

PROFILE OF KYUSHU



Kyushu
Kyushu

Kyushu in Asia

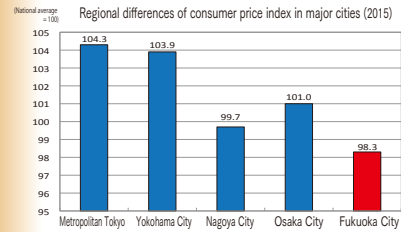
Kyushu consists of Kyushu island and nearby smaller islands. It is located at the center of East Asia, and geographically near to South Korea and China.

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.

Infrastructure information of Kyushu

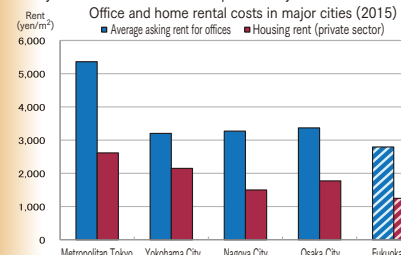
Advantage of Kyushu's infrastructure

The regional difference index of consumer prices in Fukuoka City is the lowest among major cities.



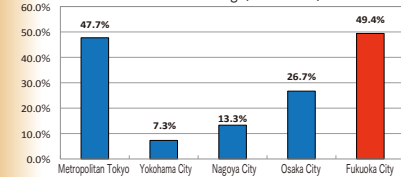
Source: Ministry of Internal Affairs and Communications, "Retail Price Survey"

Office and home rental costs in Fukuoka City are about half of what they are in the 23 wards of Metropolitan Tokyo.



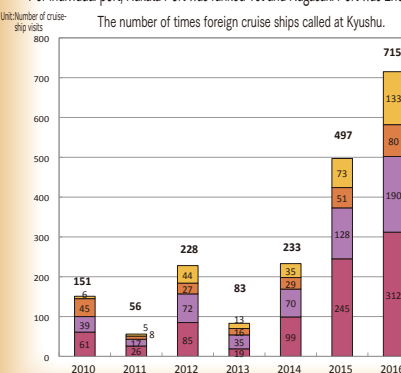
Source: Data compiled by the Kyushu Bureau of Economy, Trade and Industry

The building investment growth of Fukuoka City is top among major cities. Increase rate of estimated construction cost for new buildings (2011-2016)



Source: Ministry of Land, Infrastructure, Transport and Tourism, "Statistics on Building Construction Started"

The number of times cruise ships called at Japanese ports in 2016 reached a record high. Per individual port, Hakata Port was ranked 1st and Nagasaki Port was 2nd.



Source: Ministry of Land, Infrastructure, Transport and Tourism "Port call results of cruise ships in 2016 (quick estimation)," and Kyushu Regional Development Bureau "Kyushu Cruise Report, January issue"

Convenience in access to Asian countries

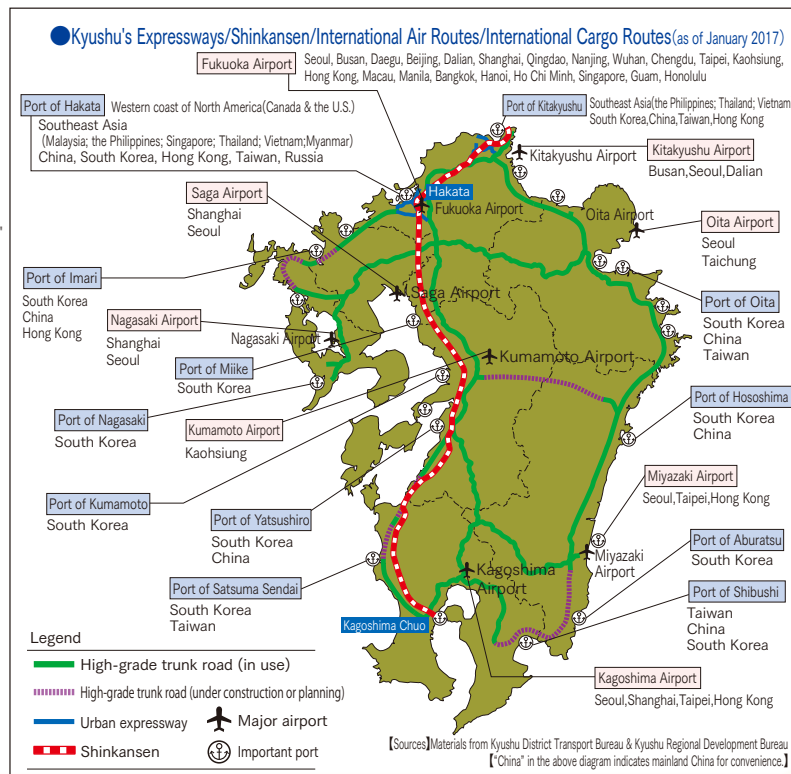
Kyushu has efficient connections to Asia. Flight time is shorter than that to/from Tokyo by approximately one hour or more.

	Fukuoka	Tokyo (Narita)
Airport to the downtown area	10 min.	50 min.
Busan (South Korea)	55 min.	2 h. 25 min.
Seoul (South Korea)	1 h. 25 min.	2 h. 45 min.
Shanghai (China)	1 h. 50 min.	3 h. 40 min.
Taipei (Taiwan)	2 h. 40 min.	4 h. 15 min.
Hong Kong	4 h.	5 h. 25 min.
Ho Chi Minh (Vietnam)	5 h. 40 min.	6 h. 45 min.
Bangkok (Thailand)	6 h.	7 h. 10 min.
Singapore	6 h. 45 min.	7 h. 45 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	Busan (South Korea) 214km
Osaka 486km	Seoul (South Korea) 535km
Tokyo 889km	Shanghai (China) 873km
	Qingdao (China) 957km
	Dalian (China) 990km
Sapporo 1,421km	Beijing (China) 1,422km

Excellent access to the downtown area



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 Asia

Energy & Environment

Clean and economical energy supply region

→advanced hydrogen area

→based on geothermal, ocean energy, etc

Producing and developing next-generation automobiles in Kyushu as a base

The advanced energy management system

Leading region of energy and environment industry in Asia

Smart agriculture

Sales promotion in overseas market

Development market channel and establishing optimal production system

The marketing effort of "KYUSHU-BRAND"

Strengthening logistics and a transit system

Expansion of a business scale/ Construction of stable supply system

Utilizing the renewable energy produced in a farm village

Development of farming, mountain and fishing villages

Healthy smart city

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

Healthcare tourism

Tourism

Implementing second strategy of tourism in Kyushu

•Establishment of the Kyushu brand image

•Tourism infrastructure development

•Promotion of "visits Kyushu"

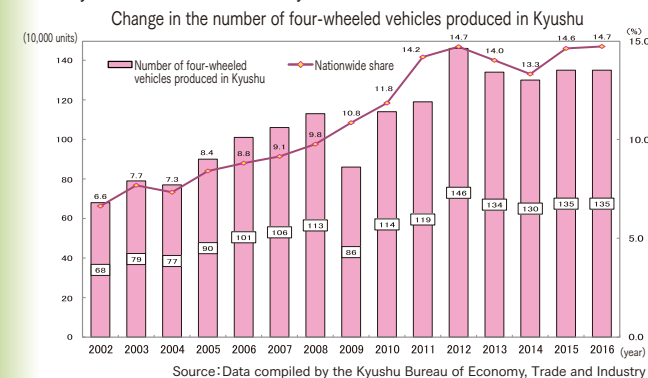
•Promotion of visitor's stay / consumption

Linkage with Cool Japan

Kyushu's major industries

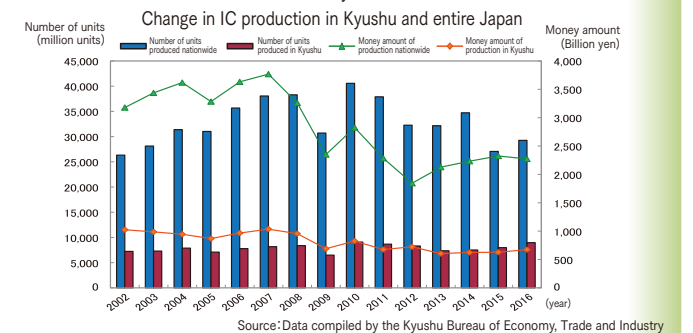
Kyushu is a leading automobile production center in Japan.

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.



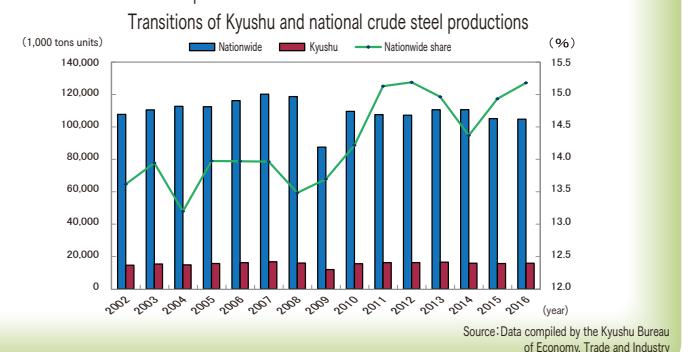
High-value-added semiconductors

Sony Semiconductor Manufacturing Corporation, 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 factories located in Kyushu.



The birthplace of modern steel plants

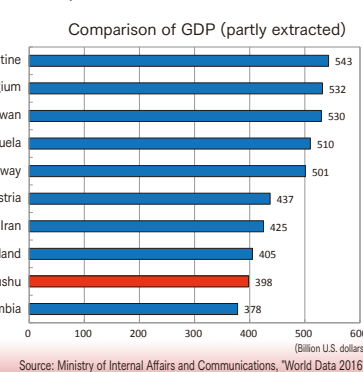
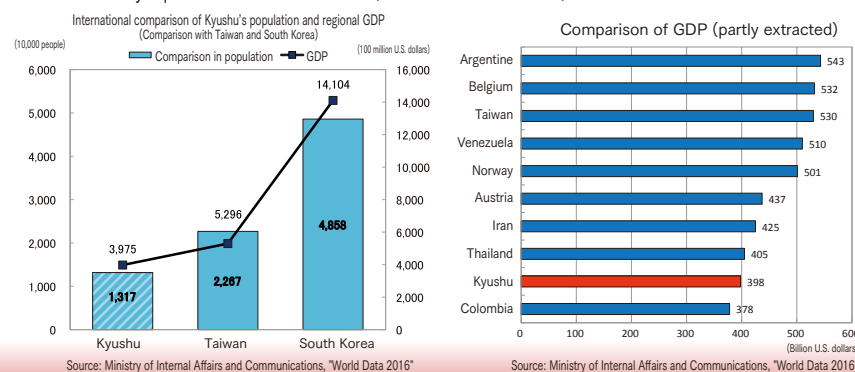
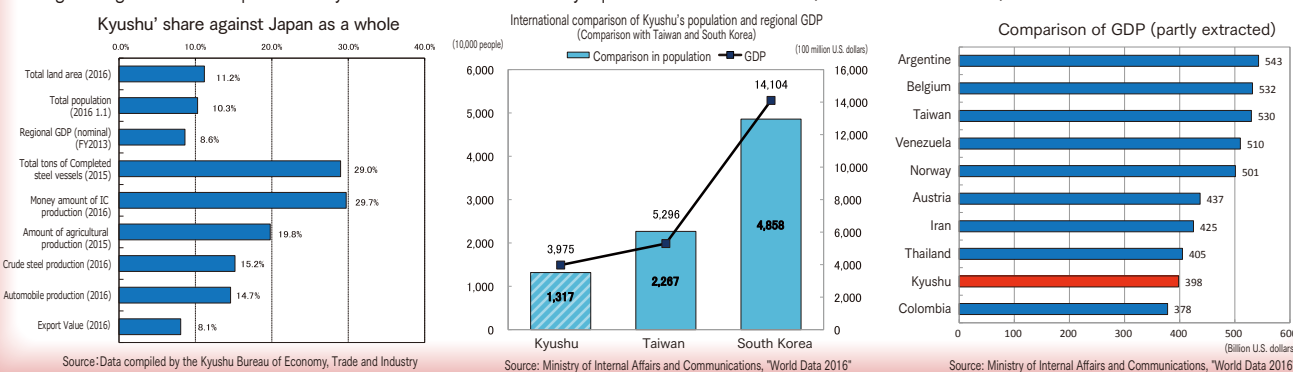
Yawata Steel Works, which used to be owned by the government and now belongs to Nippon Steel & Sumitomo Metal Corporation, is one steel plant located in Kyushu. Kyushu accounts for 15% of national crude steel production.



Scale of Kyushu's economy

Kyushu has a scale of economy equivalent to that of Thailand.

- 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 million (10.3% 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."
- The gross regional Domestic product of Kyushu shows a scale of economy equivalent to that of Thailand (ranked 31st in the world).



Sightseeing spots

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, Miyahara Pit; remains of the Miike Coal Railway; Miike Port (Omura City)/ The Imperial Steel Works, Japan's first Head Office, repair shop, and former forge shop (Kitakyushu City)/ Onaga 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 [Nagasaki City]
- 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 natural heritage site (inscribed in 1993)



Yakushima ●Yakushima Town
Yakushima, Japan's first world natural heritage site, is an island of healing, covered in forests of over-millennium-old Yakusugi (Japanese cedars).

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



Theme Parks



Events & Festivals



Nature & Scenery

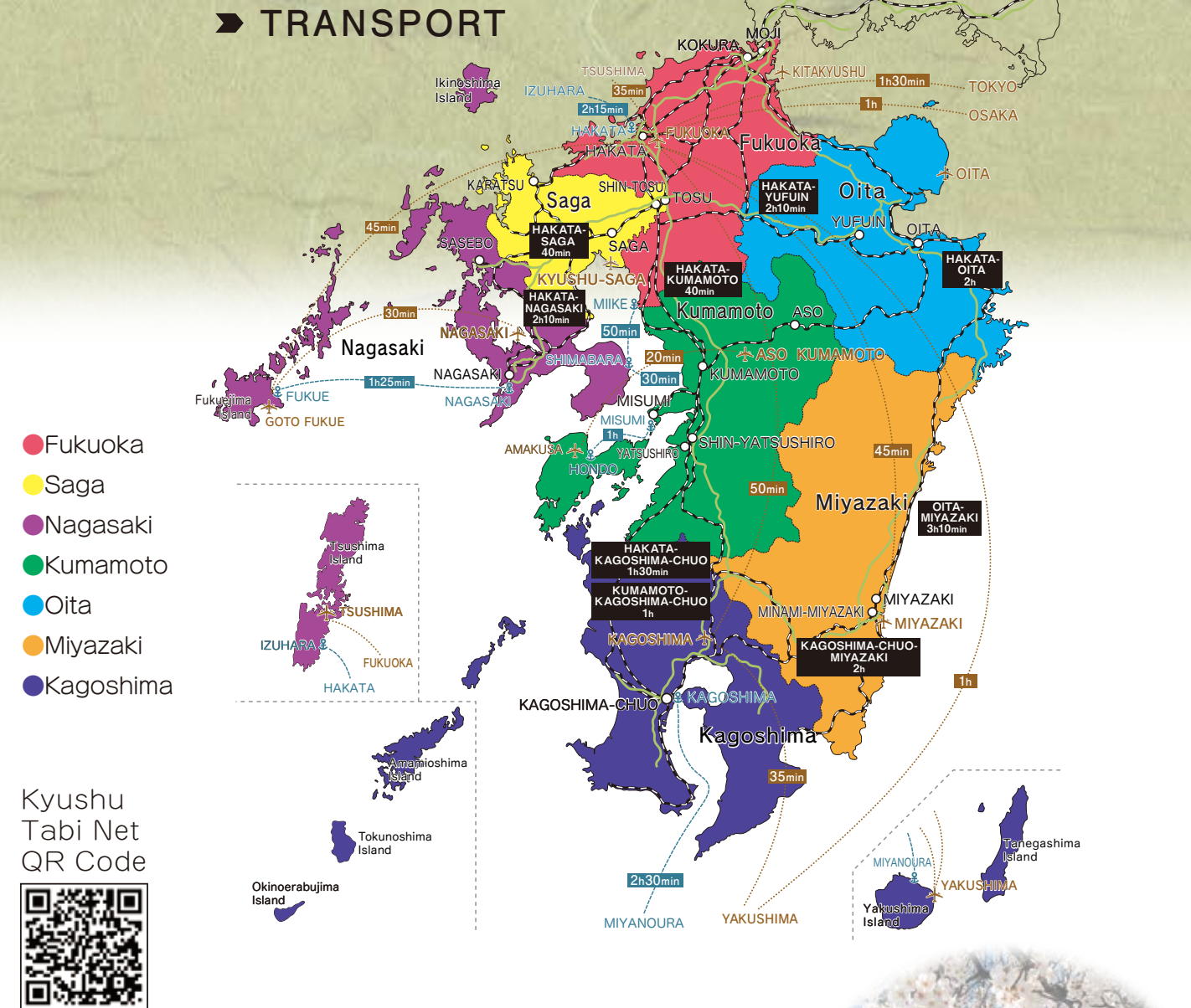


Traditional Handy Crafts



Photos provided by the Saga City Board of Education, Saga Prefecture Tourism Association, and Kagoshima Prefecture Tourism Association, and reprinted from "Kyushu Tourist Information" Photo Gallery.

TRANSPORT



History & Culture



Hot Springs



Foods



Kyushu Economy International (KEI)

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



- Kyushu 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.
- It 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

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

[General assembly members]

- Chairman: Chairman, Kyushu Economic Federation
- Vice-Chairman: Chairman, 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

- 1. Planning of internationalization strategies, etc.**
Discussing surveys and plans deemed useful and effective when conducted around Kyushu
- 2. 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
- 4. 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 International Affairs Department, METI Kyushu
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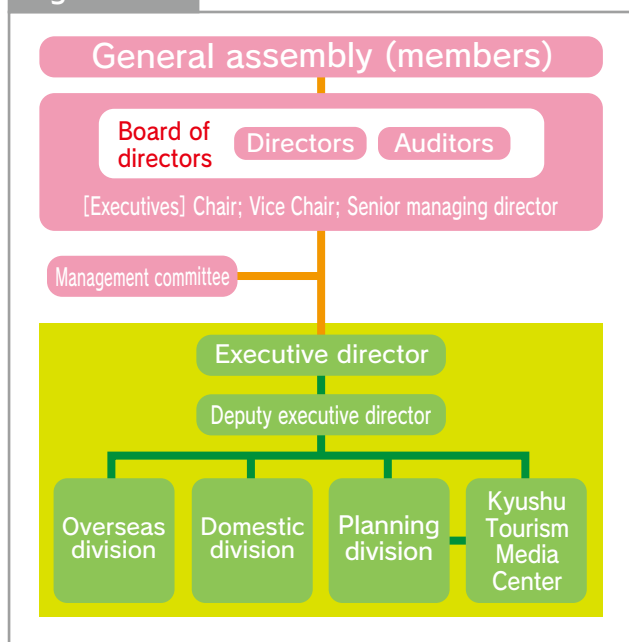
Kyushu Tourism Promotion Organization

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



- Kyushu 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.
- We 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.

Organization



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 infrastructure
 - ②Deregulation and system revision
 - ③Development of tourism human resources
 - ④Enhancement of tourism resources and hospitality in tourist destinations in Kyushu
- 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.)
 - ③From one-night stay to multiple stays (invitation of residential-type events)

Contact: Kyushu Tourism Promotion Organization
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