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

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 west of Asia as to those in Japan.

Excellent access to the down town area.

Measure development of Kyushu

Strategic 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 the various 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

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

Climatization 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 regional identity and system

Equalization of a business scale: Construction of stable supply system

Utilizing the renewable energy products in a farm village

Development of farming, ruralizing 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

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 11 million (7.8% of Japan’s population), and accounts for about 10% of Japan as a whole in area and economic total, including GDP, consequently being called “10% economy.”

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

- Kyushu’s share against Japan as a whole.

High-value-added semiconductors

Sony Semiconductor Manufacturing Corporation, known for its CMOS image sensors used in Cameraphones for Smartphones, the Renesas Group, known for its motor vehicle integrated circuits (microprocessors), and the 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

Toshiba Steel Works, which used to be owned by the government and now belongs to Nippon Steel & Sumitomo Metal Corporation, is one of the steel mills in Japan. Toshiba has the most modern steel-making plants with over 70% of the country’s crude steel production.

Edible oils

Soya and vegetable oil production are concentrated in the southern Kyushu.

Kyushu is the major base for food production in Japan.

Kyushu’s agricultural production accounts for about 20% of that on the entire Japan.

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Traditional Handy Crafts

Nature & Scenery

Events & Festivals

Theme Parks

Sightseeing spots

UNESCO World Heritage

Transport

History & Culture

Sightseeing spots

Component parts in the Kyoto area

The Site of Ancient Nara in Japan

Sightseeing spots

Component parts in the Kyoto area

Transport

Kyoto 1 Day Net
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.
- KEI is an organization that receives the support of major companies and government bodies in Kyushu, which mainly deals with economic activities, especially promoting regional development and businesses. Its main purpose is to boost the regional economy by promoting business and cultural exchanges between Kyushu and overseas regions.

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 »Importing information about Kyushu
   - Importing information about the investment environment and economy-related programs in Kyushu through the website and PR sources
3. Planning of internationalization strategies, etc.
   - Programs for economic and business exchanges with Asia (topping the Pan-Yellow Sea Economic Zone, China, South Korea, and ASEAN), etc.
   - Programs for sharing the latest information about overseas operation locations and market trends, the way of using support programs, and overseas business and the global economy, through holding seminars, etc.
   - Programs for supporting overseas operations of companies 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 and extended relationships with international students, who will be the bridge between Kyushu-based companies operating abroad and foreign countries.

Contact: Kyushu Economic Federation International Department
2-1-82 Watarase-dori, Chuo-ku, Fukuoka City 810-0044 Tele.: +81-92-761-4261

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.
- The main purpose of the organization is to promote the introduction of 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.

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

Strategy for Kyushu tourism:
- **Strategy I: Strategy for Kyushu branding**
  1. Creating a clear brand image of Kyushu
  2. Disseminating the image through various channels according to 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 (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
  2. From passing-by tourism to residential tourism (development of night attractions, etc.)
  3. From one-night stay to multiple stays (invitation of residential-type events)

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