



Summary



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There is a “diamond effect” of support for children and child-rearing. Increasing supporters through increasing employment of women, and increasing the birth rate will lead to strengthening the power of future generations. In addition, by increasing the quality of childcare through things such as combining kindergartens and nursery schools and broadly providing pre-elementary school education, children will accumulate abilities and it will be possible to break the chain of poverty. Because the cost-effectiveness of measures against poverty after people have become adults is low, it can be said that properly developing perceptions at the stage of pre-elementary school education, when investment effects are high, will be the starting point for developing dynamic cities.

In relation to the aging population, from now on the numbers of elderly people in regions will decrease, and in contrast the numbers of elderly people aged 75 or older in cities will increase. However, both land and services in cities are expensive. Conversely, in regions both facilities and services can be provided for comparatively low costs, and the environment is also good, but the numbers of elderly people they target are decreasing. For example, Funagata Town, Yamagata Prefecture intended to create employment for young people by building facilities for elderly people, but it was unable to locally secure elderly people to enter the facilities, and the town looked for them in cities instead. This deviates from the principle of community-based integrated care, in which people live in the area that they are used to. If it becomes prevalent for people to have a life plan in which they do not move for nursing care, but instead move from large cities to regions at an earlier stage and enjoy a high-quality second stage of life, each of Japan's local governments can probably co-exist in mutual prosperity. I felt that we probably must begin to think that far ahead.

Japan, China, and Korea are facing common tasks. I would like to promote competition so that the successes of one region will be utilized in other regions, and the regions will become energetic.



AHN, Sang Hoon Professor at the Department of Social Welfare, Seoul National University, Korea

When discussing the declining birth rate and aging population, we must pay attention to invigoration of citizens. I think that local and regional governments have a role that should be played in freeing women from household obligations and creating opportunities for employment through which they can be active in society. However, in Korea there are also some policies in which effects that were the opposite of the original intentions emerged. For example, as a result of politicians providing childcare allowances in order to gain votes, low-income women felt that it is not necessary to work and decided to be full-time housewives. In addition, as a result of introducing a full-time childcare system and making it possible for nursery schools to receive a subsidy for each child, a phenomenon has occurred in which priority is given to accepting the children of full-time housewives, who leave their children there for shorter times.

These things are working opposite to the objective of promoting employment of women. Therefore, focusing on service benefits rather than cash benefits is the most important principle.

For measures for aging as well, we should work toward creating employment for elderly people rather than cash benefits such as pensions. It is impossible to support an elderly person for as many as 40 years after he or she retires at age 65. Therefore, it is necessary to create employment that matches individual elderly people. People who have retired from large companies have secured pensions, and therefore positions such as mentors or advisors, for which honor is recognized more than a high pay level, are preferable. Meanwhile, for people with low academic or technical abilities, it is conceivable to have them do work with social value, such as providing care for the elderly.

From now on, the role of central government in welfare must be transferred to local and regional governments. In that sense, it can be said that this congress has significant meaning.

Theme 2: “Regional Economic Development and Employment”

Participating local and regional governments	Republic of Korea: Seosan City in Chungcheongnam-do Province Socialist Republic of Viet Nam: Phu Tho Province, Viet Tri City in Phu Tho Province Japan: Niigata Prefecture, Yamanashi Prefecture, Gifu Prefecture, Tokushima Prefecture, Nara Prefecture, Tagajo City in Miyagi Prefecture, Asuka Village in Nara Prefecture, Shimoichi Town in Nara Prefecture
Lecturer	KUSUMI, Tokio Mayor of Mitsuke City, Niigata Prefecture

Presentations



Seosan City, Republic of Korea — KIM, Young In Deputy Mayor

Seosan City is located in the southwest of Korea, it is 1 hour from Seoul by car, and it is the closest city to China, separated by the ocean. The city set a slogan of “Sunrise City, Happy Seosan,” and it is aiming to be an agriculture, livestock, and marine industry city, an education and welfare city, an economy city, a culture city, and an eco-city.

Korea is facing difficult issues such as a shortage of workers for farms and escalating prices for agricultural materials, and there are difficult circumstances such as financial troubles due to economic atrophy due to relaxation of regulations and measures to reduce or exempt taxes. The demands of residents are also increasing, and domestic local governments are fighting difficult battles to secure finances.

Amid those circumstances, Seosan City is accomplishing sustainable growth. A Seosan Bio and Well-being Special Zone was approved, and as a result it is expected that there will be 910 billion won in effects of attracting industries, creation of employment for 15,000 people, and increased tax revenue of 31.2 billion won.

In addition, Seosan City is making various efforts to create employment, it is developing a “3S (Smile, Simple, Soft, Speed, Smart) and 5 items (Effort with Brain, Mouth, Heart, Hand, Foot) movement” intended for government employees, and it is engaged in duties to respond to residents’ expectations.



Asuka Village, Japan — MORIKAWA, Yuichi Mayor

Asuka Village has the smallest population scale of the local and regional governments of this congress. 1,400 years ago Asuka Village was the capital of Japan. Since 1980 the village has been designated special zones in order to preserve historical landscapes, and instead of accepting strict regulations there is a mechanism for receiving assistance related to preparation of the living environment. Although it is located at a distance less than 1 hour from central Osaka, it is very much a country area, the hierarchy of population is like a bowl with a very narrow bottom, and the declining birth rate is getting particularly worse.

Amid such circumstances, the Asuka Village sorted out which things are appealing about it and created a strategy for coming up with Asuka’s charms. In order to preserve the scenery that should be referred to as the “mental homeland to the Japanese,” the village is going in the completely reverse direction of other local governments and making efforts not to develop.

Asuka Village is a place that has several “beginnings of Japan.” The village is using those as resources and making the entire village an open museum, called the “Asuka Field Museum,” working to create an Asuka brand from visitors’ perspectives, and use these things as driving forces for invigorating the region.

While tying together a system that connects people and a system that disseminates information through the five senses of “watching (visual highlights), feeling (experience), staying (accommodations), eating (restaurants), and shopping (souvenirs),” the village will work on various projects. The village intends to create a field in which it is possible to make displays that explain Asuka, the land where Japan was born, and make it a source of energy for the region.



Tokushima Prefecture, Japan — OGAWA, Takashi Directorate General Head, Regional Development Bureau, General Policy Formation Department

The tasks that Japan faces are rapidly becoming obvious in regions. Tokushima Prefecture has been working to resolve tasks, using a key phrase of “turning difficulties into opportunities.” The first difficulty is the move to digital terrestrial television broadcasting, and in order to deal with this the prefecture spent 10 years simultaneously preparing an all-prefecture CATV network and an IT infrastructure, and created one of the best broadband environments in Japan. The second difficulty is the declining population, and empty houses were rapidly increasing. But local NPOs, residents, and the local government are working together to take on the challenge of rejuvenating villages and utilizes empty houses and unused facilities.

We also began a satellite office project after the Great East Japan Earthquake. In less than 2 years, 18 companies have opened offices and local jobs for 40 people have been created. Some companies have even moved their headquarters to Tokushima from Tokyo, and there have been positive effects on the local economy. Diverse and flexible ways of working that make use of the power of ICT lead to prevention of workers quitting to provide nursing care and job opportunities for people raising children, and they have possibilities as ways of working that will be essential in Japan from now on.

NPOs, local residents, and incoming companies are working together to attract “the people who we want to come,” and the local government is backing such activities. It creates a chain and cycle in which companies attract other companies.

From now on, the prefecture would like to disseminate the “Tokushima Satellite Office Project,” which will be a prescription for regional rejuvenation, from Japan to the rest of the world.



Nara Prefecture, Japan

NAKA, Koji Director General, Industry and Employment Development Department

Nara Prefecture is putting efforts into a "project to promote a Chinese medicine mecca" in order to stimulate industries that utilize local resources, a "project to utilize a prefectural pool site" in order to prepare an environment for increasing the number of tourists who stay overnight, and a "project to train female translators and convey information about the humanities and literature" in order to create a mechanism to support women's employment.

Chinese medicine is now drawing attention throughout the world, and the Japanese domestic market is steadily expanding, but Japan relies on other countries for more than 80% of the raw materials. Therefore, Nara Prefecture is working to utilize its accumulation of experience in developing delivered medicines as a local industry with rich culture and history, build a consistent system for medicinal crops from production to sales, and work to invigorate production in the prefecture by creating a sixth industry for Chinese medicine.

In addition, Nara Prefecture has many tourists who only visit for the day and few stay overnight. Therefore, it is planning to attract hotels by utilizing prefectural land and consistently prepare surrounding areas, and the local government is actively working to promote overnight-stay tourism.

Further, Japan's humanities literature has value throughout the world, but it is not known because it has not been translated. Therefore, the prefecture will open schools to train translators, intended for highly educated latent female human resources, train such people in a concentrated manner during a 1-year period, disseminate information to other countries through the Internet and homepages, and at the same time work to make it possible for women to work as translators and aim to secure employment and further develop the local economy.



Phu Tho Province, Socialist Republic of Viet Nam

CHU Ngoc Anh Governor

Phu Tho Province is located at a distance of 80 km from the capital Hanoi. It has kings' temples, it has been considered the spiritual home of Vietnamese people since 2,000 years ago, and like Nara it has history, culture, and civilization such as Xoan, which is a traditional folk song designated by UNESCO as an intangible cultural heritage. As a province of a developing country, development is still at a low level compared to other Asian countries, and we would like to deepen our international relationships and learn from everyone's experiences. On the other hand, more investment is being made compared to neighboring countries, and in 2010 Phu Tho Province achieved its millennium targets for both industry and tourism.

It is effective to increase the number of companies in order to develop society and the economy. For that reason, we are preparing infrastructure, making a full range of efforts to make the province an attractive place for foreign investors, and achieving important results such as having per-person income of 1,000 dollars surpass 1,100 dollars. However, there are of course effects from the economic circumstances of other countries and in recent years investment has been subdued, and therefore we think that the efficiency of administrative systems must be increased further.

At present the working-age population has increased to more than 60% and employment is necessary, and therefore at the provincial level we are focusing on efforts to increase the degree of skills.

Participants for group discussions



Viet Tri City, Socialist Republic of Viet Nam

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Chairperson, Committee on
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Summary



KUSUMI, Tokio Mayor of Mitsuke City, Niigata Prefecture

I felt that it was wonderful that many presentations were made over the 2-day period, and current individual tasks were clearly analyzed. All regions are facing tasks, and even things that have conventionally been viewed pessimistically and lacked measures for dealing with them have in recent years been boldly undertaken as challenges. The phrases “turning difficulties into opportunities” and “looking at things inversely” left an impression on me. We are currently in an era in which we will not be able to maintain the current situation unless we continue to take on challenges, and I understood that everyone from the participating local and regional governments has a high level of awareness and is working hard.

Local and regional governments must continuously develop human resources in order to spread understanding of policies among residents and obtain their agreement. Awareness reforms are required not only by heads of governments, but also by employees and staff members. We must have a perspective of raising residents’ level of satisfaction as much as possible, confirm a perspective of wishing for residents’ happiness when operating the government, and be able to confidently discuss each individual policy.

East Asia has common tasks. There is a lot of knowledge that should be learned. In order to actively incorporate each other’s knowledge, it is important to have opportunities for exchanges. Very attractive cities with regional resources of an ancient history participated at the table that I was in charge of. I hope that a light will be shone on those resources again, and that the romanticism of an eternal living history will lead to the future. I certainly hope that we will form an alliance and develop together.

Theme 2: “Regional Economic Development and Employment”

Participating local and regional governments	Republic of the Philippines: Municipality of Baler in Aurora Province Republic of Korea: Chungcheongnam-do Province, Gyeongsangbuk-do Province Japan: Yamagata Prefecture, Fukushima Prefecture, Shizuoka Prefecture, Mie Prefecture, Wakayama Prefecture, Kagawa Prefecture, Nara Prefecture, Niigata City in Niigata Prefecture, Nara City in Nara Prefecture, Ikaruga Town in Nara Prefecture, Koryo Town in Nara Prefecture
Lecturer	MOTANI, Kosuke Chief Researcher, Research Department, The Japan Research Institute, Limited

Presentations



Kagawa Prefecture, Japan — **HAMADA, Keizo** Governor

In July last year, Kagawa Prefecture formulated a “Strategy for Industrial Growth in Kagawa Prefecture” that predicts the next 10 years, and created a slogan of “strong, steady growth of economy and society.” The three strategic policies are as follows: minimizing the negative effects of reduction of population, declining birthrate, and aging population and changing them into positive effects, promoting cooperation among industry, universities, government, and other business, while utilizing local strengths, and engaging with international activities.

The system for the strategy stipulated six fields that are engines for growth, five priority projects, and cross-sectoral strategies. The six fields stipulated as engines for growth are food and biotechnology that utilize local resources and traditional technology, health, manufacturing that utilize base and cutting-edge technologies, energy and the environment, high-quality agricultural manufacturing, and tourism, and measures will be implemented for each of them. Priority projects include a “Kagawa rare sugar white valley” project, a project to strengthen the olive industry, a project to cultivate industries related to K-MIX, an “Examine the old to discover the new” manufacturing project, and a project to promote “Art Kagawa” internationally. As cross-sectoral strategies, the prefecture is moving forward with support to strengthen the competitiveness of companies, support for companies expanding into international markets, nurturing and securing human resources who will support the growth of industry, and strengthening an industrial base.



Shizuoka Prefecture, Japan — **OSUGA, Yoshio** Vice Governor

Shizuoka Prefecture is located between the Tokyo metropolitan area and the Chukyo area. It has a population of 3.74 million people, and a prefectural gross product of JPY 15.8 trillion, both of which are 3% of Japan as a whole and No. 10 in Japan. However, at present the prefecture is facing hollowing-out of industries due to the global economic crisis, a strong yen, and prefectural companies moving overseas and to other prefectures to disperse risks after the Great East Japan Earthquake. Because the economic growth rate has still not recovered and the ratio of job offers to job seekers has continued to decline since the global economic crisis, the prefecture is seeking a change of industrial structure.

It is also predicted that Shizuoka will incur maximum damage from a tsunami caused by a massive earthquake expected to occur in western Japan, and based on reflection on congestion of coastal areas due to emphasis on economic growth, a movement for emphasis on leeway is growing and attention is being given to inland areas. Advance reconstruction refers to assuming a scenario of a time when a disaster occurs, and promoting city plans and city development that will lead to minimization of damage. The prefecture will take this perspective and promote city development by using the three strategies of coastal and urban renovation, inland and highland innovation, and formation of a multi-layered regional cooperation axis. In addition, in order for the government and the private sector to work together to promote disaster prevention and mitigation, an Inland Frontier Promotion Consortium was established. The national government has asked the prefecture to become a model for advance reconstruction. Disasters can occur anywhere in the world. The prefecture hopes that other areas will include advance reconstruction in their ways of thinking and that Shizuoka's model will serve as a reference for aiming to balance advance reconstruction with regional growth.



Chungcheongnam-do Province, Republic of Korea — **RYOO, Jae Seong** Team leader

The industrial structure of Chungcheongnam-do Province consists of mining and manufacturing industries more than agriculture, and the region's gross production is No. 2 in Korea. These developments are attributable to the fact that the province is adjacent to the metropolitan area and located in the center of transportation and distribution. With the aim of building an economic system in which the results of growth will be reinvested in the region, the province stipulated the following three priority goals: promotion of sustainable economic growth, building an economic base for a virtuous cycle, and job creation and stable employment. In order to promote sustainable economic growth, the province created employment and increased the amount of exports by attracting both domestic and foreign companies. As new growth engines for the future, it is expanding the use of hydrogen vehicles and fuel charging stations, and discovering and developing future industries. For building an economic base for a virtuous cycle, it is creating an industrial complex, building things inside it such as multiunit residences, libraries, and fitness centers, and providing a convenient and pleasant daily life so that income within the province will not flow out to other regions. It is also creating a system in which large companies and small and mid-size companies can grow together, through things such as utilization of a network of large companies, and support for small and mid-size companies to expand into other countries. In order to create employment, it is promoting a system for renewing employment targets that make public notice of targets for numbers of employed people and jobs, etc. and evaluates whether or not targets have been achieved within a certain period, establishing and operating employment centers, and working to do things such as support development of order-made human resources that meet the demands of regional industries.



Niigata City, Japan — SHINODA, Akira Mayor

Niigata City is the only government-ordinance-designated city on the Sea of Japan side of Honshu, and it is making efforts to function as the largest assistance and recovery center in times when something has happened, by increasing its abilities as a base in ordinary times. As an industrial policy, the city is building Japan's first combined factory for the aircraft parts industry. In addition to industry, agriculture is thriving. In contrast to the 2-3% food self-sufficiency rate of large cities in Japan, it is 63% in Niigata City, and the amount of shipments of food products is No. 6 in Japan. The city is utilizing those characteristics and planning formation of an intrinsic "Niigata New Food Valley."

Because it is important to have innovation through collaboration with research institutions in order to do this, the city is establishing an Agricultural Development Research Center and hopes to make it a control tower for collaboration among agriculture, commerce, and industry and creation of the 6th sector. In addition, the city is also doing things such as building an Agri Park in which elementary school students can experience dietary education and agriculture, a Niigata International Food Award, and an International Food trade Fair. As one effort, it is creating a "Food Design LABO" for collaboration among Niigata City sake breweries, and working to spread awareness that design is important in the food industry as well. The city is proposing designation of the New Food Valley as a national strategic economic growth area promoted by the government, as well as creation of a general bonded area and relaxation of requirements for agricultural production corporations. Farm restaurants match the national direction and are being evaluated favorably.



Municipality of Baler, Republic of the Philippines —

Nelianto Carrasco BIHASA Municipal Mayor

The Municipality of Baler wants to improve the environment for business and investment and develop the tourism industry. The Municipality of Baler is the smallest city in Aurora, but it is the provincial capital and the center of trade and industry. The city wants to upgrade the income classification of Baler from 3rd class municipality to 1st class municipality and be the premiere tourist destination in Central Luzon Region.

In 2012 the Tourism Code of Baler was enacted and a Municipal Tourism Council was created. The city is currently working quickly to create a tourism information office. In addition, on a national level things such as tourism fairs and travel fairs are being conducted, and efforts are being made to develop tourism products. In addition to being blessed with natural resources and traditional culture, expectations are increasing that it will become a tourism place visited by people from within and outside the country, due to the fact that the transportation time required between Manila and Baler was reduced from 8 hours to 5 hours by building of an expressway. The city is emphasizing eco-tourism, and doing things such as creating hiking courses and preserving historic scenery.

One task is that the Municipality of Baler has a lot of low ground and often suffers typhoon damage, but it does not have sufficient flood control. Over a period of 5 years, 5% of each year's budget is being put into a fund for a committee to reduce risks, and it is being allotted to policies to prevent and mitigate disasters, but a task is preparation of a flood control system and waste-processing facilities.

Participants for group discussions



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