

PROFILE OF KYUSHU



Kyushu in Asia

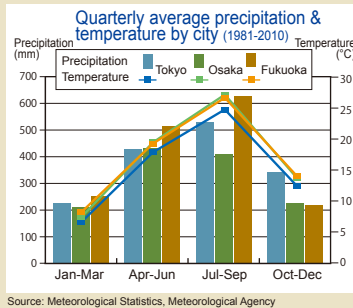
Kyushu's southerly position places it within easy reach of Korea and China and the whole East Asia region in general. Proximity, historical ties and a mild winter climate combine to create an excellent business environment.

Basic Information on Kyushu

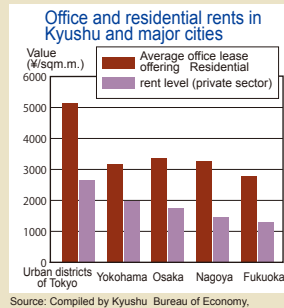
Basic living conditions

Kyushu is blessed with a moderate climate and enjoys relatively low office and housing rent levels compared to Tokyo and other major cities.

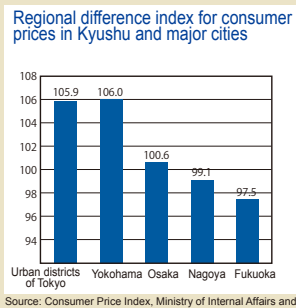
It has rated low compared to major cities also in total index in the CY 2013 regional differences in average consumer prices.



Source: Meteorological Statistics, Meteorological Agency



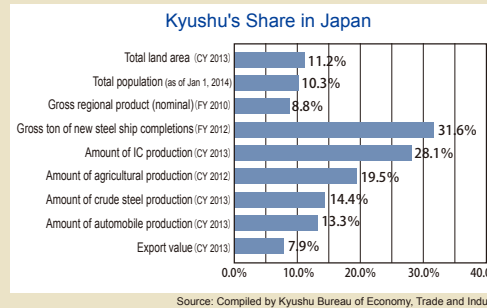
Source: Compiled by Kyushu Bureau of Economy, Trade and Industry



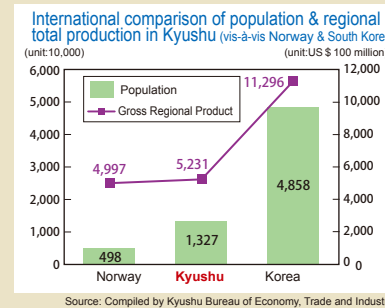
Source: Consumer Price Index, Ministry of Internal Affairs and Communications

The Scale of Kyushu's Economy ~10% of Japan~

Kyushu comprises 11.2% of the total area of Japan, and its population is 10.3% of Japan's total population. The gross regional product of Kyushu in FY2011 was 523.1 billion U.S. dollars, which accounted for 8.8% of Japan's gross domestic product (GDP). Comparing the gross regional product of Kyushu with the GDP of countries throughout the world, Kyushu's was more than that of Norway, which ranked 23th in the world.



Source: Compiled by Kyushu Bureau of Economy, Trade and Industry



Source: Compiled by Kyushu Bureau of Economy, Trade and Industry

Kyushu's Transportation Infrastructure

Linking cities in Kyushu

Tissue has an expressway network extending over roughly 1000 km enabling day trips between its major cities.

Also, the Kyushu Shinkansen line connects Hakata and Kagoshima Chuo as fast as one hour and 17 minutes.

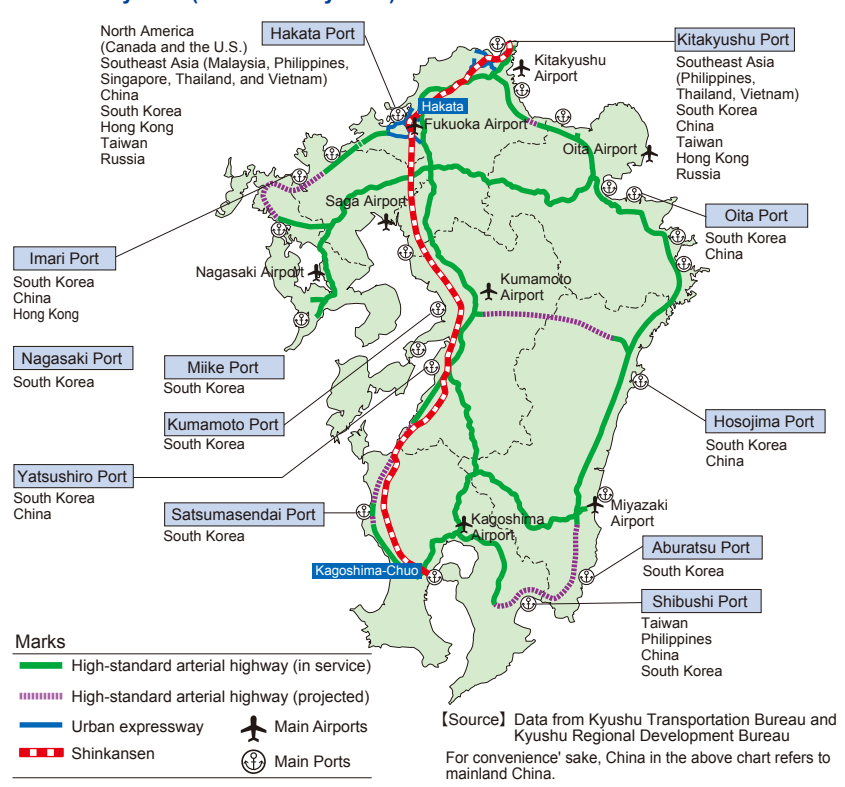


Tosu Junction



Kyushu Shinkansen SAKURA

Expressway network, Shinkansen line, airports & international container shipping routes in Kyushu (as of January 2015)

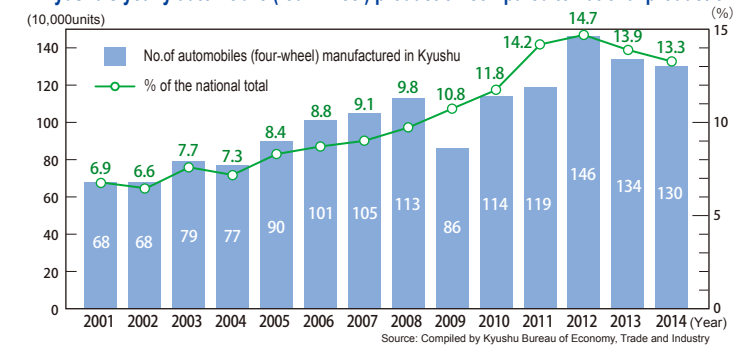


Major Industrial Centers in Kyushu

Some of Japan's leading automobile production centers

Nissan Motor Kyushu Inc., Toyota Motor Kyushu Inc., Daihatsu Kyushu Inc., and Nissan Shatai Kyushu Inc. operate in Kyushu, and the total motor vehicle output capacity exceeds 1.5 million units and accounts for roughly 13% of the total national output. Honda Motor Company Inc. also owns a factory in Kumamoto where motorcycles are manufactured.

Kyushu's yearly automobile (four-wheel) production compared to national production

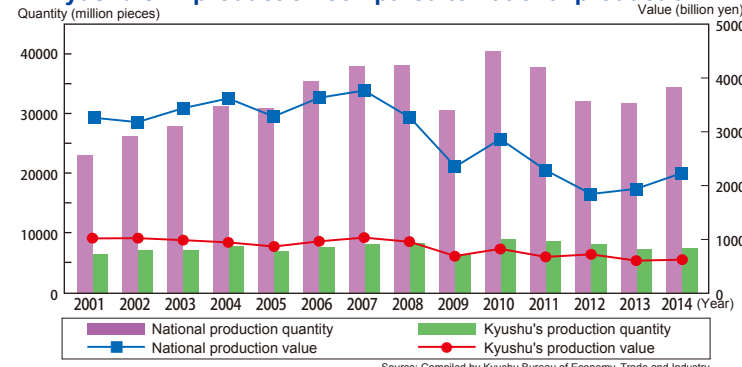


Source: Compiled by Kyushu Bureau of Economy, Trade and Industry

Semiconductor production with high added value

Sony Semiconductor Inc., known for its CMOS image sensors used in cameras for smartphones, the Renesas Group, known for its motor vehicle integrated circuits (microcomputers), and Mitsubishi Electric, known for its power semiconductors used in household appliances and automobiles, also own factories located in Kyushu.

Kyushu's IC production compared to national production



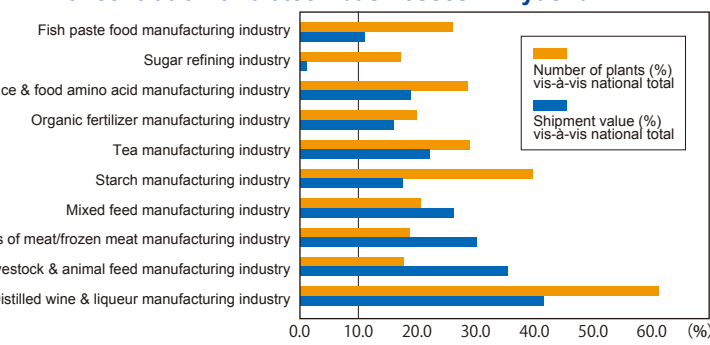
Source: Compiled by Kyushu Bureau of Economy, Trade and Industry

Concentration of biotech businesses, universities & research institutes

Kyushu is blessed with an abundance of agricultural, forestry and fisheries resources. In addition to its traditional industry in the fermentation of miso, soy sauce, shochu wine, etc., the region has a concentration of biotech businesses and university research organizations in industries such as the field of health food.

The Kyushu Regional Biocluster Plan was initiated in 2007 in an effort to facilitate industrial development through leveraging these regional advantages. It aims to build a safe and secure "Food and Health Island Kyushu" through providing functional foods and health foods in collaboration with the preventative medicine and services industry.

Concentration of biotech businesses in Kyushu



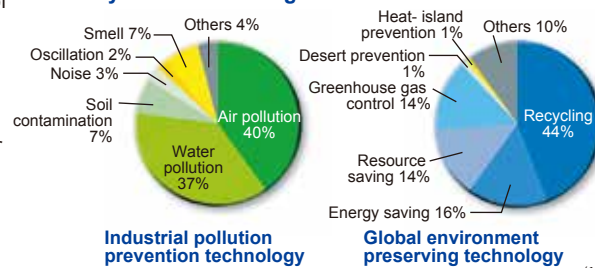
Source: 2012 Census of Manufactures

Concentration of businesses in pollution control, energy conservation & recycling and solar power generation technologies

Based on its experience of facing serious pollution issues in the past, Kyushu has focused great effort into environmental remediation and preservation through government and private collaboration efforts. As a result it has created a concentration of a large number of businesses possessing highly advanced pollution control technologies. In recent years, a significant number of businesses have grown in the field of recycling technologies developed through treatment of agricultural and livestock wastes.

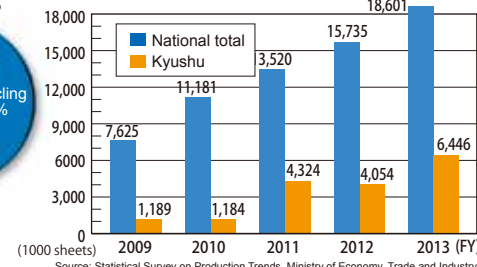
Furthermore, manufacturing centers for cell modules for next-generation thin-film solar power generation have started to grow. At the same time, the region has also become the home of research centers for long-term reliability assessment and standardization for solar cell modules.

Kyushu's technological accumulation



Source: METI KYUSHU 'The report on "seeds" and utilization for Industrial Pollution Prevention Technique

Trends in the annual output quantity of solar cell modules



Source: Statistical Survey on Production Trends, Ministry of Economy, Trade and Industry

Linking with major cities overseas

Fukuoka Airport has the largest number of international airlines in Kyushu, and flights from the city link the region with 22 foreign cities mainly in Asia, as well as 27 domestic cities.

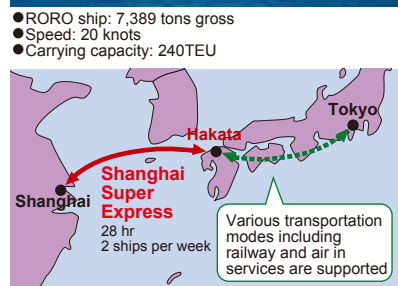
In addition, every prefecture in Kyushu has its own airport, providing regular flights between not only other cities in Japan, but also China and South Korea.



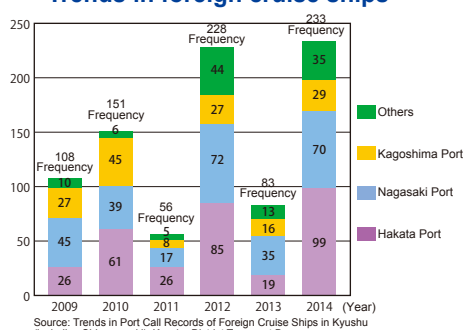
Fukuoka International Airport

In addition to Kitakyushu Port, Hakata Port and other international hub ports, there are 25 major ports servicing international container vessel routes. In particular, Shanghai and Hakata are connected by the high-speed RORO Vessel, Shanghai Super Express.

Shanghai Super Express (SSE)



Trends in foreign cruise ships



Source: Trends in Port Call Records of Foreign Cruise Ships in Kyushu (including Shimomoseki), Kyushu District Transport Bureau

Nature & Scenery



01 Mt. Aso (Aso City, Kumamoto Prefecture)
Mt. Aso is home to the world's largest caldera, the caldera containing Mt. Naka continuously emits clouds of smoke. The somma enclosing the caldera offers a panoramic spectacle of nature.

02 Fukuoka Tower (Fukuoka City)
The Fukuoka Tower, a symbol of Fukuoka City, boasts a height of 234m, the highest seafront tower in Japan. Right next to it, stands the FUKUOKA YAFUKUJU DOME where more than 70 official games are played in the professional baseball season.

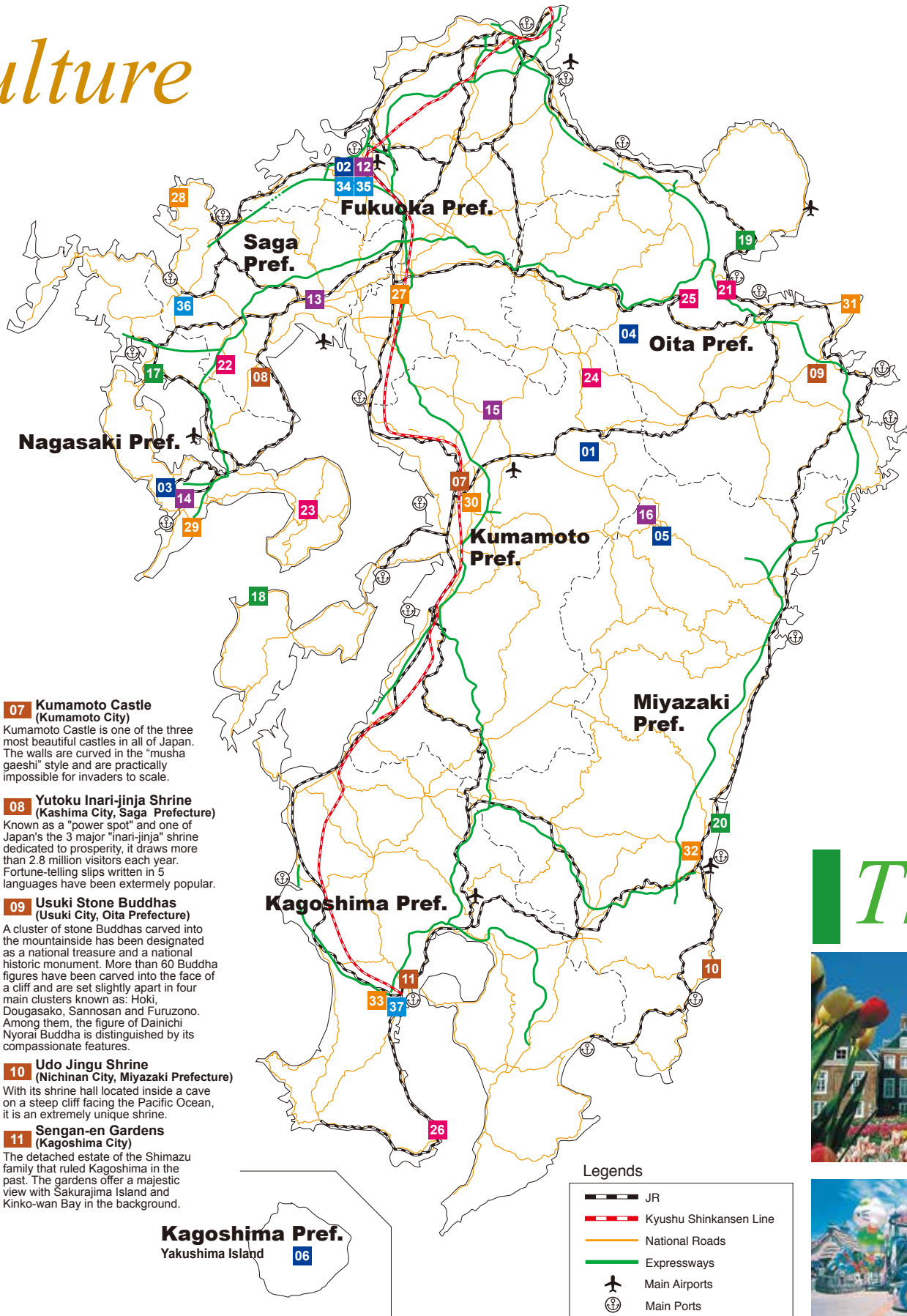
03 Night view from Mt. Inasayama (Nagasaki City)
Know for one of the "three great night views of Japan," the flickering lights of all colors are like a spray of jewels.

04 Kokonoe "Yume" Otsuribashi (Kokonoe-machi, Oita Prefecture)
The 300m-long bridge, called "Kokonoe Yume Otsuribashi," is Japan's longest suspension bridge exclusively for pedestrians. The bridge provides an excellent spot for viewing the Kyusukei (a deep ravine renowned for the natural brilliance of its tinted autumn leaves) and the Shindo Falls which create a strange vibrating sound.

05 Takachiho Gorge (Takachiho-cho, Miyazaki Prefecture)
Takachiho Gorge consisting of 100m cliffs created by the erosion of Aso lava is famous for its rocky formations and foliage. The Masaki waterfall cascading into the gorge is exceptionally beautiful and the waterfall has been selected as one of the One Hundred Waterfalls of Japan.

06 Yakushima Island, a World Natural Heritage (Yakushima-cho, Kagoshima Prefecture)
Island providing solace with its Yakusugi cedar trees more than 1000 years old. It became Japan's first UNESCO World Natural Heritage.

History & Culture



07 Kumamoto Castle (Kumamoto City)
Kumamoto Castle is one of the three most beautiful castles in all of Japan. The walls are curved in the "musashi gaeshi" style and are practically impossible for invaders to scale.

08 Yutoku Inari-jinja Shrine (Kashima City, Saga Prefecture)
Known as a "power spot" and one of Japan's 3 major "inari-jinja" shrines dedicated to prosperity, it draws more than 2.5 million visitors each year. Fortune-telling slips written in 5 languages have been extremely popular.

09 Usuki Stone Buddhas (Usuki City, Oita Prefecture)
A cluster of stone Buddhas carved into the mountainside has been designated as a national treasure and a national historic monument. More than 60 Buddha figures have been carved into the face of a cliff and are set slightly apart in 5 main clusters known as: Hoki, Douglasako, Sannosan and Furuzono. Among them, the figure of Daibichi Nyorai Buddha is distinguished by its compassionate features.

10 Udo Jingu Shrine (Nichinan City, Miyazaki Prefecture)
With its shrine hall located inside a cave on a steep cliff facing the Pacific Ocean, it is an extremely unique shrine.

11 Sengan-en Gardens (Kagoshima City)
The detached estate of the Shimazu family that ruled Kagoshima in the past. The gardens offer a majestic view with Sakurajima Island and Kinko-wan Bay in the background.



Events & Festivals



12 Hakata Yamagasa (Fukuoka City)
A traditional festival of merchants that continues for more than 700 years. In the early morning hours of July 15, the last day of the festivities, an exciting and dynamic event known as "oyama" takes place, in which groups carrying portable shrines engage in a time race.

13 Saga International Balloon Fiesta (Saga City)
This is an annual hot air balloon international festival held in Saga City in early November. Over 100 hot air balloons with beautiful colors and patterns drift up in the late autumnal sky above the Saga plain.

14 Nagasaki Lantern Festival (Nagasaki City)
Held for about 2 weeks to celebrate New Year's Day by the Old Calendar (the Vernal Equinox), the main venue is the city's Shinchi Park in Chinatown and the streets are adorned with some 15,000 Chinese lanterns.

15 Yamaga Lantern Festival (Yamaga City, Kumamoto Prefecture)
Kumamoto Prefecture's nationally famous summer festival is held in mid August. Decorated lanterns announce the opening of the festival on that day. Experience the fantastic atmosphere of a thousand women dancing with paper lanterns on their heads.

16 Takachiho Night Kagura (Takachiho-cho, Miyazaki Prefecture)
Held from late November through to early February every year, Kagura performances (traditional sacred music and dancing dedicated to the gods) are held overnight to pray for bumper crops in the coming year.

Hot Springs



27 Ramen Noodles (Kurume City, Fukuoka Prefecture)
Tonkotsu ramen, thin Chinese noodles in milky soup is a famous traditional product of Kurume. Its rich and somewhat strongly-flavored taste comes from its broth made from pork bones.

28 Yoboku cuttlefish (Karatsu City, Saga Prefecture)
Enjoy freshly caught cuttlefish as sashimi, tempura and other dishes.

29 Mogi Loquats (Nagasaki Prefecture)
More than 40% of the loquat crop is produced in Nagasaki Prefecture. The Mogi loquat with a less acidic taste is a common variety and very delicious.

30 Honmaru-gozen (Kumamoto City)
The ceremonial cuisine style of the samurai. It is offered to give visitors experience in the olden days of the Kumamoto feudal domain, with dishes unique to each season prepared to cater to the modern palate.

31 Seki-aji (jack mackerel) & Seki-saba (mackerel) (Oita City)
Fish found in the rich waters of the Bungo Strait where 2 ocean currents clash, caught with poles rather than nets for freshness.

32 Ripe Mangoes (Miyazaki Prefecture)
Only fully ripened mangoes are harvested in Miyazaki. The mango is truly the king of fruit with its tantalizing sweetness due to its high sugar content of 18 Brix or more.

33 Kagoshima kuro-buta pork (Kagoshima Prefecture)
One of Japan's leading pork brands, known for its sweet, tender and succulent meat raised in Kagoshima's rich natural resources.

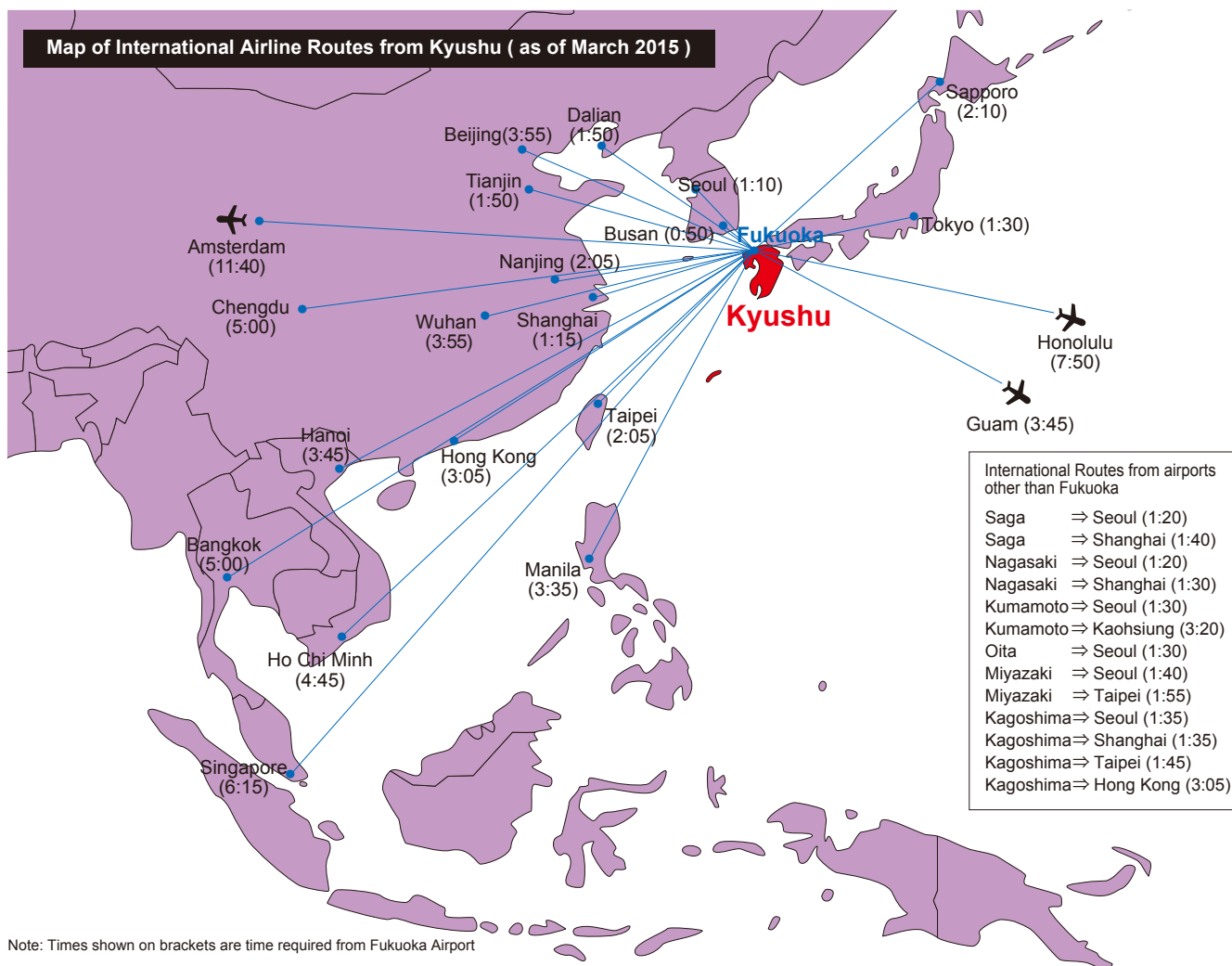
34 Hakata Dolls (Fukuoka City)
Hakata dolls are earthenware dolls made using clay formed into human figures, fired unglazed and then colored with clay paints. They feature exquisite facial expressions, many of them depicting beautiful women and children.

35 Hakata Traditional Cloth (Fukuoka City)
Hakata weaving has a long and respected tradition of more than 700 years and features a type of thick and firm cloth. In the past the Hakata weavers prided themselves on producing fine obis (a broad sash worn with a kimono) but these days many other kinds of products are also produced.

36 Arita / Imari Ware (Arita City / Imari City, Saga Prefecture)
Arita/Imari ware was perfected over the course of 400 years under the patronage of the Satsuma clan. It is characterized by blue and white porcelain, Arita ware was later changes to a colorfully enamelled porcelain type which proved to be very popular.

37 Satsuma Kiriko (Cut-Glass) (Kagoshima City)
Satsuma Kiriko was produced as one of the industrial products under the patronage of the Satsuma clan. It is characterized by its semitransparency and sharp cutting. At the end of the Edo Period Satsuma Kiriko glassware was said to be very highly prized.

Access to Kyushu by Air



Publisher - Contact

Kyushu Economy International (KEI)

Kyushu Economy International (KEI) is a comprehensive international economic exchange organization in Kyushu that fosters collaborative efforts among various entities in the region, including economic organizations, local governments and private businesses. With the aim of energizing Kyushu and promoting its self-sustaining development, KEI facilitates industry, tourism and people-to-people exchanges between Kyushu and foreign entities. KEI publicizes Kyushu's attractive features, including an excellent industrial environment and abundant tourist resources, to the rest of the world. By encouraging many more Japanese and overseas companies to establish operations in Kyushu, KEI seeks to develop new industries and promote well-balanced regional development.

KEI strives to achieve the development of Kyushu in harmony with Asia.
 Yutaka Aso
 Chairman of the Kyushu Economy International
 (Chairman of the Kyushu Economic Federation)

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Kyushu Tourism Promotion Organization

Kyushu Tourism Promotion Organization was established in 2005 as a unified public organization representing the 7 prefectures and economic sector of Kyushu, formed for promotion of tourism in Kyushu. The organization engages in publicity and advertising of the Kyushu brand at travel exhibitions and trade meetings, improvement of tourism resources and development of visitor acceptance system for more pleasurable sightseeing for overseas visitors, in addition to communicating the rich tourism resources in the region.

Susumu Ishihara
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