

A large wooden torii gate stands as a central frame, with a bright sun setting directly behind it, creating a strong lens flare. A person is walking away from the camera on a path that leads through the gate. The scene is set in a natural, wooded area with trees visible on either side.

Imagine

~No.1 Growth and Tradition in Mie~

the **AK** initiative

Name:Eikei Suzuki

〔Abridged Profile〕 I was born in 1974

- Employed by the Ministry of Economy, Trade and Industry (METI) in 1998
- I graduate Tokyo university in 1998(economics)
- Worked as a member of Shinzo Abe's residential staff during Mr. Abe's first term as Prime Minister (2006), leading work on education reform and environmental issues.
- 36 years old when elected governor of Mie (second in Japanese history)
- Currently 39 years old, the youngest prefectural governor in office.



- Member of the Fertility Crisis Taskforce
- Raised Mie's medium-term economic growth rate to become the highest in the nation among prefectures
- *WEF Chose as a Young Global Leader in 2014 * WEF holds Davos Forum

〔Family〕

Wife (Miho Takeda) and one child Mrs. Miho Takeda is a 3 time Olympian who earned 5 Olympic medals in synchronized swimming over the course of her career (the most won by any Japanese female) Governor Suzuki has taken paternal leave to help his wife care for his child, one of only two governors currently in office to do so.

Transcending 2000 years



Ise grand shrine is the origin of the
Japanese spirit



Suzuka Circuit is located in Mie



McLaren poised to switch to
Honda engines for the 2015 season

**McLaren and Honda to collaborate to
take back the championship**

A rider wearing a black jacket, blue jeans, and a white helmet is riding a red and black Triumph motorcycle on a road. The background is a blurred landscape.

GO YOUR OWN WAY
あなただけの道へ

長い道のり、真の喜びを求めてさあ、進みましょう。

A close-up shot of the front of a black Triumph motorcycle, focusing on the headlight and the 'TRIUMPH' badge on the fairing.

GO YOUR OWN WAY
あなただけの道へ

長い道のり、真の喜びを求めてさあ、進みましょう。

8 hour endurance race at Suzuka Circuit



**Iga : Birthplace
of the Ninja**

The Asyura(ninja) show



Mie's UNESCO World Heritage Site

The Way of St. James in Santiago
De Compostela

Kumano kodo



**One of only two pilgrimage routes
in the world designated as a
UNESCO World Heritage!**



Kumano kodo

Pilgrimage to link the **sacred** place

The Emperor visited Ise grand Shrine in march

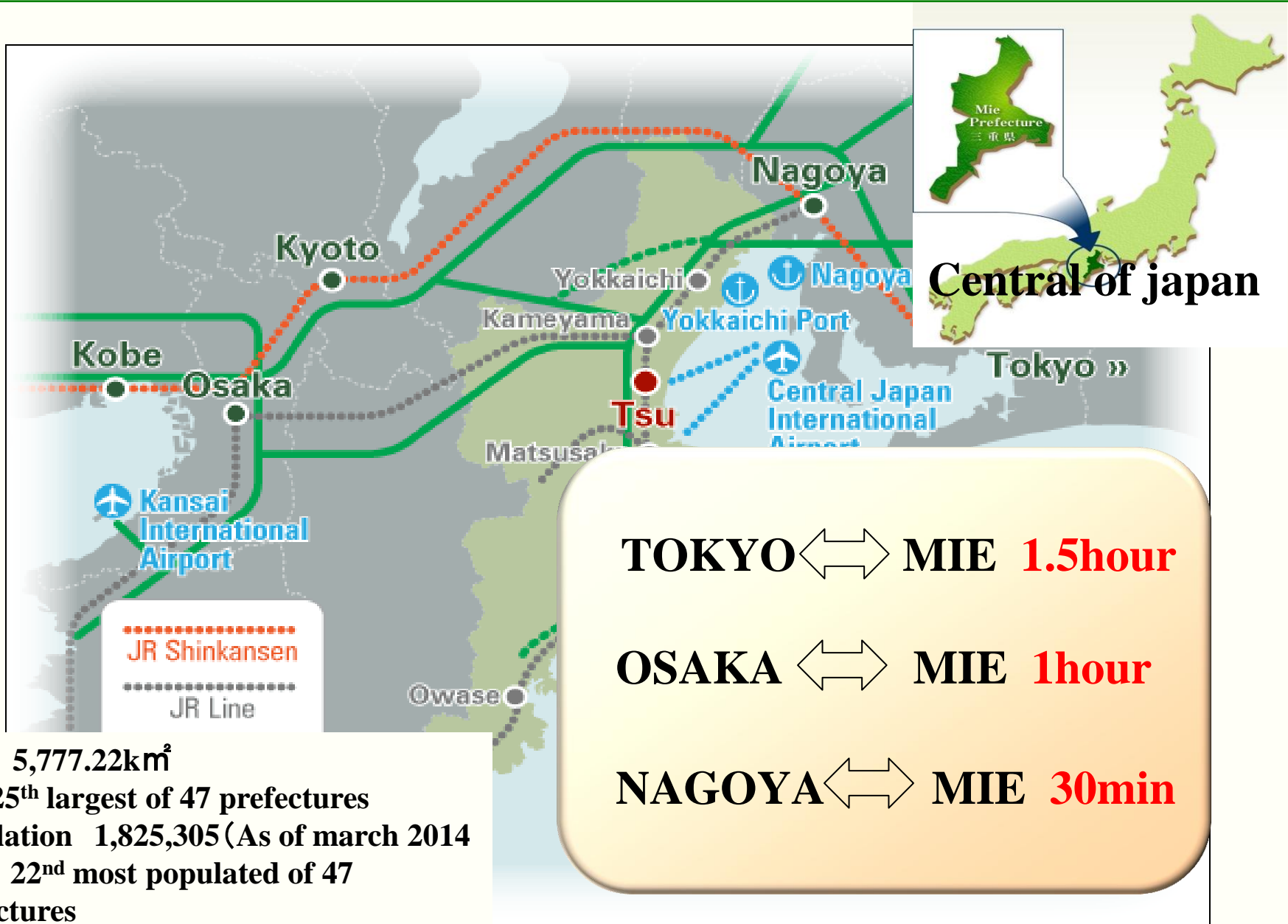
- Amaterasu Okami, deity of the sun and legendary ancestor of the Japanese Imperial Family is enshrined here
- Dr. Arnold J. Toynbee: “I feel a unity in this sacred place that stretches across the shared foundations of this thing we call ‘religion.’”

This shrine complex was built in 4 BCE. Jesus of Nazareth was born.



14 million people visit
Ise grand shrine last year

Mie located in the center of Japan



Linear Maglev Train

2027 Linear Maglev Train (Service between Nagoya and Tokyo)



Tokyo ↔ Nagoya **40min**
Tokyo ↔ Mie **50min**

The need to be located in Tokyo is already low for company

Service to Mie begins after 2027

AK's

initiative

“six weapons”

Mie's 6 “Weapons” in the Quest for Growth

1: Data on Mie's economic strength

2: International competitiveness due to a high concentration of firms

3: Facilitators with experience and a proven track record

4: Exceptional human resources

5: Global R&D-focused network

6: Top business incentives in the country

Mie's 6 “Weapons” in the Quest for Growth

1: Data on Mie's **economic strength**

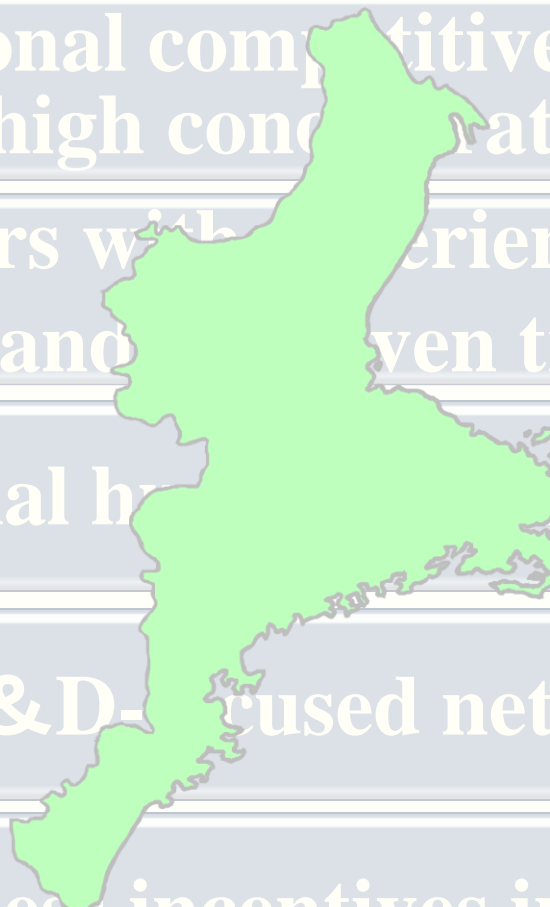
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Highest Projected Medium Term

No.1 Economic Growth Rate in Japan

**No1. out of all
prefectures in Japan
(by 2025 growth rate)**
Japan Average : 0.7%

実質産出額伸び率		
順位	都道府県名	%
1	MIE	1. 6
2	Aichi	1. 5
3	Ishikawa	1. 5
4	Gunma	1. 4
	Average	0.7
:	:	:
46	Tottori	0. 1
47	Fukui	▲0. 0

◆Characteristics of prefectures with a high economic growth rate◆

Regions that place an emphasis on high-value added industries involving high-level technologies, such as automotive manufacturing, and semiconductor and electronic component production.

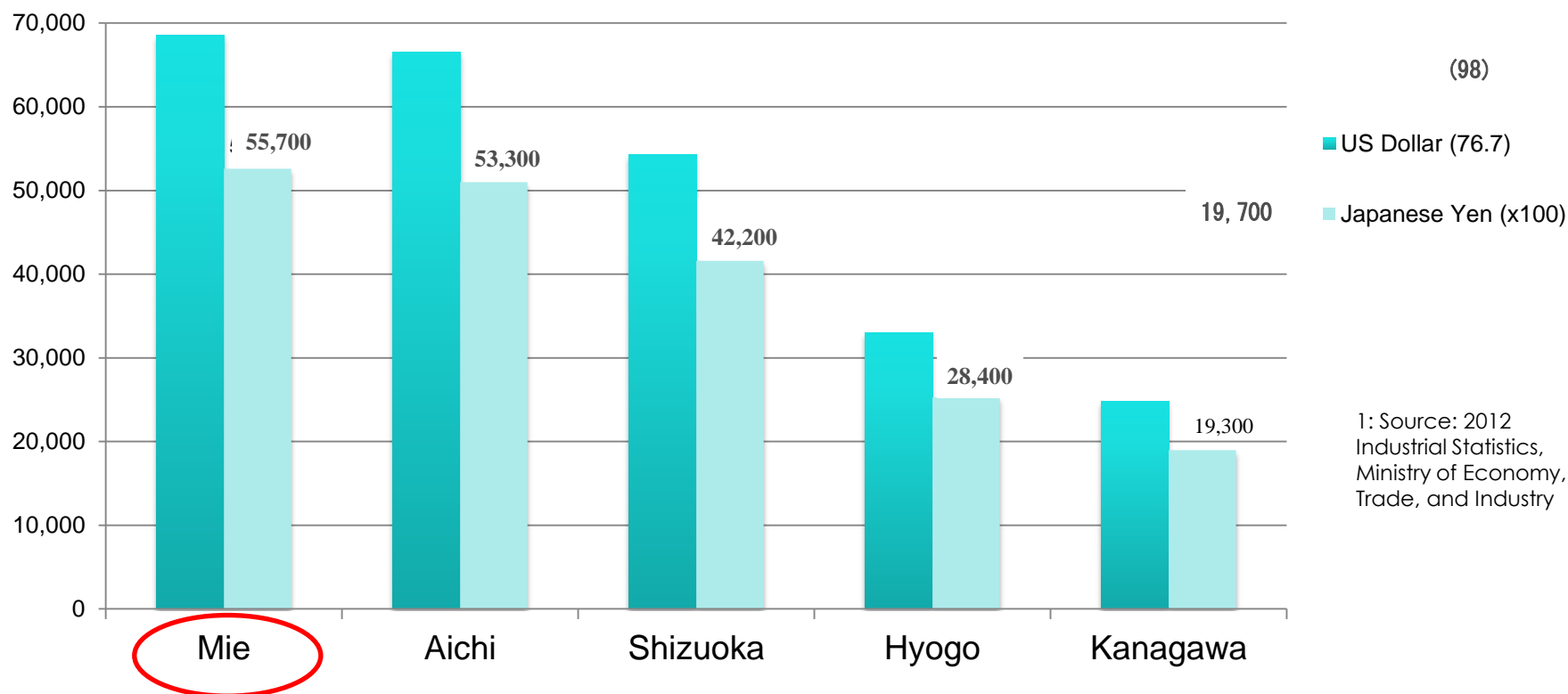
【Mie Prefecture】

More than 40% of Mie's industrial sector is devoted the automotive industry and semiconductor/electronic component production, which has bolstered the prefectural economy.



**We provide support for the establishment of production
facilities that manufacture high-value added goods!**

Highest Output Per Capita Nationally



9th in Overall Industrial Output Nationally

Industrial Production Ranking

	Electronics and electrical components	Automotive	Petrochemicals
1	MIE	Aichi	Chiba
2	Nagano	Sizuoka	Osaka
3	Saitama	Kanagawa	Kanagawa
4	Osaka	MIE	saitama
	⋮	⋮	⋮
9	Siga	tokyo	MIE

**Mie Prefecture
ranks 1st nationally**

**Mie Prefecture
ranks 4th nationally**

**Mie Prefecture
ranks 9th nationally**



Rank of industrial production

Mie's 6 “Weapons” in the Quest for Growth

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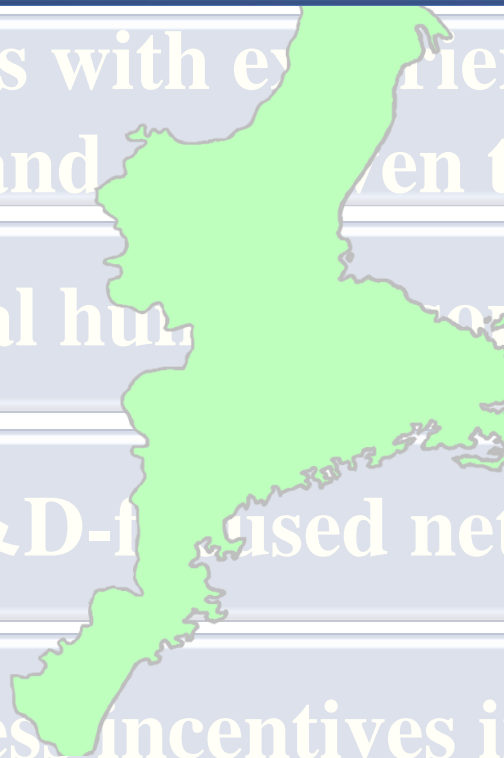
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International competitiveness due to a **high concentration of firms**

Electronics Parts and Devices

Toshiba, SanDisk, Sharp, Fujitsu, etc.

Medical

ROHTO Pharmaceutical .
Chugai Iyaku .
Milbon . etc
16 companies

Chemical Processing

Mitsubishi Chem., JSR,
Ajinomoto, Toso,
BASF Japan,
Evonik(NipponAerosil)
Showa Shell , etc

Transportation Manufacturing

Honda, Toyota,
NTN, Denso, etc

SMEs that support larger enterprises



Enterprises representative of Mie's diverse supply chains are located within a one hour distance of one another (by land transport).

Advanced Components and Materials, the Pride and Joy of Mie's Industrial Sector

Mitsubishi Chemical (Yokkaichi Facility)

Holds approximately **13%** of the global market share
in plastics (polycarbonate resin)



JSR(Yokkaichi Factory)

Holds a **leading share** in the global markets
for ArF photoresists for semiconductors 、
ArF immersion top coats、 Alignment film for LCD panels



Toshiba (Yokkaichi Factory)

Toshiba holds a large share (**35%**) in the
global market for NAND type flash memory, etc.

Toso (Yokkaichi Facility)

- Aims to hold a leading share of the global market in High silica zeolite
- Also specializes in the production of zirconia powder, which is used in dentistry and the production of artificial limbs, and is expected to play an important role as an advanced material in the future

Creating **Aerospace Industrial Cluster** with a New Special Economic Zone

A comprehensive economic cluster that can compete internationally

With around 50% of Japan's aircraft and aircraft parts being manufactured in Aichi, Gifu and Mie Prefectures, this region is home to the largest aerospace industrial cluster in the country.



Kuwana City Area

NTN Corporation

Gifu Pref.

Special Zone Overview
(Mie Prefecture businesses
inside the special zone)

Inabe City Area

FUSO MACHINE WORKS, LTD.

Suzuka City Area

NANJYO SEISAKUSHO CO., LTD. MIE
JUSHI CO., LTD.
Topia Corporation

Aichi Pref.

Kisosaki Town Area

DAIKI SANGYO CO.,LTD

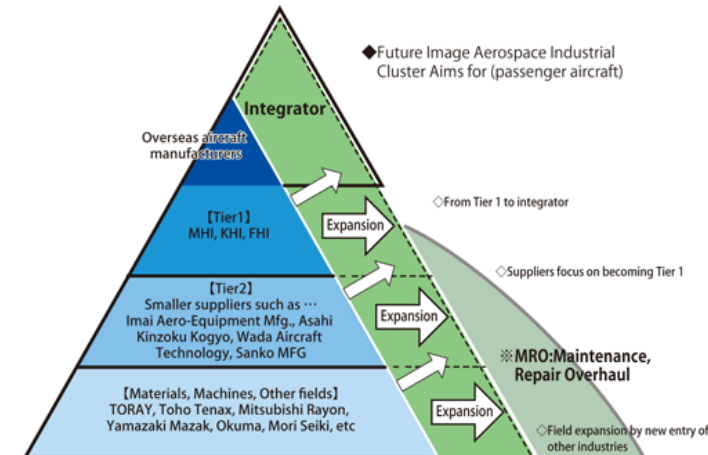
MIE Pref.

Ise City Area

SINFONIA TECHNOLOGY CO.,LTD.

: Already designated
(Dec.22.2011)

: Newly designated
(Oct. 11, 2013)



◆Infrastructure Examples

Large Wind Tunnel

National Composite Center

JAXA Flight Research Center

AIST

Universities

Public-Run Test and Research Institutions

Institutions Supporting Industries

Local Government

Initiatives to advance the **aeronautics industry**

1 A visit to Boeing (August 2013, Seattle)

- Promotion of the new special economic zone for aeronautics manufacturing and the strengths of SMEs in Mie Prefecture.
- Requests for collaboration with business matching and information exchange initiatives.



2 Mitsubishi Heavy Industries has chosen their factory in Matsusaka, Mie as one of its main hubs for mass production of the MRJ, a compact passenger jet !

- Plans to create a hub for mass production of the MRJ announced (February 12, 2014)

Assembly of horizontal stabilizers and vertical fins
Plans to develop the industrial cluster with help from Mitsubishi Heavy Industries and its partners



For Life Innovation Industries

Economic effect ...65billion yen
New employee ...2,419 person

Domestic and international
research institutes

Domestic and
foreign-based firms

Create new medicine etc

Mie University
(Preclinical)

Hospitals
(Clinical
Trials)

Firms
(PMS)

MieLiP Central(Mie University)

Medical Data

Medical Data

Drug effectiveness
data

Side-effect data

Integration
Medical Info
Database

R&D Coordination

Number of medical company : 66

Next generation industrial complexes



Biomass



Biofuel
Bioplastic, etc.



fermentation, extraction, refining

Biorefineries

Fossil fuels → Biofuels

Technology and facilities to encourage
the switch from plastic to other
bioplastic goods



Mie's 6 “Weapons” in the Quest for Growth

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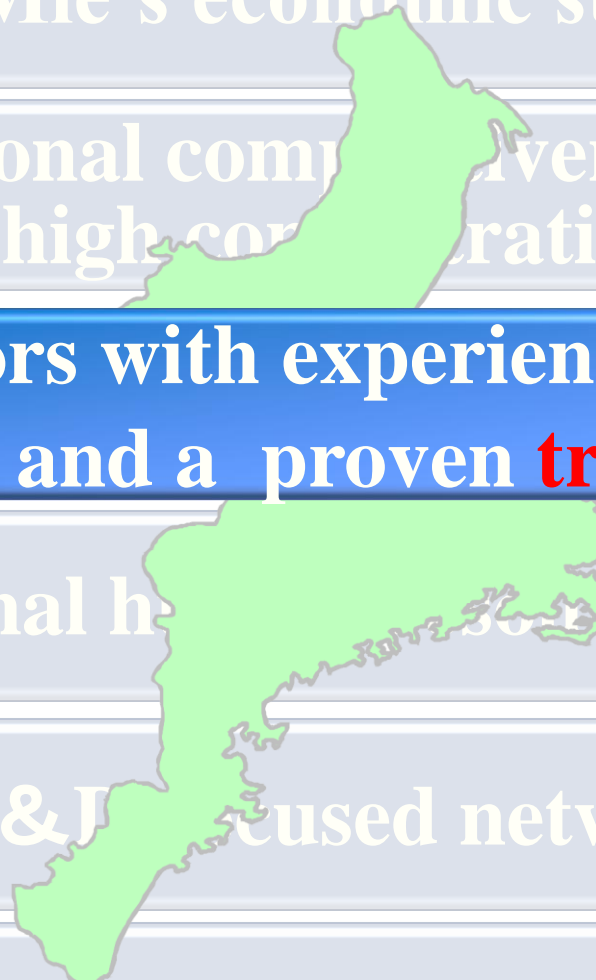
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No.1 for research collaborations

No.1 for research collaborations with businesses



Cooperation
(Mie & Taiwan)
(Mie & France)

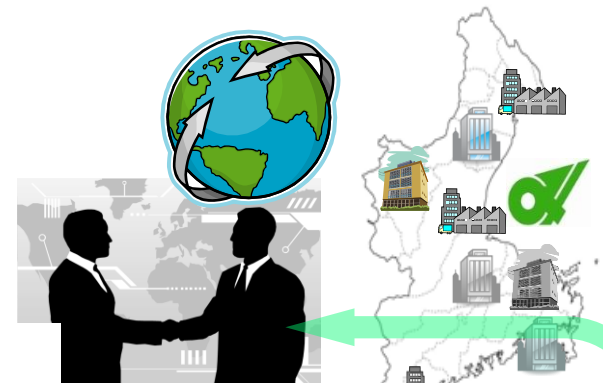
Cooperation with Annecy



三重大学地域戦略センター
Regional Area Strategy Center

RASC

Cooperation with CSEM



Collaborations with Companies

MOU with Taiwan



ICETT

only one in Japan

Aiming at continual development of the world economy while conserving the global environment.

ICETT

(international Center for Environmental Technology Transfer)



Achievements to date (2013.3.31)
Training delivered to 7,687 people in 89 countries.

Engaged in various activities for a harmonious transfer to technologies related to environmental conservation harmonious transfer

- **Research**
- **Technology guidance**
- **Field work**
- **Seminars, workshops**

Yokkaichi

The City that **Overcame Pollution**

The rare area that realized both sides of economic growth and the environmental reproduction

1960s: Yokkaichi is afflicted by pollution induced asthma

1972: Pollution regulations amended

1974: NOx emission limits established

1990: ICETT established

2000-present: the return of a green Yokkaichi

ICETT works to transfer technology to developing countries

The Miya River
The cleanest river
waters in Japan



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Achievements of Mie's High School Students

Ise High School

National Science
Competition Champions

Suzuka National College of Technology

National Robotics Contest
Gold Medalists

Matsusaka Commercial High School

National Manufacturing Contest Champions
for 6 consecutive years

Toba National College
of Maritime Technology
Digital Youth Award Contest
Silver Medalists



Affordable Low Wages

Prefecture (More than 1000 employees)	Contractual cash earning (thousands of yen)
Mie	376.9
Tokyo	455.2
Osaka	395.4

20% low wage



Prefecture (less than 999 employees)	Contractual cash earning (thousands of yen)
Mie	292.0
Tokyo	364.7
Osaka	327.3

20% low wage



Multicultural Society

Foreign Resident Population Ratio per 100,000

Rank	Prefecture	Foreign Resident Population per 100,000
1	Tokyo	3,017
2	Aichi	2,641
3	Mie	2,313
4	Osaka	2,299
5	Gifu	2,192
Average		1,610
46	Akita	353
47	Aomori	295



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R&D network in Europe

Mie Prefecture has, with Europe and America, a substantial network with the advanced nations.

Striving for expansion, we are supporting globalisation of the prefecture's industries.

Now, as a prime concern, economic cooperation is advancing with the following regions and research institutions.



【Germany】

1. Economic cooperation is deepening with Nordrhein-Westfalen (NRW) State in which Sustainable Energy, Automobile Industry, etc. are accumulated.
2. Fraunhofer, Europe's largest research agency signed an agreement of bilateral cooperation with Mie University (photo above).

【France】

▪ Exchanges are progressing with Rhonne-Alps State, focusing on enterprises in the mechatronics, advanced materials, and manufacturing fields.

【Switzerland】

▪ Collaboration is progressing with CSEM Co., with backing for businesses in the Micro-electronics field.

Advanced Materials Innovation Center

AMIC

Fraunhofer, Europe's
largest research agency
in AMIC

•Main objectives and benefit of AMIC are

- (i) To promote the research and development of advanced materials
- (ii) To foster human resources for the manufacturing sector
- (iii) To provide solutions for the challenges faced by small and mid-sized businesses in Mie

Universities

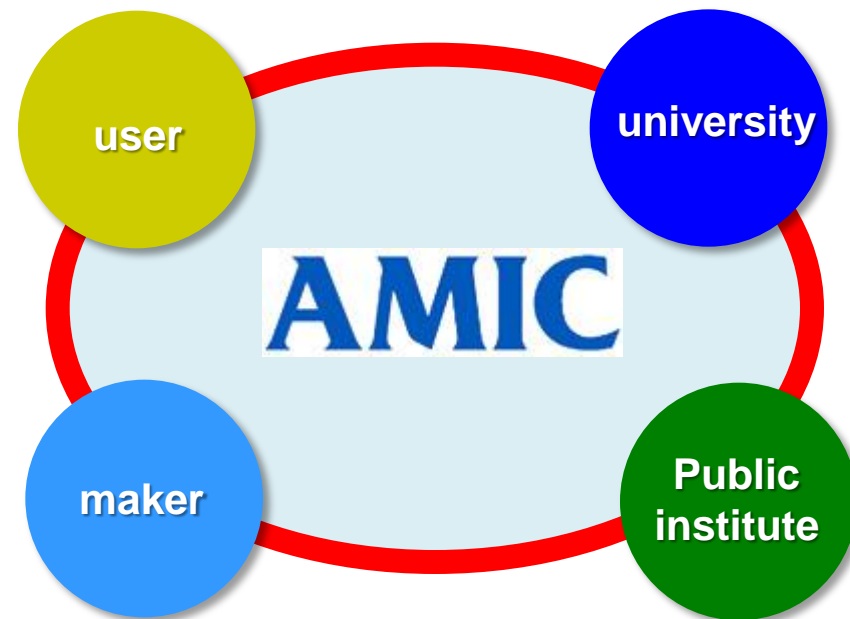
Local public
R&D Facilities

Enterprises

Universities, R&D
institutes abroad



Advanced Materials Innovation Center



Cooperation with America

Encouraging establishment of facilities in Mie and Industrial Exchange

- Mie concluded a cooperation agreement with South Seattle community college
- Negotiating the industrial cooperation of advanced materials with Washington
- Direct appeal to firms from the Governor of Mie

San Disk, Intel, Boeing



Newly Established Multipurpose Hub in Mie !

(SanDisk Technology Innovation Center)

Innovation Center will be used to hold conferences with different hubs (research, manufacturing, etc.) and strengthen communication with clients.

Innovation Center are Asian bases of a talented person and the intellectual interchange.

Marketing and promotion trip in **Taiwan**

Marketing and promotion trip in Taiwan



Conclusion of MOU about industrial cooperation with Taiwan-Japan Industrial Collaboration Promotion Office



Mie held the 2013 Japan-Taiwan Tourism Summit



Agreement on Mie Statement

2014 Taiwan sightseeing contribution prizes



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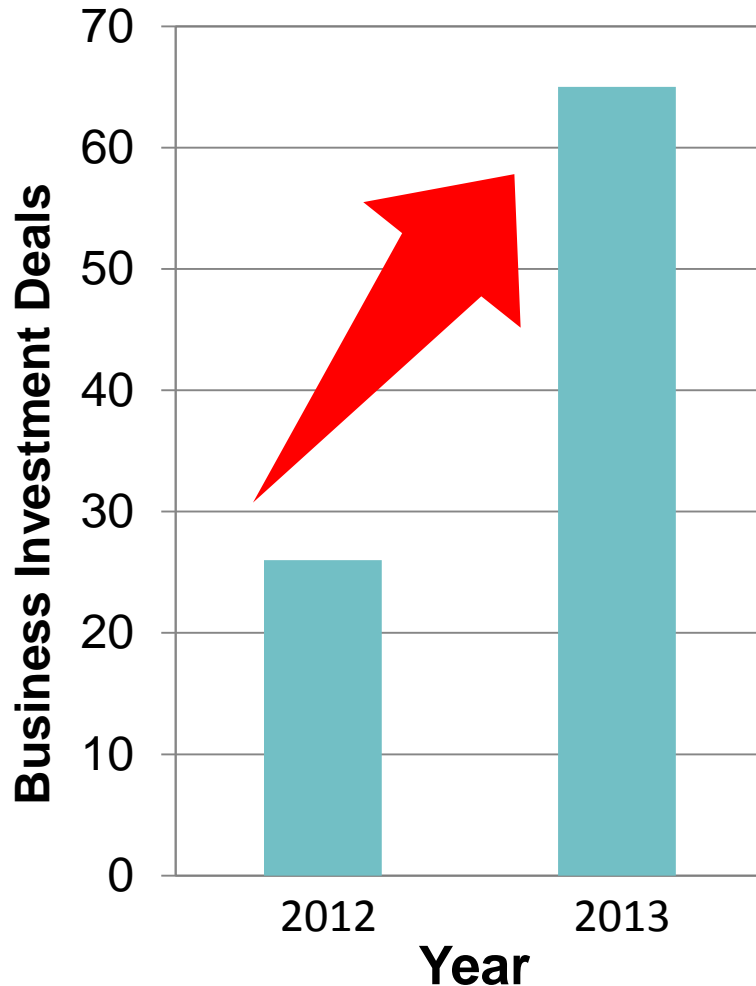
4: Exceptional human resources

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6: Top business **incentives** in the country

Increase in Business Investment

More than doubled!



Year	deals
2013	65
2012	26

Between 2012 and 2013 there was an increase of 39 business investment deals!


This increase came through new incentive initiatives and proactive promotion of our direct investment programmes!

Subsidy for Foreign Affiliated Enterprises

Establishing an Asian Base in Mie

Subsidy for Foreign Affiliated Enterprises

Establishing an Asian Base in Mie

- **Minimum Investment** : 500mn JPY
- **Employment requirement** : 10 people
(5 people for companies in Mie)
- **Subsidy rate** **20%** (max. 500mn JPY)

japan company: 10~15%

Service Industry Location Subsidy

Service Industry Location Subsidy

※ Establishing offices is also supported

- **Target**: Offices for; trade, sales, corporate planning, finance, HR, etc
- **Subsidy rate**: 10% of annual rent (3 yrs)

New Subsidy system

“Mileage System”

Incentives for firms that invest moderate amounts over a long period of time

“Points” for investment can be accumulated for 5 years

Subsidy for industrial investment promotion

“Mother Factory” Subsidy

Target: ‘Mother factories’ Facilities used for both production and R&D

【Facilities support】

- **Minimum Investment**

500mn JPY

- **Employment requirement**

10 people

(5 people for companies in Mie)

- **Subsidy rate: 15%**

(max. 500mn JPY)

【Human resources support】

Requirements:

Relocating research and procurement staff to Mie facilities.

Mie offers a **75mn JPY subsidy** for employment increases of **50 people or more** over 5 years.

Subsidy for Firms in Industries with Potential for Growth

- **Target:** Growth Industries; Clean Energy, Life Science, etc & Advanced Materials

- **Subsidy rate: 10%** (max. 500mn JPY)
 ※ **12%** for Advanced Materials

R&D Facility Subsidy

- **Target:** Construction of R&D facilities or a Testing & Certification body

- **Subsidy rate: 10%** (max. 500mn JPY)

Foreign Affiliated Companies already in Mie

Foreign Affiliated Companies already in Mie

Fuchs (*Iga*)

Borg Warner Morse TEC* (*Nabari*)

KMC* (*Nabari*)

Bausch* (*Nabari*)

Cabot (*Tsu*)

Japan Goretex (*Tsu*)

NSG Vertrotex (*Tsu*)

Orbotech (*Tsu*)

MacGregor (*Tsu*)

Mag Isover (*Tsu*)

Rogers Inoac (*Matsusaka*)

Vale Japan (*Matsusaka*)

TUV IT (*Matsusaka*)

Schroff (*Meiwa*)

AKT (*Taki*)

UL Japan* (*Ise*)

* inc. Head Office



Nitta Haas (*Inabe*)

Toyosaka* (*Inabe*)

Toshiba Schneider Inverter (*Asahi*)

BASF (*Yokkaichi*)

SanDisk (*Yokkaichi*)

Showa Kako (*Yokkaichi*)

Nippon Aerosil (*Yokkaichi*)

Union Showa (*Yokkaichi*)

Lion Akzo (*Yokkaichi*)

Iscar Japan (*Yokkaichi*)

Nippon Microtherm (*Yokkaichi*)

Quadrant Plastics* (*Yokkaichi*)

Air Liquide (*Yokkaichi*)

SEC (*Yokkaichi*)

KLATencor (*Yokkaichi*)

OCI Materials* (*Yokkaichi*)

SEN Corp. (*Yokkaichi*)

POSCO - JEPC (*Yokkaichi*)

ASML (*Yokkaichi*)

Cymer (*Yokkaichi*)

Novellus Systems (*Yokkaichi*)

Sumitomo Nacco (*Yokkaichi*)

Showa Yokkaichi Oil* (*Yokkaichi*)

Fuji Xerox* (*Suzuka*)

Nihon Mistron (*Suzuka*)

AGF (*Suzuka*)

More and More Companies are Choosing

Nippon Microtherm

- **Headquarters : Belgium**
- **Category of industry:**
High performance insulation material
- **Established : 1983**
- **number of employees : 31**



Mag isover

- **Headquarters : FRA**
- **Established : 1974**
- **Number of employees : 361**
- **the world's leading supplier of Glass wool insulation**
- **Investment 15 billion yen**
-

More and More Companies are Choosing

SanDisk Corporation

- **Headquarters : USA**
- **Established : 1992**
- **Number of employees :580**
- **the world's leading company of Flash Memory.**



Cabot Microelectronics Corporation

- **Headquarters : USA**
- **Established : 2002**
- **Number of employees :185**
- **the world's leading supplier of chemical mechanical planarization (CMP) slurries and a growing CMP pad supplier to the semiconductor industry.**





Yumiko Damashek
Cabot Microelectronics
Vice President, Japan and Operations Asia



Atsuyoshi Koike

sandisk

Vice President, Japan

About Microtherm



Yasuyuki Maeba

Mayor of Tsu

Luc Liebaut

Ambassador of H.M. the King of the Belgians





If you're thinking of expanding in Japan...

Think **Mie!**



Thank you for listening.

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