote Nara City both locally and globally with the power of music, JNO will utilize the fundraising scheme "Nara-shi Kokoro No Furusato Oen Kifu" (*engl.: Nara City Supporter's Fund*) by the local government, generally referred to as "Furusato Nozei" (*engl.: Hometown Tax*) to attract audiences from inside and outside of Nara Prefecture. Under the scheme of Furusato Nozei, visitors can make a charitable donation to Nara Prefecture when they purchase a concert ticket. The donation is also tax deductible, creating an incentive for people around Japan to visit JNO and Nara City.

JNO and Nara City will host concerts at different venues in the city and organize musical activities at local schools, etc. They will continuously work together to enrich the local community and music culture, and promote the development of young talents at the birthplace of DMG MORI CO., LTD.

Your continuous support to JNO is greatly appreciated.

Please also see:

JNO official site : <https://www.jno2021.jp> (Japanese website only)

Press release of Establishment of JNO :

https://www.dmgmori.co.jp/corporate/en/news/pdf/20210525_jno_e.pdf



JAPAN NATIONAL
ORCHESTRA



Declaration ceremony