Measure development of Kyushu

Industrial Strategy for Kyushu-Okinawa Regional Growth—Kyushu-Okinawa Earth Strategy II

This Kyushu-Okinawa Regional Council for Industrial Competitiveness promotes initiatives in four strategic areas that leverage Kyushu and Okinawa’s strengths to achieve the sustainable development of Kyushu, a gateway to Asia and its role in building a new world.

The Council developed this strategy in 2014 under a public-private partnership. As of 2021, 21 projects are underway on Stage II, incorporating new perspectives.

Strategic Areas

- Clean Energy & Environment
- Medical, Healthcare, and Cosmetics
- Agriculture, Forestry, Fisheries, and Food
- Sightseeing Tourism

Cross-cutting Initiatives

- SDGs
- Advanced Technologies
- Diversity Management
- Global Human Resources

Four Common Perspectives

SDGs
Advanced Technologies
Diversity Management
Global Human Resources

21 projects promoted under the Kyushu-Okinawa Earth Strategy II

Four Strategic Areas

Clean
- Project on Innovation of Hydrogen Energy Society
- Project on Performing Renewable Energy System for Settlement and High-Quality Living
- Project on Establishing Base for Renewable Energy Development

Medical, Healthcare, and Cosmetics
- Project on Performing Base for Healthcare Industry

Agriculture, Forestry, Fisheries, and Food
- Project on Performing Base for Organic Products and Brick Industry

Sightseeing Tourism
- Project on Performing Base for Tourism Industry

Kyushu Economy International

Kyushu Economy International (KEI) is a unique organization for international economic exchange for Kyushu in cooperation with local public organizations, economic organizations, and private companies in the region.

Organization

- Chairman: Kyushu Economic Federation
- Vice-Chairman: Kyushu Federation of Chamber of Commerce and Industry

Members: Each prefecture, each government-designated city, economic organizations, industrial support organizations, financial institutions, and other private companies

Support Organizations:

- Organization for Small & Medium Enterprises and Regional Innovation, Kyushu Branch
- Each Prefectural Trade Promotion Center of Japan External Trade Organization (JETRO)
- Kyushu International Service Center
- Japan International Cooperation Agency (JICA)
- Other

Adviser:

- Director, Kyushu Bureau of Economy, Trade and Industry

Secretary-General:

- Director-General, Kyushu Economic Federation

President:

- Director, International Affairs Department, Kyushu Bureau of Economy, Trade and Industry

Secretary:

- Director, International Transportation Bureau, Kyushu Bureau of Economy, Trade and Industry

Inquiries:

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Summary of operations

1. Planning and preparing internationalization strategies
   KEI conducts plans for effective collaborative projects and surveys for the entire Kyushu region and implements them while exchanging opinions and sharing information among its members.

2. Public relations and information dissemination
   KEI utilizes its website and public relations materials related to the Kyushu economy and widely disseminates information both here and abroad on Kyushu’s business environment and corporate support projects that have expanded.

3. Economic exchange
   (1) Economic exchange projects with the Asian region (e.g., Yellow Sea region, China, South Korea, and ASEAN)
   (2) Seminars to provide information on overseas business and economic situations, including the latest overseas local information, market trends, and support systems usage.
   (3) Overseas exhibitions, business meetings with overseas buyers, etc., to support an expansion of sales channels in Asia, Europe, the United States, etc.
   (4) KEI develops a wide range of overseas expansion support and economic exchange projects, including the above.

4. Personnel exchange
   KEI promotes mutual understanding between Kyushu companies and global human resources, such as international students, and the recruitment and retention of international students in Kyushu companies. Accordingly, KEI implements projects, including opportunities for exchange and making contact points.

5. Investment promotion
   KEI collects information on the promotion of investment (external investment) in Kyushu, implements external promotion, and makes efforts to promote investment in various sectors of Kyushu.

Kyushu - Gateway to Asia

PROFILE OF KYUSHU 2022

Kyushu Economy International website
http://www.kyushu-ei.org

Kyushu Economy International (KEI) provides information on Kyushu’s business environment and international exchange projects, from time to time.

Kyushu Economy International

OKI was established in July 2001 as a unified organization for international economic exchange for Kyushu in cooperation with local public organizations, economic organizations, and private companies in the region.

OKI aims to revitalize and autonomously develop Kyushu through international exchanges and personnel exchanges between Kyushu and overseas projects.

Therefore, KEI publicizes Kyushu’s attractive international location environment and environmental resources to overseas countries in an integrated manner. At the same time, KEI promotes innovation and a harmonious regional promotion through industrial location and industrial exchange, by attracting both domestic and foreign companies.