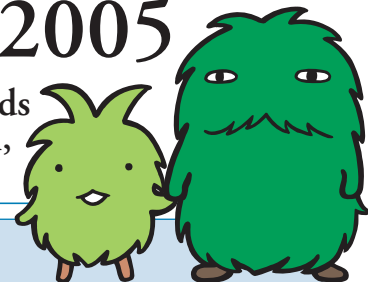




Photo: Aichi Prefectural Tourist Association Tokyo Information Center

# Greater Nagoya: A Captivating Site for Expo 2005

Central Japan Abounds  
in Industrial Tourism,  
History and Nature



Ministry of Economy,  
Trade and Industry, Japan (METI)  
Japan Association for the 2005 World Exposition

THE 2005 World Exposition will be held from March 25 to Sept. 25, 2005 in the Nagoya Eastern Hills, Aichi Prefecture, at the heart of Japan. Aichi Prefectural Government and the city of Nagoya will play host to Expo 2005. Aichi lies nearly in the center of Japan and a rich culture has flourished in the region since the 7<sup>th</sup> and 8<sup>th</sup> centuries. Greater Nagoya economic area (Aichi, Gifu and Mie Prefectures), also features a concentration of high-tech industry.

Based on the theme of “Nature’s Wisdom,” the goal of EXPO 2005 is to reexamine the awe-inspiring power of regenerable nature and to suggest new relationships between humanity and nature for the 21<sup>st</sup> century. EXPO 2005 will show new formulas for sustainable, recycling societies.

The traditional Japanese lifestyle has long been based on living in harmony with nature. This characteristic is particularly noteworthy in the context of the present global environment and one that deserves worldwide attention. EXPO 2005 will feature the environmentally friendly practices of day-to-day life in Japan using the technologies that Japan is also proud to present to the world.

The Greater Nagoya area played an important role in the history of Japan. Located at the heart of the country, it has always been a strategic distribution and transportation point.

It is the home town of three *samurai* heroes who played an important role in the unification of Japan under a single leader during the Warring-States period.

Today, Greater Nagoya is the third largest of Japan’s major economic zones. The region’s GDP represents roughly 10% of national GDP, totaling U.S. \$420 billion, a figure that exceeds the GDPs of Australia and the Netherlands.

It also has a long tradition of artisanship, including *karakuri* mechanical dolls and pottery, and traditional skills have been adapted to automobiles, fine ceramics as well as aerospace and other high-tech industries. The headquarters for Toyota, Noritake and other world-famous corporations are situated in the area, and the H-II A rocket was also developed here by Mitsubishi Heavy Industries, Ltd. Aichi has shipped the largest volume of manufactured goods in Japan for more than 25 consecutive years since 1977.

The high-end technologies found in significant concentration in Greater Nagoya include the photocatalysts used in air purification and fuel cell powered vehicles that reduce CO<sub>2</sub> emissions. Such technologies help to decrease the burden on the environment.

Despite being an urban metropolis with rich natural surroundings, the area also offers cheaper office rents compared with Greater Tokyo and Greater Osaka. Greater Nagoya is also an extremely comfortable place to live in.

With the high concentration of manufacturing industries ensuring steady economic activity, this area has not suffered much from the “lost decade” that followed the collapse of “the bubble” economy. Today’s Greater Nagoya has the most vibrant economy in the country bringing the region much-deserved attention. In addition to both simplicity and technological advancement, Greater Nagoya also offers an array of industries and sightseeing places. Visitors can enjoy many historical and cultural treasures such as the spirit of the Nagoya artisan set against a backdrop of the area’s rich history, lush natural surroundings and a wealth of superior technologies.

The Central Japan International Airport will open in February just south of Nagoya in Ise Bay. Planned as an international hub operating 24 hours a day, the airport will offer access to Greater Nagoya via direct flights from around the world. Greater Nagoya will be the place to be in Japan in 2005 with a number of national projects, including the new international airport and the Expo.

The focus on how humanity can coexist in harmony with nature will distinguish EXPO 2005. This approach is the key to providing the world with possible solutions to the global environmental problems we now face. Visitors can learn and experience the theme of “Nature’s Wisdom” with the displays and the featured exhibits.

So please come and enjoy Expo 2005, and plan your trip to include visits to the nearby tourist spots and be among the first of our international visitors to experience the wonders that Greater Nagoya has to offer.

The list on the next page shows the wide array of interesting places that are within easy traveling distance of the Expo site, which offers a wide array of interesting spots which you definitely will not want to miss.

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## The Tokugawa Art Museum

Photo: The Tokugawa Art Museum



Arms, armor, swords and other heirlooms of the Owari Tokugawa family (descendants of Tokugawa Ieyasu, the first shogun of the Tokugawa shogunate, who were

later to become the Owari daimyo), one of the three most powerful families during the Edo period (1603-1867) are on display. "The 12<sup>th</sup> century Illustrated Handscroll of the Tale of Genji," an official national treasure, is also on view among the displays. The museum also features a fully equipped teahouse, which is used for formal tea ceremonies held by the art gallery. Encircling the art gallery is a Japanese garden laid out with a pond ensconced by walking paths, the basic garden style of mid-to-late samurai culture. Maintained by the City of Nagoya, the garden is designed to integrate organically with the art gallery to create an enticing atmosphere.

## TOYOTA Commemorative Museum of Industry and Technology (TCMIT)

Photo: TOYOTA Commemorative Museum of Industry and Technology



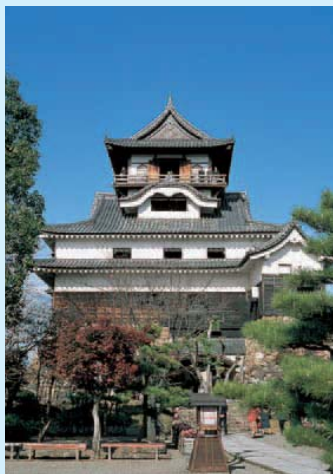
Housed in a redbrick building dating back to the Taisho period (1912-1926) that marks the birthplace of the Toyota Group on the site of the plant that Toyoda Sakichi, the founder, established to develop his automated loom. TCMIT depicts the transformation of the Toyota Group over the years from its beginnings with the automated loom through its present day automotive technologies.

The machines on display are in full working order, giving visitors a close-up look at how the machine controls are used to move the mechanical parts. Operators on the museum floor and video explanations demonstrate how these machines operate. Visit and experience the delight of Toyota craftsmanship.

## Inuyama Castle

The main donjon was constructed in 1537, and the original castle has been designated a national treasure. Constructed during the Warring-States Period, the castle architecture features both offensive and defensive strategic devices. Inuyama Castle stands atop a hill looking out onto the river at its rear. Visitors are advised to watch their step going up and down the steep wooden staircase inside the main tower.

The view from the top floor of the main tower overlooks the city streets of Nagoya and includes a panorama of the floor of the Nobi Plain and the mountains of Gifu.



For further details, please see:  
Aichi Prefectural Tourist Association website  
<http://www.aichi-kanko.jp/english>

Nagoya Convention and Visitors Bureau website <http://www.ncvb.or.jp>

## Cormorant Fishing on the Nagara River

Photo: Gifu City



A traditional Japanese fishing technique, cormorant fishing has long been used to catch *ayu* (sweet fish). On board barges lit by bonfires, the fishermen use leashes to control 10 to 12 cormorants at a time as they dive into the water and resurface with fish in their beaks. Cormorant fishing on the Nagara River dates back 1,300 years, and throughout this history the *ayu* caught along

this river have been presented to the Imperial Household. Cormorant fishing has been designated a master craft by the officials of the Imperial Household Agency.

## Takayama

Photo: Takayama City



Takayama boasts a roughly 400-year history as a castle town. Split down the middle by a river and laid out in grid fashion, the town is home to the Higashiyama Temple Area. Retaining an atmosphere reminiscent of the 1,000-year old capital of Japan, Takayama has come to be known as "little Kyoto."

During the spring and autumn, the residents celebrate the Takayama Festival, one of the three most beautiful festivals in Japan, when the city streets come alive with grand festival floats.

## Shirakawago

Photo: Takayama City



Renowned for its traditional gassho-style private homes with their distinctive starkly sloped thatched roofs, the people of Shirakawago continue to build and live in communities of these traditional homes, which have been designated a world heritage by UNESCO. The steep slopes of these roofs are well suited to the large amount of heavy snow that falls in the Shirakawa region. The area gained worldwide recognition after the German architect Bruno Taut visited to Shirakawago in 1935.

For further details, please see:  
Gifu Prefecture Tourist Federation website  
<http://www.kankou-gifu.or.jp/en/>

## Kumano Kodo

Sacred Sites and Pilgrimage Routes in the Kii Mountain Range and the Cultural Landscapes that Surround them were added to the UNESCO World Heritage List in June 2004. Kumano Kodo are the pilgrimage routes in the area that lead to the three sacred shrines or Kumano Sanzan. Kumano Kodo's history dates back to the Heian era (794-1192), and there are many routes from various regions. We recommend the 1.0 km "Daimonzaka" route to Kumano Nachi Taisha, surrounded by old stone pavements and Japanese cedar trees. You can also try to put on a Heian costume at the Daimonzaka Chaya and enjoy virtual time travel.

