

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

bleasing 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



Aerial view of Oita District New Industrial City

primary regional projects. The prefecture has been divided into five regions, with each assigned a strategic project. The regions will be linked by an integrated traffic network to achieve well-balanced development.

One such industrial development project is aimed at constructing an "Oita District New Industrial City" in the region including Oita City, the seat of the pre-

fectoral government. This project was launched in 1959, beginning with land fills in the city's coastal area. Today the reclaimed land is home to factories and plants operated by steel, oil refining and petrochemical companies.

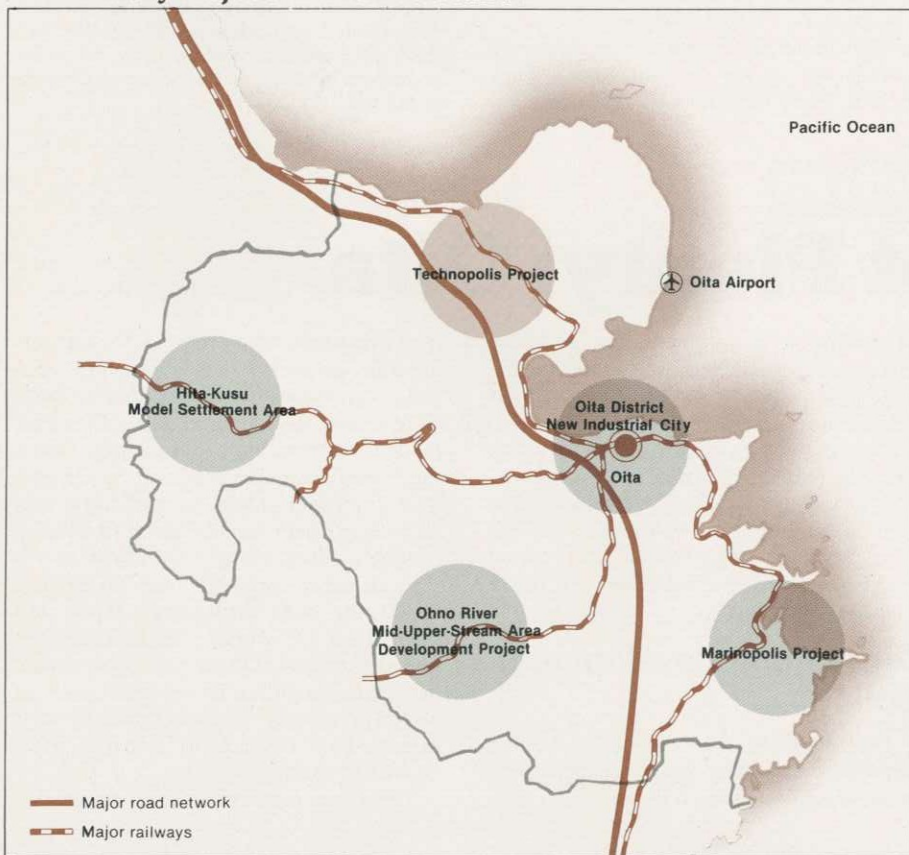
The Toyo-no-kuni technopolis project, meanwhile, is designed to build a center for high-technology industries such as electronics, mechatronics and biotech-

nology in the north of the prefecture centering on Oita airport. This technopolis, now under construction, will be located within a radius of 50 kilometers from the airport. The new industries will be supported by research and development facilities, including universities and research institutes. In addition, a comfortable living environment will be created for area residents. Thus industrial, research and residential functions will all be effectively integrated within the technopolis.

Numerous well-known Japanese and foreign companies have already set up factories in the technopolis district or have decided to do so. They include Toshiba Corporation, Canon Inc., Kyushu Matsushita Electric Co., NEC Corp., Sony Corp., Texas Instruments Japan, Ltd., Materials Research Corporation, and Searle Yakuhin K.K.

There are good reasons for these enterprises choosing Oita for their industrial operations. It is only 85 minutes from Oita airport to Tokyo, and 50 minutes to Osaka. The airport is already slated for expansion to handle international passenger and freight traffic. The trans-Kyushu highway and the north-south highway now under construction will link Oita to Fukuoka and Kita-kyushu, two major consumer markets on the island. Moreover, high-quality labor is available in abundance. The scenic beauty of the prefecture is another powerful attraction.

Five Primary Projects in Oita Prefecture



An open community

Oita Prefecture is completely open to both Japanese and foreign-affiliated enterprises. They are fully entitled to equal treatment, including many investment incentives.

In the northern technopolis, companies are eligible for special depreciation on new machinery and buildings in high-technology industries, as well as partial exemption from the fixed asset tax on experimental and research equipment, and special financing from the Industrial Bank of Japan. In addition, various regional development statutes provide for complete or partial exemption of fixed asset, business and real estate acquisition taxes in designated areas. Moreover, the prefecture has its own system of subsidies for the construction of environmental protection and pollution control facilities.

Finally, industrial sites are being prepared in advance for the entry of new enterprises. These areas, located in a fully equipped industrial park, can be developed flexibly to meet the particular needs of different industries. ●

For further information, write to: the Planning and Coordination Division, General Planning Office, Oita Pref., 3-1-1 Ohte-machi, Oita City 870 or call 0975 (36) 1111, Ext. 2018