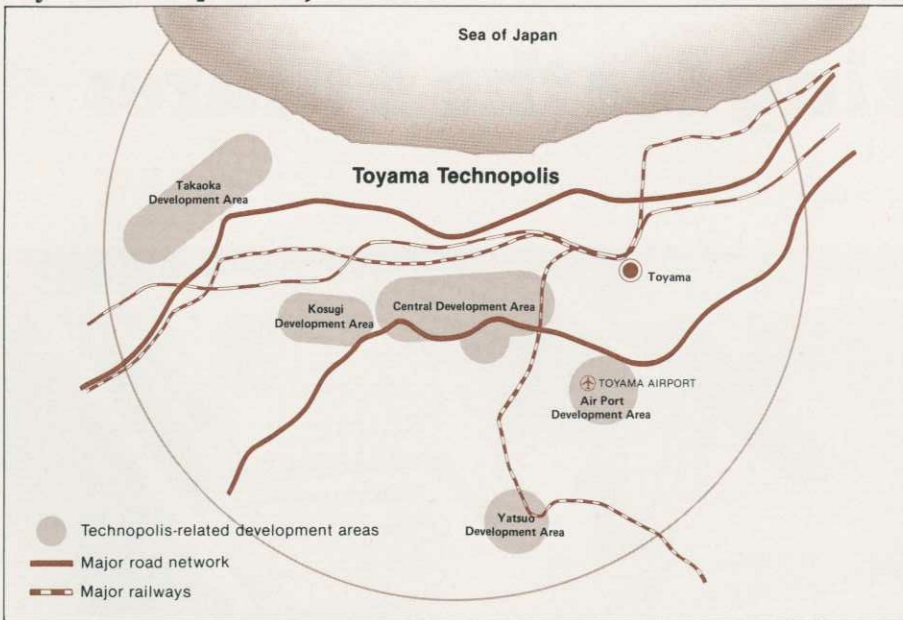


Toyama Technopolis Projects



all, 80ha. for industrial use) and the Toyama new port industrial park (421ha. of which 113ha. are still for sale).

Siting incentives

The following major incentives are offered directly by the prefectural government:

(1) Land incentives

- Toyama Yatsuo industrial park
15% of land price subsidized
- Toyama new port industrial park

land price discounted up to 25%

Other areas

- (a) ¥120 million financial grant from prefecture and municipalities for land acquisition
- (b) ¥60 million financial grant from prefecture and municipalities for site landscaping and improvement

(2) Tax incentives

The real estate acquisition tax, business taxes and fixed asset tax are either waived or reduced for companies locating in the prefecture. Tax exemptions and reduc-

tions are effective for three years for business and fixed asset taxes, but vary slightly depending on the factory location.

An additional 30% write-off on industrial machinery and equipment is allowed in the first year of depreciation for the Toyama technopolis area.

Incentives for foreign-affiliated enterprises

Foreign-affiliated enterprises not only qualify for the general incentives described above but also for a number of others, such as information services, urban infrastructure improvements required for comfortable living, and academic and cultural exchanges. The Industrial Location Promotion Headquarters, headed by Governor Yutaka Nakaoki, is responsible for promotional activities ranging from introducing prospective sites to improving the industrial infrastructure, arranging siting incentives, and offering advice on employment. The center's wide-ranging activities help ensure that all goes well even after the plant begins operation.

Toyama Prefecture is host to many international enterprises, including YKK which has operations around the world. Multinational machinery and electrical appliance makers and banks are also located in Toyama, many working in close cooperation with foreign-owned firms. ●

For further information, write to: Commerce and Industrial Division, Toyama Pref., 1-7 Shinsogawa, Toyama City 930 or call 0764 (31) 4111, Ext. 506.

Prefectural Perspective

At the Foot of Mt. Fuji: Shizuoka

By Tadashi Ezaki

Mt. Fuji, the tallest mountain in Japan and one of the most beautiful in the world, is a symbol not only of the nation but also of Shizuoka Prefecture. Fuji can easily be seen by passengers aboard jetliners cruising at 20,000 ft. on their way to and from Narita International Airport. And from the top of the mountain one can command a bird's eye view of Shizuoka and its meandering coastline.

Mt. Fuji is a mark of prefectural identity and an oft-used motif in publications issued by Shizuoka's local governments and business corporations. The huge volcano and other sightseeing spots, including the Japan Alps and plentiful hot springs, attract hundreds of thousands of visitors both from the rest of the country and from abroad.



Mt. Fuji, a symbol of Shizuoka Prefecture

Tadashi Ezaki is director of the Department of Commerce and Industry, Shizuoka Prefecture.

Industry and prefectural policy

Shizuoka Prefecture is divided into four industrial zones. The easternmost zone, the Higashi-Surugawan Industrial District, boasts a number of industrial parks housing major enterprises and their research institutes. This district is surrounded by the lush natural environment at the base of Mt. Fuji. Situated near Tokyo along National Highway 246, it has earned another name for itself: the Route 246 Technobelt.

The Seisei-Oigawa Industrial District, including as it does the prefectural capital, is well known for the traditional industries that have thrived in this area since the Tokugawa period. In recent years a new wave of industrial innovations has swept the district, introducing high technology into many production processes.

The Chuen Industrial District contains many consumer-oriented enterprises, as well it might, given its location between Japan's two largest consumer markets—Tokyo and Osaka. It is also blessed with a mild climate, rich and varied plains, and abundant labor. This district is believed to have greater growth potential than any of the other three.

The Seien Industrial District is well known as the birth place of such world-renowned companies as Honda, Yamaha and Suzuki. Small and medium-sized R&D-oriented enterprises dot the area. A technopolis or technology-intensive city replete with integrated industrial, academic and residential facilities, is now under construction in the district, with the

blessing of the Ministry of International Trade and Industry (MITI).

The Commerce and Industrial Division of the Shizuoka prefectural government pursues three basic policies—refinement of the industrial structure, revitalization of the local economy, and stabilization of corporate management.

The first policy entails five specific measures—the development and introduction of high-technology industries; construction of a technopolis; promotion of research and development; development of local industries; and facilitation of industrial location. These measures are being carried out through the close cooperation of industry, government and academia.

Factory location in Shizuoka

A combination of factors make Shizuoka Prefecture an excellent site for factories and plants. These include the natural environment; the well-developed traffic system, including the Tomei Expressway and the Tokaido Shinkansen or bullet train high-speed rail line; high-quality labor; and a solid base of supporting industries. Moreover, the prefectural government provides administrative services with regard to land acquisition, factory construction and operation, and other essential activities of incoming enterprises. Shizuoka is proud of the quality of the incentives that are available to new businesses in the prefecture, including foreign-affiliated companies.

More than 30 foreign-owned firms are already at home in Shizuoka. They include Texas Instruments, R. P. Scherer,

Seagram, Burroughs, Procter & Gamble, Revlon International, 3M, Nestle, EMI, Hoechst, and Roche. Says the vice president of a European machinery maker which recently opted to build a factory at the foot of Mt. Fuji: "We have been particularly impressed by the good will shown by prefectural officials and by the kind services they have given us. We are grateful for what they did for us regarding land and development. They did a fine job in providing all the necessary information on the factory site and preparing a detailed development schedule. That is why we decided to come to Shizuoka."

Shizuoka looks to the world

Shizuoka is promoting cultural exchanges with many countries. Seventeen prefectural cities and towns now have sister relations with cities in the United States and Western Europe. The prefecture maintains similar ties, or friendship affiliations, with Zhe-jiang Province in China, and also has an exchange agreement with California. Prefectural officials are stationed in Los Angeles to promote the exchange of information, and friendship, between Shizuoka and California.

Sharing the same latitude as such leading U.S. sun belt cities as Los Angeles, Phoenix, Dallas and Atlanta, Shizuoka Prefecture is preparing for the future as the sun belt of 21st century Japan. ●

For further information, write to: the Section of Industrial Location, Industry Division, Dept. of Commerce and Industry, Shizuoka Prefecture, 9-6 Ohte-machi, Shizuoka City 420 or call 0542 (21) 2511.

Prefectural Perspective

The Land of Plenty: Oita

By Tatsuro Yoshiyama

Oita Prefecture is located in the north-east of Kyushu, the southernmost of the four major islands of the Japanese archipelago. Facing the Seto Inland Sea, it has been a hub of seaborne transportation since antiquity. Covering a total area of 6,332 square kilometers, extending 119 kilometers east to west and 106 kilometers from north to south, Oita takes in 1.7% of the total surface area of Japan.

Blessed with a mild climate, the prefecture's geography is notable for its diversity, encompassing mountains, valleys, plateaus, sea coasts, and hot springs.

Oita was known as the "land of plenty" in ancient Japan, and has always been connected by sea to the country's political and economic heartland. The high level

of culture it maintained even in those distant days is evidenced by scores of historic relics, including spectacular temples and shrines.

During the 16th century, Otomo Sorin, then the feudal ruler of northern and central Kyushu, protected Japanese Christian converts and introduced foreign culture. Through his efforts, Oita evolved into a key point of contact between Japan and the West.

Prefectural development policy

Oita Prefecture is seeking to build a regional community where residents can enjoy their lives in both material and spir-

itual prosperity. The yardstick for measuring this prosperity has sometimes been called "gross national satisfaction" (GNS).

To create such a community, Oita Prefecture is promoting two measures. One is the "one village, one product" movement. The philosophical backbone of this movement is self-help. It is designed to develop products characteristic of individual villages or areas—products that can be marketed not only throughout Japan but throughout the world. The movement is intended to make Oita a prefecture unique in Japan, providing its residents with an incentive to stay in their home districts rather than migrate to Japan's overcrowded central cities.

The other measure is to promote five