Kyushu Economy International (KEI)

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

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. The organization is committed to fostering economic development through international exchanges in industry, human resources, and more. It aims to facilitate comprehensive information on Kyushu’s appealing environment as a business location. It also supports tourism, 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

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]

[Secretariat: President and 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.
- Advisor: Director, Kyushu Bureau of Economy, Trade and Industry (METI Kyushu); Director, Kyushu District Transport Bureau;
- Auditors: Organization for Small & Medium Enterprises and Regional Innovation, Japan, etc.
- Kyushu Electric Power
- Secretariat: Kyushu Economic Federation

Kyushu Bureau of Economy, Trade and Industry (METI Kyushu)

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Tel.: +81-92-761-4261

International Affairs Department, METI Kyushu
2-1-1 Hikaritakasari, Hikariku, Fukuoka City 812-8546
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Kyushu Tourism Promotion Organization

Kyushu Tourism Promotion Organization (https://www.welcomekyushu.com/)

The Kyushu Tourism Promotion Organization (KTPO) was founded in April, 2005 as an executive organization for the “Kyushu Tourism Strategy.” The strategy was established by the Regional Strategy Council, composed of the Kyushu Governors’ Association and major financial groups. The KTPO became a general incorporated association in April, 2014.

The organization is committed to promoting Kyushu Tourism Strategy in the aim to make Kyushu a “Tourism Kingdom,” which includes maintaining the system for welcoming visitors to the Kyushu region and activities to attract visitors targeting significant markets both domestically and internationally (domestic metropolitan areas as well as East Asia, the U.S., Europe, Australia, etc.).

Main points concerning the Kyushu Tourism Strategy

Strategy I: Strategy for Kyushu tourism branding

1. Creating a clear and attractive image of Kyushu
2. Disseminating the image through various channels according to the target country

Strategy II: Strategy for improving tourism infrastructure

1. Activities toward the improvement of physical and human infrastructure
2. Deregulation and system revision
3. Development of tourism human resources
4. Enhancement of tourism resources and hospitality in tourist destinations in Kyushu

Strategy III: Strategy for attracting tourists to Kyushu

1. Attraction of inbound international tourists (by country, city, and market)
2. Attraction of domestic tourists (by market and theme)
3. Common strategy (targeted at certain countries: PR strategy: use of media, etc.)

Strategy IV: Strategy for stimulating visitors’ consumption and long-term stays

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

Organization

General assembly (members)
- Board of directors
- Directors
- Auditors
- Executive director
- Deputy executive director
- Executive committee
- Overseas division
- Domestic division
- Planning division
- Kyushu Tourism Media Center

Contact: Kyushu Tourism Promotion Organization, Kyushu Tourism Media Center
2-1-2 Watanabe-dori, Chuo-ku, Fukuoka City 810-0004
Tel.: +81-92-751-2951

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

**Convenience in access to Asian countries**

Kyushu has efficient connections to Asia.

Flight time is shorter than that to Tokyo by approximately one hour or more.

Kyushu is as near to major cities in the world as to those in Japan.

<table>
<thead>
<tr>
<th>Country</th>
<th>Region</th>
<th>Time (min)</th>
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<tbody>
<tr>
<td>Tokyo</td>
<td>Japan</td>
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<td>Seoul</td>
<td>South Korea</td>
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<td>Shanghai</td>
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<td>Singapore</td>
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**The pitch of time zone clock of Kyushu**

The number of time zone clock of Kyushu is 12 hour.

**The number of foreign residents in Fukuoka City is top among major cities.**

- The number of foreign residents in Fukuoka City is 12,000.
- The number of foreign residents in Fukuoka City is 12,000.

**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 7.1 million (7.6% of Japan’s population), and accounts for about 10% of Japan as a whole in area and economic potential, including GDP, consequently being called “10% economy.”

**Kyushu’s major industries**

Kyushu is a leading automobile production center in Japan.

- Kyushu, where Toyota Motor, Honda, Mitsubishi, and Nissan Motor have their plants, is a major automobile manufacturing center.

**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 power semiconductor products, and Mitsubishi Electric Power Switch Factory, known for its power semiconductors used in household appliances and automobiles, also own factories located in Kyushu.

**The birthplace of modern steel plants**

Tosaka Steel Works, which used to be owned by the government and now belong to Nippon Steel & Sumitomo Metal Corporation, is one of the steel plants produced in Fukuoka, Kyushu. It accounts for about 14% of national crude steel production.

**Measures 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 system
- Reduced greenhouse gas emissions
- Producing and developing next-generation automobiles in Kyushu as a core

**Agriculture**

- Sales promotion in overseas market
- Development market chain and establishment of optimal production system
- Promoting “visits Kyushu”
- Promotion of visitor’s stay / consumption

**Tourism**

- Implementation of the tourist brand image
- Tourism infrastructure development
- Promotion of tourism / green tourism

**Healthcare tourism**

- Industrial creation of the preventive care health and medical treatment system
- Promotion of health-related tourism
- Activation of tourism and health-related industry

**Food and tourism / green tourism**

- Sales promotion in overseas market
- Development market chain and establishment of optimal production system
- Promoting “visits Kyushu”
- Promotion of visitor’s stay / consumption

**Infrastructure development of Kyushu**

- Efficient transportation network
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**Economy & Industry**

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**Food & Tourism**

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Sightseeing spots

Saga
Fully enjoy the blessings of two seas and fertile land, Hizen ceramics, famous healing hot springs and local sake.

Fukuoka
The gateway to Kyushu with both urban functions and suburban areas rich in nature.

Nagasaki
Sense the vestiges of western culture and experience an extraordinary atmosphere on a remote island.

Oita
Oita, Japan’s #1 hot spring prefecture & Loaded with alluring flavors too!

Kumamoto
An area with many of Kyushu best views where you can feel the majesty of nature.

Miyazaki
Enjoy southern seaside drives and spots with mystical energy where myths are alive.

Kagoshima
Kyushu’s southernmost prefecture with an active volcano brimming with power and the history of the Satsuma Domain.

UNESCO World Heritage

- World heritage sites [incorporated in 2017]
  The Sacred Island of Okinoshima and Associated Sites in the Munakata Region

- World heritage sites [incorporated in 2015]
  The Sites of Japan’s Meiji Industrial Revolution: Iron and Steel, Shipbuilding and Coal Mining

- World natural heritage site [incorporated in 1993]
  Yakushima

Photos provided by Saga Prefectural Tourism Federation, Kumamoto Prefecture Tourist Federation, Tourism Oita, Kagoshima Prefectural Tourism Bureau, Kyushu Tourism Promotion Organization.
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Contact: Kyushu Economic Federation International Department

2-1-82 Watarase-cho, Chuo-ku, Fukuoka City 810-0004
Tel.: +81-92-761-4261

International Affairs Department, METI Kyushu

2-1-11 Hakata-ku, Hakata-ku, Fukuoka City 812-8546
Tel.: +81-92-442-5423

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 "Importing information about Kyushu"
   Imparting information about the investment environment and economic-related programs in Kyushu through the website and PR sources

3. Industrial exchange "Industrial exchange between Kyushu and foreign countries"
   Programs for economic and business exchanges with Asia (Upgrading 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.

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

Kyushu Tourism Promotion Organization

Kyushu Tourism Promotion Organization (https://www.welcomekyushu.com/)

Organization

General assembly (members)

Board of directors
- Directors
- Auditors

Representative
- Executive director
- Deputy executive director

Division
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- Domestic division
- Planning division
- Kyushu Tourism Media Center

Main points concerning the Kyushu Tourism Strategy

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

Contact: Kyushu Tourism Promotion Organization, Kyushu Tourism Media Center

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Kyushu - Gateway to Asia