

Industrial growth strategy in Kyushu • Okinawa



The Conference of Industrial Competitiveness
in Kyushu and Okinawa
March. 2014

- ◆ The conference of industrial competitiveness in Kyushu and Okinawa discussed the regional action plan toward the realization of the “Japan Revitalization Strategy” .
 - ◆ The conference is consist of governor’s association of Kyushu region, ordinance-designated city, and a private enterprise administrator, with observers from Kyushu bureau of government.
 - ◆ Based on the potential, power of the Kyushu economy the conference selected the next-growth industry which pulls the Kyushu economy towards 2020.
 - ◆ In the conference, four fields of the next-growth industry, which pull the Kyushu economy, was selected and 22 project are to be promoted.
- Implementation for the action plan is promoted by all Kyushu player collaborated industry-academia-government-financier

Potential of Kyushu (condition and subject)

Energy & Environment

- ①The north Kyushu area, one of the greatest global hydrogen research center areas
- ②A fuel-cell vehicle will be introduced to a general market in 2015 → all Kyushu action
- ③Automobile industry → enhancement of competitiveness as a base of next-generation industry
- ④Abundant potential renewable energy
~geothermal, wind farm (by ocean) ,etc~
- ⑤Accumulation of efficient thermal-power-generation
- ⑥Advanced demonstration system of energy management in the region ~smart community domestic demonstration in Kitakyushu
- ⑦Overseas development of a high-technology of environment, saving-energy , etc from Kyushu

Health

- ①Kyushu will be the Front runner at aging society, reaching the peak of the medical/nursing care demand ahead of other part of Japan, Asia, the world.
- ②Accumulation of high-tech industry ; semiconductor, robot, etc
- ③The accumulation of the medical treatment technology for blood and a blood vessels/Advanced region of endoscopic surgery
→Development of medical equipment based on on-site needs as a medical treatment robot etc
- ④The rich regional resource such useable as functional foods, cosmetics, etc and cooperation with the French cluster

Agriculture

- ①The food ration region in Japan ~The amount of agricultural production is twenty percent of the whole country.
- ②Proximity to Asia
- ③Production of safety food with making use of abundant nature
- ④The collaboration conference of economic organization about growth industry of agriculture in Kyushu was established in front of another region.

Tourism

- ①Proximity to Asia
- ②Kyushu tourism promotion organization was established in 2005 as a unified public organization representing the 7 prefectures and economic sector of Kyushu
- ③Kyushu Asia tourism island project was chosen as the comprehensive special area
- ④Tourist resources are abundant (rich in natural beauty, hot springs, islands, industrial tours)
- ⑤The number of international conference in Fukuoka city is only second to Tokyo

Kyushu Growth Strategy~4 Strategic Field~

The action plan to implement is using abundant nature with global perspective.

Interaction of four growth fields can achieve sustainable development

Kyushu, the gateway toward 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

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

Earth