

# Investing in Hiroshima

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**Governor of Hiroshima Prefecture**

What do you know  
about Hiroshima?



# Why Invest in Hiroshima?

# Top 5 Reasons

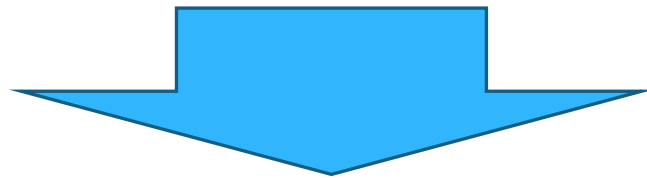
Reason 1

**Great Business Partners**

# Military Industrial Base before 1945

Military factory : Arms, Military Uniform and Foods

Naval factory: Naval ships and Fighter Aircrafts



Advanced Technologies Accumulated

# Transformation into peace industries after 1945

Military Industry

Iron making



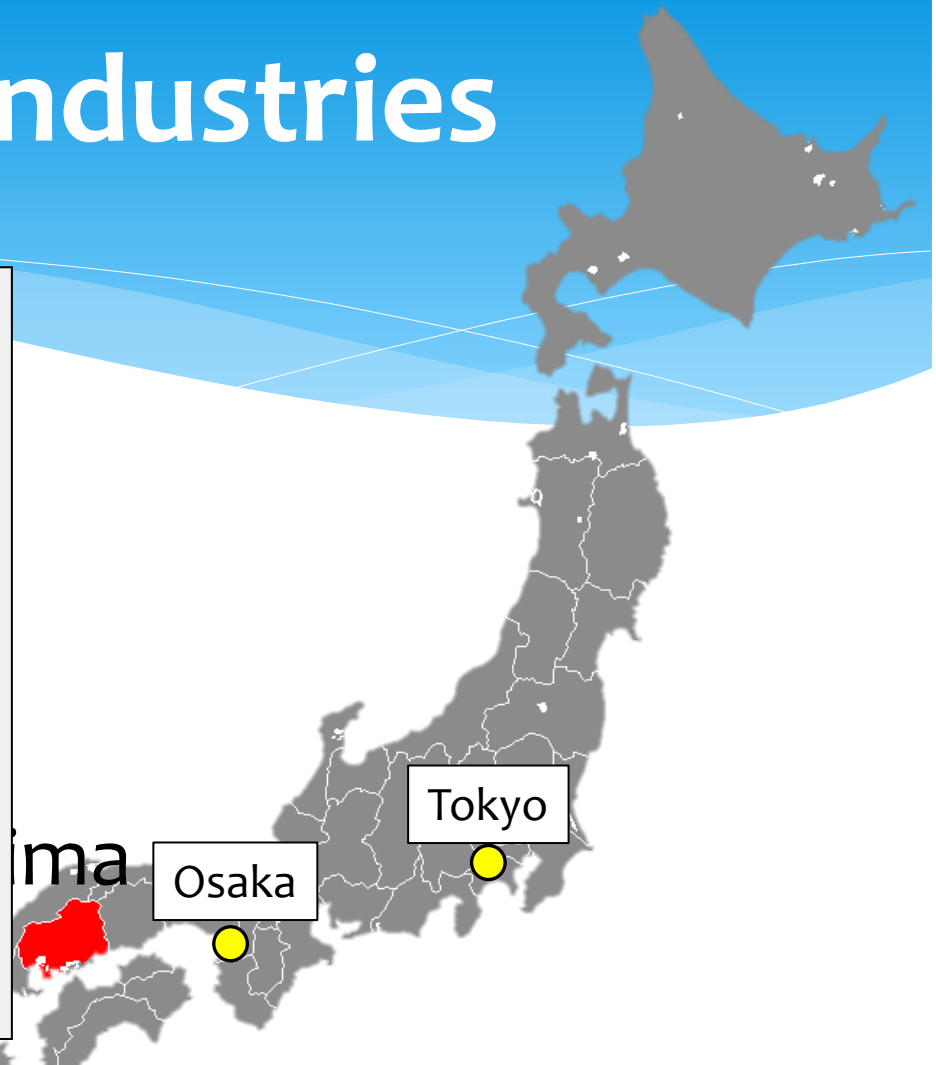
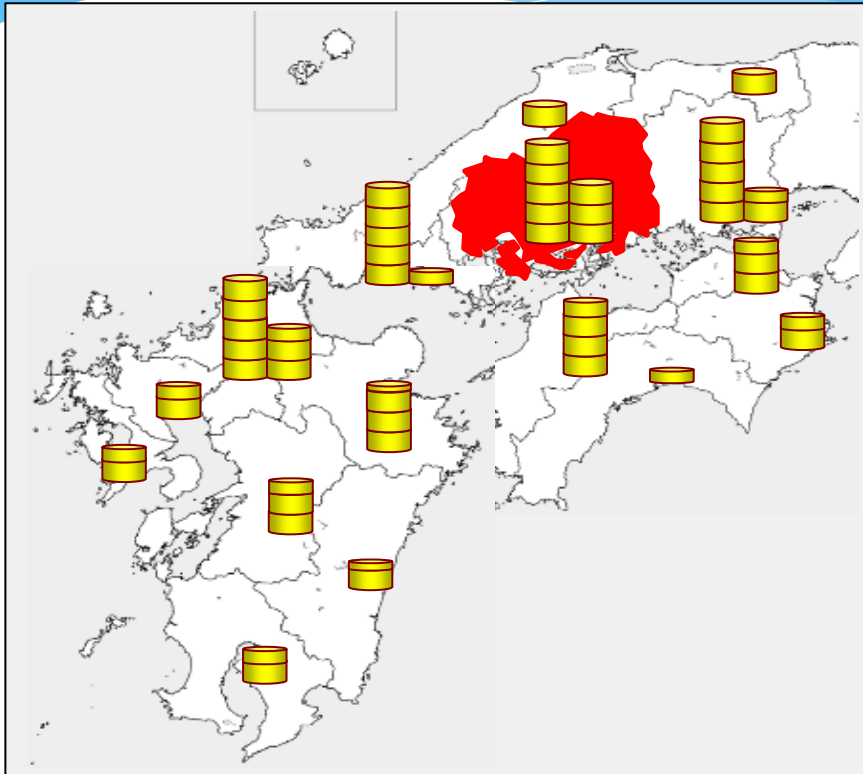
Shipbuilding



Machinery  
Manufacturing



# Robust Industries



Highest Industrial output value  
in western Japan



# Robust Industries

## Automotive

Mazda Corporation  
1.26 million (in 2013 )



# Robust Industries

## Advanced Technologies



Mobile Phones

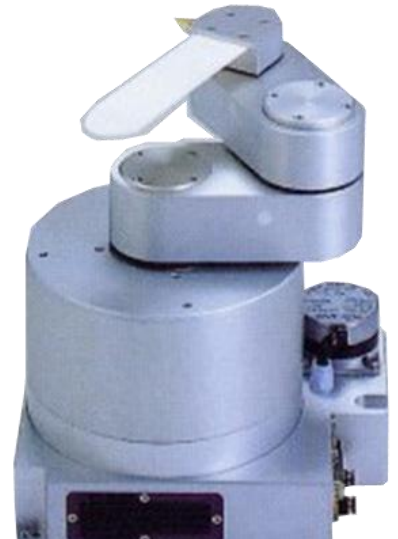


Gate Security Systems



Jet Engines

Semiconductor  
Manufacturing  
Equipment



# Robust Industries

## Manufacturing Technologies



Molds



Cutting



Polishing



Coating



Surface Processing



Robotics

# Health Care Industry

2014~17

【growth】

2018~2020

【expansion】

Target (2020)

**100 companies**

**100 billion-yen**

2010

30 companies

9 billion-yen

production value

*Attract foreign &  
domestic companies*

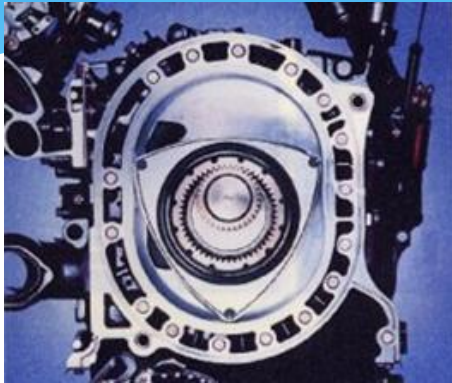
*(50 billion)*

*Expand local companies  
in Hiroshima*

*(50 billion)*

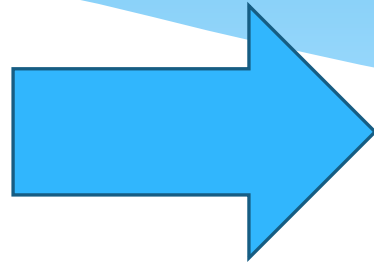


# Automotive Industry Expands into Health Care



(surface processing)

Automotive Parts  
Industry



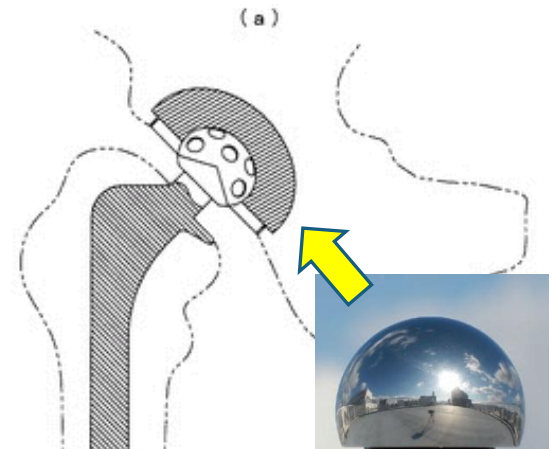
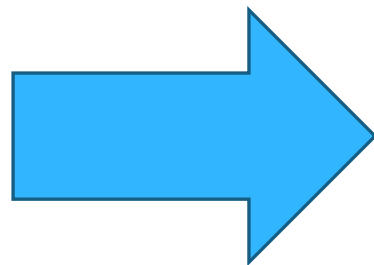
**Application of  
technology**



Stents



(cutting technology of spherical surface)



Artificial joints

# Energy & Environmental Industries

## Hiroshima's Technology

### 【Water treatment】

- Oil/water separation technology etc.

### 【Waste disposal】

- Biogasification
- Solid fuel production from polluted sludge etc.

### 【Air pollution control】

- Flue-gas desulfurization
- Dioxin emission control

## Solutions

- Water purification
- Reclaimed water
- Sludge reduction

- Electric generation
- Thermal energy
- Alternative fuels (RPF, RDF)

- Reduction of SO<sub>x</sub>, NO<sub>x</sub>
- Prevention of heavy-metal pollution

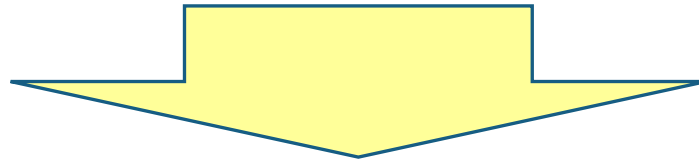
Reason 2

Home to

**World-Class Businesses**

# Number of Patents

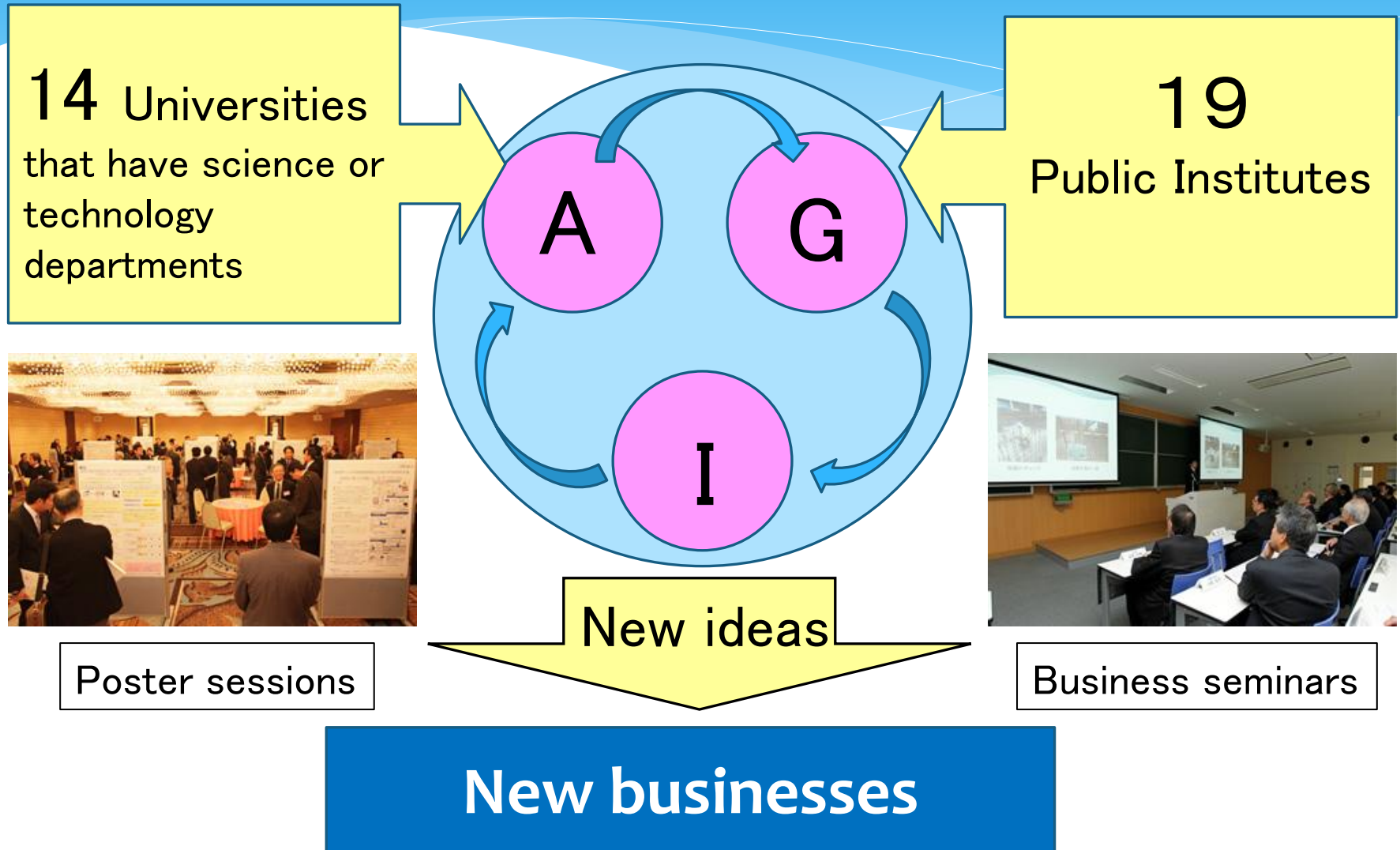
- 2,312 Patent applications in 2012  
(9<sup>th</sup> out of 47 prefectures in Japan)
- 283 Patents by Hiroshima University  
(3<sup>rd</sup> out of universities in Japan)



**Many new innovations will be made in Hiroshima  
in the future as well**



# Industrial, Governmental & Academic Collaboration



# Entrepreneur Spirit

AOYAMA TRADING

Top seller in men's clothing



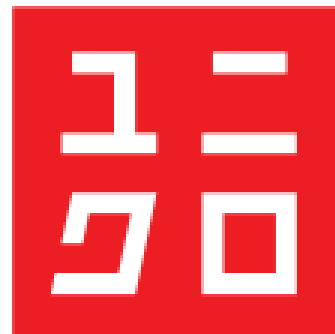
DAISO INDUSTRIES  
World's first dollar store



Calbee  
Pioneer of snack foods



UNIQLO CO, LTD  
Producer and seller of casual wear



# Unique & No. 1 Companies in Japan



Molten Footballs



Disco Precision cutting machines



Chuo-Industries Iron golf-club heads



Amano Foods Freeze-dried foods

# Gateway to Japanese Market

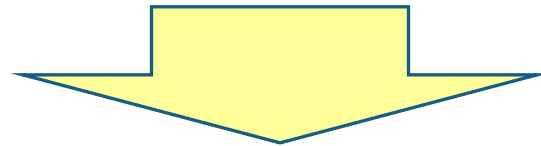
- Large market

20 million population: within **200**Km radius

50 million population: within **400**Km radius

- An ideal test market

Most statistics close to the national average



**Best place to start a business in Japan**

# Reason 3

**Talented People** who can  
further your business

# Education

Hiroshima is an education-oriented prefecture.

- ◆ University advancement rate: 60%  
4th highest in the nation.
- ◆ Approximately 12,000 students admitted to college or university in Hiroshima annually.

# Education in Science & Technology

Average number of students who receive Ph.D.'s annually:

- ◆ 350 students in all disciplines
- ◆ 220 students in science, technology and medicine out of the above

# Global Education

## ◆ Study Abroad Programs

➡ Every year, 1,000 high school students study abroad.

## ◆ Sister school abroad

➡ Every prefectural school has a sister school abroad .  
Students learn from other cultures.



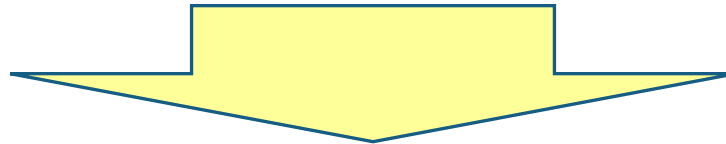
# Abundant highly educated Human Resources

## ◆ More International Engineers

Internship programs and job placement services are provided for graduate international students.

## ◆ Human Resources Development Assistance to Companies

Subsidies given to training courses to support innovation and increase corporate competitiveness.



**Wealth of talented people for future innovation**

Reason 4

**Great Place to Live**

# Comfortable & Safe Environment

- ◆ Education (International School)  
The Authorized International Baccalaureate  
2 schools in Hiroshima out of 24 in Japan
- ◆ Medical Care  
Multilingual medical institution information  
Helicopter emergency medical services
- ◆ Security  
4<sup>th</sup> lowest crime rate out of 15 large prefectures

# Urban Entertainment



Hiroshima Toyo Carp (Baseball)



Sanfrecce Hiroshima (Football)



Wakunaga Leolic (Handoball)



JT Thunders(Volleyball)



Coca-Cola West Red Sparks  
(Hockey)

# Cultural entertainment



Hiroshima Symphony Orchestra



Hiroshima City Museum



Fukuyama Museum



Outdoor sculpture



# Outdoor Activity



# World Class Delicacy



Okonomiyaki



Sea foods



Beef



Fruits

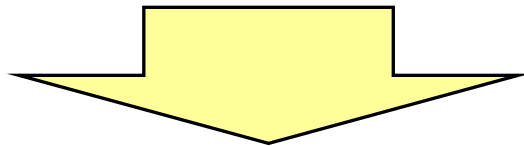


Japanese Sake

# International Tourist Satisfaction

○ No. 1 Highest level of satisfaction

○ Highest ratio of European and American travelers in Japan



No.1 :Peace Memorial Park  
A-Bomb dome (Hiroshima)  
No.2:Fushimi Shrine (Kyoto)  
No.3: Todaiji Temple (Nara)  
No.4: Itsukushima Shrine  
(Hiroshima)  
No.5: Kinkakuji Temple (Kyoto)  
(By **TripAdvisor**)

**Hiroshima is a fascinating tourist destination**

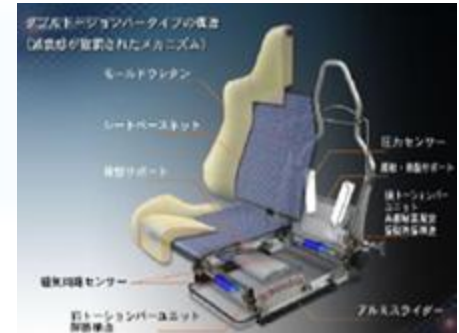
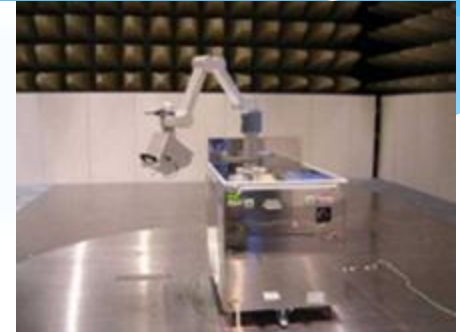


# Reason 5

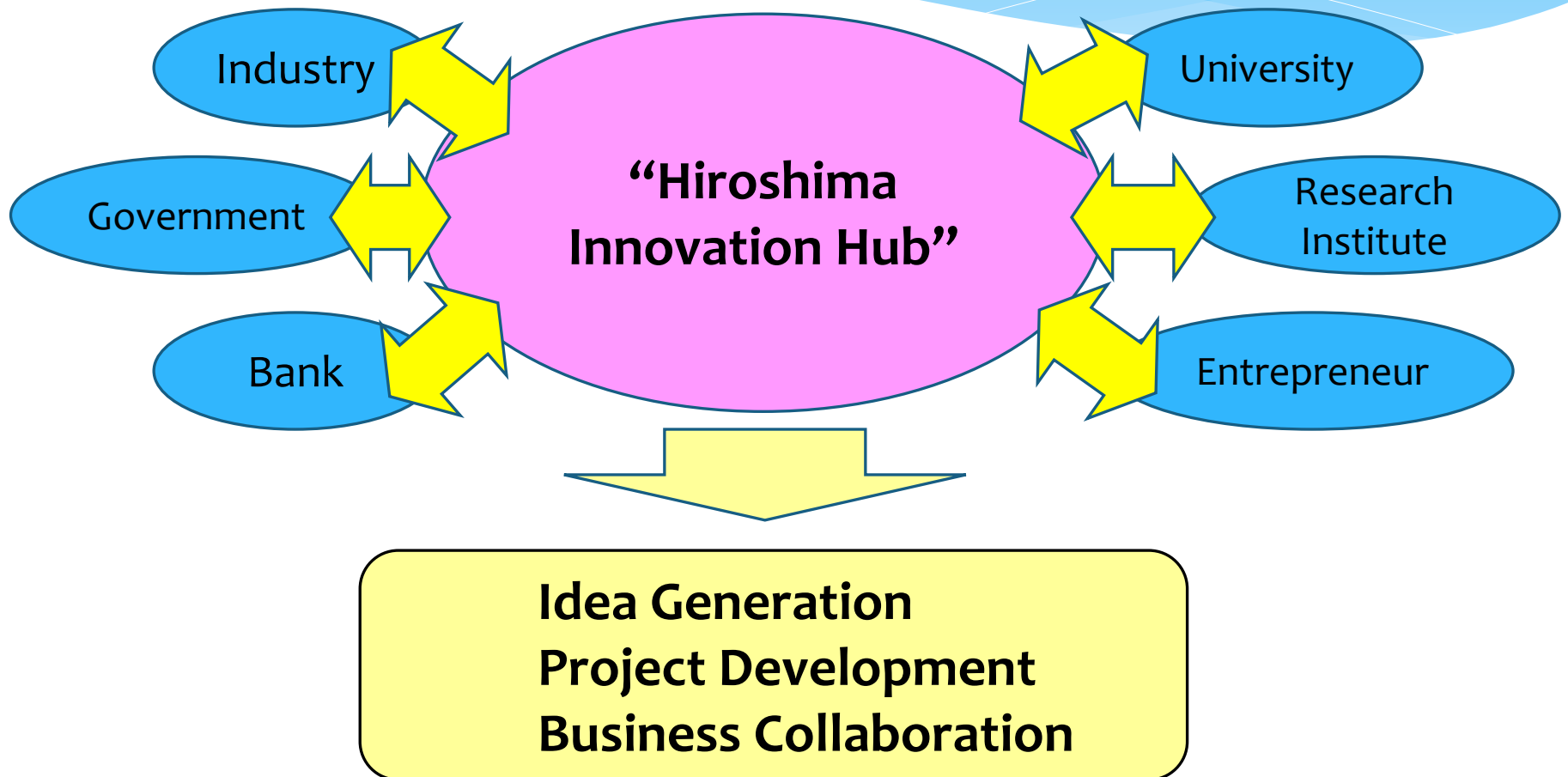
**Governmental Support  
For the local economy**

# Strategy for Developing New Industries

- I ) Improve innovative capacity of local economy
- II ) Strengthen competitiveness of main industries
- III ) Promote global business expansion



# Encouraging Innovation



# Initiatives that Promote Global Business



Promotion of economic exchange



## Government support

Securing the business infrastructure  
(Renting offices etc.)

Improving the life environment  
of employees

## Economic agreements with foreign regional governments

2003.07	Zug, Switzerland
2010.11	Tamil Nadu, India
2011.08	Sichuan, China
2012.08	Hawaii, USA
2013.11	Guanajuato, Mexico



**Invest in Hiroshima**

**So we can grow together**