

Measure development of Kyushu

Industrial growth strategy in Kyushu·Okinawa (Earth Strategy)

Advancement efforts for all of Kyushu. The four strategic fields work together to aim for sustainable development as a gateway in Asia. Formulated in March 2014, and revised with an emphasis on cross-sectional measures based on new situational changes in July 2018.

Strategy Field

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

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



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

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

Cross-sectional Measures

Internationalization

- Utilization of global human resources, such as foreign students
- Promote international development of small and medium enterprises
- Vitalize foreign direct investment in Japan
- Social construction/work style reform for everyone to participate

Industrial human resources

Infrastructure maintenance

Manufacturing base

ICT/IoT etc. (the 4th Industrial Revolution)

Start-up / venture

Promoting unified Kyushu business exchange and information dissemination

- Training of expert human resources, etc., through industry-academia-government collaboration
- Early maintenance of the Kyushu Expressway Network
- Strengthening the airport gateway functionality
- Strengthening port functionality

- Utilize accumulated manufacturing technology, strengthen foundations
- Establishing new products and services

- Promote utilization of IoT
- Promoting information dissemination overseas

- Create venture businesses that can be active globally
- Support for university-originated ventures

- Utilizing a large-scale international sporting event to create business and disseminate info
- New demand acquisition and creation of business beyond industrial fields

Cooperation between Kyushu and Okinawa

- Business creation in the sports and health care fields
- Asian expansion utilizing the Naha Airport International Logistics Hub functionality
- Cooperative luring of international cruise ships



Kyushu Economy International

Kyushu Economy International Homepage
<http://www.kyushu-kei.org>
 Delivering information about Kyushu's business environment and international exchange business as needed.



○ 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.

○ In order to revitalize Kyushu and stimulate its autonomous development through international exchanges in industry, human resources, and more, it aims to publicize comprehensive information on Kyushu's appealing environment as a business location, its tourism resources, etc. to foreign countries and regions. Alongside this, it aims to promote the creation of innovation as well as balanced regional development through industrial exchange and the selection of Kyushu as a business location by inviting both domestic and overseas companies to visit.

Organization

Chairman	Chairman, Kyushu Economic Federation
Vice-Chairman	Chairman, Kyushu Federation of Chambers of Commerce and Industry
Members	Each Prefecture, Each Government Ordinance, Economic bodies, Industry Support Organization, Financial Institutions and Other Private Companies
Support organizations	Organization for Small & Medium Enterprises and Regional Innovation, Kyushu Branch Japan External Trade Organization (JETRO) Each Prefecture's Trade Information Center Japan International Cooperation Agency (JICA) Kyushu International Center (JICA Kyushu), Others
Adviser	Director, Kyushu Bureau of Economy, Trade and Industry (METI Kyushu) Director, Kyushu District Transport Bureau
Secretary-general	Senior Managing Director, Kyushu Economic Federation
Participation	Director-General, International Affairs Department, METI Kyushu Kyushu District Transport Bureau Tourism Department Director
Executive Office Director	Director-General, International Affairs Department, Kyushu Economic Federation
Secretariat	Kyushu Economic Federation International Affairs Department, METI Kyushu

Outline of operation

- 1. Planning and arrangements for 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. Industrial exchange «Industrial exchange between Kyushu and foreign countries»**
① Programs for economic and business exchanges with Asia (targeting the Pan-Yellow Sea Economic Zone, China, South Korea, and ASEAN); ② 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

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PROFILE OF KYUSHU 2020



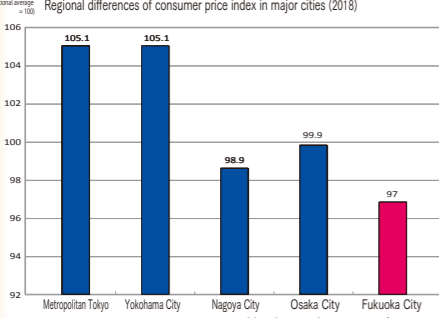
Kyushu - Gateway to Asia



Infrastructure information of Kyushu

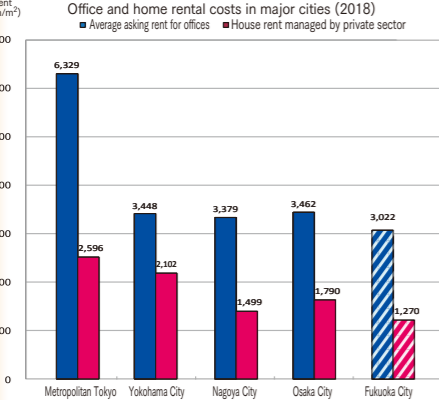
Advantage of Kyushu's infrastructure

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



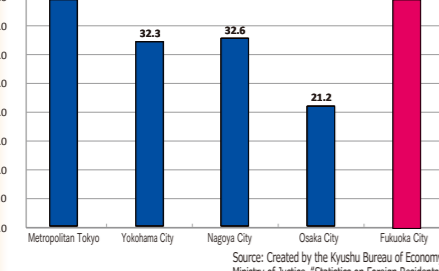
Office and home rental costs in Fukuoka City are about half of what they are in the 23 wards of Metropolitan Tokyo.

Office and home rental costs in major cities (2018)



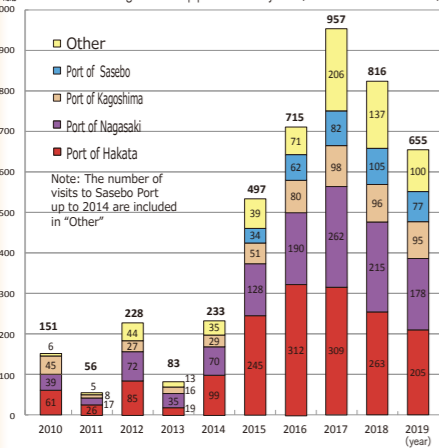
The rate of increase of foreign residents in Fukuoka city is at the top level for major cities.

Growth rate of foreign residents (2014-2019)



Port of Hakata is ranked second, and Port of Nagasaki is ranked third in the country for number of port visits by foreign cruise ships.

Number of foreign cruise ship port visits to Kyushu (Shimonoseki Port included)



Source: Created by the Kyushu Bureau of Economy, Ministry of Land, Infrastructure, Transport and Tourism "Port call results of cruise ships in 2018 (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.

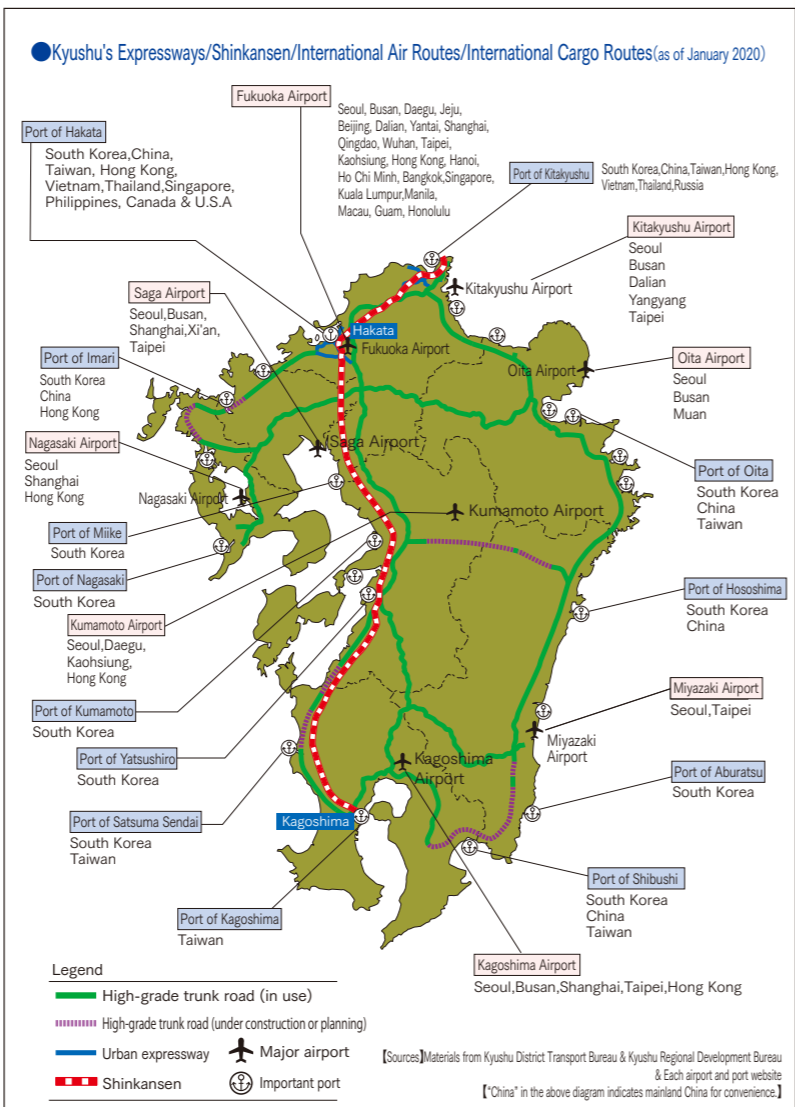
	Fukuoka	Tokyo (Narita)
Airport to the downtown area	10 min.	50 min.
Busan (South Korea)	55 min.	2 h. 30 min.
Seoul (South Korea)	1 h. 30 min.	2 h. 45 min.
Shanghai (China)	2 h.	3 h. 35 min.
Taipei (Taiwan)	2 h. 40 min.	4 h. 15 min.
Hong Kong	4 h.	5 h. 25 min.
Ho Chi Minh (Vietnam)	5 h. 30 min.	6 h. 55 min.
Bangkok (Thailand)	6 h.	7 h. 15 min.
Singapore	6 h. 35 min.	7 h. 40 min.

Each airport website

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	208km	Busan (South Korea)	209km
Osaka	486km	Seoul (South Korea)	539km
Tokyo	881km	Shanghai (China)	883km
		Qingdao (China)	958km
		Dalian (China)	986km
Sapporo	1,417km	Beijing (China)	1,432km

Geospatial Information Authority of Japan Website

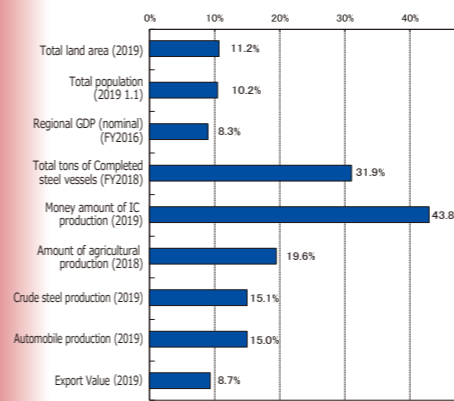


Scale of Kyushu's economy

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

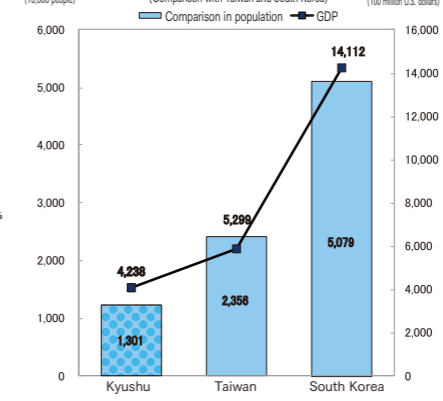
- Kyushu, located in the southwestern part of the Japanese archipelago, comprises seven prefectures: Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, and Kagoshima.
- Kyushu has a population of 13 million (10.2% of Japan's population), and accounts for about 10% of Japan as a whole in area and economic 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 27th in the world).

Kyushu's share against Japan as a whole



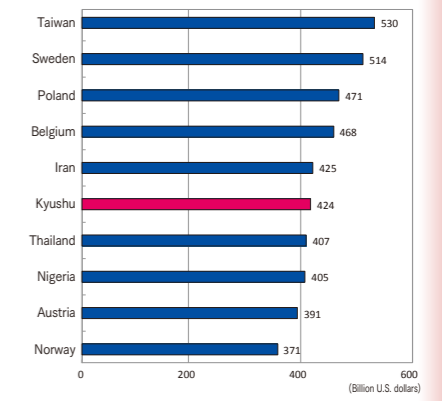
Source: Data compiled by the Kyushu Bureau of Economy, Trade and Industry

International comparison of Kyushu's population and regional GDP



Source: Created by the Kyushu Bureau of Economy, Ministry of Internal Affairs and Communications, "World Data 2019"

Comparison of GDP (partly extracted)



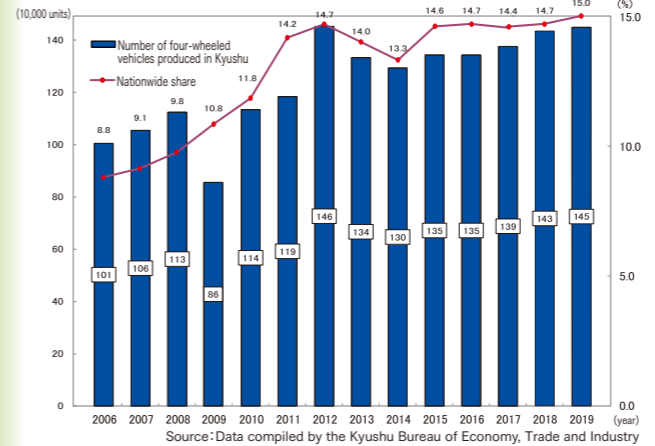
Source: Created by the Kyushu Bureau of Economy, Ministry of Internal Affairs and Communications, "World Data 2019"

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.

Change in the number of four-wheeled vehicles produced in Kyushu



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

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 2017 (Unit: 100 million yen)

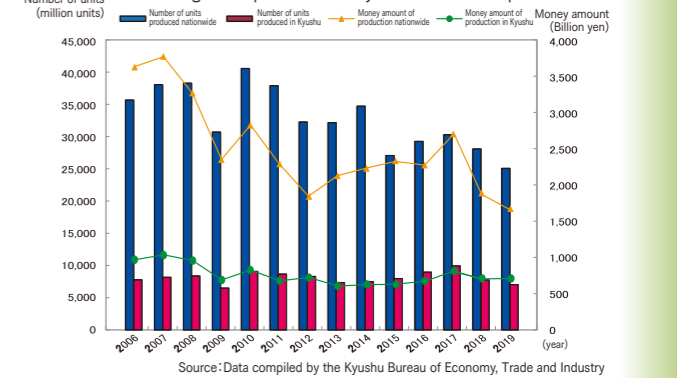
Agricultural products	Kyushu	Nationwide	The national ratio
1 Beef cattle	3,042	7,228	42.1%
2 Pig	1,933	6,575	29.4%
3 Rice	1,864	17,466	10.7%
4 Broiler chicken	1,655	3,578	46.3%
5 Chicken eggs	724	5,327	13.6%
6 Tomatoes	700	2,422	28.9%
7 Raw milk	658	7,414	8.9%
8 Strawberries	585	1,752	33.4%
9 Mandarin oranges	533	1,722	31.0%
10 Cucumbers	302	1,375	22.0%
11 Sweet potatoes	286	936	30.6%
12 Potatoes	264	1,259	21.0%
13 Tea (raw leaf)	259	647	40.0%
14 Radish	233	1,118	20.8%
15 Green onion	202	1,657	12.2%
Total output	18,356	93,787	19.6%

Source: Created by the Kyushu Bureau of Economy, Ministry of Agriculture, Forestry and Fisheries, "Statistics of Agricultural Income Produced"

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.

Change in IC production in Kyushu and entire Japan

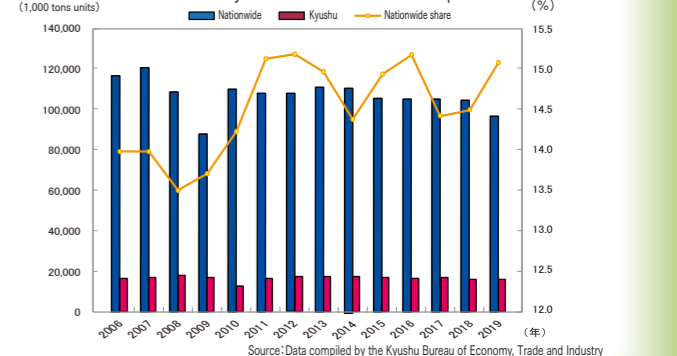


Source: Data compiled by the Kyushu Bureau of Economy, Trade and Industry

The birthplace of modern steel plants

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

Transitions of Kyushu and national crude steel productions



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

