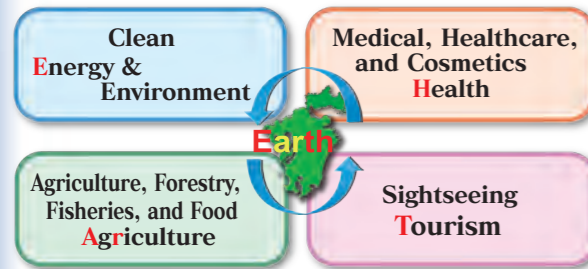


Measure development of Kyushu

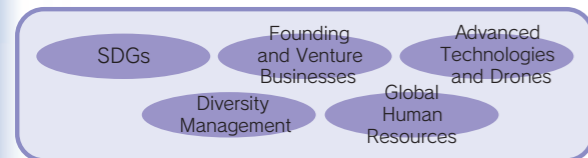
Industrial Strategy for Kyushu-Okinawa Regional Growth—Kyushu-Okinawa Earth Strategy II

The 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 trying its best to work on solving new issues. The Council developed this strategy in 2014 under a public-private partnership. As of 2021, 21 projects are underway on Stage 2, incorporating new perspectives.

Strategic Areas



Cross-cutting Initiatives



Four Common Perspectives



21 projects promoted under the Kyushu-Okinawa Earth Strategy II

Four strategic areas	21 projects promoted under the Kyushu-Okinawa Earth Strategy II
Clean	Project on Realizing Kyushu Hydrogen Energy Society
	Project on Promoting Industrial Base Formation for Geothermal and Hot Spring Heat Energy
	Project on Establishing Base Formation for Marine Renewable Energy Industry
	Project on Promoting Asia's Advanced Base Formation for Northern Kyushu Automotive Industry
	Project on Establishing Base for Organic Photonics and Electronics Industry
	Project on Promoting Industrial Base Formation for Kyushu and Asia Environmental Energy Industry
	Project on Promoting Healthcare Industry
	Project on Creating Innovative Medical Products
	Project on Promoting Biotechnology Industry
	Project on Promoting Karatsu Cosmetics Initiative
Medical, Healthcare, and Cosmetics	Project on Promoting Kyushu Food Exports
	Project on Promoting Smart Agriculture
	Project on Promoting Smart Fisheries Industry
	Project on Promoting Innovation from Agricultural, Mountain, and Fishery Areas
	Project for Kyushu Tourism Strategy
Agriculture, Forestry, Fisheries, and Food	Project on Promoting Kyushu SDGs Management
	Project on Promoting Founding and Venture Businesses
	Project on Promoting Advanced Technology Utilization
	Project on Promoting Drone Industry
	Project on Promoting Use of Lightweight Ruby for Embedded Software in Manufacturing
Sightseeing	Project on Promoting Development and Utilization of Global Human Resources
Cross-cutting initiatives	

PROFILE OF KYUSHU 2024

Kyushu - Gateway to Asia



Kyushu Economy International

Kyushu Economy International website
<http://www.kyushu-kei.org/>
 Kyushu Economy International (KEI) provides information on Kyushu's business environment and international exchange projects, from time to time.



○KEI 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.
 ○KEI aims to revitalize and autonomously develop Kyushu through industrial exchanges and personnel exchanges between Kyushu and overseas projects. Therefore, KEI publicizes Kyushu's attractive industrial 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 domestic and foreign companies.

Organization

Chairman	Chairman, Kyushu Economic Federation
Vice-Chairman	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 Information Center of Japan External Trade Organization (JETRO) Kyushu Center, Japan International Cooperation Agency (JICA Kyushu) and others
Advisors	Director, Kyushu Bureau of Economy, Trade and Industry Director-General, Kyushu District Transport Bureau
Secretary-General	Managing Director, Kyushu Economic Federation
Counselor	Director, International Affairs Department, Kyushu Bureau of Economy, Trade and Industry Director, Tourism Department, Kyushu District Transport Bureau
Secretary-general	Director, General Administration and International Affairs Department, Kyushu Economic Federation
Secretariat	General Administration and International Affairs Department, Kyushu Economic Federation International Affairs Department, Kyushu Bureau of Economy, Trade and Industry

Summary of operations

- 1. Planning and proposing internationalization strategies**
 KEI considers plans on effective collaborative projects and surveys for the entire Kyushu region and implements them while exchanging opinions and sharing information among KEI members.
- 2. Public relations and information dissemination**
 KEI utilizes website and public relations materials related to the Kyushu economy and widely disseminates information both home and abroad on Kyushu's business environment and corporate support projects on overseas expansion.
- 3. Economic exchange**
 - (1) Economic exchange projects with the Asian region (e.g., Yellow Sea region, China, South Korea, and ASEAN)
 - (2) Seminars etc. to provide information on overseas business and economic situations, including the latest overseas local information, market trends, and support system usage.
 - (3) Overseas exhibitions, business meetings with overseas buyers, etc. to support an expansion of sales channels in Asia, Europe, the United States, etc. 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 (internal investment) in Kyushu, implements external promotion, and makes efforts to promote investment in various parts of Kyushu

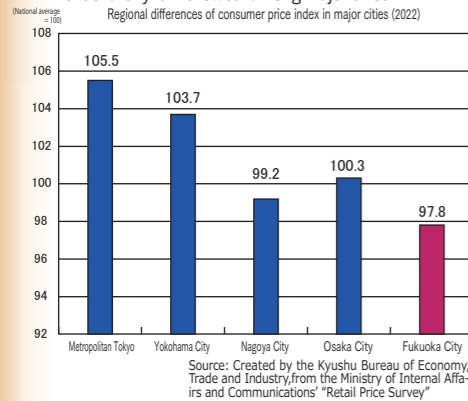
Inquiry: Kyushu Economic Internationalization Secretariat
 <E-mail> kei-info@kyushu-kei.org
 General Administration and International Affairs Department, Kyushu Economic Federation
 Denki Building Kyosokan 6F, 2-1-82 Watanabe-dori, Chuo-ku, Fukuoka 810-0004
 Tel. 092-761-4261

International Affairs Department, Kyushu Bureau of Economy, Trade and Industry
 Fukuoka National Government Building 7F, 2-11-1 Hakataeki-Higashi, Hakata-ku, Fukuoka 812-8546
 Tel. 092-482-5423

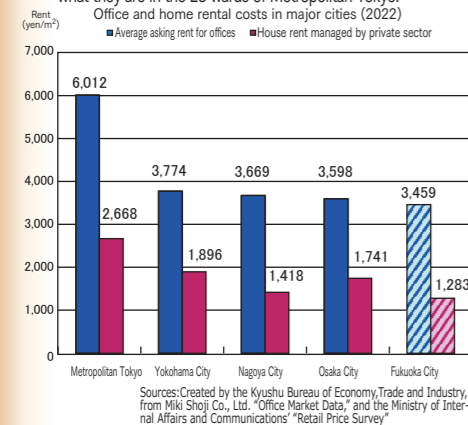
Infrastructure information of Kyushu

Advantage of Kyushu's infrastructure

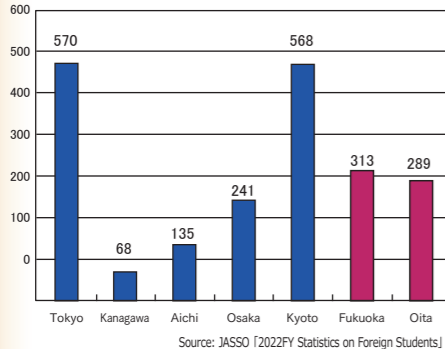
The regional difference index of consumer prices in Fukuoka City is the lowest among major cities.



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



The number of foreign students in Fukuoka and Oita surpasses Tokyo.



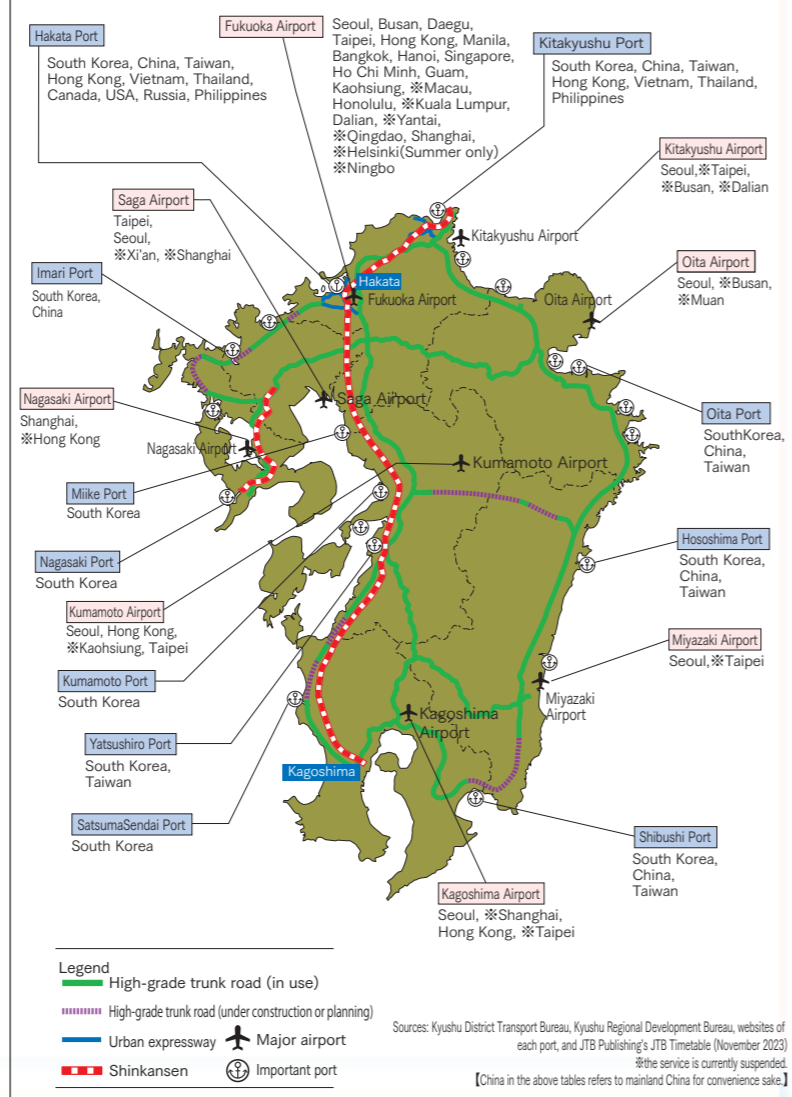
Convenience of Access to Asian Countries

The network to Asia is also substantial. The flight time is more than an hour shorter than that from Tokyo.

	Fukuoka	Tokyo (Narita)
Airport to city center	10 minutes	50 minutes
Busan (Korea)	50 minutes	2 hours 30 minutes
Seoul (Korea)	1 hour 20 minutes	2 hours 30 minutes
Shanghai (China)	2 hours	3 hours 10 minutes
Taipei (Taiwan)	2 hours 35 minutes	4 hours 05 minutes
Hong Kong	3 hours 55 minutes	5 hours 15 minutes
Ho Chi Minh (Vietnam)	5 hours 40 minutes	6 hours 35 minutes
Bangkok (Thailand)	5 hours 45 minutes	7 hours
Singapore	6 hours 35 minutes	7 hours 30 minutes

Source of flight time: JTB Publishing's JTB Timetable (November 2023)

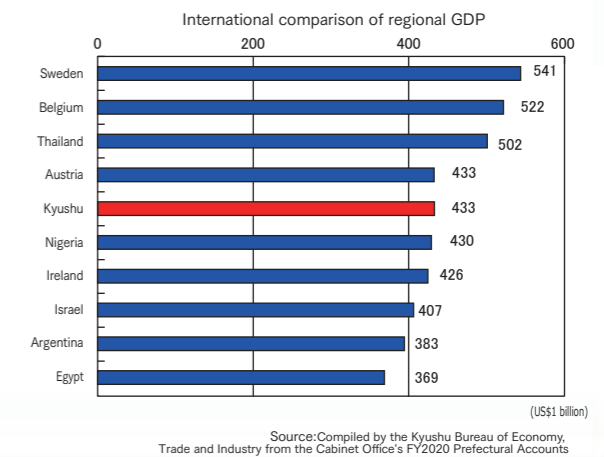
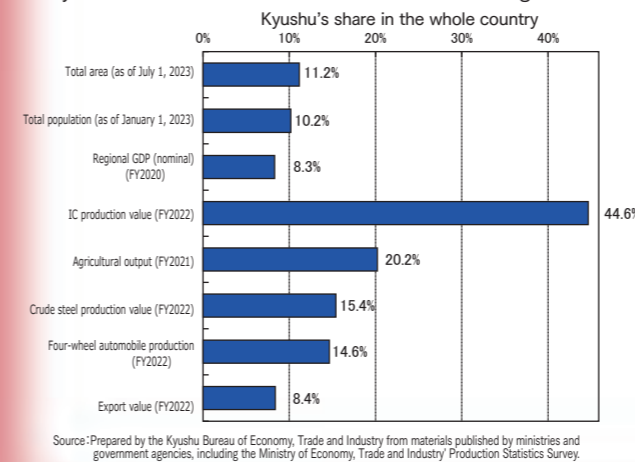
Kyushu's Expressway, Shinkansen, International Air Route, International Container Route (as of November 2023)



Kyushu's Economic Scale

Kyushu is about the same in economic scale as Austria and Nigeria.

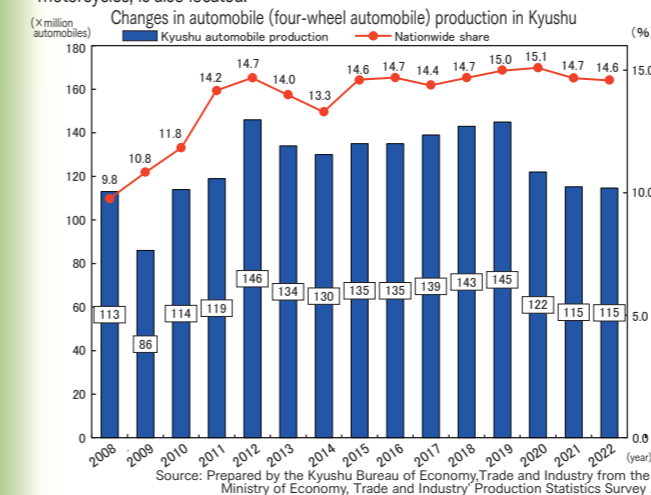
- Kyushu is located in the southwestern part of the Japanese archipelago and consists of seven prefectures: Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, and Kagoshima.
- The population of Kyushu is about 12.74 million, 10.2% of the national population. The area and GDP are about 10% of the whole country, and Kyushu's economic scale is called a "10% economy."
- Kyushu is about the same in GDP as Austria and Nigeria.



Kyushu's major industries

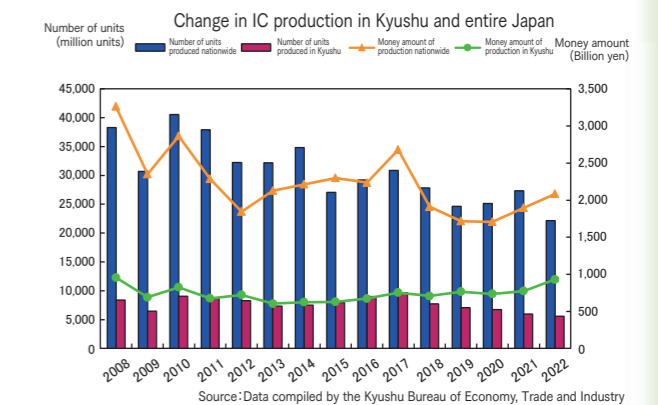
Kyushu is one of Japan's leading automobile production bases

Toyota Motor Kyushu Co., Ltd., Nissan Motor Kyushu Co., Ltd., Nissan Shatai Kyushu Co., Ltd., and Daihatsu Kyushu Co., Ltd. operate in Kyushu. The automobile production capacity exceeds 1.5 million units, and the national share of the production volume is approximately 15%. Furthermore, Honda Motor Co., Ltd.'s Kumamoto Factory, which produces motorcycles, is also located.



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.



Kyushu as Food Production Base of Japan

Kyushu's agricultural output accounts for about 20% of the national total. Major agricultural output (in descending order of production) 2021 (Unit: 100 million yen)

Agricultural products	Kyushu	Nationwide	Nationalratio
1 Beef cattle	3,169	7,662	41.4%
2 Pig	2,008	6,445	31.2%
3 Broiler chicken	1,833	3,740	49.0%
4 Rice	1,469	13,751	10.7%
5 Chicken eggs	746	5,549	13.4%
6 Raw milk	700	7,863	8.9%
7 Strawberries	654	1,834	35.7%
8 Tomatoes	571	2,182	26.2%
9 Mandarin oranges	567	1,651	34.3%
10 Potatoes	374	1,369	27.3%
11 Cucumbers	305	1,255	24.3%
12 Sweet potatoes	241	994	24.2%
13 Tea (raw leaf)	219	495	44.2%
14 Green peppers	204	517	39.5%
15 Eggplants	192	822	23.4%
Total output	17,905	88,600	20.2%

Source: Prepared by the Kyushu Bureau of Economy, Trade and Industry from the Ministry of Agriculture, Forestry and Fisheries's Production Agricultural Income Statistics.

Concentration of steel and steel industries that contributed to the modernization of Japanese industry

Kyushu has Nippon Steel Corporation's Kyushu Works, and Kyushu's crude steel production accounts for about 15% of the national total.

