Kyushu Economy International (KEI) kyushu Economy International (http://www.kyushu-kei.org/)



OKyushu Economy International (KEI) was established as the primary organization for international economic exchanges in Kyushu in July 2001, as a cooperative venture between local governments, economic bodies, private companies, etc. in Kyushu.

Olt aims to impart comprehensive information about Kyushu' s favorable environment as a business location, its resources for tourism, etc. to foreign countries and regions, and to facilitate the creation of new industries and balanced regional development through the establishment of local subsidiaries by the invitation of overseas and domestic companies to Kyushu and industrial exchanges, in order to revitalize Kyushu and stimulate its autonomous development, through international exchanges in business, tourism, and human resources.

Organization

Organization

Constitution: including prefectures, ordinance-designated cities, economic bodies, private companies, etc.

[General assembly members]

- Chairman: Chairman, Kyushu Economic Federation
- ■Vice-Chairman: Chaiman, Kyushu Federation of Chambers of Commerce and Industry
- Members: Prefectural governors; ordinance-designated city mayors; heads of economic bodies and private companies

[Secretary assembly members]

- Secretary-general: Senior Managing Director, Kyushu Economic Federation
- Members: Department managers and bureau directors in charge from prefectures and ordinance-designated cities; directors of economic bodies, etc.
- □Support organizations: JETRO; Development Bank of Japan, etc. □Adviser: Director, Kyushu Bureau of Economy, Trade and Industry (METI Kyushu); Director, Kyushu District Transport Bureau;
- ☐ Auditors: Planning & Coordination Department Managers of the Organization for Small & Medium Enterprises and Regional Innovation, Japan, etc.
- General Affairs Department Manager, Kyushu Electric Power
 ☐Secretariat: Kyushu Economic Federation
- Kyushu Bureau of Economy, Trade and Industry (METI Kyushu)

Outline of operation

- Planning of internationalization strategies, etc.
- Discussing surveys and plans deemed useful and effective when conducted around Kyushu
- Creation and sharing of information «Imparting information about Kyushu» Imparting information about the investment environment and economy-related programs in Kyushu through the website and PR sources
- 3. Planning of internationalization strategies, etc.
- ①Programs for economic and business exchanges with Asia (targeting the Pan-Yellow Sea Economic Zone, China, South Korea, and ASEAN); ②Programs for sharing the latest information about overseas operation locations and market trends, the ways of using support programs, and overseas business and the global economy, through holding seminars, etc.; ③Programs for supporting overseas operations, including participating in business exhibitions abroad, and holding business talk sessions with buyers specializing in foreign markets, in order to support local companies' expansion of their markets into Asia and establishing overseas operations
- Stimulating the establishment of business «Support for the invitation of overseas enterprises»
- Holding business invitation seminars and workshops targeting decision-makers, in order to promote the invitation of overseas enterprises effective for the revitalization of the regional economy
- 5. Human exchange «Relationship building with international students» Holding networking events and job-hunting interview sessions, in order to promote mutual understanding continued relationships with international students, who will be the bridge between Kyushu-based companies operating abroad and foreign countries

Contact: Kyushu Economic Federation International Department
2-1-82 Watanabe-dori, Chuo-ku, Fukuoka City 810-004 Tel.: +81-92-761-4261
International Affairs Department, METI Kyushu
2-1-1-1 Hakataeki-higashi, Hakata-ku, Fukuoka City 812-8546 Tel.: +81-92-482-5423

Kyushu Tourism Promotion Organization Kyushu Tourism Promotion Organization (http://welcomekyushu.jp)



OKyushu Tourism Promotion Organization was established as a comprehensive public organization for the promotion of Kyushu tourism in 2005, by the seven prefectures in Kyushu and the local business world.

OWe are imparting information about the rich tourism resources in Kyushu to international visitors to Kyushu, as well as organizing PR campaigns for Kyushu brands at tourism exhibitions and business talk sessions, improving tourism resources, and maintaining the system for welcoming international visitors.

Contact: Department for the promotion of international tourist attraction, Kyushu Tourism Promotion Organization 2-1-82 Watanabe-dori, Chuo-ku, Fukuoka City 810-0004

Strategies for Kyushu tourism

Strategy I: Strategy for Kyushu branding

- ①Creating a clear tourist image of Kyushu
- ②Disseminating the image through various channels according to target country

Strategy II: Strategy for improving tourism infrastructure

- ①Activities toward the improvement of physical and human infrastruc ture
- 2 Deregulation and system revision
- 3 Development of tourism human resources

Strategy III: Strategy for attracting tourists to Kyushu

- ①Attraction of inbound international tourists (by country, city, and market)
- ②Attraction of domestic tourists (by market and theme)
- ③Common strategy (clarification of target markets; PR strategy; use of media, etc.)

Strategy IV: Strategy for stimulating long-stay tourism and consumption

- ①Development of wide-area tourist routes
- ②From passing-by tourism to residential tourism (development of night attractions, etc.)
- (3) From one-night stay to multiple stays (invitation of residential-type events)

Email: qtp@welcomekyushu.jp

Tel.: +81-92-751-2943 URL: http://www.welcomekyushu.jp

PROFILE OF OF KYUSHU



Kyushu in Asia

Kyushu consists of Kyushu island and nearby smaller islands. It is located at the center of East Asia, and geographically near to South Korea and China.

Moreover, Located in the southwestern part of Japan, it boasts a warm and mild climate with little snow in the winter, an ideal environment for business.

Attractive information on Kyushu

Advantage of Kyushu's infrastructure

Kyushu is blessed not only with a warm and mild climate, but also with low rents for offices and properties for business use, compared with the other

The general index of the Consumer Price Regional Disparity Index in 2014 shows that consumer prices in Kyushu are lower than in the other major cities.



■ Kanoshima Port

Nagasaki Port

Average rainfall and average temperature of each city for every three months (1981_2010)

Number of incoming foreign cruise ships

4,000

Convenience in access to Asian countries

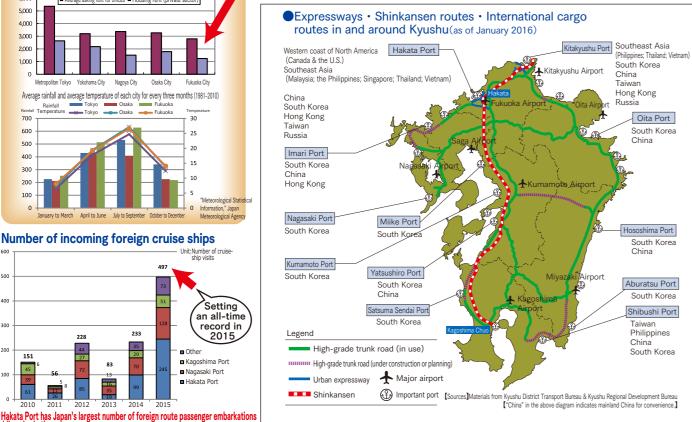
Kyushu has efficient connections to Asia. Flight durations from Kyushu are about two hours shorter than from Tokvo.

		,
	Fukuoka	Tokyo (Narita)
Airport to the downtown area	10 min.	50 min
Pusan (South Korea)	50 min.	2 h. 30 min
Seoul (South Korea)	1 h. 20 min.	2 h. 40 min
Shanghai (China)	1 h. 30 min.	3 h. 30 min
Taipei (Taiwan)	2 h. 10 min.	4 h
Hong Kong	3 h. 20 min.	5 h. 20 min
Ho Chi Minh (Vietnam)	5 h.	6 h. 40 min
Bangkok (Thailand)	5 h. 10 min.	7 h
Singapore	6 h. 15 min.	7 h. 40 min

Kyushu is as near to major cities in the rest of Asia as to those in Japan.

Major cities in Japan		Major cities in the rest of Asia		
Hiroshima	211km	Pusan (South Korea)	214km	
Osaka	486km	Seoul (South Korea)	535km	
Tokyo	889km	Shanghai (China) Qingdao (China) Dalian (China)		
Sapporo	1,421km	Beijing (China)	1,422km	

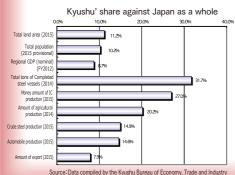


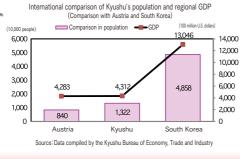


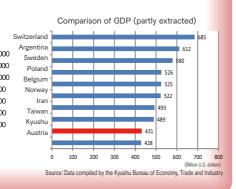
Scale of Kyushu's economy

Kyushu's economy is ranked between the world's top 20 above and the rest of the world below the 30th.

• Kyushu, located in the southwestern part of the Japanese archipelago, comprises seven prefectures: Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, and Kagoshima. • Kyushu has a population of 13.22 million (10.4% of Japan's population), and accounts for about 10% of Japan as a whole in area and economic indicators, including GDP, consequently being called a *10% economy." • Kyushu's regional GDP is equivalent to those of Taiwan (the world's 28th largest) and Austria (the 29th).







Kyushu's major industries

Measure development of Kyushu

Strategy for growth: Kyushu-Okinawa ~Kyushu-Okinawa Earth Strategy~

Kyushu's strategy for growth to make the best of its rich natural environment and challenge tasks from a global perspective. By combining the four

strategic fields, Kyushu strives for sustainable development as a gateway to A

Health

Kyushu is a leading automobile production center in Japan.

Energy & Environment

Agriculture

Clean and economical energy supply region

→based on geothermal ,ocean energy ,etc

Producing and developing next-generation automobiles

→advanced hydrogen area

in Kyushu as a base

The advanced energy

management system

production system

Leading region of energy and

environment industry in Asia

Sales promotion in overseas market

The marketing effort of "KYUSHU-BRAND"

Strengthening logistics and a transit system

Development market channel and establishing optimal

Expansion of a business scale/ Construction of stable

Utilizing the renewable energy produced in a farm village

Development of farming, mountain and fishing villages

Kyushu, where Toyota Motor Kyushu, Inc., Nissan Motor Kyushu, Co. Ltd., Daihatsu Motor Kyushu, Co. Ltd., and Nissan Shatai Kyushu, Co. Ltd. are operating, has an automobile production capacity of over 1.5 million units, accounting for about 15% of that of Japan as a whole. Additionally, Honda Motor, Co. Ltd. manufactures motorcycles at its Kumamoto Factory.

Change in the number of four-wheeled vehicles produced in Kyushu (by year)

Kvushu is the major Production amount of major agricultural base for food production in Japan.

Kyushu's agricultural production accounts for about 20% of that of entire Japan. Agricultural products of which Kyushu has higher shares in Japan include okra, broiler chicken, leaf tobacco, sugar cane, and green pepper in descending order. Agricultural products of which Kyushu has higher amounts of production in Japan include beef cattle, rice, pork, broiler chicken chicken eggs, etc., in descending order.

Production amount of major agricultural products (in descending order) in 20					
Unit: 100 million yen	Kyushu	Nationwide	The national rat		
Beef cattle	2, 232	5, 587	39. 99		
Rice	1, 955	17, 864	10. 99		
Pig	1, 672	5, 793	28. 99		
Broiler chicken	1, 411	3, 006	46. 99		
Chicken eggs	696	4, 765	14. 69		
Raw milk	659	6, 844	9. 69		
Tomatoes	652	2, 325	28. 09		
Strawberries	567	1, 601	35. 49		
Mandarin oranges	494	1, 547	31. 99		
Cucumbers	312	1, 463	21. 39		
Sweet potatoes	309	846	36. 59		
Tea (raw leaf)	232	635	36. 59		
Potatoes	202	1, 149	17. 69		
Spring onions	198	1, 421	13. 99		
Green peppers	190	463	41. 09		

Source: Data compiled by the Kyushu Bureau of Economy, Trade and Industry

Health

Industrial creation of the preventive care and health enhancement service which aim at a healthy long life Promotion of entry and overseas deployment to the medical equipment field

Creation of the new industry in advanced medicine and the medical treatment field Activation of functionality and

health food related industry Promotion of cosmetics related industry



Tourism

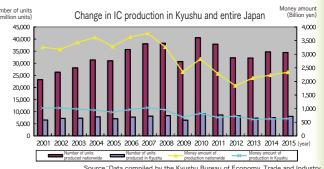
Implementing second strategy of tourism in Kyushu

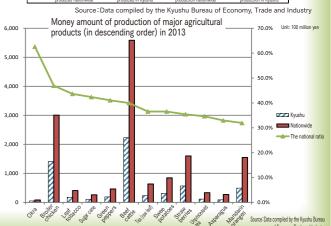
- ·Establishment of the Kyushu brand image
- Tourism infrastructure development
- ·Promotion of "visits Kvushu"
- Promotion of visitor's stay /
- consumption



High-value-added semiconductors

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 Power Device Factory, known for its power semiconductors used in household appliances and automobiles, also own





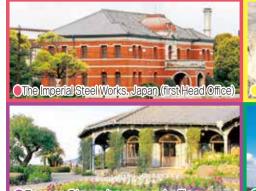
UNESCO World Heritage

The Sites of Japan's Meiji Industrial Revolution: Iron and Steel, Shipbuilding and Coal Mining were inscribed as cultural sites in the World Heritage List in July 2015.

Component parts in the Kyushu area

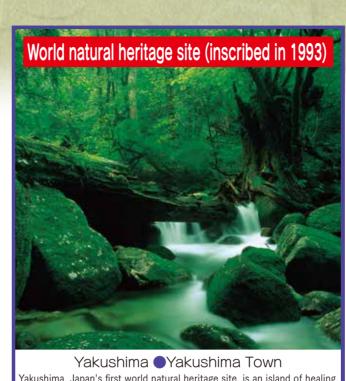
- Fukuoka Prefecture: Miike Coal Mine, Miyanohara Pit; remains of the Miike Coal Railway; Miike Port [Omuta City]/ The Imperial Steel Works, Japan's first Head Office, repair shop, and former forge shop [Kitakyushu City]/ Onga River pumping station [Nakama City]
- Saga Prefecture: Remains of the Mietsu naval dock [Saga City]
- Nagasaki Prefecture: remains of Kosuge slip dock; Mitsubishi Nagasaki Shipyard No. 3 dry dock; Mitsubishi Nagasaki Shipyard giant cantilever crane; Mitsubishi Nagasaki Shipyard former pattern shop; Mitsubishi Nagasaki Shipyard Senshokaku Guest House; Takashima Coal Mine; Hashima Coal Mine; former Glover house and office
- •Kumamoto Prefecture: Miike Coal Mine, Manda Pit; remains of the Miike Coal Railway [Arao City]/ former Misumi West Port [Uki City]
- Kagoshima Prefecture: Former Shuseikan (remains of the reverberatory furnaces, the former machinery factory, and the former Kagoshima Foreign Engineer's Residence); Terayama Charcoal Kiln; Sekiyoshi Sluice Gate of Yoshino Leat [Kagoshima City]

World cultural heritage sites: Sites of Japan's Meiji Industrial Revolution: Iron and Steel, Shipbuilding and Coal Mining

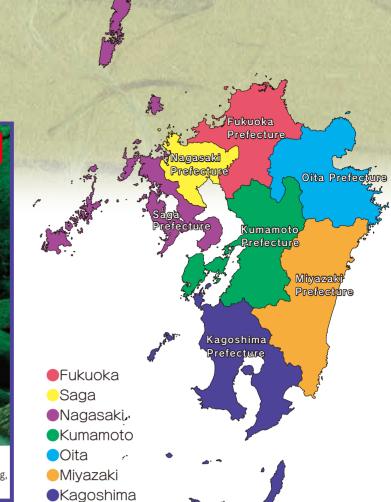












Theme Parks



This theme park offers you a realistic experience of



You can meet over 550 rare and cute animals and hirds





Harmonyland OHiji Town Many Sanrio characters, popular with children, await you here. In this theme park,



Hizen Yume Kaido Ureshino City This theme park, focusing on history, is a lifelike reproduction



Phoenix Seagaia Resort Miyazaki City This is a resort complex covering a vast area extending some 10 km north and south,





Flower Park Kagoshima lbusuki City This is among the largest theme parks in Japan, Some 400,000 subtropical plants of

History & Culture



Former house of Den' emon Ito lizuka City Den'emon Ito, the coal-mine magnate of the Chikuho



Kumamoto Castle is known as one of the three great castles in Japan. This castle is renown for its beauty and towering stone walls call musha-gaeshi" (warrior repellers).



These are the ruins of one of the largest Yayoi-period moated settlements found in Japan. Reproduced ancient houses seasonal flowers, and various events, attract a wide range of visitors.



Usa-jingu Shrine OUsa City This is the head shrine of over 40,000 Hachimang Shrines nationwide. Its main hall in a style calle "hachiman-zukuri" is designated as a national



Yutoku Inari-jinja Shrine OKashima City This shrine, one of the three great Inari-jinja shrines in Japan, is famous as a "power spot," attracting more than 2.8 million visitors annually. Omikuji (fortune slips) in five languages are among the latest hits with tourists.



Udo-jingu Shrine is very unique in that its main hall stands in a cave on the top of a high cliff washed by the waves of the Pacific Ocean.





This is a former villa of the Shimadzu family who once ruled Kagoshima. It offers visitors a spectacular view of its garden against the background of Sakurajima and Kinko Bay.

Events & Festivals



This is a festival modeled after the Chinese lunar Nev



Ohara Festival OKagoshima City [November] This festival, held on November 2 and 3 every year, features a long procession of people dancing to music, including the local folk tune Ohara-bushi.



This soul-stirring festival is an icon of Hakata. Decorated floats



Saga International Balloon Fiesta Saga City [November] This is an international hot-air balloon competition held in Saga City in early November every year.

More than 100 hot-air balloons add color to the sky of Saga in late autumn.



Himeshima Bon Festival dance • Himeshima Village (August) This dance is thought to have developed from nenbutsu-prayer dances in the Kamakura eshima Bon Festival dance is



Karatsu Kunchi OKaratsu City [November] In this exciting festival, held over three days between November 2 and 4 every year, people carrying decorated floats run through the streets, shouting "En'ya en'ya."



antastic beauty of flickering lantern lights.



Takachiho Night Kagura | Takachiho Town (November to February) This festival, held from late November to early February in the Takachiho area, features kagura dance performed night and day to pray for good harvests.

Hot Springs



Harazuru Hot Spring Asakura City



Yufuin Hot Spring OYufu City of a hot spring area to elaborate first-class Japanese inns.



Ureshino Hot Spring Oureshino City This is a representative hot spring area in Saga Prefecture known as one of the three beneficial hot springs for a beautiful spring area makes visitors feel elegance and history.



Beppu Hatto Beppu City eppu, the city of hot springs boasting the world's la ber of hot spring sources and Japan's largest amou water flow from hot springs, there are eight hot spring areas, collectively called Beppu Hatto, with distinctive characteristics.



Inzen Hot Spring, boasting rich nature, was lesignated as Japan's first national park in 1934

Shosenkyu Hot Spring is named from "a palace with a hot spring flowing out from a pine tree

flow of 380 tons of spring water a day.



Shosenkyu Hot Spring <a>Miyazaki City

Ibusuki natural sand-steam spring Olbusuki Cit This is one of the few natural sand-stear springs in the world. You can bathe in the beach sands heated with terrestrial heat from an active volcano.

Nature & Scenery



Fukuoka Tower Fukuoka City is the highest seaside tower in Japan. Near the tower, there is Fukuoka Yahuoku! Dome, where more than 70 regular



The outer rim of the caldera surrounding

Nakadake still emitting smoke forms a magnificent natural panorama.



Yanagawa Kawakudari (canal cruise) 🎒 Yanagawa City

On a boat called "donko-bune" slowly cruising the

buildings along the canal banks. Kotatsu boats are also

canals, you can enjoy the beautiful scenery and his

popular as a charming special feature of winter.

Beppu Jigoku tour Beppu City This tour visits eight clusters of hot spring geysers called "jigoku" (literally "hell") These jigoku have violently blown p hot water and mud, as well as fumarolic gases, from 250 to 300 m under the ground for more than 1,000 years.



Kunen' an Kanzaki City be built by order of Yataro Itami, a inessman in Saga. Kunen'an is opened to the general public in spring and autumn



Takachiho Gorge Takachiho Town This gorge, formed with erosion by block lava from Mt. Aso, is 100 m deep at the deepest point. The view of the Manai Falls, selected as one of the 100 waterfalls of Japan, running down



Night view from Mt. Inasa Nagasaki City Mt. Inasa is famous as one of the world's ree new greatest night views. Brilliant nountain seem like scattered iewels.



Mangrove forests Amami City

Mangroves grow in profusion on delta land

You can experience an expedition through

ormed between two rivers joining there

Foods



Ramen noodles <a>Fukuoka Prefecture nkotsu ramen, with turbid pork bone soup and thin noodles as its distinctive characteristics, i thought to have originated in Kurume. Its thick soup features rich and delicious flavors



 Kumamoto Prefecture Sashimi of brilliant-colored horseme neat" features a creamy texture and



Yobuko cuttlefish OKaratsu City n this area, you can enjoy cuttlefish fresh from the sea in various ways including sashimi and tempura.



As seen in the traditional phrase "The lord of Saiki depends on the seaside," the city is proud of fresh fish caught in the Bungo Channel.



This brand beef features "tsuyasashi soft lean meat beautifully and finely marbled with fat with an excellent



Miyazaki Prefecture Mivazaki-produced chicken, grown in a nearly



they are harvested when fully ripened. Sweet

and creamy mango with a sugar content of

agasaki champon 🌑Nagasaki Cit hippoku cuisine, based on a serving style o

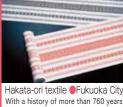


Kaqoshima Kurobuta pork •Kaqoshima Prefectur This is top-class brand pork raised in the rich nature of Kagoshima. I is rich in flavor and sweetness, and features soft meat

Traditional Handy Crafts



coming from the technique of coloring unglazed clay dolls, as well as fine carving. A wide variety of dolls, including those depicting beautiful



With a history of more than 760 years, Hakata-ori textile features thickness and firmness. Not only obis (sashes) but various other products of Hakata-ori textile have been recently produced.



adds further luxury to the deluxe train.

Arita City & Imari City These porcelains have continued to

beautiful white surface and brilliant



Higo inlaid work

Kumamoto City This is craftwork produced by inlaying gold and silver in the body of iron to create various patterns





Miyakonojo Daikyu-hows Miyakonojo City Mivakonoio Daikvu-bows, created in a series of over 200 handwork

atsuma Kiriko (cut-glass) Adsultid Killia (cut-glass)

Kagoshima City

This is glass craftwork reborn through restoring the production method for old products called "masterpieces in the end of the Edo period" and "illusory jewels".

