

# Tochigi Global Strategy

## ~Tochigi Selected From the World~

### 【Overview Version】

#### Introduction

##### 1. Formulation Background & Progress

As the environment surrounding this prefecture changes dramatically, it is essential to continue to pursue new endeavors which will enable sustainable development of the state of the prefecture. For that reason, the "Tochigi Global Strategy" has been formulated for people involved with this prefecture to share this vision and proactively attempt its achievement.

##### 2. Positioning of Strategy

To show the direction of activities and concept to promote internationalization in this prefecture, etc. for the realization of Tochigi's future image aiming to be listed in Tochigi Prefecture's key strategy, the "Tochigi Mirai Sozo Plan."

##### 3. Promotion Period

A 5-year period from the fiscal year of 2021 to 2025.

#### Ch.1 Environment Surrounding Tochigi Prefecture

1. Demographics 2. Global Risks 3. Technological Innovation

#### Ch.2 Tochigi Prefecture's Internationalization Image

##### 1. Goal (Ideal Image)

##### **Tochigi Selected From the World**

●"Tochigi," its technology, products, attractive attributes, etc. are recognized by the world, leading to prefectural industrial development and regional vitalization, creating a virtuous cycle

●"Tochigi," its foreign residents can live safely and comfortably with a work environment in place, Japanese and foreign residents can recognize each other's cultural differences, and live together while establishing an equal relationship

●"Tochigi," businesses/related organizations, the government, etc. work together to internationalize this prefecture, fostering ""people"" to be responsible for the future"

## 2. Basic Perspective

- Strategies will be developed from 3 perspectives to realize the goal (ideal image)

### **Utilize strengths**

○Utilize the strengths of world-class Tochigi.

### **Work together**

○People in various fields within the prefecture work together to take action prefecture-wide, as well as working with other local governments, partner countries/regions, etc.

### **Attempt new endeavors**

○Attempt new endeavors from the perspective of enhancing international competitiveness along with motivated citizens and businesses.

## 3. Basic Strategy - 4 pillars that clarify the strategy's targets and areas

### **Global development promotion**

·In addition to supporting the overseas development of companies within the prefecture, enhance the brand strength and production system of prefectural products/prefectural agricultural products, etc., thus promoting exporting.

·Promote activities that ensure global human resources for companies within the prefecture, etc.

### **Promotion to attract foreign tourists**

·In addition to making full use of various mediums to effectively promote attractive aspects of tourism resources in the prefecture, enhance the acceptance system to enable foreign tourists to enjoy sightseeing comfortably, thus promoting the attraction of foreign tourists.

### **Promotion of international exchange/cooperation**

·In addition to working on international exchange and international cooperation that contributes to local economic vitalization and human resource development, foster abundant international awareness among the citizens, thus promoting international exchange/cooperation that establishes relationships of mutual trust between countries and between people.

### **Promotion of multicultural coexistence**

·In addition to promoting the maintenance of a living/working environment for foreign residents, promote the participation of foreign residents in the community, thus promoting multicultural coexistence that allows for any foreign resident to work and live easily and create an attractive community for Japanese residents as well.

#### 4. Key Areas

##### **Areas in which comprehensive development is possible for measures utilizing the strengths of this prefecture**

● The key areas are areas in which countries/regions can maximize this prefecture's strengths, such as prefectural products/prefectural agricultural products, tourist locations, etc., are concentrated and there can be global rollout and comprehensive rollout of measures that attract foreign tourists during the promotion period of this strategy.

● In accordance with the status of each country/region, the strategy has been categorized into the following 3 stages of "Earn," "Breakthrough," and "Explore," and action is being taken.

**[Details are on the following pages]**

➤ "Earn" stage: A stage in which it is possible to earn money right away by lenient quarantine, established commercial distribution, etc.

➤ "Breakthrough" stage: A state that looks at anticipated results 5 years ahead with promise of the future by eased quarantine, etc.

➤ "Explore" stage: A stage that has possibility, but that looks 10 years ahead due to strict quarantine, vulnerable infrastructure, etc.



**East Asia:** It is geographically close to Japan and has had a close relationship since ancient times in the realms of economics and human and cultural exchange.

**Southeast Asia:** High economic growth is anticipated in conjunction with the future population increase and further economic activity vitalization.

**USA:** It is a country with a huge market and strong impact on the world, and receiving high appraisal is believed will lead to strengthening the brand power.

## Ch.3 Direction of Activities

### Section 1. What is needed for economic growth for the future

#### **Global development promotion**

##### ■ Prefecture products

➤ Rollout of consistent support from growth to market development

##### 【Direction of activities】

Over the next 5 years, raise the added value of prefectural products, etc. based on "Reliable production technology" which is a strength of companies, etc. in the prefecture that have handed down technology nurtured in history utilizing abundant natural resources and provide support in response to the national supply chain reform, while having rollout on support according to the activity stage of the companies, etc.

##### 【Main activities】

- Provide consistent support up through practical business negotiations based on unearthing information utilizing activity status/needs investigations of companies with an interest in exporting and the acquisition of basic knowledge about exporting.
- Enhance brand power through promotion at embassies in Japan and diplomatic establishments abroad, etc.

##### 【Target countries/regions and activity stages】

○ Prefecture product market development destinations

Earn: Hong Kong, Singapore, Thailand, USA

Breakthrough: Vietnam, Malaysia, Australia

Explore: China, Taiwan, Philippines, Cambodia, Myanmar

○ Branch expansion destinations for companies, etc. within the prefecture (overview analysis)

Earn: China, Thailand, Indonesia

Breakthrough: Vietnam

Explore: Cambodia, Myanmar

## ■ Prefectural agricultural products

➤ Promote exporting by expanding the overseas demand and fostering export production areas

### 【Direction of activities】

Over the next 5 years, strive to expand further demand of prefectural agricultural products overseas by continuing to have producers (production areas), producer groups, distributors, government, etc. come together as one, and promote the cultivation of production areas involved with exporting as well as strengthening the supply capacity. In addition, analyze the partner countries/regions needs and take action on exporting countermeasures by item and promote exporting according to the demand.

### 【Main activities】

- The key export items are beef, rice, pears, strawberries, and flowers
- Promotion utilizing the relationship of trust with buyers and awareness from consumers
- Support of activities according to steps, such as producer awareness generation, test exporting, full-scale exporting, etc.

### 【Target countries/regions and activity stages】

Earn: Hong Kong, Indonesia, Singapore, Philippines, Malaysia, USA, EU, United Arab Emirates

Breakthrough: Thailand, Cambodia, Vietnam

Explore: China, Taiwan, South Korea

### Performance index

● No. of companies within the prefecture that conduct overseas transactions (exporting or importing)

(2018) 282 companies → (2024) 325 companies

● Export quantity of Japanese sake

(2018) 1,071kℓ → (2024) Exceeds present value \*

\* The target values will be reviewed based on the status and impact of COVID-19.

● Agricultural product export value

(2019) 311M yen → (2025) 1B yen

## **Promotion to attract foreign tourists**

### **■ Foreign tourists visiting Japan**

➤ Effective promotion and acceptance system preparation to recover the tourism demand

### **【Direction of activities】**

Over the next 5 years, utilize abundant nature, history, culture, etc. to create content that foreign tourists can also enjoy and make effective promotion making full use of various media, such as digital tools, etc., as well as maintaining an accepting environment in which foreign tourists can enjoy comfortably and with peace of mind by taking measures for the "new normal way of life".

### **【Main activities】**

- Effective promotion utilizing overseas customer attraction branches and digital tools
- Expansion of foreign language-speaking personnel and creating multilingual guidance displays
- Promotion of the creation of outdoor contents corresponding to the "new normal way of life," etc.

### **【Target countries/regions and activity stages】**

Earn: China, Hong Kong, Taiwan, Thailand

Breakthrough: Vietnam, USA

Explore: Australia, Europe"

### **Performance index**

#### **● No. of foreign lodgers**

(2019) 247,000 people → (2025) Exceeds present value \*

\* The target values will be reviewed based on the status and impact of COVID-19.

## **Promotion of international exchange/cooperation (economic exchange)**

### **■Economy/industry**

➤Promotion of international exchange/cooperation for mutual economic development

### **【Direction of activities】**

Over the next 5 years, promote activities that bring about mutual economic development between countries/regions interested in the industry, technology, history, and culture of this prefecture while looking ahead to the international society after COVID-19 ceases.

### **【Main activities】**

- Business mission dispatch/acceptance
- Discussion on the investment environment to be of mutual benefit based upon friendship
- Attract by providing information on the investment environment of this prefecture to exchange destination companies, etc.

### **【Target countries/regions and activity stages】**

Earn: China (Zhejiang Province), USA (Indiana State), Taiwan (Kaohsiung City)

Breakthrough: Vietnam

Explore: Russia (Kaluga State), Philippines, Australia

### **Performance index**

●No. of business mission dispatches/acceptances  
(2019) 5 cases → (2025) Exceeds present value \*

\* The target values will be reviewed based on the status and impact of COVID-19.

## Section 2. What is needed for an abundant and sustainable community

### **Promotion of multicultural coexistence**

#### ■ Multicultural coexistence

➤ Realize a society in which foreign residents will become leaders in the region

#### 【Direction of activities】

Over the next 5 years, promote the participation of foreign residents in the regional society in addition to striving to promote multicultural coexistence by developing human resources responsible for supporting foreign residents, etc. along with striving to enrich regional Japanese language education to promote the creation of an environment that is easy for foreign residents to live and work in this prefecture. In addition, continue to promote the smooth acceptance of foreign residents along with taking action to provide information in multiple languages.

#### 【Main activities】

- Enrich regional Japanese language education by industry-academia-government-private partnerships
- Train volunteers to support foreign residents as ordinary citizens, etc.

#### 【Target countries/regions and activities stages】

Promotion will be made of creating various topics of consultation and documents available in multiple languages, centered around countries/regions where there are many foreign residents, but the promotion of multicultural coexistence will take place regardless of nationalities and ethnicities, etc.

#### Performance index

● No. of human resources registered who are related to supporting foreign residents in the prefecture

(2019) 355 people → (2025) 600 people

● No. of Tochigi Foreign Human Resource Utilization Promotion Council members

(2019) 150 people → (2025) 330 people

## **Promotion of international exchange/cooperation (friendship exchange)**

### ■ Friendship/cooperation

➤ Realize international exchange/cooperation leading to the next generation

### 【Direction of activities】

Over the next 5 years, strive to generate momentum to participate in the Japan Overseas Cooperation Volunteers, etc. while working to develop new venues for international understanding courses in order to foster international leaders while cultivating a global perspective, such as SDGs, etc., in addition to mutual understanding and international peace, which is the basis of friendly exchange and international cooperation.

### 【Main activities】

- Promotion of culture/educational exchange, etc. utilizing digital tools
- Promotion of activities in which citizens can participate and feel close to the exchange area, etc.

### 【Target countries/regions and activity stages】

Existing exchange locations: China (Zhejiang Province), USA (Indiana State), France (Vaucluse Prefecture), Taiwan (Kaohsiung City)

New exchange locations: Russia (Kaluga State), Hungary, etc.

### Performance index

● Ratio of high schools that implemented exchange, training, etc. online with overseas or studying abroad

(2019) 33.9% → (2025) 65.0%

● No. of workshops held regarding international understanding

(2019) 78 cases → (2025) 125 cases

## **Ch.4 Positioning of SDGs**

### **○ Definition of SDGs (Sustainable Development Goals)**

The international goal aimed at creating a better world that is sustainable by 2030 which is notated in the "The 2030 Agenda for Sustainable Development" adopted at the September 2015 United Nations Summit.

### **○ Positioning of SDGs in this strategy**

In Ch.3 Section 1 goals 1, 2, 4, 8, 10, and 17, and in Section 2 goals 1, 3, 4, 8, 10, 11, 16, and 17 have been organized as related goals, and promotion of measures that contribute to the realization of the goals will take place.