



Innovation in the travel and food industries

begins in **KYOTO**

Kyoto Pref. gov.



Solving Kyoto's problems will lead to business opportunities not only for Japan but also **for the WORLD.**

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Getting to Kyoto, JAPAN

Kyoto Pref.



JAPAN



Getting to Kyoto, JAPAN

Kyoto Pref.



Strengths of Kyoto's Tourism and Food Industries

KYOTO is home to
some of Japan's
greatest treasures.

Culture and Tradition over **1000** years

Heian Shrine | Burning wood Noh

Shrines and Temples

Weeping cherry blossoms at Ruri-ji Temple | Maizuru-City



Spring

The Stage of Kiyomizu (World Cultural Heritage)



Summer

Amanohashidate, or "the Heavenly Bridge"



Autumn

Daigoji Temple (World Cultural Heritage)



Winter

Kayabuki Village in Miyama (Traditional Buildings)

Four Seasons



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Historical Gardens

Kenninji Temple | Choon Garden, The Wind God and Thunder God



Sake, Japanese rice wine



Kyoto-style cuisine
an intangible cultural heritage
by UNESCO



KYOTO is known

as one of the most fascinating and enchanting places in the world in many ways.



Worldwide reputation



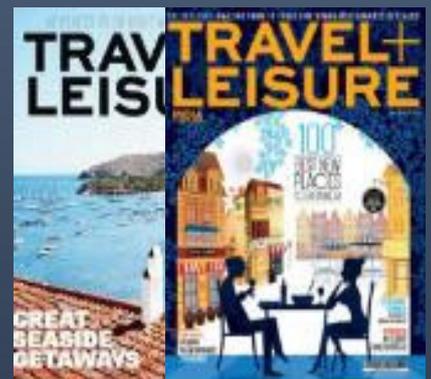
Ranking among the world's Most Attractive Major Cities: **No. 1**

U.S.A, "Conde Nast Traveler"
(Readers' Choice Awards 2020,
"Best Big Cities in the World")

Ranking among the world's most popular travel destinations:

Top 10 for 8 consecutive years

U.S.A, "Travel+Leisure"
(World's Best Awards)



On the other hand,
We in Kyoto are facing
**many pressing
issues.**



Through the pandemic,
human interaction was
drastically reduced
and the tourism and food
industries were
severely damaged.



POST Corona

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What should the tourism
and food industries look like
as a goal
after the pandemic?

POST Corona

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- Utilize Kyoto's diverse **local resources** and aim for "**sustainable industries**" that satisfy the needs of "local communities," "residents," and "customers".

POST Corona

1. Creating of new value by combining with local regions and other fields

- Creation of new business and regional development in industries such as manufacturing, agriculture, forestry, and fisheries, and sports using MICE and tourism as an opportunity
- Provide real value by utilizing Japanese food, which is registered as an intangible heritage by UNESCO.

2. Developing sustainable industries in harmony with the local community

- To create an attractive industries where visitors can lead to long-term stays and migration

POST Corona

3. Promoting digitalization of those industries

- Accumulation and marketing use of digital data such as travel, food and accommodation SNS
- Promotion of the sale of souvenirs through e-commerce, of food and human flow data analysis
- Improving productivity through smart technology
- Creation of new agricultural business through cross-industrial collaboration

POST Corona

We want foreigners to know, visit, and experience

“ANOTHER KYOTO”





Expected product, service and technology



Expected product, service and technology

1. Establishment of system for attracting overseas customers (wealthy people)

- Improve the attractiveness of lodging
- Content development and usage promotion

2. Promotion of digitalization in tourism and food industries

- Creation of a system to improve the convenience of individual travel
- Technology to facilitate inter-regional travel
- Recruitment and training of human resources for tourism-related industries, including food and agriculture

Expected product, service and technology

3. Introduction of smart technology to food and agriculture

- Improve food self-sufficiency and productivity
- Develop high value-added products

4. Creation of a system to link local resources to tourism and food industries

- Such as life experiences and local products in agricultural, mountain, and fishing villages industries
- To increase the number of tourists who come to the area for the purpose of "food," improve the attractiveness of the area by using recommended local ingredients.

Business opportunities in **KYOTO**



Business Opportunities in Kyoto

Tradition of Venture Spirit: From Traditional to Advanced Technology

Sake Brewery



Bio Technology



TAKARA BIO INC.

Japanese traditional playing cards



computer games



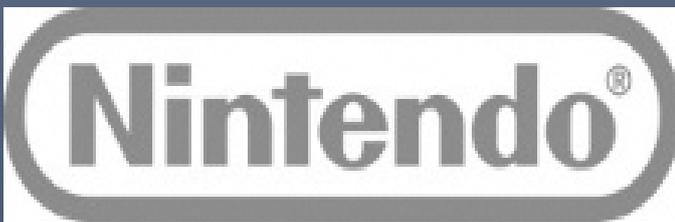
Business Opportunities in Kyoto

Kyoto Pref.



Business Opportunities in Kyoto

Kyoto Pref.



What we can offer

Subsidies and Incentives in the Tourism and Food Industries



What we can offer

Subsidy system for the location of accommodation facilities, etc.

The subsidy amount is 5% of the invested fixed asset value.

Maximum amount

- 200 million yen (large-scale facilities)
- 66 million yen (medium-scale facilities)
- 20 million yen (small-scale facilities)

A large number of talented people

Japan No.1

Ratio of Universities
To population



10.02%



34 colleges & Universities
About 150,000 students
About **12,000** students from overseas

Most of the Nobel laureates are related to Kyoto

Japan No.1

Nobel Prize laureates
related to Kyoto



Prof. Yamanaka
For iPS-Cell discovery

15/28



Prof. Honjyo
For Cancer immunotherapy

Sr.Fellow Tanaka
@ Shimadzu Corp.
mass spectrometry of Biopolymer



Startup Capital KYOTO

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Startup VISA, KYOTO

Outline of the system

Foreign entrepreneurs

Submit the application about your business plan to KYOTO prefecture.

KYOTO Prefecture

Issue a certificate of confirmation to foreign entrepreneurs, after the application contents have been assessed.

Immigration Bureau

Approve a status of residence

Traditional Culture Experience



Bring **innovation** to your business