# PROFILE OF OF WYUSHU



New Delhi
India

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.

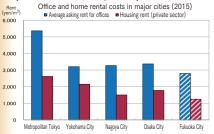
# Infrastructure information of Kyushu

## Advantage of Kyushu's infrastructure

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



Office and home rental costs in Fukuoka City are about half of what

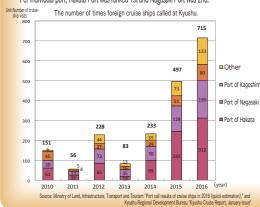


Source : Data compiled by the Kyushu Bureau of Economy, Trade and Industry

The building investment growth of Fukuoka City is top among major cities.

Increase rate of estimated construction Infrastructure, Transport and Tourism, "Statistics on

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.



## Convenience in access to Asian countries

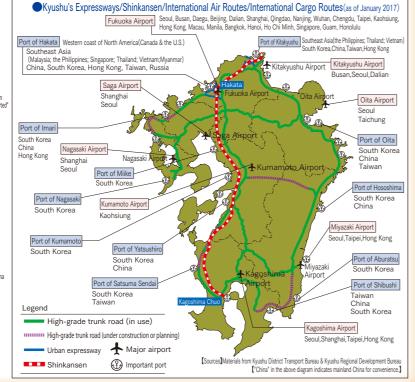
Kyushu has efficient connections to Asia. Flight time is shorter than that to/from Tokyo by approximately one hour or more.

	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

Major citie	es in Japan	Major cities in the r	est of Asia
Hiroshima	211km	Busan (South Korea)	214km
Osaka	486km	Seoul (South Korea)	535km
Tokyo	889km	Shanghai (China) Qingdao (China) Dalian (China)	873km 957km 990km
Sapporo	1,421km	Beijing (China)	1,422km

Excellent access to the down

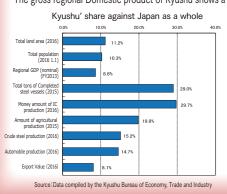


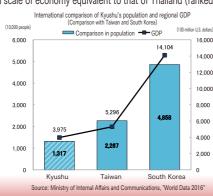
# Scale of Kyushu's economy

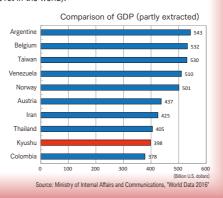
## Kyushu has a scale of economy equivalent to that of Thailand.

·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).







# 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

Health

# **Energy & Environment**

Agriculture

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

Sales promotion in overseas market

The marketing effort of "KYUSHU-BRAND"

Strengthening logistics and a transit system

production 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



## 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



- Tourism infrastructure development
- ·Promotion of "visits Kvushu"
- Promotion of visitor's stay /
- consumption



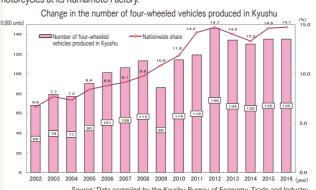
## Linkage with Cool Japan

# Kyushu's major industries

green

## 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.



# Kyushu is the major base for food production in Japan. Kyushu's agricultural production accounts for about 20% of that of entire Japan.

Production amount of major agricultural products (in descending order) in 2014 Agricultural products 1, 836 1, 618 1, 543 Broiler chicken Chicken eggs Raw milk Tomatoes Strawberries Mandarin orange Sweet potatoes Cucumbers

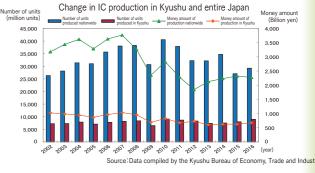
Source: Ministry of Agriculture, Forestry and Fisheries, "Statistics of Agricultural Income Produced

Tea (raw leaf)

Spring onions

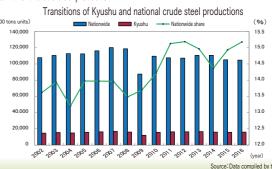
# High-value-added semiconductors

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.



# Sightseeing spots

# **UNESCO** World Heritage World Heritage List in July 2015.

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

# 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 [Nagasaki City]
- •Kumamoto Prefecture: Milke Coal Mine, Manda Pit; remains of the Milke 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

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





Aso Cuddly Dominion Aso City You can meet over 550 rare and cute animals and birds of 100 kinds in an extensive park site, featuring the rich nature of Aso. This animal theme park, focusing on entertainment" and "contact," is rare in the world.





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 of streets of Edo-period Ureshino, a prosperous post station on the Nagasaki-kaido Highway between Kokura and Nagasaki



Phoenix Seagaia Resort Miyazaki City This is a resort complex covering a vast area extending some 10 km north and south, containing hotels, convention halls, and spas, as well as a golf course.



This is a residential resort, reproducing Europea streets and offering an experience of Europea



# Flower Park Kagoshima lbusuki City This is among the largest theme parks in Japan. Some 400,000 subtropical plants of 2,400 kinds are planted and displayed in an extensive park site.

# Fukuoka Saga OITA-MIYAZAKI 3h10min Nagasaki Kumamoto Oita Miyazaki Kagoshima Kyushu Tabi Net QR Code

# History & Culture

> TRANSPORT



Former house of Den' emon Ito lizuka City Den'emon Ito, the coal-mine magnate of the Chikuho area, lived in this residence with the famous poet Byakuren Yanagihara, his second wife. This is a magnificent house built with luxury in every detail.



Kumamoto Castle is known as one of the three great castles in Japan. This castle is renowne for its beauty and towering stone walls calle "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.



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 translution.



YAKUSHIMA

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.

Oura Church Nagasaki City

Kurokawa Hot Spring 

Minamioguni Towi

# **Events & Festivals**



This is a festival modeled after the Chinese lunar Nev



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.



Hakata Gion Yamakasa 
Fukuoka City [July] This soul-stirring festival is an icon of Hakata. Decorated floats



Karatsu Kunchi Karatsu 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 skip. With a number of traditional point, language into this hot 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.



flow of 380 tons of spring water a day.





Ibusuki natural sand-steam spring •Ibusuki City Shosenkyu Hot Spring 

Miyazaki City Shosenkyu Hot Spring is named from "a palac with a hot spring flowing out from a pine tree 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

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.



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

Mt. Aso Aso City Mt. Aso has the largest caldera in the world

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.

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.



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.

Manarove forests Amami City Mangroves grow in profusion on delta land ormed between two rivers joining there You can experience an expedition through

# Foods



Ramen noodles <a>Fukuoka</a> 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



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 featuring high-quality meat and a firm texture, as well as a deep flavor.



agasaki champon 🌑Nagasaki Cit This is a representative Nagasaki-style Chines dish. A unique kind of noodles, different fror ombination of Japanese, Chinese and Dutch uisine in Nagasaki, where people from various 10 kinds of ingredients. It is filling and affordab



Miyazaki-grown mangoes are unique in that they are harvested when fully ripened. Sweet and creamy mango with a sugar content of 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 of dolls, including those depicting b women and children, are being created.



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







Rennu bamboo work Beppu City A wide variety of products, from daily necessaries to artistic crafts,



Associated with a construction of the Edo period" and "illusory jewels".



Amami City & Kagoshima City
This is silk textile featuring the
unique technique of mud dying and
the kasuri (splashed) patterns. It
has achieved special international

# 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.

ot 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: 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

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); @Programs 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.; 3 Programs 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 2-1-82 Watanabe-dori, Chuo-ku, Fukuoka City 810-004 Tel.: +81-92-761-4261

2-11-1 Hakataeki-higashi, Hakata-ku, Fukuoka City 812-8546 Tel.: +81-92-482-5423

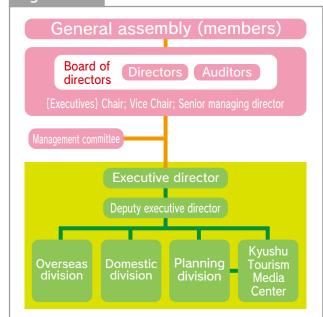
# Kyushu Tourism Promotion Organization Kyushu Tourism Promotion Organization (http://www.welcomekyushu.jp)



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.

# Organization



Contact: Kvushu Tourism Promotion Organization 2-1-82 Watanabe-dori, Chuo-ku, Fukuoka City 810-0004

# Strategies for Kyushu tourism

## Strategy I: Strategy for Kyushu branding

- 1) Creating 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
- 2Deregulation and system revision
- 3 Development of tourism human resources
- **4** Enhancement of tourism resources and hospitality in tourist des tinations in Kyushu

#### Strategy III: Strategy for attracting tourists to Kyushu

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

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

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

Email: qtp@welcomekyushu.jp Tel.: +81-92-751-2947