

# The 9th East Asia Local and Regional Government Congress

2018.11.1 [thu] ▶ 3 [sat]

## Report



The East Asia Local and  
Regional Government Congress

Organized by : Nara Prefecture

Supported by : Ministry of Internal Affairs and Communications of Japan  
Ministry of Foreign Affairs of Japan  
Council of Local Authorities for International Relations



一般財団法人

自治体国際化協会

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# The 9th East Asia Local and Regional Government Congress Report

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\* The titles listed are those as of the time of the congress.

# Program Overview of the 9th East Asia Local and Regional Government Congress

2018

## ● November 1 (Thurs) ————— Hotel Nikko Nara

14 : 00 — 18 : 00	Bilateral Meetings
17 : 30 — 21 : 00	Dinner

2018

## ● November 2 (Fri) ————— Hotel Nikko Nara

08 : 30 — 08 : 50	Opening Ceremony
09 : 00 — 12 : 00	Discussion (Morning) Main Session (Theme 1) *Including Briefing on Section Meeting, etc. Sub Session (Theme 2)
12 : 00 — 13 : 00	Lunch ①
13 : 00 — 16 : 00	Discussion (Afternoon) Main Session (Theme 2) Sub Session (Theme 1)
16 : 15 — 17 : 15	General Session • Local and Regional Government PR Time
17 : 15 — 17 : 35	Photo Session
17 : 45 — 18 : 15	Representatives' Press Conference
18 : 00 — 18 : 45	Local and Regional Government PR Time
19 : 00 — 20 : 30	Governor's Banquet
20 : 30 — 21 : 55	Night Excursion (Kasugataisha Shrine)

2018

## ● November 3 (Sat) ————— Hotel Nikko Nara

07 : 30 — 13 : 30	Excursion • Lunch ② Shika Yose (Deer Gathering), Nara Palace site (Heijo-kyo site), East Asian Food Fair
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## Greetings



### ARAI, Shogo

Governor of Nara Prefecture

It is thanks to the support and understanding of all involved that we have been able to hold the 9th East Asia Local and Regional Government Congress.

This Congress has three major goals. The first is to uncover issues and visions that are common to us all, and to learn from each other's trials and errors. The way in which we seek to do this is by having representatives from each regional government outline their circumstances and initiatives, and through unreserved exchange of opinions. The second is to develop bilateral connections on top of our already multilateral associations, in order

to create beneficial relationships among all the member regional governments. Thirdly, we hope that through earnest discussions, we can devise plans to solve the issues we all face, and use those to promote the development of our respective regions.

In order to strengthen our financial and cultural relationships, it is essential that we promote interaction between the individuals who will carry the future of East Asian regions forward. This Congress goes beyond national boundaries to offer a platform for this exchange, and we hope that in some way we can contribute to the development of a peaceful, stable East Asia.

The two themes for today are "Promotion of Agriculture, Forestry, and Fishery" and "Developing Human Resources in a Global Society." In the Main Session, which will consist primarily of discussions between regional representatives, I hope that we will see frank, vigorous exchange of opinions, and worthwhile debates. In the Sub Session, there will be case introductions and opinion exchanges based on the regional reports, and we look forward to it serving as a space where participants can share various information.

At this year's Congress we have included the Local and Regional Government PR Time—at which participating regional governments will have a chance to show off their charms and qualities—while we have also allocated space for booth exhibitions. We look forward to hearing feedback from you regarding aspects of the Congress such as these.

Autumn is perhaps the season in which you can enjoy the nature and scenery of Nara the most. Please make the most of your stay here through the excursions and other events on offer.

Thank you for your participation in the congress, and I pray that it leads to our mutual development.

## List of Delegation Heads of Participating Local and Regional Governments

### People's Republic of China

Name	Organization
Shandong Province	
ZHAO, Dongbo	Director, Asian Affairs Division of Shandong Provincial Foreign Affairs Office
Gansu Province	
ZHAO, Jun	Director of Translation and Interpretation Center, Foreign Affairs Office of Gansu Provincial Government
Chengdu City	
JIANG, Bin	Director General, Chengdu Municipal Foreign and Overseas Chinese Affairs Office
Suzhou City	
LI, Xiaoning	Secretary General, Suzhou People's Government
Linyi City	
ZHU, Jianhua	Consultant, The Commission Office for Public Sector Reform of Linyi

### Republic of Indonesia

Name	Organization
Province of West Java	
Koesmayadie Tatang Padmadinata	Assistant of Administration, Regional Secretariat of West Java

### Malaysia

Name	Organization
Melaka State	
Mohd Fadhil Bin Hassan	Senior Principal Assistant State Secretary, Local Government Unit, Melaka State Government

### Republic of the Philippines

Name	Organization
Municipality of Baler	
Reynaldo Esteban, MAPINDAN	Sangguniang Bayan Member, Legislative Division Office of the Sangguniang Bayan

### Republic of Korea

Name	Organization
Gyeonggi-do Province	
JEONG, Kyu Sik	Deputy Director, Foreign Affairs and Trade Division
Chungcheongnam-do Province	
NAMGUNG, Yeong	Vice Governor for Administration Affairs, Chungcheongnam-do Province
Gongju City	
JEONG, Hong Suk	Director, Agricultural Administration Division
Buyeo County	
YU, Heung Soo	Deputy Mayor, Buyeo County
Gyeongsangbuk-do Province	
LEE, Joung Ah	Staff, Division of International Trade & Cooperation
Gyeongju City	
JOO, Nak Young	Mayor, Gyeongju City



# List of Delegation Heads of Participating Local and Regional Governments

## Japan

Name	Organization
<b>Yamagata Prefecture</b>	
KURODA, Ayumi	Director, Osaka Branch Office
<b>Fukushima Prefecture</b>	
ABE, Hidehiro	Office Director, Osaka Office
<b>Fukui Prefecture</b>	
MUKAIDE, Shigemi	Director-General, Department of Agriculture, Forestry and Fisheries
<b>Yamanashi Prefecture</b>	
MASEGI, Tamaki	Vice Governor, Yamanashi Prefecture
<b>Nagano Prefecture</b>	
NAGATA, Toshihiko	Associate Director General, Industry and Labor Department
<b>Shizuoka Prefecture</b>	
MASUI, Hiroshi	Director General of Regional Diplomacy
<b>Mie Prefecture</b>	
WATANABE, Shinichiro	Vice Governor, Mie Prefecture
<b>Kyoto Prefecture</b>	
SHIMIZU, Tatsuya	Director, Agricultural Administration Division
<b>Wakayama Prefecture</b>	
HARA, Yasuo	Director General, Agriculture, Forestry and Fisheries Department
<b>Tottori Prefecture</b>	
HAMAGUCHI, Mie	Section Chief, International Affairs Division
<b>Shimane Prefecture</b>	
KURIHARA, Ichiro	Deputy General, Agriculture, Forestry and Fisheries Department
<b>Tokushima Prefecture</b>	
KAWAI, Tadafumi	Department Head, Agriculture, Forestry and Fisheries Department
<b>Kagawa Prefecture</b>	
KOKUBU, Shinji	Director General, Agricultural Administration and Fisheries Department
<b>Nara Prefecture</b>	
ARAI, Shogo	Governor, Nara Prefecture
<b>Niigata City</b>	
ARAI, Hitoshi	Vice Mayor, Niigata City
<b>Kofu City</b>	
SATO, Atsushi	Director, Agriculture and Forestry Promotion Section
<b>Nara City</b>	
NAKAGAWA, Gen	Mayor, Nara City
<b>Tenri City</b>	
NAMIKAWA, Ken	Mayor, Tenri City
<b>Kashihara City</b>	
MORISHITA, Yutaka	Mayor, Kashihara City
<b>Gose City</b>	
HIGASHIGAWA, Yutaka	Mayor, Gose City
<b>Katsuragi City</b>	
AKO, Kazuhiko	Mayor, Katsuragi City
<b>Miyake Town</b>	
MORITA, Koji	Town Mayor, Miyake Town
<b>Asuka Village</b>	
MORIKAWA, Yuichi	Village Mayor, Asuka Village
<b>Koryo Town</b>	
YAMAMURA, Yoshiyuki	Town Mayor, Koryo Town
<b>Shimoichi Town</b>	
SUGIMOTO, Tatsuaki	Town Mayor, Shimoichi Town

Name	Organization
Nara Prefectural Assembly	
OKUYAMA, Hiroyasu	Vice Chairperson
WADA, Keiji	Chairman, Committee on Economic and Labor



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# Overview

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# Theme 1: “Promotion of Agriculture, Forestry, and Fishery”

Participating Local and Regional Governments	People's Republic of China : Shandong Province, Gansu Province, Suzhou City Republic of Korea : Chungcheongnam-do Province, Gongju City, Buyeo County, Gyeongsangbuk-do Province, Gyeongju City Japan : Fukui Prefecture, Yamanashi Prefecture, Shizuoka Prefecture, Mie Prefecture, Wakayama Prefecture, Tottori Prefecture, Shimane Prefecture, Tokushima Prefecture, Kagawa Prefecture, Nara Prefecture, Niigata City, Nara City, Tenri City, Kashihara City, Gose City, Katsuragi City, Miyake Town, Asuka Village, Koryo Town, Shimoichi Town
Lecturer	MOTANI, Kosuke Chief Senior Economist, the Japan Research Institute, Ltd.

## Speech by lecturer



**MOTANI, Kosuke** Chief Senior Economist, the Japan Research Institute, Ltd.

The modernization of society and the economy has resulted in an extremely small presence for the agriculture, forestry, and fisheries industry. However, the limitations of industry have become more evident in recent years, and we are entering an era in which agriculture, forestry, and fisheries could actually be referred to as a leading industry. A recent change in Japan is the appearance of four significances of the agriculture, forestry, and fisheries industry. In short, (1) the agriculture, forestry, and fisheries industry is small, but it is actually a growth industry, (2) synergy is expanding due to sixth-sector industrialization through collaboration with welfare, tourism, and other areas, (3) it functions to maintain the nation's land, and (4) subsistence farming is important to the elderly.

At approximately 1.2%, the ratio of Japan's GDP held by the agriculture, forestry, and fisheries industry is extremely small. However, this figure had dropped to about 0.8% a few years ago, and has gradually grown from there. In addition, agriculture, forestry, and fisheries products now constitutes approximately 1.1% of Japan's total exports. If we compare this to the level about ten years ago when the ratio was close to zero, we can see that there has been an increase in business operators who can export products overseas. The total net sales of products by all farmers in Japan does not even reach the level of the single company Toyota Motor Corporation. Further, while approximately two million people are engaged in farming, Toyota Motor has about 70,000 employees. Because of this, there is a tendency for farming to be viewed as a low-productivity industry, but attention should actually be directed toward the fact that it actually creates a large number of jobs. It must also not be forgotten that half or more of all farmers are elderly individuals. Many of the elderly living in rural areas engage in farming to give them a purpose or for their health, so it is a power source of support for an aging society.

In Japan, the shipment value of agricultural and livestock products is increasing as well. For example, the product value of meat in particular has grown significantly due to a shift to production of high-quality, high-priced products and an increase in the number of elderly individuals who eat meat on a regular basis as part of maintaining their health. In addition, rather than sticking with simply "making and selling," efforts are underway toward "sixth-sector industrialization," in which business is rolled out using the manufacturing and sale of processed agriculture, forestry, and fisheries products and combinations with other tourism and other industries, and Japan's market has exceeded the two trillion yen level. One example of an innovative combination of agriculture and welfare is the sixth-sector industrialization of welfare facilities in Aomori Prefecture. Individuals with intellectual disabilities cultivate fruits and vegetables on a farm, and sell them at a direct sales site. In addition, the harvested items are processed into bread and other products and sold. The high-quality products have become popular, and the initiative has created new jobs and interaction between people.

Approximately 66% of Japan is covered in forests. If forests and mountains are not taken care of and are neglected, there is the danger of landslides, etc. This is prevented by forestry, which fulfills a significant function in maintaining the nation's

land. In addition, approximately 12% of the nation consists of farmland. Because a large amount of farmland remains even after industrialization, there is room for the current agricultural industry to become a growth industry. Further, it is now possible for the elderly to engage in farming, utilize farmland next to factories, and work toward sixth-sector industrialization by combining manufacturing and farming.

If we compare the rate of public assistance for each prefecture, we can see that the rate for Nara Prefecture is much lower than the national average. Wakayama Prefecture is even lower. Meanwhile, the rates for Osaka, Tokyo, and other urban areas are high. Regions in which farmland and forest land remain, making it possible for the elderly to engage in subsistence farming, have the lowest rate of public assistance. This suggests that it is less likely for the elderly to experience economic hardship in areas such as Nara Prefecture.

Japan's rate of aging exceeded 25% in 2015. The rates for China and Korea are said to be approximately 10% and 14% respectively, but it is highly possible that, in 30 years, both countries will experience a rate of aging at or above Japan's current level. In the context of such expectations for the future, we hope, in particular, that the local governments of China and Korea will learn much from Nara Prefecture, which has maintained farming right next to major cities, in Japan, a nation with a high rate of aging, and consider the promotion of the agriculture, forestry, and fisheries industry in an aging society

## Participants in the Main Session



**Shandong Province,  
China**

**ZHAO, Dongbo**

Director, Asian Affairs Division  
of Shandong Provincial Foreign  
Affairs Office



**Gongju City, Korea**

**JEONG, Hong Suk**

Director, Agricultural  
Administration Division



**Gansu Province,  
China**

**ZHAO, Jun**

Director of Translation and  
Interpretation Center, Foreign Affairs  
Office of Gansu Provincial Government



**Buyeo County,  
Korea**

**YU, Heung Soo**

Deputy Mayor



**Suzhou City, China**

**LI, Xiaoning**

Secretary General



**Gyeongsangbuk-do  
Province, Korea**

**LEE, Joung Ah**

Staff, Division of International  
Trade&Cooperation



**Chungcheongnam-do  
Province, Korea**

**NAMGUNG, Yeong**

Vice Governor for Administration  
Affairs



**Gyeongju City,  
Korea**

**JOO, Nak Young**

Mayor



**Fukui Prefecture,  
Japan**

**MUKAIDE, Shigemi**

Director-General, Department  
of Agriculture, Forestry and  
Fisheries



**Shimane Prefecture,  
Japan**

**KURIHARA, Ichiro**

Deputy General, Agriculture,  
Forestry and Fisheries  
Department



**Yamanashi  
Prefecture, Japan**

**MASEGI, Tamaki**

Vice Governor



**Tokushima  
Prefecture, Japan**

**KAWAI, Tadafumi**

Department Head, Agriculture,  
Forestry and Fisheries  
Department



**Shizuoka Prefecture,  
Japan**

**ENDO, Kazuhisa**

Director, Agricultural Strategy  
Division



**Kagawa Prefecture,  
Japan**

**KOKUBU, Shinji**

Director General, Agricultural  
Administration and Fisheries  
Department



**Mie Prefecture,  
Japan**

**WATANABE,  
Shinichiro**

Vice Governor



**Nara Prefecture,  
Japan**

**ARAI, Shogo**

Governor



**Wakayama  
Prefecture, Japan**

**HARA, Yasuo**

Director General, Agriculture,  
Forestry and Fisheries  
Department



**Nara Prefecture,  
Japan (Expert)**

**SHIGEOKA, Shigeru**

Professor and former Faculty  
Head, Faculty of Agriculture,  
Kindai University



**Tottori Prefecture,  
Japan**

**HAMAGUCHI, Mie**

Section Chief, International  
Affairs Division



**Nara Prefectural  
Assembly, Japan**

**WADA, Keiji**

Chairman, Committee on  
Economic and Labor





**Niigata City, Japan**  
**ARAI, Hitoshi**  
Vice Mayor



**Katsuragi City, Japan**  
**AKO, Kazuhiko**  
Mayor



**Nara City, Japan**  
**NAKAGAWA, Gen**  
Mayor



**Miyake Town, Japan**  
**MORITA, Koji**  
Town Mayor



**Tenri City, Japan**  
**NAMIKAWA, Ken**  
Mayor



**Asuka Village, Japan**  
**MORIKAWA, Yuichi**  
Village Mayor



**Kashihara City, Japan**  
**YAMAZAKI, Takahiro**  
Department Director, Attractive  
Creation Department



**Koryo Town, Japan**  
**YAMAMURA, Yoshiyuki**  
Town Mayor



**Gose City, Japan**  
**HIGASHIGAWA, Yutaka**  
Mayor



**Shimoichi Town, Japan**  
**SUGIMOTO, Tatsuaki**  
Town Mayor

## Introduction of Characteristic Cases



### Shimoichi Town, Japan . . . . .

#### Implement a project aimed at continuity of the community with an eye toward the future

Develop “Soft and Pleasant Farming” in an aim to create a universal design for field labor and thereby extend the farming period for farmers. Development and implementation of an “electric transport vehicle” to support farming, conversion of persimmon cultivation from “fruit” to “leaf,” and other efforts through partnerships between industry, government, academia, and civil society.

In the “Shimoichi Town Vitalization Projects,” a broad range of support is provided for efforts such as pizza restaurants using locally grown herbs and agricultural products, operation of a guesthouse utilizing meeting halls, and other initiatives created and implemented by residents of the community themselves. In addition, projects to support agriculture aim to resolve the problem of the lack of successors for farms and to promote relocation to and retention in the area.



### Gyeongju City, Korea . . . . .

#### Strengthening the competitiveness of regional agriculture, livestock, and fishery products through branding and expansion of marketing channels

We have newly established an Agriculture Department, and are working to strengthen the competitiveness of regional agriculture, livestock, and fishery products. The most important issue is opening and expanding marketing channels, and we are implementing a variety of initiatives such as promotion of local production for local consumption by establishing locations for direct sale of local food, strengthening production of high-quality agricultural products through GAP and other certification systems, enhancement of PR in the area around the capital city, etc., and expanding distribution networks, etc., to include Internet shopping and large-scale supermarkets.

In addition, we are implementing environmentally friendly agriculture, and providing free school lunches using safe local products. We have worked to develop strategic product and strengthen branding of agriculture, livestock, and fishery products, but we are also considering integration of diverse brands.



### Chungcheongnam-do Province, Korea . . . .

#### Search for the orientation of new agricultural policy that is not limited to industrial thinking

We are moving forward with sixth-sector industrialization. Korea’s fermented food products are famous around the world as health food. This type of processed food utilizes locally grown agricultural products. Further, we support participation of farmers in the service industry, such as green tourism. The orientation of agricultural policy was also discussed at the “2018 East Asian Local and Regional Governments Agricultural Forum” held in September.

I believe that it will be necessary in the future to avoid being stuck in industrial thinking, such as improvement of productivity and reduction of costs. Efforts related to productivity and cost should be continued, of course, but I believe that it is important to create safe, high-quality agricultural products, even if it is expensive, through branding and other policy effort, according to the nature of the specific item and region.

## Opinion Exchange

### 1. Creating sustainable agriculture, forestry, and fisheries industry/villages

#### (1) Continued aging/hollowing of rural communities in East Asia

- Shandong Province is one of China's leading agricultural regions, and it seems that at one point 70% of the population was engaging in agriculture. However, more young people have been moving to urban areas, and farming villages are experiencing aging and hollowing. Approximately 21% of the population is age 60 or older, with about 14% age 65 or older. However, the total population exceeds 100 million, so this means tens of millions of elderly individuals. The elderly typically live in farming villages, so it can be assumed that those villages face the same types of problem as Japan.  
(Shandong Province, China)
- China has made enormous strides in economic areas. On the other hand, young people are flowing into the cities, and rural areas are aging. The government is conducting efforts to draw young people back to farming villages, by promoting such villages, and by enhancing the infrastructure, with the aim of having them work toward the development of the village.  
(Gansu Province, China)
- Aging is occurring even in Gyeongju City, along with hollowing in farming villages. The national average rate of aging is approximately 14%. By contrast, the rate in the region has reached approximately 20%, and is said to be transforming into a super-aging society. In farming communities in particular, approximately 65% of the population is age 60 or older, and in most areas the representatives of village organizations are age 70 or older. Urban and rural areas coexist in Gyeongju City, younger generations tend to leave farming villages to seek a better living environment, including healthcare, education, and housing, and avoid returning to the village. The hollowing of agricultural communities has become a serious issue.  
(Gyeongju City, Korea)

#### (2) Securing and developing new players

- In Mie Prefecture, we conducted two-year paid internships under the direction of advanced farmers, and partnered with Mie University to establish the "Mie Agricultural MBA Training School," a program that makes it possible to earn a master's degree as necessary. Extremely outstanding individuals have applied, and I feel that we can have great hopes for the future of agriculture.  
(Mie Prefecture, Japan)
- Many people desire to relocate to Yamanashi Prefecture, and most of them want to farm. Because of that, we have established a framework to enable a variety of people hoping to relocate, from young people to retirees, to engage in farming. Technological practical training is also conducted at Yamanashi Prefectural Agriculture Academy. Efforts are being made to establish an environment that not only enables participants to work as independent farmers immediately after completion, but also to undergo training at a farm, etc., or engage in farming as an employee of a company. Individuals desiring to begin farming business themselves are provided with support, such as farmland and agricultural equipment and tools. With such an environment being created, 300 or more new farm workers are developed each year.  
(Yamanashi Prefecture, Japan)
- The trend of people retiring from companies, etc., then returning to a farming village has been occurring in Korea as well. The concept of retirement is not part of agriculture. Would it not be good for people who have retired from industry, companies, or other organizations, etc., to return to farming villages and work on improving their health and income through farming?  
(Chungcheongnam-do Province, Korea)
- The local circumstances of areas that will receive individuals are also important to the promotion of relocation to farming villages. There are a relatively large number of people desiring to move into a vacant home or an old folk house, but there are few available. In addition, local residents have a variety of concerns, such as whether they will be able to maintain the local community. In short, there is a shortage of accommodations, etc., on the farming village side, as well as psychological obstacles. To maintain the normal infrastructure and standard of living as well, I believe that it is necessary for farming villages not only to conduct public relations toward young people, but also to cultivate an atmosphere of proactive acceptance of people moving there.  
(Tenri City, Japan)



- I would like to think of new workstyles, as a measure to ensure income other than from farming, in rural farming areas. I was struck with thoughts about the possibility of promoting a “half-farmer, half-public-servant” working style in which individuals work as semi-public employees to handle work related to cleaning, transportation, sightseeing guide work, nursing, preschools, and other service industry jobs for which it is difficult to secure human resources to work exclusively in the individual areas in farming villages, while also engaging in farming.

(Nara Prefecture, Japan)

### **(3) Vitalization of farming villages through interaction with cities**

- In Niigata City, we have established a residential-type agricultural experience training facility, and are implementing an agricultural product harvest experience once each year as part of classes in the elementary school curriculum. This is an initiative to increase the attractiveness of farming to young people through education. I also believe that one of the results of decentralization reform is the ability of the leaders of local governments to implement such measures in the field of education.

(Niigata City, Japan)

- Tenri City has established a special system for the city to cover travel expenses for the commute to and from school, on top of making it possible to commute even from urban areas to schools in mountainous areas, where the rate of aging exceeds 40%. This has increased the number of students at the school by approximately 30%, and I believe that we have been able to propose another option in a context of increased diversity of parents' intentions. Regions, such as Nara Prefecture, that are located relatively close to urban areas are places where a variety of attractive lifestyle options are available.

(Tenri City, Japan)

- There is a national law called the “Act on Special Measures concerning Preservation of Traditional Scenic Beauty and Improvement of Living Environment in Asuka Village” (Asuka Village Special Measures Act) that is intended to protect historical legacies in Asuka Village while maintaining it as an agricultural region, with support provided by the national government. On the other hand, landscape restrictions make it difficult to build plants, etc. In such circumstances, a mechanism is in operation to allocate sales proceeds to farmers as well, by receiving students on school trips, providing the experience of lodging in an old folk house and farming, as well as providing meals prepared with locally grown ingredients. In addition, a variety of methods, including locations for direct sale, to make it possible to sell agricultural products locally as much as possible, are being tried, and 60% or more of production value is from local sales.

(Asuka Village, Japan)

## **2. Expansion of synergy through sixth-sector industrialization**

- Ding Xi City, Gansu Province is a region suited to production of materials for Chinese (herbal) medicine, and boasts China's largest area of cultivation and highest production volume. Income has increased, and the industry holds an important position in the region's economic development. Not only are there a large number of types of herbal medicine itself, and application is being expanded to cosmetics, etc., as well. Research institutes, etc., are seeking opportunities for cooperation with overseas organizations as well. In addition, the city is one of China's three largest potato production regions, and efforts are being directed not only toward processing, but also to eliminating viruses and developing principal foods that use potatoes.

(Gansu Province, China)

- Regarding herbal medicine, one starting point is to consider the possibility designating striving to improve quality while deepening interaction between local governments, combined with evaluating quality locally and importing and selling in specific, limited areas as regional agricultural policy.

(Nara Prefecture, Japan)

- Shimoichi Town, where the net sales of farmers increased through high-quality persimmon leaf cultivation, is a typical case of sixth-sector industrialization. In other regions as well, there are cases in which items that used natural plants traditionally, but underwent a shift to plastic, etc., in conjunction with industrialization, are in the process of returning to a traditional method using plants. Using agricultural products to return to traditional methods can also be viewed as an attempt at sixth-sector industrialization.

(Lecturer, MOTANI)

- In Tenri City as well, we are working to commercialize persimmon leaves, processing them into dressings, tea, etc., in a manner similar to herbs. To sell things in the heart of the city, it is important to have people feel that the product resonates with them—that “this product is really great”—through solid branding that communicates that the production location itself is an area where people can live an attractive lifestyle. I believe that it is important for governments to serve as a bridge for communication to the outside, such as scientific verification of the components, effectiveness, etc., of products, and the introduction of creators, partnering with the community to further enhance the region's inherent attractiveness.

(Tenri City, Japan)

- The ratio of farming consisting of rice cultivation in Gyeongju City is higher than in other rural governments in Korea. It is difficult to increase added value in rice farming, so we are promoting conversion to different crops. A variety of subsidies for crop conversion are available, including those from the national government. In Gyeongju City, farmers are converting to livestock feed, which has higher added value than rice, and to other crops. In addition, because it is a tourist city, subsidies are provided for flower cultivation on farmland as one sightseeing business, and processed food is produced and popularized to promote the consumption of rice.

(Gyeongju City, Korea)

- In order to ensure agricultural income for young people who return or move to farming villages, it is likely necessary to have a sixth-sector industrialization of human resources. In short, it is necessary to secure and develop human resources who can engage in a variety of intellectual activities utilizing not only agriculture, but also manufacturing, service, and IT in particular. To accomplish this, it is necessary even in the Faculty of Agriculture, for example, to teach IT skills and other skills and technology that enable people to work in farming villages. The transition of human resources who are involved in agriculture to high-tech is necessary for the development of local agriculture.

(Nara Prefecture, Japan)

### 3. For future agriculture, forestry, and fisheries industry

#### (1) Passing the baton to the next generation through education

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- As the population continues to age, I believe that it will be extremely important to develop the next generation of players. It is important to provide people with high-quality food from the time they are children and to develop their sense of taste. As we look toward the future, we can see that it is extremely important to work to provide children with free lunches made from local ingredients, as is done in Gyeongju City. I believe that this can be a tool to overcome the phase of rural attrition as overconcentration in city centers continues. I hope that farming will connect with education in substantial areas, such as sense of taste, and that local pride will increase and people who have moved to urban areas will return to their hometowns.

(Gose City, Japan)

- Once a month, elementary schools in Obama City, Fukui Prefecture, serve a lunch made with ingredients grown within the school district. Some of the ingredients are grown by the children, and in one school district, pigs raised by the children are processed into sausage and eaten. Although it may seem cruel, the experience teaches children that they are receiving life and should not waste food. Efforts for dietary education are underway throughout the community, and although it is expensive, it promotes regional development, and I believe that it constitutes the most diligent approach in Japan, so I hope everyone will use it as a reference.

(Lecturer, MOTANI)

- Kinki University has established affiliated preschools and elementary schools in Nara Prefecture, and is focusing effort on dietary education as well in an initiative called the "Sports Academy" that watches over the growth of children while having them engage in sports. The university's Faculty of Agriculture and Faculty of Medicine (Nara Hospital) continue to partner with Nara Prefecture to provide children with food produced in Nara Prefecture, etc., and there has been impact in a variety of ways.

(Professor SHIGEOKA)

- In Nara Prefecture, we are implementing an initiative called the "Forest Academy" that aims to develop "foresters." It is modeled after the Canton of Bern in Switzerland. It is difficult to find an opening for the development of forestry in Japan. In that context, I believe that it is important to develop such human resources, and find ways to maintain, develop, and revitalize forestry.

(Professor SHIGEOKA)

#### (2) The nature of the new agriculture, forestry, and fisheries industry utilizing cutting-edge technology

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- The improvement of productivity, technical innovation, and other such factors are critical to the sustained growth of agriculture. To achieve this, I believe that it is necessary to incorporate the technology of the "Fourth Industrial Revolution" into agriculture as well, such as integration with ITC. A variety of things are being tried in Korea as well, such as smart farms that utilize ICT. However, businesses with little capital struggle to enter the market, due mainly to the problem of cost, so there is currently a debate over whether to allow the participation of major companies, etc.

(Chungcheongnam-do Province, Korea)

- Since the designation of the “Agricultural Reform Special Zone,” one of the National Strategic Special Zones, many companies with ICT and other cutting-edge technologies have visited Niigata City and conducted a variety of initiatives. These activities include proof-of-concept testing that involves attaching sensors to rice planting machines and measuring the fertility of soil, and controlling the amount of fertilizer based on measurement, data via satellites and AI. The dramatic advancement of computer processing capacity has kept the cost of introducing and operating ICT down. In Japan, an environment to implement such technology even in rural areas is gradually being cultivated. It is likely that this will spread quickly in the future.

(Niigata City, Japan)

### (3) The future of promotion of the agriculture, forestry, and fisheries industry in East Asia

- Unlike the industrial production model in which products are mass-produced and sold at low price, industrial technology is used to produce high-quality items in small-quantity lots, and provide them at relatively high prices. Is this not the direction that agriculture should take in East Asia in the future? High-quality farming with added value cultivates agriculture as an industry, and at the same time leads to better health and longer lives of people living in urban areas.

(Nara Prefecture, Japan)

- To achieve sustainable agriculture, it is likely that the most important thing will be securing farm workers and increasing the population of the farming industry. For this, it is critical that a minimum level of income be secured and that people take interest in agriculture. I believe that interest in agriculture has rapidly increased, particularly with younger generations, through keywords such as “environment,” “life,” “health,” and “food.” The Faculty of Agriculture has also increased in popularity, and other universities in the Kansai Region are working to establish new faculties of agriculture. In the past, the image of agriculture has been that it is a male-dominated world with a workplace that is characterized by the “3 Ks”: Kitsui (difficult), Kitanai (dirty), and Kiken (dangerous). However, recently, there has been a shift toward the “new 3 Ks”: Kirei (clean), Kenkoteki (healthy), and Kaiteki (pleasant), and we could say that an environment in which it is easier for women to participate is in the process of being established. In the Faculty of Agriculture, Kinki University, we are partnering with Nara Prefecture to provide support to a variety of players, enabling them to engage in farming smoothly, by implementing the “Nara-Kinki University Agricultural Method” of the universal farming method and the ICT farming method.

(Professor SHIGEOKA)

- As the standard of living has increased in Shandong Province, efforts are also being made to modernize agriculture. Because there are a variety of problems, such as aging of the population, land usage rights, improvement of land, and chemical fertilizer, I believe that the role of the provincial government is even more important now when considering how to provide consumers with safe and reliable agricultural products in such circumstances.

(Shandong Province, China)

- In order to work toward development of the region, with agriculture at the core, it will be necessary to formulate abundant concepts for agricultural policy. For example, in addition to country-level matters, can local governments not enter into something like individual economic partnership agreements with each other? Further, would it not be possible to foster diversity and an international nature in children by providing meals from a variety of countries and regions in children’s cafeterias and lunchrooms, etc., utilizing the unique characteristics of the rich variety of East Asian cuisine? I was inspired by everyone’s comments during discussions, and feel that I have been able to gain a variety of ideas.

(Nara Prefecture, Japan)

## Summary



**MOTANI, Kosuke** Chief Senior Economist, the Japan Research Institute, Ltd.

Each region of East Asia is facing similar circumstances, with an aging population and the outflow of young people to urban areas. In addition, I believe that many local and regional governments are facing the issue of how to position agriculture in a nation that has prospered through industrialization.

In recent years, Japan's agricultural industry, which has become a growth industry, has experienced two major trends. One is quaternary industries, or in other words, efficient farming that is mechanized using high-tech and information technology, etc. Many major companies have already moved into the so-called "plant factory" and are working on technological development in cooperation with the residents of farming villages, giving rise to collaboration between companies and farming villages.

Another method of making agriculture a growth industry is to produce only small quantities of high-quality products and sell them at a relative high price rather than utilizing inexpensive mass production. This production method required highly special-

ized technology and the demand is not high enough for mass production in a factory, so it may not be suitable for major companies. Similar cases have appeared in vegetables, rice, and various other areas, including persimmon leaf cultivation in Shimoichi Town, increasing farming income and driving agriculture to become a growth industry. In today's discussions, attention was again directed toward low-volume, high-added-value production as the ideal nature of farming in East Asia.

In addition, it became evident that there are issues that are common throughout East Asia, such as maintenance of governmental services and infrastructure in farming communities, and worker shortages.

The central government provides broad support in Japan, but there have been cuts to the amounts of subsidies, etc., due to insufficient financial resources, and individual local governments are implementing a variety of efforts to enable provision of governmental services in an efficient manner on a tight budget. In addition, there were many bold and innovative efforts in China and Korea. Reports were exchanged on actual initiatives and their results and issues, as was concrete expertise on individual points rather than the theory, and the discussions were lively.

I would like to thank all participants for being proactive in their comments.





## Theme 2: “Developing Human Resources in a Global Society”

Participating Local and Regional Governments	People's Republic of China : Chengdu City, Linyi City Republic of Indonesia : Province of West Java Malaysia : Melaka State Republic of the Philippines : Municipality of Baler Republic of Korea : Gyeonggi-do Province, Chungcheongnam-do Province, Gongju City, Buyeo County, Gyeongju City Japan : Fukushima Prefecture, Fukui Prefecture, Yamanashi Prefecture, Nagano Prefecture, Shizuoka Prefecture, Tottori Prefecture, Nara Prefecture, Niigata City, Nara City, Gose City, Katsuragi City, Miyake Town, Asuka Village, Koryo Town, Shimoichi Town
Lecturer	TANAKA, Osamu Project Professor at Nara Prefectural University and Special Advisor for China Research POLICY RESEARCH INSTITUTE

### Speech by lecturer



**TANAKA, Osamu** Project Professor at Nara Prefectural University and Special  
Advisor for China Research POLICY RESEARCH INSTITUTE

As we consider the topic “Developing Human Resources in a Global Society,” I would first like to think again about globalization itself.

With industrial revolutions and conversion to a market economy, populations have relocated from farming villages to cities, and the traditional agricultural society has been gradually dismantled. Meanwhile, poverty, large-scale unemployment, and other economic disparities were sharply increased.

The gap shrunk for a time in the 1950s and 1960s, and a mass-consumption society began to develop in Japan as well. However, the 1970s brought oil shock and other problems, resulting in the collapse of the developed-world-centered international resource management system, and triggering the appearance of oil money. As the economic societies of the developed world matured, it was at this time that Japan entered an era of low birthrate and aging population.

In the 1980s, the information revolution and finance revolution took significant leaps forward. The “small-government” concept showed some activity, economic disparity increased again, and the developed world became increasingly homogenized. In the 1990s, following the end of the Cold War, the collapse of former socialist countries, the movement toward a market economy in China, and other factors drove full-scale globalization of the economy, and the movement of capital and labor internationally began. In the 2000s, BRICs garnered worldwide attention, and the relocation of production sites and capital accelerated, while at the same time, the real estate bubble in the United States became dispersed throughout the world through financial instruments, leading to worldwide financial and economic crises.

In the 2010s, the negative aspects of globalization have become evident. The relocation of production to overseas sites and the massive influx of cheap labor and products from emerging countries have had a polarizing effect on the middle class in the developed world, and anti-globalism and populism have become more prominent on a worldwide scale, as evidenced by England’s departure from the EU and the birth of the Trump Administration in the United States.

It is likely that in the future we will see further movement toward the formation of advanced information societies around the world. Advancements in AI have even made unemployment a concern for white collar workers. In addition, globalization in East Asia will be accompanied by a low birthrate and an aging population.

To respond to these social changes and maintain a vibrant and stable economy and society, it is necessary to increase the human power of each person who is part of society. Instead of the conventional decision-making through two-dimensional thinking using a vertical axis that adheres to precedent, and a horizontal axis that uses the systems, etc., of other countries and regions as a reference, it is important to engage in three-dimensional thinking that adds a third axis, that of conceptual abilities, which involves formulating unique measures in light of current circumstances.

Further, I would like to think of life in a longevity society as consisting of three stages. Stage 1 is the period of preparation to participate in society. Stage 2 is the first half of life in the working world, working hard until the individual is in his or her thirties, then gradually handing over the work to younger people until hitting the forties, and beginning preparations for the second half, which is Stage 3. In Stage 3, the individual is involved with society in a moderate manner suited to his or her interests and health.

To cultivate the ability to have a rich life in and contribute to society in Stage 3, it is critical to begin thinking about a balance between one's work and personal life beginning in Stage 2, and to engage in self-improvement. I refer to this type of person as a "T-shaped human." If we designate the horizontal axis of the letter "T" as the generalist axis, and the vertical axis as the specialist axis, the horizontal axis indicates the individual's breadth of knowledge, cultivation, and experience, and the vertical axis indicates the individual's depth of specialized knowledge. It is important to maintain balance between the two axes, and in Japan it is important to develop groups of abundantly refined and diverse specialists in every field. Leaders must be "large T-shaped humans," individuals for whom both the vertical and horizontal axes are sufficiently long.

Consolidation of knowledge is important in that context. A "mini T-shaped human" is unable to accommodate globalization and a transition to an advanced information society, so it is necessary to strengthen liberal arts education and ensure that all specialists develop high ethical standards. I believe that relearning after entering the working world should be incorporated into the organization's human resources development program. In addition, addressing the problem of an aging population requires integration of the natural and social sciences, such as engineering for barrier-free facilities and designing cities, medical science, pharmacology, and the natural sciences for development of treatment methods, sociology, economics, and law, etc., for designing social security systems. Efforts that cross the system of vertical boundaries of conventional faculties, similar to what is being done in the University of Tokyo's Institute of Gerontology, are necessary.

I believe that it is important to push these efforts forward in a comprehensive manner, and develop "large T-shaped humans" who have conceptual abilities.

## Participants in the Main Session



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**Municipality of Baler,  
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**Glenda Paladio,  
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**Linyi City, China**

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**JEONG, Kyu Sik**

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**Province of West Java,  
Indonesia**

**Koesmayadie Tatang  
Padmadinata**

Assistant of Administration,  
Regional Secretariat of West Java



**Chungcheongnam-do  
Province, Korea**

**NAMGUNG, Yeong**

Vice Governor for  
Administration Affairs



**Melaka State, Malaysia**

**Mohd Fadhil Bin  
Hassan**

Senior Principal Assistant State  
Secretary, Head of Local Government  
Unit, Melaka State Government



**Gongju City, Korea**

**JEONG, Hong Suk**

Director, Agricultural  
Administration Division



**Buyeo County,  
Korea**

**YU, Heung Soo**  
Deputy Mayor



**Shizuoka Prefecture,  
Japan**

**MASUI, Hiroshi**  
Director General, Regional  
Diplomacy



**Gyeongju City,  
Korea**

**JOO, Nak Young**  
Mayor



**Tottori Prefecture,  
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**HAMAGUCHI, Mie**  
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**Fukushima  
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**ABE, Hidehiro**  
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**ARAI, Shogo**  
Governor



**Fukui Prefecture,  
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**MIYAGOSHI, Hiromi**  
Director, Labor Policy Division,  
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**Nara Prefecture,  
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**ITO, Tadamichi**  
President of Nara Prefectural  
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**Yamanashi  
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**MASEGI, Tamaki**  
Vice Governor



**Nara Prefectural  
Assembly, Japan**

**OKUYAMA,  
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Vice Chairperson



**Nagano Prefecture,  
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Associate Director General,  
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**WADA, Keiji**  
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**Niigata City, Japan**  
**ARAI, Hitoshi**  
Vice Mayor



**Miyake Town, Japan**  
**MORITA, Koji**  
Town Mayor



**Nara City, Japan**  
**UMEMORI,  
Yoshihiro**  
General Manager, Tourism and  
Economy Department



**Asuka Village, Japan**  
**MORIKAWA, Yuichi**  
Village Mayor



**Gose City, Japan**  
**HIGASHIGAWA,  
Yutaka**  
Mayor



**Koryo Town, Japan**  
**YAMAMURA,  
Yoshiyuki**  
Town Mayor



**Katsuragi City,  
Japan**  
**AKO, Kazuhiko**  
Mayor



**Shimoichi Town,  
Japan**  
**SUGIMOTO, Tatsuaki**  
Town Mayor

## Introduction of Characteristic Cases



### Chengdu City, China . . . . .

#### Unite as a city in efforts to attract advanced human resources

Chengdu City is putting effort into attracting advanced human resources in order to achieve a city with abundant human resources who can compete on the international stage. Announced in 2017, the “Chengdu City Human Resources Priority Deployment Strategy” involves a variety of initiatives, such as streamlining the family register acquisition system and establishing the “Chengdu Human Resources Green Card” system. In addition, newcomers to Chengdu City are provided with support in starting businesses, events, etc., in an effort to keep them in Chengdu.

We are also putting effort into creating an environment in which it is easy to live and work, and are moving forward with creating a community that can maintain both a fast business environment and the slow life, with city and nature fused together.



### Nagano Prefecture, Japan . . . . .

#### Aim to develop and secure the human resources who will carry the region's industries.

In the midst of concerns regarding stringencies in corporate activities due to a shortage of workers, we are striving to develop and secure the human resources who are needed in a variety of industrial fields. To promote career education in collaboration with the community and local companies, we have implemented a dual system for vocational high schools, and provide opportunities to come into contact with the skills and technologies of monozukuri (the manufacturing industry), a core industry of the region, from the compulsory education stage.

We would like to review and revise the departments in prefectural vocational ability development facilities, provide support for the improvement of skills of individuals currently in positions, such as workshops on AI and IoT, and enhancement of recurrent education for people leaving positions, etc., in an effort to develop human resources who can handle the progress of technical innovation.



### Chungcheongnam-do Province, Korea . . . .

#### Strive to retain young people in the region through support for the launch of businesses and encouragement of hiring.

With a background of a high rate of advancement to a university, job seekers tend to prefer major companies and government and municipal offices, and a mismatch of labor supply and demand has increased the unemployment rate of young people.

In Chungcheongnam-do Province, we are working to improve benefits for non-regular employees, women, young people, the elderly, and foreigners, etc., including providing support for entrepreneurs for the cost of launching businesses and support for equipment, etc., support in encouraging companies to hire, expansion of the employment of current public servants, and a variety of other measures to promote hiring to increase retention and the employment rate of young people in the province. In addition, to eliminate the labor supply and demand mismatch, we are working to enhance specialized organizations that handle consulting for jobseekers, and employment and placement.

## Opinion Exchange

### 1. Securing global human resources who possess advanced knowledge and skills

#### (1) Attracting advanced human resources

- Chengdu City issues a “Human Resources Green Card” for the purpose of providing individuals who relocate to the city with a one-stop service to quickly complete a variety of procedures and become accustomed to their new lives. In addition, we provide subsidies for entrepreneurial funds, offering houses at low prices, etc. In the future, we would like to further enhance our services toward solving the problems of living, such as marriage, parenting, medical treatment, etc., after becoming established in the area.

(Chengdu City, China)

- I also had the opportunity to participate in the previous East Asia Local and Regional Government Congress hosted by Chengdu City. I was able to learn about issuance of the “Human Resources Green Card” and a variety of other wonderful initiatives, and received a large amount of useful information.

(Nara Prefectural Assembly)

- We are putting effort into attracting overseas investors, and have established a policy that requires a certain minimum number of workers to be hired locally, in an effort to expand employment in the region and establish stability. In addition, we have built partnerships with the private sector, and provide support for the product development of local entrepreneurs, etc. We are pushing forward with human resource development through promotion of hiring and improvement of the abilities of workers.

(Municipality of Baler, Philippines)

- There are two types of family register in China's family register system, namely, the farming village family register and the urban family register. In recent years, the gap between cities and farming villages has been shrinking, but at the same time, the gap between cities has been increasing, in terms of the level of government services, the difficulty of acquiring family registers, etc. Chengdu City is the first city in China to design a bold initiative to grant a family register for Chengdu City to individuals who fulfill certain conditions. This has led to approximately 200,000 university graduates accepting employment in Chengdu City.

(Chengdu City, China)

#### (2) Securing global human resources through support for international students, etc.

- It is said that international students have relatively little interest in jobs with major corporations, etc., in the Tokyo metropolitan area. To encourage employment at companies in the prefecture through efforts to match individuals with opportunities, we hold the “Global Career Fair” event. It is a booth-style activity to match international students with companies in the prefecture. In the future, we would also like to consider hosting it for international students who attend universities outside the prefecture.

(Nagano Prefecture, Japan)

- To develop global human resources in rural areas, one option is to send local students and young people overseas, then have them return with what they have learned, find employment locally, and put down their roots, rather than only providing international students with support for finding employment with local companies.

(President ITO)

- Chengdu City is also putting effort into attracting people who are originally from the area and have gained experience overseas. In addition, because the Internet environment is extremely well developed, there is a system in place to provide consumers in urban areas with products from farming communities directly. Young people have returned to the area and set up organic vegetable cultivation and marketing businesses, for example.

(Chengdu City, China)

- In the Municipality of Baler, we have established incentives such as allowance and salaries, and are encouraging students to study abroad. We encourage such students to return to the region with what they have learned overseas, take employment locally, and live in the area.

(Municipality of Baler, Philippines)

- Regarding the internationalization of students in the prefecture, we have art management students to the Ministry of Foreign Affairs' Japan House located in Sao Paulo. In addition, the prefecture's contributions and donations from companies have made it possible to establish the "Fujinokuni Global Human Resource Development Fund," and we are sending high school students overseas for long-term and short-term study, and conduct overseas training, etc., for teaching staff and other staff. I believe that enabling individuals to acquire an international sensibility from the time they are young and deeply sensitive will lead to the development of global human resources.

(Shizuoka Prefecture, Japan)

## 2. Securing and developing human resources to carry the responsibility for the local community

### (1) Support for \*U/I-turn, etc., and support for employment

\* U-turn: Returning to one's hometown to get a job after studying or working for a certain period in a big city. I-turn: The migration of city-bred college graduates to the provinces in search of work.

- In Nagano Prefecture, approximately 80% of all high school graduates go on to a university outside the prefecture, with only about 38% returning. As an initiative to make people aware of attractive companies in Nagano Prefecture, with the aim of holding off the outflow of young people and getting them to stay in the region, we promote matching of internships. In recent years, young people have tended to place emphasis on "ease of working," so we are encouraging employment by companies inside the prefecture through the "Lively Workplace Advanced Company Certification System," which certifies companies that are easier to work at.

(Nagano Prefecture, Japan)

- The outflow of student human resources is a significant problem in Linyi City as well. Few students return to their hometowns after graduation from a university, so I believe that it is necessary to improve the job market. We are implementing a variety of measures for effective utilization of human resources, but I believe that it is necessary to make further adjustments to make it possible to obtain human resources in a broad range of fields.

(Linyi City, China)

- We are proactively incorporating internships, and enhancing measures to help students learn about companies and transition straight to employment. As a concrete initiative, we have established a specialized contact point and provide assistance with travel expenses to enable individuals from outside the prefecture to participate in internships at companies in the prefecture. In addition, we are striving to improve the rate of employment of university students in the prefecture by organizations in the prefecture, through an academia-corporate-governmental partnership on an initiative called "COC+" (COC plus).

(Yamanashi Prefecture, Japan)

- In Shizuoka Prefecture, we are conducting the "Back to Shizuoka Prefecture at Age 30!" campaign. It is an initiative based on the desire to have natives of the prefecture who have left for a time for school or work to return to Shizuoka Prefecture at around age thirty and play an active role. Social networking services and other methods are used to continuously provide registered individuals with information related to Shizuoka Prefecture.

(Shizuoka Prefecture, Japan)

- Utilizing the Internet has made it possible to do business with the entire world, even from a farming village. Online business, which is mainly conducted by younger generations, has great potential, and the government is also focusing effort in that direction. In addition to promoting the "One Village, One Company" program and establishing an online network, the provincial government provides financial assistance for the creation of digital business.

(Province of West Java, Indonesia)

### (2) Career education and support for active participation of diverse human resources

- Fukui Prefecture's ratio of jobs to applicants by location of employment is the highest in Japan. The employment rate of women is also high. One issue to address is the improvement of productivity through implementation of IoT and development of human resources. We would like to engage in activities to secure young human resources, help individuals relearn as part of formation of a second career, and provide Japanese language education to foreign workers, etc.

(Fukui Prefecture, Japan)

- Helping the elderly have a sense of purpose and securing human resources to provide caregiving and daily living support, etc., are also important. In Niigata City, we are working to create a place where everyone, both young and old, can have their individual roles and come together for mutual support while having a sense of purpose, like a “regional living room.” We have launched the “Living Room School” to develop human resources who will open and operate such places, and are now striving to expand the “regional living room.”

(Niigata City, Japan)

- In addition to implementing a variety of forms of career education, we are also working on a system to certify companies at which it is easy to work, as part of our efforts to determine how to create an environment in which it is easy for women to work.

(Fukushima Prefecture, Japan)

- In small-scale local governments, there is a tendency for the knowledge and interpersonal relationships of staff members to stay inside. In Asuka Village, staff members are sent overseas, to other prefectures, or to private businesses when they are young, as much as possible, to promote human resources exchange.

(Asuka Village, Japan)

- There is an expression, “work-life balance,” but working and personal life are both important, so I believe that the word “integration” is more appropriate than “balance.” Creating an environment in which the two aspects can be skillfully integrated to make it possible to “live life while working” is the key to retention of human resources.

(President ITO)

### 3. Creation of an infrastructure for development of human resources

#### (1) Creating an environment that increases the motivation of young people to work

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- Chungcheongnam-do Province provides youth benefit passbooks and welfare cards. Although the amount differs by region, approximately 300,000 won are loaded in the cards each month for about a year, and individuals are able to use them for job-hunting activities, such as the cost of traveling to visit companies, etc.

(Chungcheongnam-do Province, Korea)

- There has been a problem with fourth-year university students experiencing a decrease in motivation due to worries about finding employment after graduation, so ensuring employment is an issue the government must address. As one initiative for this, a program is in place to provide local university students with onsite practical training at Japanese and Korean companies in Province of West Java, enabling the students to learn what it means to enter the working world, and to increase their motivation to work.

(Province of West Java, Indonesia)

- Most young Malaysians hope to find white collar jobs. We are implementing skill training and other activities to create skilled jobs in the region. In addition, the government is giving priority attention to developing subject matter experts (SME).

(Melaka State, Malaysia)

- The time in which young people can be motivated to work by economic incentives is coming to an end. The issue is how to give meaning to work, and I believe that internships are one effective method. I think that it is possible to give one pattern of joy by having students experience the realities of the workplace and spend money they have earned themselves.

(Nara Prefecture, Japan)

- Considering the turnover rate of high school students in the prefecture, I believe that it is important to begin in junior high school to teach the importance of work. In Gose City, opportunities are provided to have PTA members and school alumni, etc., talk directly with students who came after them regarding the contents of work, the happiness they get from their jobs, the meaning of work, and other related matters, and I believe that current students are gaining motivation to work.

(Gose City, Japan)



## (2) Efforts through promotion of local industry and employment

- The aviation industry is a growth industry with a broad base, but, as a rule, it utilizes multi-step bulk ordering, so a Japanese-type production system that typically involves ordering related parts and components in single units hinders growth. In Niigata City, a joint factory has been constructed for companies that manufacture aircraft parts and components to gather at one place, and efforts are being made to create an integrated production system. I believe that order reception can be increased by restructuring manufacturing companies and further increasing their attractiveness.  
(Niigata City, Japan)
- On the belief that it is important to create jobs in the region in a solid manner, we are directing effort toward support for the launch of business. In addition, because the employment rate of women, especially that of married women in their 30s or 40s, is extremely low, efforts are being made to support the work of women, including creation of a Women's Career Support Office in fiscal 2016.  
(Nara City, Japan)
- The relocation of manufacturer production sites overseas resulted in a significant decrease in production in Miyake Town, but Miyake's glove industry has garnered renewed attention in recent years through communication of information via the Internet. There are many issues, such as the aging population and the economic strength to develop successors, so we are searching each day to make it possible to pass down advanced technological strength.  
(Miyake Town, Japan)
- As is the case with other local governments, we are facing the problem of a lack of people to carry on agricultural business. As a countermeasure, we have established a farming academy and are working to develop full-time farmers. We are beginning to see gradual results, and I believe that the solid models shown by young people who have newly started agricultural business will lead to the next. In addition, the town boasts the top spot in Japan's stocking industry, but the number of technicians has decreased, and the trend is toward decline. I would like to develop human resources through efforts to further increase the level of added-value production technology.  
(Koryo Town, Japan)

## (3) The future of human resources development in East Asia

- I believe that education that applies a standard framework and creates standard workers is hitting a dead end. A global society requires skills based on individuality and originality. I believe that it is important to develop human resources who can contribute to innovation and create things that are unique.  
(Nara Prefecture, Japan)
- I think that the creation of an environment in which there are a variety of fields of work, and individuals can choose a type of work that suits them, is the starting point of global education. I get the sense that it will be necessary to educate children in a manner that gives them the ability to adapt to changes in the future, as the AI revolution moves forward.  
(Katsuragi City, Japan)
- I would like to propose "3 Ts" for local human resources development. They are "Technology," in the sense of the advancement of technology, "Talent," which are a person's abilities, and "Tolerant," indicating the generosity of spirit that leads to multicultural coexistence. If these three elements are combined skillfully, it should be possible to develop the human resources needed in each region.  
(President ITO)
- Motivating young people to work, and creating opportunities to work and enabling individuals to work vibrantly in East Asia, are extremely important for our regional development. I hope to be able to learn together in the future as well, and seek ways to resolve issues and contribute to regional development.  
(Nara Prefecture, Japan)

## Summary



**TANAKA, Osamu** Project Professor at Nara Prefectural University and Special Advisor for China Research POLICY RESEARCH INSTITUTE

Lively discussions were held with a focus on three general themes regarding “Developing Human Resources in a Global Society.”

First, introduction of the case of Chengdu City, China, led to a discussion of securing and developing global human resources who have advanced knowledge and skills. In addition, after a presentation by Nagano Prefecture, Japan, a discussion was held regarding securing and developing industrial human resources and other human resources who carry the local community. Further, the case of Chungcheongnam-do Province, Korea was the context for a discussion of promotion of employment, human resource development, and education of young people who will carry the future of East Asia.

In the discussions, it seemed that significant interest was garnered by the matter of how to develop and give motivation to work, mainly for young people, as an issue common to local governments. Another question was how to keep talented young people

in the region. Or, how to secure human resources who may leave the region for a time, but will return and contribute to the region. The matter of how to retain young people in the region was also an issue common to the local governments that participated.

Members of many local governments provided valuable information on governmental issues and gave easy-to-understand explanation of policies. The circumstances of labor supply and demand of each local government may differ. However, considering that there are many common issues, in our increasingly globalized contemporary society, it is highly possible that something that is an issue now for one local government will become an issue for a different local government at some point in the near future.

I hope that everyone will use the various policies and initiatives introduced today by each local government as a reference, and that this session's discussions will provide even a small hint.





# Sub Session Theme 1: “Promotion of Agriculture, Forestry, and Fishery”

Participating Local and Regional Governments	People's Republic of China : Shandong Province, Gansu Province, Suzhou City Republic of Korea : Gongju City, Buyeo County, Gyeongsangbuk-do Province, Gyeongju City Japan : Fukui Prefecture, Yamanashi Prefecture, Mie Prefecture, Kyoto Prefecture, Wakayama Prefecture, Shimane Prefecture, Tokushima Prefecture, Nara Prefecture, Kofu City, Nara City, Tenri City, Kashihara City, Gose City, Asuka Village, Koryo Town, Shimoichi Town
Lecturer	MOTANI, Kosuke Chief Senior Economist, the Japan Research Institute, Ltd.

## Presentation on Regional Reports



### Shandong Province, China

Making the most of its regional characteristics as a seaside city, and as a new model for regional, ocean-based cooperation, Shandong Province is moving forward with the establishment of the East Asia Marine Cooperation Platform (EAMCP). The EAMCP is promoting various initiatives, such as the establishment of a marine economic cooperation model zone which brings together various domestic and overseas marine resources, and it is also seeking to expand its influence over the Asia-Pacific regions through actual cooperation between the ASEAN regions and China, Japan, and Korea. The EAMCP has established a scholarship system for foreign students, and is advancing its international cooperation while boosting its global influence. The EAMCP also holds a yearly forum which covers topics such as the economy, ports, shipping, marine engineering, and culture, and it is becoming an important center for exchange in the East Asia region.



### Suzhou City, China

Located in the most northern part of Anhui Province, Suzhou City has a total population of about 6.5 million, of which around 5.2 million are involved in agriculture. It is a farming city, and a supplying region for grains, meat, eggs, and vegetables. The city is aiming to make its agriculture more environmentally friendly and sophisticated, to differentiate its products, create new brands, shift from an increased production mindset to one of increased quality, create new industries and expand its leisure farming industry, and greatly increase farmers' incomes. In order to do so, it is rolling out various initiatives such as (1) pouring its efforts into improving quality and increasing production; (2) improving the livestock industry through implementation of a business to prevent nonpoint source pollution in agriculture; (3) developing managing bodies for new types of agriculture; (4) utilizing industrial elements in agriculture; (5) carrying out thorough safety management of its agricultural produce; (6) developing “smart” agriculture through a network known as Internet Plus; (7) grading agritourism facilities to create leisure farming brands; and (8) modernizing its agriculture industry by fusing agricultural machinery, technology, and data.



### Mie Prefecture, Japan

Mie Prefecture is pushing forward with three key policies to realize sustainable and profitable agriculture, forestry, and fishery industries that are chosen by the young generation for their qualities. In its efforts to develop human resources, it has opened internship programs such as the Mie Agriculture MBA Training School and the Mie Forestry Industry Academy, and is seeking to develop human resources with the ability to lead advanced, innovative agriculture businesses, as well as forestry personnel with a keen business sense. It is also making progress with the Nofuku (agriculture-welfare) partnership to secure and develop a diverse range of future leaders. In its endeavors to improve productivity, it is seeking to make a switch to larger subplots of farming land, creating pipelines for water for agricultural-use, and promoting the switch to “smart” agriculture, forestry, and fishery industries. In its efforts to enhance the strength of its brands, Mie Prefecture is developing new products using locally grown ingredients, carrying out strategic promotional activities, promoting acquisition of the GAP certification, and expanding the scale of its exporting activities.



## Kyoto Prefecture, Japan .....

A large part of Kyoto Prefecture is made up of hilly or mountainous areas, and as such, the area has traditionally been involved in production of and brand strategies for Kyo vegetables, in the knowledge that they are profitable even in small lots. In order to encourage sustainable agriculture, forestry, and fishery industries that make use of Kyoto's strengths, and to create people and organizations, the prefecture has established the Kyoto Agricultural Human Resources Development Center and formed the Kyoto Agricultural Support Team to push forward with the creation of a support system. In its efforts to create regions and bonds, it has created a system whereby prefectural employees are stationed in agricultural, mountain, and fishing villages to help solve regional issues, as well as another system in which public citizens are dispatched to live and work in regional areas to support community activities. Finally, in its efforts to create products and sales routes, it is establishing strategies for the prefecture, the metropolitan area, as well as regions across the world, in order to promote sales of agriculture, forestry, and fishery produce.



## Shimane Prefecture, Japan .....

Amidst an aging and declining population, Shimane Prefecture is progressing with efforts to secure and develop new farmers with a desire to become core management bodies. The prefecture is offering detailed support at each stage of the hiring process for farmers, such as employment consultation, work experience, training, and post-employment support. As a result, the prefecture is holding more than 20 consultation meetings and farming bus tours each year. With regards to training and education, the prefecture has built a training system using a government-run investment project for next-generation farmers, and set up an organic farming course at its agriculture and forestry college. At the time of their employment, farmers receive facility investment support as part of a prefectural project to support the start-up of self-employed farmers, and post-employment, new farmer support teams made up of related institutions offer individual guidance to new farmers. The prefecture is also promoting the "Half Farmer, Half X" initiative, which encourages an extra source of income from another job while working in agriculture.



## Nara City, Japan .....

Many agriculture businesses in Nara City are of a small scale, and are run by elderly citizens. Taking note of these distinguishing features, the city is promoting systemization of village farming by village leaders. The city is also carrying out citizen interaction events to support small-scale farming families, and through the support of direct-sales outlets, it is not only promoting interaction between producers and consumers, but it is promoting its agricultural produce, and increasing motivation among producers. The city is also involved in initiatives to promote the forestry industry, and has created mini work tracks to improve work efficiency, help preserve the natural environment, and develop high-quality forests. It is also providing financial support for forest thinning activities, and improving the diverse functions of forests. In order to prevent damage to agricultural produce by harmful birds and animals, the city is offering its support to capturing and extermination activities, and providing support to those wishing to newly acquire hunting licenses.



## Tenri City, Japan .....

Aiming to provide support to secure and develop agricultural leaders for sustainable development, Tenri City is securing new farmers, supporting the creation of village farming organizations, and supporting the transition to agricultural production corporations. Moreover, in its efforts to connect agriculture to lifestyles, it is implementing experiential learning programs at elementary schools and other facilities led by young farmers, cooperating with a major restaurant company to offer collaborative menus using local specialties such as tomatoes and eggplants, holding markets in a bustling plaza in front of the station, selling local agricultural produce in a restaurant in the same plaza, and through the furusato nozei (hometown tax scheme), expansively promoting local specialties such as strawberries and Tone Wase persimmon. Finally, seeking to add value to agriculture, the city is also supporting the switch to sixth-order industry for processed local produce such as aomame soy milk and dried persimmon, in ways such as coordinating sales routes.



## Asuka Village, Japan .....

Agriculture in Asuka Village has played an essential role in creating and preserving the historical landscape of the area. In order to counter the decreasing enthusiasm among farmers to produce—brought about by a lack of successors and damage to crops by harmful birds and animals—the city is promoting the production of vegetables that require less labor, such as Indian spinach, which is comparatively easy to produce even for aging farmers. It is also actively promoting so-called farming tourism, and perhaps due to the Asuka Ruby variety, strawberry picking in the area is very popular, and as such the number of new farmers involved in strawberry cultivation is growing. For prospective farmers, the village is holding workshops and lectures regarding agriculture technology and management at its agriculture school. Although it is providing such support, serious issues remain in its ability to secure residences and warehouses for new farmers, and thus moving forward, residences must be incorporated into future efforts to secure farmers for the village.



## Shimoichi Town, Japan .....

On top of its continuation of the Rakuraku Farming Method Project—which aims to extend agriculture businesses by 10 years—Shimoichi Town is moving forward with a variety of efforts to pass the community onto the next generation. For example, with its declining population, it may be difficult for Shimoichi to maintain its administrative division status as a town. To counter this, aiming to maintain the communities formed in each village, the town is undertaking efforts to continue holding local festivals as they are an important community tool. The town is also holding an agriculture and forestry weekend school to increase the number of individuals involved in the industry. Whereas this was previously run in cooperation with local administrations, it is now run by local citizens and an organization known as the Local Vitalization Cooperator.



## Nara Prefecture, Japan .....

Aiming to combine food and farming, the Nara Agriculture and Food International College (NAFIC) has been established to develop farmers with high management skills and chefs who can be active in the food and drink industry while making use of ingredients from the prefecture. Moreover, at L'Auberge de Plaisance Sakurai within the college grounds—the restaurant which doubles as an inn—and the school is also implementing practical education. To move forward with efforts to brand local produce, the prefecture has established the Nara Prefecture Premium Select certification system which guarantees high-quality appearance and taste. In this way, local produce of a certain quality can be sold at high prices. Through operation of the one-Michelin-starred Toki no Mori food sales shop in Tokyo, and holding events such as the Nara Food Festival at which attendees have the opportunity to cook with famous chefs and enjoy agricultural produce, the prefecture is also pouring its efforts into communicating information about food and farming in the prefecture.



## Gansu Province, China .....

Ding Xi City in Gansu Province is well known as a producing region for potatoes and ingredients for Chinese medicine, and for both it boasts one of the leading production volumes in the country. For potatoes, the city is expanding distribution routes, promoting the shift to virus-free varieties by building a system to spread their cultivation, and moving forward with a strategy to establish potatoes as a staple food. With regards to ingredients for Chinese medicine, Ding Xi City is optimizing its organizational framework by developing new laws and trialling new policies, and is aiming to make progress in developing human resources, improving quality, and processing the ingredients into medicine. And, by enhancing its efforts in environmental improvement and related support systems, the city is hoping to increase the number of young citizens returning to the region to work in the cultivation and processing of potatoes and Chinese medicinal ingredients, thereby developing the agriculture industry.



## Gyeongsangbuk-do Province, Korea . . . . .

In order to improve stability of income for farmers, in 1994 the province established Gyeong Buk Corporation, a third sector company (public-private venture), with joint investment from regional banks, a regional chamber of commerce and industry, and other interested parties. In order to develop and promote overseas export markets for agricultural produce, the corporation acts as a middleman for regional farmers and small-to-medium size enterprises in their export of various, fresh produce and regional specialties. By directly returning profits to producers, the corporation is aiming to improve the overall income of the farming population. Moreover, after registering a trademark overseas for its agricultural produce brand DAILY, the province has been holding sales promotion events for apples and other produce overseas. In the US and China, the province is holding exhibitions for regional specialties. While seeking to provide products with a nostalgic taste, the province is hoping to further expand export of its fresh agricultural produce.



## Gyeongju City, Korea . . . . .

As the consumption of agricultural produce decreases with the aging regional population and increasingly polarized incomes, Gyeongju City is seeking to expand and diversify sales routes of regional agricultural, livestock, and marine products. As such, the city is utilizing such produce in 84 municipal schools, and offering local produce to core businesses in the city such as hotels, as well as to food processing companies. Its main policies moving forward are increasing and enhancing cultivation facilities, improving crop varieties, and improving productivity. The city is also hoping to expand the number of direct sales outlets for local food and develop cooperative production systems with small- to mid-scale farmers and elderly farmers, and it is seeking to increase the income of small-volume, wide-variety producers. It is also focusing its efforts on expanding export of agricultural, livestock, and marine products, enhancing its brand strength, and actively carrying out promotional activities.



## Fukui Prefecture, Japan . . . . .

Fukui Prefecture, the first to cultivate Japan's most popular Koshihikari rice, combined the latest technologies to develop a new variety of rice to surpass it—Ichihomare. After handplanting 200,000 candidate varieties one by one, the prefecture made use of DNA markers—the forefront of technology—to pick out specific genes, ending up with Ichihomare. Unique for its whiteness and shine comparable to silk, tender sweetness, and perfect balance between the feel of the grain and sticky texture, it is a rice of high quality and high added value. Regarding its strategy for production and sales, the prefecture has asked only farmers that are recognized by the prefectural government and the JA Group for their outstanding technological capabilities to carry out production. Following limited nationwide sales of 3,000 tons and its official release in September 2018, Ichihomare was the subject of a high-priced transaction with a major department store in Tokyo—the taste of Ichihomare has received high praise, and sales are going well.



## Yamanashi Prefecture, Japan . . . . .

Yamanashi Prefecture currently holds the top domestic position in the production volume of Japanese wine, which is made with 100% domestic grapes. However, with the increase in wine consumption both in Japan and abroad, the prefecture is struggling to meet production demand for winemaking grapes. Moreover, the intensification of domestic competition between other wine producing regions means that a further increase in quality of winemaking grapes is necessary. In order to increase production, the prefecture is seeking to increase the number of contracts with winemaking grape producers, and for wineries, supporting production through the utilization of abandoned land. It has also carried out strategic efforts to ensure high quality, such as by singling out superior strains of winemaking grapes. And, in collaboration with the University of Yamanashi and wineries in the region, the prefecture is focusing its efforts on developing human resources to lead the production of winemaking grapes, in ways such as holding educational seminars.





## Wakayama Prefecture, Japan .....

The Minabe-Tanabe Ume System, accredited by the Food and Agriculture Organization of the United Nations' Globally Important Agricultural Heritage Systems, is a sustainable agricultural structure producing predominantly ume plums, which has been passed down in Wakayama Prefecture for approximately 400 years. Using this accreditation, the prefecture is branding agriculture, forestry, and fishery products, developing future leaders, and promoting tourism. Specifically, the prefecture is (1) advancing sales of ume plums through promotion of local produce utilizing Globally Important Agricultural Heritage Systems images; (2) revitalizing tourism using the "story" of the prefecture's agricultural heritage as a new promotional tool; (3) developing successors for the system; and (4) contributing to international society through interaction with other countries aiming for accreditation. The prefecture is also moving forward with applications for accreditation in two other locations, and, while increasing its knowledge on the topic, increasing interaction among citizens and enlivening regions.



## Gose City, Japan .....

An incredibly high 78% of the farming population of Gose City are older than 60, and there are increasing amounts of abandoned farming land due to the aging of farmers and subsequent lack of successors and leaders. By building a brand for agriculture produce from the area and thereby increasing motivation among farmers, the city is aiming to develop new leaders. Yamato Potatoes, for example, were long considered a luxury food, but due to the difficulty involved in their cultivation, the number of producers is in rapid decline. And so, whereas previously small or oddly shaped Yamato Potatoes were put to waste, the city is considering ways in which to utilize these to produce Shochu liquor. By making use of these Yamato Potatoes for separate products, the city is hoping to unearth future farmers.



## Koryo Town, Japan .....

In order to develop new leaders for the farming industry, Koryo Town has, since 2014, held the Koryo Town Agriculture School to teach those interested in a career in farming how to run a farm independently. For six months, the school teaches students how to make healthy soil, how to use pesticides, how to control pests, how to cultivate strawberries and eggplants, and the ideal ways to distribute produce suited to sixth-order industry. Following the initial six months, students then go through two years of practical training. Due to issues with graduates from the school who didn't have sufficient funds for an initial investment, some were unable to begin on their own. To counter this, this fiscal year the town is scheduled to build a co-working space specifically for those interested in the strawberry industry. The aim is to have students use the co-working space to learn the necessary cultivation techniques, learn how to manage a farm, open up sales routes, and then move on and run a farm independently.



## Gongju City, Korea .....

Due in part to the declining and rapidly aging population, the city is moving forward with policies to increase the added value of agricultural produce for the elderly owners of small-sized farms, which make up the majority in the city. First of all, the city is progressing with efforts to systemize farms with small-scale production capabilities, especially those producing blueberries. Efforts are also underway to automate sorting processes, expand production scales, and standardize methods. In this way, the quality of the products, such as their aroma and size, will allow consumers to more easily relate. Furthermore, to promote interaction between producers and consumers, the city is running direct sales outlets. With full support from the city, by placing these outlets in locations with heavy traffic, sales are a success. There does, however, seem to be a limit to what these outlets can achieve when managed by the city.



## Kofu City, Japan

In anticipation of the opening of the Chuo Shinkansen maglev trainline in 2027, Kofu City is expecting an increase in migrants and other residents, as well as livelier exchange with the metropolitan area and the Chukyo metropolitan area. As such, the city must make better use of its agricultural land, and develop new promotional measures for the agriculture industry. Moreover, a lack of successors and leaders due to an aging farming population, and the increasing use of agricultural land for urban uses, mean that efficient countermeasures must be put into place. As such, the city is (1) using the vitality of the private sector to promote shared agricultural land and cooperative farms; (2) developing a new, virtuous cycle throughout the agriculture and tourism industries by pairing the two together; (3) promoting exchange between the city and farming villages through experiential farming events and others; (4) utilizing the “Chuo Shinkansen effect” to promote branding of new agricultural produce; and (5) inviting agriculture-related corporations and agricultural production corporations to the city. In this way, Kofu City is aiming to become an attractive “City of Agricultural Industry,” in which towns and regions coexist.



## Buyeo County, Korea

Agriculture is a key industry for Buyeo County, and horticulture accounts for 70% of farmers’ income. The county also boasts the largest area of horticultural facilities in the country. On the other hand, deteriorating facilities, environmental changes both domestically and abroad, market liberalization, and aging farming villages mean that something must be done for the county to regain its competitive strength. Taking on board these issues, the country began construction of a “smart” horticultural complex in 2017. The 20.1-hectare greenhouse complex makes use of the most advanced technologies in its hothouses, distribution center, and selection facilities. Currently, progress is being made with the construction of its foundation, treatment facilities for service water and waste water, and electrical systems. With Korea’s first smart horticultural complex, the future is bright for the development of regional agriculture.



## Tokushima Prefecture, Japan

Through a virtuous cycle involving various initiatives, the prefecture is aiming to make profitable agriculture, forestry, and fishery industries a reality. In order to develop people, the prefecture is undertaking human resource development at the Science Zones—R&D centers founded on collaboration between the industry, academic, and government circles. To increase production, the prefecture is promoting “smart” agriculture, such as next-generation horticultural facilities, that uses the latest technologies, and moving forward with efforts to revitalize localities with a market-in approach. In order to open up new markets, the prefecture is expanding sales in the metropolitan area through efforts such as the construction of an information hub called Turntable, and promoting its export businesses. Moreover, in order to support production, it is improving fields and other areas fundamental to production, and to protect regions and revitalize agricultural, mountain, and fishing villages, the prefecture is making use of its regional resources such as the steep slope agricultural system designated under the Globally Important Agriculture Heritage Systems.



## Kashihara City, Japan

Kashihara City is home to the Nara Factory of JTEKT Corporation, a factory that boasts approximately 2,000 employees, and one that places great priority on its ties with the region. On top of providing support to regional activities, its employees proactively participate in regional events. In a town known as Toichi, employees from JTEKT and their families take part in local agriculture festivals to carry floats, and in the farming land nearby, employees also take part in rice planting, reaping, and other activities. Moreover, the citizens of Toichi Town, JTEKT and other corporations, and the Kashihara City government have together formed a regional council, through which they hope to work together to preserve farming land. And, while also promoting community farming, the city hopes to revitalize traditional cultures and agricultural resources.

## Opinion Exchange

- One way in which to improve brand strength could be to utilize the local characteristics and qualities of each region on top of efforts to enhance the agricultural produce itself. Perhaps good ideas can be gained from information exchange.  
(Professor SHIGEOKA)
- Although there are various initiatives underway in Japan to establish and manage local trading companies, I don't think that there are any on the scale of Gyeong Buk Corporation in Gyeongsangbuk-do Province. I think other regions can learn a great deal from advanced efforts such as these from Korea.  
(Lecturer, MOTANI)
- National brands are of course important, but in East Asia, I think local brands are paramount. As each region works to build these brands, through healthy competition among regional governments and hard work, I hope to see regions in East Asia create brands that can further compete on the world stage.  
(Lecturer, MOTANI)
- The name of the region itself can work well as one part of a brand's characteristics. I think, however, that there are cases in which this strategy is not being sufficiently utilized.  
(Professor SHIGEOKA)
- As can be seen in Gose City and their use of Yamato Potatoes, the idea of utilizing produce that would not usually be fit for commercial sale—such as those of small size and odd shapes—processing and selling them as part of sixth-order industry efforts, and thereby increasing motivation among producers, is incredibly important.  
(Lecturer, MOTANI)
- Here in Gongju City we also aim to focus on efforts to pair agriculture and tourism. Having two separate fields work together is both difficult and awkward, however, by establishing some sort of intermediary, we hope to find a solution.  
(Gongju City, Korea)
- Seven corporations and private organizations are working together to manage our smart horticultural complex project. Moving forward, we hope to enable farmers in the locality to take part in the project, while we also aim to begin shipping produce for export, as well as for sale in large-scale supermarkets.  
(Buyeo County, Korea)
- What sets our Turntable facility apart from other information hubs is that we don't openly advertise the names of the regions from which the goods on display originate. For example, visitors to the facility are only made aware of the fact that Tokushima is the underlying theme after eating foods made from prefectural produce, or following explanations from shop staff—the concept behind Turntable is the ability to experience.  
(Tokushima Prefecture, Japan)
- In order to promote cultivation of the Chinese medicinal ingredient Angelica root, we are offering training opportunities for producers, and providing them with practical guidance from specialists in the field. In processing efforts, we are seeking to acquire quality certifications, carrying out R&D, and opening up new markets.  
(Gansu Province, China)
- Many people have returned to Yamanashi Prefecture to work in agriculture following their retirement. We have successfully drawn in former teachers and IT employees to rural areas with expertise and experience in various fields such as marketing. And, as there are many around the age of 60, a comparatively young age in the field, we have high expectations for them leading the industry for the next 15 to 20 years.  
(Yamanashi Prefecture, Japan)



- Although we established an agriculture school to promote the employment of new, young farmers, we receive many applications from those who have reached retirement age. The average age of students is 51 years of age, and interest from young members of society is low.

(Koryo City, Japan)

- There is no doubt that we can expect to see innovation in the industry from young, willing farmers, and their fresh ideas, hard work, and various schemes. Moving forward, I believe we will see a variety of new examples at this congress, too, and I can't wait to see what the future holds.

(Lecturer, MOTANI)

## Review Comments by the Lecturer



In the world of industry, factories are no longer hiring people—huge changes are taking place. Lexus is the luxury vehicle brand of Toyota, and Miyawaka City in Fukuoka Prefecture it's home to one of its largest factories. However, the population in the city is rapidly decreasing, and even with well-paid job offers, people are not taking the work. As such, Lexus has begun automating production processes at its factory.

Even with a state-of-the-art factory from an international corporation in the region, why is it then, that the population continues to decline? A closer look shows that employees there are producing items that can now be produced by robots, perhaps taking motivation out of the work itself. Young citizens especially are not interested in work that doesn't involve thinking, or work that lacks enjoyment.

This is where agriculture is key. The agriculture industry involves careful thinking and innovative ideas, and allows employees to make the work their own. It is satisfying, incredibly healthy, and can be continued well into old age.

A world in which people no longer work in industry, and where only agriculture remains as a means for work, is perhaps just around the corner. We sense that all in attendance today are pouring their efforts into sustaining the fading agriculture industry, and that the seeds that can transform it into a growth industry have been sown.



## Theme 2: “Developing Human Resources in a Global Society”

Participating Local and Regional Governments	<p>People's Republic of China : Chengdu City          Republic of Indonesia : Province of West Java          Malaysia : Melaka State          Republic of the Philippines : Municipality of Baler          Republic of Korea : Gyeonggi-do Province, Chungcheongnam-do Province          Japan : Yamagata Prefecture, Fukushima Prefecture, Nagano Prefecture, Shizuoka Prefecture, Nara Prefecture, Katsuragi City, Miyake Town</p>
Lecturer	<p>TANAKA, Osamu Project Professor at Nara Prefectural University and Special Advisor for China Research POLICY RESEARCH INSTITUTE</p>

### Presentation on Regional Reports



#### Chengdu City, China

Having formulated the “Twelve articles of Chengdu City’s new human resource policy,” efforts are being directed toward the development of young human resources in particular. Initiatives include granting a Chengdu City family register to individuals who accept employment there after university graduation, a job search support system, and other assistance for employment in Chengdu, as well as funding support and financial assistance when founding/starting businesses. In addition, the development of highly specialized human resources is encouraged in university education programs and corporate internal human resources training, etc., and free training programs are also implemented for the general public. Further, other support for daily living in Chengdu City is provided, such as the establishment of a “Day for Human Resources from Rural Areas,” to enable people who were raised locally and those who came from outside the city to have a rich life.



#### Yamagata Prefecture, Japan

Yamagata Prefecture believes that it is important to encourage hiring of international students by companies in the prefecture, and to have them become a bridge between the company and their home countries, and is conducting initiatives accordingly. For example, bus-tour-type company tours are a measure to have international students visit companies in the prefecture, receive explanations of the companies’ business, tour manufacturing plants, etc., and deepen mutual understanding through Q&A and exchange of opinions. In addition, joint corporate information meetings are being held for international students studying at institutions of higher education in the prefecture. With Yamagata University taking the lead, the Motto MIRAI Consortium was established through an industry-government-academia partnership not only to accept talented international students and provide them with specialized education, but also as an initiative to give them an understanding of the culture and customs of the companies in the prefecture, help them acquire Japanese language ability, and otherwise develop the type of human resource wanted by the companies. As a member, expenses are paid to fund scholarships.



#### Fukushima Prefecture, Japan

As part of the development of global human resources to carry out the recovery from nuclear disaster, efforts are underway to create and secure employment opportunities, foster industrial human resources, develop their abilities, and promote international understanding, etc. Specifically, at schools designated by the Ministry of Education, Culture, Sports, Science and Technology as “Super Global High Schools,” efforts are made to interact with overseas high schools, etc., deepen interest and education in social issues, and cultivate the ability to present them externally. In addition, students who are interested in employment in Fukushima Prefecture are provided with job hunting assistance, and employment support is provided to individuals hoping to do an “F-turn,” people who would like to move and work in Fukushima Prefecture and women who desire to find employment again. Effort is also being directed toward the development of human resources who have learned computer-related education/research, radioactivity monitoring, and radioactive waste processing technology, and cultivation of technicians in the areas of robotics and renewable energy, etc.



## Province of West Java, Indonesia . . . . .

We have formulated strategy to strengthen the abilities local governmental agencies by establishing a development promotion structure through a program to have 300 civil servants earn doctorates at overseas universities. The goal is to improve the ability to formulate more viable policy as a global strategy, etc. As for the contents of the initiative, we hope to select local civil servant candidates who have earned a master's degree or higher, and who are under thirty-eight years old, and strengthen their sense of responsibility, leadership, and management abilities, etc. In addition, as part of support for individuals to receive formal education in a doctoral program at an overseas university, we aim to establish global cooperative relationships, etc., in an effort to secure schools to accept the individuals and scholarships for the doctoral program. Moreover, we would like to provide support for the application and implementation of the findings of doctoral research related to regional development.



## Municipality of Baler, Philippines . . . . .

Because hiring for stable positions is still rare, if circumstances remain the same, it is feared that residents will be looking for employment opportunities in other regions domestically and overseas, and as a result, there will be an increase in the number of migrant workers, and either the pattern of consumption will change, or people will become completely dependent on government aid. Accordingly, as measures for employment, support is being provided to local investors to create employment opportunities, and seminars related to various types of entrepreneurship are being held to encourage investment in business. Incentives for investment are also being implemented to attract overseas investors. In addition, support is being provided to local entrepreneurs to help them acquire global competitiveness. Through such efforts, we will strive for the economic self-reliance and economic growth of the citizens.



## Nara Prefecture, Japan . . . . .

In order to maintain and increase "motivation to work," we have formulated the Nara Employee Skill Development Plan, and established the three categories of "Currently employed," "Student/youth unemployed," and "previously employed," and would like to implement measures geared toward each one of the categories. For the currently employed, training to increase the motivation of young employees, seminars related to the development and utilization of human resources, and other support for human resources development conducted by companies, etc., will be implemented. For students and unemployed youth, efforts will be made to enhance paid internships, implement work experience activities at schools, and otherwise promote practical education. For the previously employed, efforts will include cultivation of basic skills as members of society, implementation of vocational training tied to finding employment and retention in the workplace, and establishing an environment with enhanced childcare services, etc.



## Nagano Prefecture, Japan . . . . .

We are implementing initiatives to have individuals who have gone to school in the region find employment in the region and become players in the development of the region, in an effort to develop and secure industrial human resources through a locally educated, locally employed approach. In the "Conference to Promote Employment and Strategic Workstyle Reform in Nagano Prefecture" established in collaboration with economic organizations and labor organizations, experienced scholars, etc., we hope to identify and understand the current state and issues of each industrial area and each region, and devise effective measures. To secure the young human resources who will carry the next generation and who are important for maintenance of the region's vitality, we work with the 53 affiliate schools who promote "U-turn" (Returning to one's hometown to get a job after studying or working for a certain period in a big city) employment to provide university students with information and hold information meetings. In addition, we are directing efforts toward the promotion of internships. Further, as the number of foreign workers and international students increases, we are promoting employment of international students by companies in the prefecture through matching, etc., in collaboration with universities and industry.



## Melaka State, Malaysia

We are working on changes to the government's customary practices in skill-oriented human resource development. A goal has been established to make 35% of skilled workers Malaysian workers by 2020, and contribute to achievement of the national human resource agenda, while at the same time increasing employment opportunities and strengthening competitiveness in the global market. In government-linked companies and governmental agencies, along with promoting recruitment of skilled female workers, we would like to further promote the participation of women in the local community. We also aim to encourage the participation and involvement of the local community in human resources development. In addition, improvements are being made in the education system toward the development of knowledge and skills that make it possible to compete in the global community.



## Gyeonggi-do Province, Korea

As the country's top region of consumption in the recreational marine industry that is growing dramatically in Korea, it is necessary to further secure specialized human resources who can maintain, etc., engines and ship hulls, in order to further vitalize recreational marine business and prevent marine accidents. Since 2016, we have been promoting business to cultivate human resources for the recreational marine industry, and are implementing initiatives to prevent recreational marine accidents through the development of maintenance personnel who have undergone training, contribute to the creation of new jobs through education and training for the unemployed, and drive Korea's recreational marine culture through operation of the nation's top educational program and curriculum. Because there are limitations if only Gyeonggi-do Province's budget is used, we are engaging in discussions to expand it to a national education project.



## Chungcheongnam-do Province, Korea

In order to prevent the outflow of young people and encourage retention in the region, we are conducting initiatives to promote employment in the region, including creation of jobs and support for the launch of business. We believe that it is necessary to implement measures through collaboration in multiple aspects, such as welfare policy and community development. We operate share houses for young people, provide housing assistance for young people, and youth benefit passbooks and welfare cards, etc. In addition, we provide space to start business by establishing a youth business creation incubation center, and conduct projects to find and develop human resources to start businesses. Further, we promote a variety of initiatives, such as capital expenditures support for companies relocating their head offices to Chungcheongnam-do Province, and employment projects customized for the specific region in order to eliminate mismatches of labor supply and demand.



## Shizuoka Prefecture, Japan

We aim to achieve a society in which everyone can play an active role under the new vision of "Become a Prosperous, Virtuous Home to 'Mt. Fuji' and Develop both People and Wealth for its Benefit." In order to develop global human resources who will carry the next generation forward, we have established the "Fujinokuni Global Human Resources Development Fund" in cooperation with businesses and organizations in the prefecture, and are providing support to high school students, etc., who want to play an active role on the international stage. In addition, we are working on multicultural community development with the aim of creating a cohesive society in which everyone can understand each other. Aiming to establish an environment in which it is easy to play an active role, and to reform workstyles, the prefectural citizens' meeting, consisting of representatives from the fields of industry, labor, and education, etc., has formulated the "Secure and Develop Human Resources for Industry," and we are implementing a resident foreigner role model project to communicate information on good examples of companies working to utilize diverse human resources and workstyles that can serve as role models.





## Katsuragi City, Japan .....

Through English language education, we are striving to foster the ability of children to learn, think, and act on their own, and to thrive in a global society. English language education is being promoted through measures such as providing opportunities to become familiar with English in kindergarten, and teaching English in elementary schools starting in the first grade. In addition, we conduct training for elementary school teachers related to communicating in English, teacher materials research, and mock classes, etc. The “English Children’s Plaza” summer holiday course is a program unique to the city. ALTs play games with children using mostly English, practice daily conversation, and otherwise work to improve skills while having fun. We are also engaged in providing support for civic activities to spread English, and we would like to expand support further in the future, beginning with English language learning support in a cafe.



## Miyake Town, Japan .....

Miyake Town’s baseball glove industry will turn 100 years old in 2021. Relocation of manufacturer production sites overseas and other factors have reduced the amount of production conducted in the town, and there are issues such as finding information on the town and companies, seeing the attractiveness of the area, the economic strength to develop successors, and the vision for promotion of sales. As initiatives to revitalize the region in conjunction with the 100th anniversary, we would like to develop successors, create new artisans, establish overseas export marketing channels, launch brands, and improve brand strength, etc., by (1) implementing projects to commemorate the 100th anniversary of the glove industry, (2) serving as agents between individuals who want to become baseball glove artisans and businesses in the town, (3) providing assistance to help individuals who want to become baseball glove artisans but live outside the town to become permanent residents of the town, (4) placing exhibits and production demonstrations at the various types of event, and (5) appearing in the various types of media, etc.





## Opinion Exchange

- During Japan's period of high economic growth, young people were raised in an environment in which they would prosper if they worked, and they were able to have hope for the future. Meanwhile, today's young generations, who have experienced a sluggish economy and deflation, have a difficult time connecting working with a bright future in their minds. Another factor in decreasing the motivation to work may be the fact that their environment has been favorable, such as being able to live without working much due to their parents' economic strength.

(Lecturer, TANAKA)

- The strength of young people is required to develop the region and spark innovation in the region. We believe that it is important to create a mechanism to cycle the economy through in the region, by developing local human resources in the region, or by striving to retain them in the region. Accordingly, it is necessary to develop global and local human resources, "glocal" human resources, so to speak.

(President ITO)

- Further, as for the retention rate of international students who have been hired by local companies, etc., we believe that projects must be conducted after grasping the relevant data, such as tracking the individuals even after they are hired.

(Yamagata Prefecture, Japan)

- Overseas, earning a doctorate gives a certain level of status. However, we feel that the environment for such individuals to play central roles in organizations in Japan has not been cultivated much. Japanese organizations have a strong tendency to develop human resources through education that is wholly within the organization. As globalization progresses, it is necessary to consider whether internal education alone is sufficient to skillfully develop new human resources.

(Lecturer, TANAKA)

- According to a survey, when accepting employment, today's young people tend to place value not only on wages, but also on whether the organization has an environment in which it is easy to work, such as whether they will be able to live their preferred lifestyle, whether they can take enough vacation, and whether the company has an open corporate culture. We are also conducting activities to certify companies that have established a variety of systems to create a workplace in which it is easy to work, such as a vacation system that accommodates childcare or a short-time work system.

(Nagano Prefecture, Japan)

- Tuition is low at universities that receive assistance from the government, so many people would like to attend them. However, there are only twenty such universities. Meanwhile, tuition is high at private universities, and it is not easy to be admitted. One significant problem is that, because opportunities to continue education are limited, only a certain number of students are able to attend a university.

(Melaka State, Malaysia)

- Of the approximately 48,000,000 people in the Province of West Java, about 30,000,000 are currently working, so the creation of jobs is an issue. Having heard that there is a shortage of workers in Japan despite positions being available, I am interested in finding how workers from Indonesia can be accepted, and what types of organization would potentially hire them.

(Province of West Java, Indonesia)

- Despite having extremely outstanding technology, like Miyake Town's baseball glove industry, a lack of expertise keeps international recognition low, and I believe that there are extremely many cases in which it is difficult to pass down traditional technologies. I have gotten a renewed sense that these are significant issues in Japan, particularly for the growth of small and medium-sized companies.

(Lecturer, TANAKA)

- In the future, globalization is likely to finally proceed in rural areas as well. We believe that an extremely important issue is how local communities will build models of multicultural coexistence, in light of past cases, etc., to enable everyone to live rich and enjoyable lives.

(Lecturer, TANAKA)

- Shizuoka Prefecture's youth exchange initiative is being conducted with local governments with which friendship alliance agreements and memorandums have been concluded. In a typical year, twenty to thirty people participate in the exchange, and we are engaged in high school student-centered exchange with Dornogovi Province, Mongolia, and exchange of young people in a variety of areas such as economics, industry, education, and government, etc., with Zhejiang Province, China.

(Shizuoka Prefecture, Japan)

- We conduct Japanese language training as support for taking skill tests in the skill training system, in an aim to create an environment in which skill trainees can study and work in Japan for as long as possible. Companies, etc., receiving trainees have also responded favorably, and there has been a significant increase in the number of people desiring to attend. In addition, we would like the government to play a part, such as launching an acceptance association, improving the working conditions of trainees, sharing information between the administrative organizations that serve as the liaison for acceptance, and handling coordination of acceptance of trainees from new countries, etc.  
(Shizuoka Prefecture, Japan)
- We would like to conduct “paid internships” in which students undergo training at a company in the prefecture and are paid for their work while still students, and earn credits for graduation at the same time. Although there are many companies that want to receive the individuals, coordination with schools is an issue, so we will continue our efforts to achieve this in the future as well.  
(Nara Prefecture, Japan)
- The “dual system” implemented at vocational high schools in Nagano Prefecture is a mechanism in which a coordinator links high schools and local companies, and technical guidance is provided in collaboration with companies, and knowledge and skills studied in school are implemented at the companies. In the mechanism, these things are conducted in a synergistic manner.  
(Nagano Prefecture, Japan)
- In the Municipality of Baler as well, mutual student exchange is being conducted with local governments with which friendship alliances have been formed. We want them to study languages, etc., and become ambassadors for the region in the future.  
(Municipality of Baler, Philippines)
- In Chungcheongnam-do Province as well, the outflow of local human resources to the capital and other large cities has become a significant problem. Hiring policy is necessary, of course, but we believe that measures in the welfare area are also necessary. Efforts such as the operation of share houses for young people and the establishment of cultural facilities are underway to make it possible to provide younger generations with convenient housing and diverse cultural facilities.  
(Chungcheongnam-do Province, Korea)

## Review Comments by the Lecturer



I believe that we have been able to see the variety of struggles and trial-and-error efforts of each local government through many case introductions and discussions. Each local government has its unique issues and needs, including circumstances in the country or region. A truly wide variety of initiatives are underway to respond to these factors. I believe that all who have participated in this session have found many hints as to the solutions to issues.

For example, in areas in which there is already proactive interaction with overseas individuals and organizations, the practical issue of how to attract overseas human resources and companies has started to appear. In areas in which populations are becoming increasingly concentrated in major cities, as is the case in Japan, how to secure and retain local human resources is a significant issue. Moreover, a severe worker shortage makes it necessary to proactively accept foreign workers. Accordingly, there were also local governments that are moving forward with large initiatives to achieve a cohesive multicultural society.

Everyone actively made comments and asked questions. It is my hope that this event will spark further deepening of interaction between individual local governments in the future, and that the exchange of a variety of experiences and expertise will enable local governments in East Asia to grow together.

## Briefing on Section Meeting etc.

### ◆Section Meeting Report



#### Shimoichi Town “Agriculture, Forestry, and Fishery Section Meeting”

**SUGIMOTO, Tatsuaki** Town Mayor of Shimoichi Town

On September 3, we held the Agriculture, Forestry, and Fishery Section Meeting in Shimoichi Town, inviting Professor Shingo Teraoka of Nara Women's University to act as lecturer, as well as other participants from a total of three prefectures and seven municipalities.

In Shimoichi Town, approximately 80% of the forests lie on a steep gradient. Persimmon has been the main produce of the town's vast orchards, but as the burden of persimmon cultivation on elderly farmers has been too great, the number of farmers is set to halve in number within 10 to 20 years.

At the Section Meeting, we first listened to a presentation from Prof. Teraoka about the Rakuraku Farming Method, an initiative developed to help with such issues as those outlined above. The Rakuraku Farming Method consists of four main elements: settlement inspection, health inspection, a Rakuraku cultivation initiative, and an electric transport wagon. The method is a joint project with industry, government, academic, and private sectors, and it seeks achieve universal design in crop work while extending farming careers by 10 years, lessening the burden on farmers, and making farmwork more enjoyable.

We next heard a presentation from Shimoichi Town about the Shimoichi Town Active Community Business, an initiative set up by local citizens that supports active participation. The Business carries on the principles of the Rakuraku Farming Method in seeking to create a sustainable community, and is involved in various efforts around the local area. An example is Shimoichinajikan, an agriculture support project begun in 2017 to eliminate issues such as a lack of farming successors, and to promote migration and settlement in the area.

Following these examples, there was an opportunity for participants to try out the electric transport wagon used in the Rakuraku Farming Project, and there were also presentations from other participants, as well as opportunities for participants to exchange opinions and interact. Some of the topics talked about included acquisition of the GAP agricultural produce certification for those with an eye on the export business, the internship/employment strategies from leading local farmers, and securing homes for new farmers. Participants also engaged in lively discussion.

Prof. Teraoka concluded the Section Meeting with this comment: “Profitable farming with a global outlook and farming for the sake of regional conservation may not go hand in hand. Perhaps, though, when such initiatives become concrete, they can work together. The answer is different for each community. This Section Meeting simply served as a starting point in discovering an optimal solution.”

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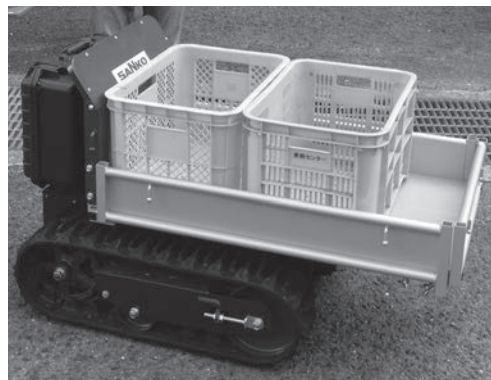
#### OUTLINE

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- **Date:** Monday, September 3, 2018
- **Organizer:** Shimoichi Town (Co-organized by Nara Prefecture, with assistance from the Center for Research of NARA Studies, part of the Institute of Yamato Area and Kii Peninsula at Nara Women's University)
- **Venue:** Shimoichi Town Rural Environment Improvement Center
- **Participants:** Mie Prefecture, Kagawa Prefecture, Nara Prefecture, Kashihara City, Gose City, Katsuragi City, Miyake Town, Asuka Village, Koryo Town, and Shimoichi Town



During the discussion



The electric transport wagon

## ◆Report on Related Forum



### Chungcheongnam-do Province “East Asia Local Government 3 Agriculture (Sanno) Forum 2018”

**HONG, Man Pyo** Director for Asia Team, International Relations Division of Chungcheongnam-do Province

The East Asia Local Government 3 Agriculture (Sanno) Forum 2018 was held across three days from September 12 to 14 in Chungcheongnam-do Province. The Forum—with this being its fourth outing—continues the principles of the East Asia Local and Regional Government Congress, and on top of local governments from Japan, China, and Korea, a group representing Melaka State from Malaysia attended, with a total of about 600 participants in attendance.

The name *Sanno* refers to three agriculture-related elements: the agriculture and fishery industries, farming and fishing villages, and farmers and fishers themselves. Four sessions revolving around agricultural issues took place, based on the theme, *Discussing a New Future for Agriculture and Farming Villages*. Following a keynote address by Chang-Gil Kim of the Korea Rural Economic Institute, and discussions between representatives of each local government, the Forum was divided into the four sessions; there participants were shown examples and engaged in lively discussion. The sessions were titled, *Local food strategy and policy themes of local governments (local food plan)*; *Strategy for revitalization (reconstruction) of farming villages in an era of population decline*; *Response to climate change, future agricultural technology innovation strategy*; and *Status of implementation for official development assistance (ODA) in the agriculture/farming village sector; strategy for ODA expansion*. Lively debates took place at each, with local ministers and relevant experts involved in the discussions.

Regarding agricultural policies, the most important factor was seen to be deciding on a future direction for the industry, and various discussions took place on trials of advanced technologies and the future “shape” of agriculture. Solutions were hard to come by, however, and each local government in attendance, including Chungcheongnam-do Province, is making all-out efforts in its search for ideal policies.

The Forum was an opportunity for participants to try and find solutions for issues related to *Sanno*. Each local government in attendance shared their experiences and visions for the future, and reaffirmed the importance of agriculture as an industry.

#### OUTLINE

- **Date:** September 12 (Wed.) -14 (Fri.), 2018
- **Organizer:** Chungcheongnam-do Province and Three Rural Issue Committee
- **Venue:** RESOM SPA CASTLE (Yesan County, Chungcheongnam-do Province, Korea)
- **Participants:** Heads of delegation for each regional government from Korea, Japan, China and Malaysia; concerned parties; concerned institutions and organizations, agriculture and fishery workers, academic societies, experts, and more
- **Theme:** *Discussing a New Future for Agriculture and Farming Villages*





## General Session

### Chairman's Report



ARAI, Shogo Governor of Nara Prefecture

Katsuragi City and Miyake Town became new members of the Congress after the previous Congress meeting, bringing the total to 72 local and regional government members from 7 nations.

We would like to conduct the next Congress expansively as well. In addition, we heartily encourage regional governments that are able to host the Congress or Section Meetings, etc., to step forward and do so.

At this general session, we will introduce the East Asia Summer School that was started in conjunction with the Congress, and the Japan External Trade Organization (JETRO) Nara Office that is scheduled to be established in the near future.

### East Asia Summer School



TANIGAKI, Hiroko Deputy Director, Nara Prefecture Regional  
Development Department

On the occasion of the First East Asia Local and Regional Government Congress, Nara Prefecture established the East Asia Summer School, a short-term intensive seminar for regional government employees, university students, graduate students, and others from the various areas of East Asia, and has hosted it each year since 2011 for the purpose of developing human resources who are able to play an active role on the global stage, and who will carry the next generation in East Asia. We have held the Summer School eight times so far, with a total of more than 300 participants. It also serves as a way to express our gratitude to our neighbor nations who showed such benevolence during the Heijo-kyo Period.

The Summer School's curriculum is diverse, including such areas as history, culture, science, the environment, medicine, and foreign affairs, with lectures given by prominent instructors who are well versed in each. In addition, participants can experience Nara's cultural heritages, lifestyle, and other aspects of a full lineup of activities. The program has garnered much praise from participants, such as "I had the opportunity to study and think about differences in culture, politics, etc."

We will strive to continue our efforts to develop human resources who are able to contribute to the development not only of East Asia, but of the world, by having many people participate in the future as well, stimulating intellectual interaction, and respecting each other's cultures.

We heartily invite regional government employees as well as students to actively participate in the ninth East Asia Summer School that is scheduled to be held in August 2019.



## JETRO Nara Office



YAMAMOTO, Satoshi JETRO Nara Chief Director

The JETRO Nara Office will open on November 12 as the 48th JETRO domestic center in Japan. The work of the Office is to support the overseas expansion of small and medium-sized companies, the exporting of agricultural, forestry, and fishery products and food products, and the expansion of inward direct investment. In addition, the Office conducts internships for highly skilled foreigners and other initiatives related to global human resources. JETRO's overseas network now includes 74 offices in 54 countries.

Nara Prefecture is home not only to traditional crafts, but also textiles, high-quality products from the plastics industry, etc., the Yoshino cedar and persimmons, strawberries, and many other high-quality agricultural and forestry products. In the future, we hope to invite buyers to Nara and expand overseas marketing channels.

In addition, as an incentive to invest, we provide one-stop support services to foreign companies that are considering entering Japan, regarding things such as procedures related to establishing sites in Japan, information on taxes, legal affairs, and social insurance, etc., and consultation related to human resources and real estate. We will also collaborate with domestic offices to provide support for the expansion of business in Japan after launch.



## Representatives' Press Conference



ARAI, Shogo Governor of Nara Prefecture

We were fortunate enough to be able to welcome 39 local and regional governments from six countries to the 9th East Asia Local and Regional Government Congress.

The Congress enabled all involved to exchange opinions on two closely related themes, "Promotion of Agriculture, Forestry," and "Fishery and Developing Human Resources in a Global Society." I took part in both main sessions, and both unearthed similar issues, while being equally fruitful in their outcome.

For the first time this year we included the Local and Regional Government PR Time, during which the regional governments of Shandong Province, the Province of West Java, the Municipality of Baler, and others showed off their charms.

The number of congress members has now reached 72 local and regional governments, hailing from seven different countries.

This congress first took place in 2010 to commemorate 1,300 years since the transfer of the capital from Heijo-kyo (modern-day Nara). It was at this time that Japan learned a great deal about civilization from two of the most advanced East Asian nations of the time, China and Korea. The knowledge gained then formed the foundation of the Japan we see today. In recognition of this, Nara Prefecture is honored to be the learning hub from which East Asian nations can further develop, as the home of the East Asia Local and Regional Government Congress.

It is upon these fundamental ties that the congress continues to be held. The congress itself is an opportunity for regional governments from East Asia to learn from each other, and consider ways in which each can develop further. I would like to thank all those involved for making the congress such a great success.



## Chengdu City, People's Republic of China · · · · ·

**JIANG, Bin**

Director General, Chengdu Municipal Foreign and Overseas Chinese Affairs Office

I would like to express my gratitude for this opportunity. The time has been very fruitful for me, including expert advice from lecturers and discussions regarding real-life examples. The environments and circumstances of each regional city differ from those of other cities in some cases, but I was truly inspired by everyone's presentations.

Because there were a variety of concrete examples given for each of the two themes, I hope to utilize the expertise that I have learned and attract even more high-quality human resources to Chengdu. Chengdu City is gaining popularity as one of China's easiest cities to live in, so I would like to put forth even more effort in the future.

Last year, the main meeting of the Eighth East Asia Local and Regional Government Congress was held in Chengdu City. I hope to participate in the Congress even more proactively in the future as well. I invite you all to visit Chengdu.



## Province of West Java, Republic of Indonesia · ·

**Koesmayadie Tatang Padmadinata**

Assistant of Administration, Regional Secretariat of West Java

I would like to express my deep gratitude to the people of Nara Prefecture for the warm welcome.

We were able to discuss a variety of things related to the two themes, and I feel that it was an extremely meaningful event. It is my sincerest hope that the same type of beneficial Congress can someday be held West Java's capital Bandung. The Asian-African Conference was held in Bandung in 1955, and in 2015 it was the site of events related to the celebration of the 60th anniversary of the Conference.

At this Congress, I was able to participate in lively discussions with people from regional governments in Malaysia, China, the Philippines, South Korea, and Japan. I am very glad to have been able to do so.

It is my sincere hope that the East Asia Local and Regional Government Congress continue in the future as well, and grow further. Thank you.



## Melaka State, Malaysia · · · · ·

**Zamzuri Bin Ariffin**

Head of Alor Gajah Municipal Council

I would like to express my gratitude to the people of Nara Prefecture for hosting this Congress. I believe that it has been a great success. We were able to have a variety of discussions from the perspective of regional development. The discussions were lively and the topics were diverse.

Malaysia, and the State of Melaka in particular, is still very much in the developing stage. I look forward to even more tourists visiting Melaka in the upcoming year, 2019. I would also like to invite all of you here today to visit Melaka.

Finally, it is my sincere hope that the next Tenth East Asia Local and Regional Government Congress will be a success, and I would like say thank you once again for hosting this Congress.



## Municipality of Baler, Republic of the Philippines • • • •

**Glenda Paladio, DUMAPAY**

Local Economic & Investment Promotion, Municipal Local & Regional Economic Department

As a representative of Baler City, I would like to express gratitude for the warm welcome we have received from everyone in the East Asia Local and Regional Government Congress. The meal was excellent and meetings were conducted precisely according to schedule.

At this Congress, I learned that along with a variety of differences between regional governments in regard to human resources development in particular, there are many common aspects as well. We were able to have deeply meaningful discussions with mutual respect, and I was able to deepen my interaction with the members of other delegations. I would like to continue such cooperation in the future as well.

Finally, I would like to congratulate the Governor of Nara Prefecture on the success of this Congress. I look forward to participating in the Tenth East Asia Local and Regional Government Congress.



## Chungcheongnam-do Province, Republic of Korea • • •

**HONG, Man Pyo**

Director for Asia Team, International Relations Division

Chungcheongnam-do Province and Nara have had close ties since the time of the Baekje Kingdom. They have also been involved in the East Asia Local and Regional Government Congress since the beginning.

Culture, goods, and ideas go back and forth between the countries, and since ancient times, there has been nothing that could be done by a single country or region alone. The Governor of Nara Prefecture has stated that he will deepen interaction with a sense of repaying a favor for things received from China and the Korean Peninsula. I am confident that we can achieve peace in East Asia, without fail, if we maintain such an international sensibility, and a sense of balance, and engage in mutual help and interaction.

I hope to cooperate proactively in future meetings of the Congress, and we will strive to be able to host the Congress in Chungcheongnam-do Province as well.

I am glad that I was able to interact with others and learn together about policies through a variety of real-life examples at this Congress. In addition, I would like to express my gratitude once again to the Governor of Nara Prefecture for the great benefit I have received.



## Yamanashi Prefecture, Japan •

**MASEGI, Tamaki**

Vice Governor

I would like to give my thanks to the Governor of Nara Prefecture and all others who worked so hard to host the Congress. We had two themes this time, namely, "Promotion of Agriculture, Forestry and Fishery" and "Developing Human Resources in a Global Society." Representatives from each East Asian regional government were able to exchange opinions regarding the measures, etc., that they are implementing in their respective regions.

There are many shared issues, and I had a sense of familiarity, or of extreme closeness, despite the significant geographical distance between the countries. At the same time, I was deeply impressed with the creativity and ingenuity of each regional government in the measures they implement. I would like to use this information for the development of Yamanashi Prefecture as well.

It is my sincere hope that this Congress will further increase interaction between regional governments.





## MOTANI, Kosuke Chief Senior Economist, the Japan Research Institute, Ltd.

This Congress was a fantastic opportunity for regional governments to exchange expertise, and generate vibrant discussions regarding the “Promotion of Agriculture, Forestry and Fishery.”

Japan and Korea share common traits in that their populations are aging, and concentrated around cities. Similarities can also be found in the issues facing their respective agriculture industries, both of which have played a key role in sustaining rural areas. Various case examples of measures to counter these problems already exist in Japan, which came up against these issues comparatively earlier, but Korea is also progressing with state-of-the-art initiatives of its own. In China, the rapidly aging population has led to labor shortages, while awareness of the importance of environmental preservation and physical wellbeing has increased. Add to this global competition, and China is quickly encountering issues that have troubled Japan in the 21st century. Against this backdrop, the chance to exchange information and actually visit each other's worksites has no doubt been a meaningful experience for all involved.

Here in Nara Prefecture, although output may be low, products made in the region—such as persimmon—are rich in history and high in value due to the prestige of the region itself. The prefecture is also a hub for tourism, and in order to further promote the tourism industry, local ingredients are paramount. Many members of the Congress are home to ancient cities and tourist attractions of their own, and the effective utilization of agricultural produce through the switch to sixth-order industry is a common issue for us all.

The agriculture, forestry, and fishery sectors may appear to only be playing a bit-part role in each nation's industrial expansion, but through mutual recognition and wonderful discussion, we were able to confirm the important part that they play.



## TANAKA, Osamu Project Professor at Nara Prefectural University and Special Advisor for China Research POLICY RESEARCH INSTITUTE

There are many common issues related to “Developing Human Resources in a Global Society” as well. For example, regarding the development of young people, the issue of how to enable them to feel motivation and satisfaction toward work was raised. In addition, I found that the matter of how to keep people working in their home towns, or how to bring them back if they leave at some point, is a significant issue in each region.

From the perspective of globalization, because there has been an increase of the number of foreigners in Japan, efforts to deepen communication with foreigners, by making Japanese people familiar with English from the time they are young children, were introduced. In more industrialized regions, it is anticipated that there will be a further increase in the number of foreign workers in the future to address shortages of workers. Some areas are working on the issue of how to create a region-wide cohesive society in which diverse cultures can coexist in that context.

Further, in conjunction with an increase in the number of foreign exchange students, individual local governments are working on the issue of creating an environment in which individuals will remain in the region to work. There were also a variety of unique efforts, such as passing down high-quality glove technology, development of international brands, and development of specialized technicians related to the recreational marine industry.

It was an extremely meaningful opportunity that allowed local governments to share efforts to utilize creativity and ingenuity, and deepened our recognition of common issues and measures.



## Local and Regional Government PR Time

This time was allocated to increase interaction among regional governments and to further their mutual understanding.



Local and Regional Governments Exhibition Booth



Nara Prefecture Fuyu Persimmon Booth



Mochi(rice-cake) Making Workshop



Photo Session





## Governor's Banquet



## Excursion



## East Asian Food Fair

The East Asian Food Fair (sponsored by Nara Prefecture's Agriculture and Forestry Department) was held alongside the congress. Participants gathered, strengthened ties, and increased communication.



## Night Excursion



## Shika Yose (Deer Gathering)

