

As for community development it is important for residents to have the sense of doing something in earnest and take on challenges without being afraid to fail. There are two points that must be considered at that time: fun (which is subjective) and cool (which is objective). The value and growth of a project can be assessed with an awareness of the balance between these two points. In other words, we need to contrive way for people to find value in the time spent there, with an awareness of the satisfaction of not only the customer, but also the local community. This will then create regional pride. For regional revitalization, it is necessary for residents to embrace great dreams for the region, work taking full responsibility, make and connect with reliable friends both at home and abroad, and take advantage of the region's new potential. Then, money and organizations are not something that we will be used by, but rather we will make use of, and the most important things are "people."

## Participants in Heads-level Discussion



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## Heads-level Discussion



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## Contents of the Exchange of Ideas

### 1. Landscapes and Community Development

#### (1) Actions to preserve landscapes

- Japanese law defines urbanization-designated areas that may be developed and urbanization control areas that must not be developed. It is difficult to develop new residential land in Asuka Village since there are a number of urbanization control areas. However, landscape planning has been established for each area and mechanisms have been incorporated that allow for construction if buildings comply with the plan. Although people tend to think that land prices are lower when the landscape is strictly regulated, the land prices in Asuka Village are approximately double that of regions with the same conditions. Given that the younger generations are beginning to enter the area, we can infer that there are a number of people among the younger generation that are seeking such landscapes.

(Asuka Village, Japan)

- About one-third of the entire area of Ikaruga Town is subject to the Ancient Capitals Act (Act on Special Measures concerning Preservation of Traditional Scenic Beauty in Ancient Capitals). Based on this, scenic areas have been designated under the City Planning Act, with strict regulations imposed on building coverage, height, and floor-space ratio. In recent years, we have incorporated a national subsidy system for

landscaping the districts that are particularly in need of preservation through the country’s “Townscape Environmental Improvement Project” and “Historic District Environmental Improvement Street Project.” We also established landscape ordinances about three years ago and offer guidance on landscaping based on this.

(Ikaruga Town, Japan)

- We did not have a sense of uniformity in community development. Using the momentum of building the museum for Katsushika Hokusai in Obuse Town, we have reworked old buildings so that they have become one symbol and have landscaped the surrounding townscape to blend in with those buildings.

(Nagano Prefecture, Japan)

- Koryo Town, a flat rural area, calls on all residents and conducts cleanup campaigns of the rivers and roads in order to maintain a beautiful town. It has been about 30 years since Newtown was developed, and we are conducting a review to change the townscape because in recent years, opinions have come out about the narrowness of the sidewalks and that sidewalk plants are hindering passage. We are also setting up district plans to maintain residential landscapes.

(Koryo Town, Japan)

- Triggered by the Landscape Act that was enacted in 2005, we formulated landscape guidelines for Tokushima Prefecture in 2007 with the aim of preserving landscapes in the future. In accordance with this, eight cities and towns in the prefecture have formed a landscape administrative organization. From the perspective of the protection of historical and traditional landscapes, the Udatsu Townscape in Wakimachi has been designated as traditional buildings under the Act on Protection of Cultural Properties and we are committed to its preservation.

(Tokushima Prefecture, Japan)

- Roads are cleaned by volunteers and companies with fuel costs for brush-cutters provided by the prefecture. There are hundreds of such groups in the prefecture. We have heard that this is a popular initiative nationwide as well.

(Shimane Prefecture, Japan)

- The focus of development and conservation is the landscape. For example, as a measure to alleviate congestion on Omiya Street which connects Nara Park and the Nara Palace Site, we are implementing the Omiya Street Project to promote the improvement of parks, historical sites, roads, sidewalks, and museums in one package. We are also carrying out initiatives such as a “Gurutto Bus (cyclic bus),” which navigates between the park and the palace site for JPY 100 and flower bed maintenance and improvement along sidewalks, as part of the prefecture’s landscape measures.

In addition, we are carrying out initiatives to cut grass along the riverside before they grow higher and to plant deciduous trees that change color with the seasons as we view all of Nara Prefecture as one garden. We also publish a locally-released journal on regional and governmental initiatives in order to respond to local residents that have said that governmental initiatives are difficult to understand.

(Nara Prefecture, Japan)

- When capitalizing on global appeal in the region, it is better to think about the region from a longer time span. For example, Boulder, a small U.S. city with a population of about 100,000 people, has become a well-known area as the Holy Land of LOHAS even in Japan, and has succeeded in attracting a university in order to increase employment. Even without increasing the number of residents, the city has carried out community development while remaining committed to maintaining the top level for the environment. By doing this, the city has raised the value of the area to the point where locating laboratories there has become a status symbol. This is a good example of increasing value with limits.

In addition, recently, Singapore has also been working on landscape protection by encouraging people to freely change the inside of buildings but retain the outside appearance. This is also another good example.

(Mr. Kenichi Goto)

- Melaka State is home to a variety of ethnicities, including Malaysian, Chinese, and Indians. It is a multicultural city that has special cultures and civilizations and has undergone unique development. For example, Melaka River has transformed its polluted river into a beautiful river, and the conditions of both riverbanks are now good. Today, the river has been used for a variety of purposes, such as housing

construction, and various ethnic groups enjoy trips to the riverbanks. We would like to link this to economic impacts with more people able to enjoy these experiences.

(Melaka State, Malaysia)

## (2) Challenges

- The Asuka Act (Act on Special Measures concerning Preservation of Traditional Scenic Beauty and Improvement of Living Environment in Asuka Village), which is a special law for the Ancient Capitals Act, applies to Asuka Village and has very strict regulations for buildings and landscapes. To reduce the burden on owners as a result of regulations, a system has been developed in which the fixed property tax applied to land and buildings is reduced by half and the amount of tax revenue reduced through this is covered by the national government. However, local residents felt that it was difficult to live in the villgag and continued to leave the village. Therefore, we have started to take action to once again build new cultural and historical landscapes while maintaining the current landscape by planning exciting events such as parades within the village by Taiko drum groups, for example.

(Asuka Village, Japan)

- Areas with a concentration of wooden buildings built during Japan's period of rapid economic growth account for 60% of Arakawa City. Arakawa City is an area with the highest comprehensive risk in Tokyo considering the level of difficulty of activities during disasters. Although we are trying to promote the reconstruction of fire-resistant buildings, it is too difficult to build a consensus. Because the city has a large number of elderly residents and it is difficult for them to spend money to rebuild or relocate. We are moving forward with building a consensus and gaining the understanding of the residents little by little by showing them specific information on how the city can become safe and how the landscape can become better if we rebuild. Although the current situation is proceeding slowly, or as we say, “city development takes 100 years,” we must steadily move forward in order to protect the safety of the lives of our residents.

(Arakawa City, Japan)

- The first of our challenges today is that the strict limitations of the national government on the development activities of natural parks by law mean that despite the fact that the land is our own, we do not have the freedom to develop it. The second of our challenges is the difference in awareness on city development between newly arrived residents and those residents that have lived here for many years. The former wish to preserve the natural surroundings, while the latter wish for city development. The third of our challenges is how to find a balance between the points of view of the cities and the prefecture on city planning focused around linear motor car stations.

(Nagano Prefecture, Japan)

- With a history of over 3,000 years, the protection of cultural relics has become a major challenge for urban development in Chengdu City. In other words, we are facing contradictions between economic development and landscape preservation. For example, when the Jinsha site from 3,000 years ago was discovered when a foundation for a high-rise building was being constructed, construction work stopped and the Jinsha Site Museum opened there. In addition, although the Kuan-Zhai Xiangzi area, which had previously had an old and dingy image, was targeted for removal, we saved the architectural features of the Manchu and developed the area.

(Chengdu City, China)

- We have established a district plan and have not built apartments, housing, or commercial facilities in order to maintain the residential landscape. There has been a basic trend for two-storied detached houses and we have decided on the application of ordinances in three districts. However, convenient facilities are required for the town and therefore, we are considering to what extent to apply the district plan. In addition, because municipal housing for low-income residents is aging, we are also considering the reconstruction and development of the surrounding area, with an eye on the aging population.

(Koryo Town, Japan)

- Gyeongsangbuk-do Province has many traditional and cultural elements, including old houses. Culture is



being preserved with its application as a tourism resource. By taking advantage of these resources, we think that we can also solve landscape issues as well. In recent years, since major hotels have accounted for most accommodations, it has become necessary to increase awareness of people regarding Han-Stay (rural inns). We believe that Han-Stay will be a way to create opportunities for visitors to meet the people of the region, experience the culture, and feel their emotions and spirit, and will be connected to the preservation of the landscape by promoting their use through bonds between people.

(Gyeongsangbuk-do Province, Korea)

## 2. Creation of Employment

- Since the Great East Japan Earthquake, a number of job opportunities have been lost. In addition, although the declining birthrate and aging population and population outflow is advancing, we are thinking positively about this stress resulting in incentives for innovation, such as the construction of base facilities for world-class robots, and creating energetic opportunities for work. As we do this, we would like to continue to take on the challenges to develop Fukushima Prefecture into a place of hope for its residents.

(Fukushima Prefecture, Japan)

- With the decrease in overall population and the increase of the aging populations in rural areas, the number of human resources needed for the individual management of Han-Stay is insufficient. Therefore, we think that we can jointly support activities, such as the operation of vehicles, by creating cooperatives.

In addition, we think that it is important to create a website that can be easily accessed from within and outside of Korea because it is difficult for tourists to get information. If networks can be developed with information on what can be found in each region, we think that we can increase competitiveness together. We think there is a need for a private social organization that young people can also approach.

(Gyeongsangbuk-do Province, Korea)

- In Shimane Prefecture, we focused on IT companies that suffer from a skill mismatch for lack of technical personnel. In addition, we have systems for “multi-workers,” where one person is involved in multiple industries throughout the year, such as working at inns during the summer months and farming Iwa-gaki oysters in the winter months, as well as a system that provides subsidies of up to JPY 4 million for single mothers on the condition that they work in nursing care facilities, amidst the current state of the nationwide lack of human resources for long-term care workers.

(Shimane Prefecture, Japan)

- One policy for job creation is focusing on higher education in order to support entrepreneurship and the establishment of companies. We also started initiatives that consider education from an understanding of the necessary human resources being sought by industries, since there is a considerable mismatch between the human resources that industry wants and what can actually be supplied. In addition, creating the changes and diversification of lifestyles and values are major pillars of the efforts to create jobs. In other words, it seems that there are many choices if we consider jobs in terms of values that are not monetary.

(Nagano Prefecture, Japan)

## 3. Regional Development through “Software” and Improvement of “Hardware”

- Chengdu City is an industrial city that has developed rapidly over the past 10 to 20 years, and has a substantial traditional culture, including Sichuan cuisine and Sichuanese opera. The city government has cleverly advertised this type of traditional culture as “soft power.” For example, many of the people that viewed the “Annals of the Three Kingdoms” have said that they want to see the sites of Shu that were created by Liu Bei and Zhuge Kongming. We believe that such soft power may result in attracting tourists.

(Chengdu City, China)

- To achieve the target of 60 million tourists by 2020, it is necessary for us to make headway with respect to software and hardware and develop the economy as an industrialized nation. One initiative takes aim at the creation of a “living museum” that can give people direct views of traditional costumes and cultural relics of the Malay, Chinese, and Indian people.

(Melaka State, Malaysia)

- Tokushima Prefecture has been working on “City Development through the Power of Culture.” One of its symbolic cases is the Tebajima Art Exhibition, an art event that began two years ago on a small island with a population of less than 100 people in the southern part of the prefecture. As a result of the exhibition, 10,000 people have visited the island over a period of a little more than five months, and we realized the power of software (culture). We think that future issues will include how to entrench this type of software and specifically apply it to city planning.

(Tokushima Prefecture, Japan)

- Since we cannot deal with the energy problem through conventional robots, we have opened up a research facility for robots in the prefecture and are trying to make it the base for the development of the world’s most advanced robots. In addition, we are developing plans to promote demonstrations for floating wind power plants and to create mega-solar companies with investment from residents, as well as cover the entire electric demand using renewable energies by 2040, as a result of abandoning nuclear power generation.

(Fukushima Prefecture, Japan)

- Problems for Nagano Prefecture include the increasing aging population and a large number of hilly and mountainous areas. We think that one difficult point is that the elderly often move around using their own cars, but the number of high-standard roads is small and there are many mountain roads. Therefore, we believe that it is necessary to think about the integration of public transportation networks that are centered on buses into city planning that is contingent on this.

(Nagano Prefecture, Japan)

- Last year, we entered into a cooperative agreement on community planning between the prefecture and municipalities. This has made possible the effective use of facilities and land in the prefecture and municipalities that have entered into this agreement and the joint adoption of local opinion and financial support is offered by the prefecture for both hardware and software. We think that community planning that is linked between the prefecture and municipalities can be expected for the future.

(Nara Prefectural Assembly, Japan)

- It may seem that community development is meaningful work with no fundamental principles. However, although there is emphasis on dialogue with residents, leadership is needed. We think that leadership is needed in the sense of acting like a “valve” to suppress the undesirable motives of residents and bring out desirable motives, and that initiatives for community development that is connected to planning are also needed.

(Nara Prefecture, Japan)





## Summary



**GOTO, Kenichi** CEO of Prot Asia and Pacific Inc., Regional vitalization adviser designated by the Cabinet Office

The variety and diversity of regions is an overwhelming and valuable resource for Japan. The way to take care of and objectively view your own region is to visit other regions. By going to other places, you can see values that are different from your own region. If you do not go, you will not understand this. Going back and forth deepens both the contents of information and the relationships between people.

Today, the world is starting to operate using mechanisms that differ from conventional methods through IT, such as Uber and Airbnb. It is important to revitalize the region by taking advantage of IT capabilities.

In addition, if something is not working well in community development, we may find that the reality is different than what we thought when we carefully explore the real reasons. People who are pivotal to regional development, including the government, play a role in deciphering this.

When we look back at the history of the culture of a place, we can see that it is all connected. When we decipher this further, the pride of the region and of Asia can be found. When people we know are there, that place becomes our own place. As this expands, the sense that Asia is a place for us can grow and become connected. When we cooperate by changing our differences in affluence into individualities and characterizing them as the pillar of community development, we understand that we can connect because of these individualities. The keyword for the future of community development is how different these individualities are.

To continue with community development that has distinct individuality, problems must also be talked about in a positive way. By doing this, people around will become more and more involved. It is very important to use words skillfully in order to change people's consciousness. If a person's consciousness changes, their behavior will change. If their behavior changes, the nature of the community will also change. I believe that changing the words you use into something positive will translate into change for the community.



## Theme 3: Agriculture and Rural Development

|                    |   |
|--------------------|---|
| Member Governments | People's Republic of China : Suzhou City (Anhui Province), Dongying City (Shandong Province)  |
|                    | Republic of Indonesia : Province of West Java   |
| Lecturer           | Republic of Korea : Gyeonggi-do Province, Chungcheongnam-do Province, Seosan City (Chungcheongnam-do Province)  |
|                    | Japan : Yamanashi Prefecture, Shizuoka Prefecture, Nara Prefecture, Niigata City (Niigata Prefecture), Nara City (Nara Prefecture)  |
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## Lecturer's Speech



**TAKAGI, Yuki** President of Japan Professional-Agriculture total support Organization, the former Vice Minister of the Ministry of Agriculture, Forestry and Fisheries

Agriculture and rural areas are affected by population aging and decline, changes in the world's food supply and demand balance, changes in social structure, and diversification of consumer needs. The structure of agriculture and rural areas themselves are also changing, and the consolidation of farmland and elimination of abandoned land have become major issues. In addition, diverse possibilities have arisen, such as with ICT and robot technologies, etc. Based on this situation, the Japanese government formulated the "Basic Plan for Food, Agriculture and Rural Areas" seeking agricultural reform with the two main wheels of "industrial policy" which develops agriculture and food industries as growth sector, and "regional policy" which maintains and implements the multiple functions of agriculture.

First, measures include the stable food supply. This includes creating mechanisms to secure confidence in food, preservation and succession of "WASHOKU," which is the intangible cultural heritage, accurate responses to consumer needs, promotion of sixth-order industrialization, exports, and overseas expansion, and the establishment of food security to address various risks.

Next is the sustainable development of agriculture. This includes development of business farmers, stabilization of farming income, development of an environment wherein women farmers can exert their potential capacity, consolidation of farmland to business farmers, acceleration of structural reform and development of an industrial production base, steady promotion of rice policy reform, expanded production of strategic crops, technological innovation in production and distribution environment, and improvement in varieties and technology in order to response to climate change, etc.

Next is rural area development, which includes the steady promotion of the multifunctional payment system and direct payment to farmers in hilly and mountainous areas, "integration and networking" to tackle population aging and decline, and the creation of an easy-living environment in order to encourage human resources to move from urban areas to rural areas.

The Japan Revitalization Strategy, which identifies specific efforts, includes a target to "build regional communities that use their unique local resources to appeal to the world." To that end, agricultural income will be raised to support lifestyles, farmland will be consolidated in order to develop business farmers, management will be stabilized, and rice policies will be reviewed. Second is the establishment of a fund for funding to add value to products in cooperation with businesses as a policy to consume what has been produced, as well as the development of livestock farming and dairy farming into growth sectors through sixth-order industrialization. Third is the strengthening of the HACCP approval system for the EU in order to promote exports and formulation of strategies for each country and



export item. Fourth is the development of forestry and fisheries into growth sectors. These measures can be achieved on the basis of the progress schedule.

On additional specific effort is “Vitalization of Town, People, and Jobs.” With a target of overcoming the population decline problem and ensuring growth rate as its “long-term vision,” its “comprehensive strategy” over a period of five years from 2015 to 2019 has basic targets of creation of stable employment, improving female employment rates, as well as improving ratio of younger generation in regular employment.

As the optimal image of agriculture and rural areas, it should be noted that agriculture, manufacturing, and service industries must come together and help each other to achieve healthy development. In addition, it is believed that, in areas with several scattered villages due to population aging and decline, the efforts to develop “small hubs” and support them by connecting with surrounding villages through infrastructure, such as buses, are on the rise throughout Japan. Food issues are a common global challenge. Food demand is increasing greatly on the whole with increases in the world population. However, in recent years, the productivity of grain has been sluggish. Food production may be greatly reduced by natural disasters. It is necessary to develop international rules for grain that is facing this type of instability. We must also consider the efficient use of water as well, in view of the constraints of this resource.

## Participants in Heads-level Discussion



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## Heads-level Discussion



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**KIMURA, Yuichi**  
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**NAKAGAWA, Gen**  
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## Contents of the Exchange of Ideas

### 1. Measures against Reduced Consumption of Agricultural Products

- Reduced rice consumption due to lower birthrates, aging populations, and the westernization of food, as well as imports of foreign-grown rice, caused a sharp fall in prices of rice and has been hard on agricultural management. Therefore, management conversion to crops other than rice, as well as improvements in farmers' incomes have become issues. As a solution for these issues, we are promoting the active introduction of rice to school meals, producing brewer's rice, and promoting the diversion to rice for fertilizer. (Niigata City, Japan)
- Taking into account the fact that the price of rice is falling and that the management of farms has been struggling, we have proposed a switch from rice to field crops. However, because some crops do not fit with the soil of the region, we will continue to offer support after confirming this. For example, we wish to convert crops, mainly focusing on those types of vegetables that will increase the incomes of farmers, such as tomatoes and cabbage for processing use. (Nara Prefecture, Japan)
- Tea cultivation is facing a tough situation as consumption has decreased, with severe trends seen in the hilly and mountainous areas, in particular. However, since the quality of tea in these hilly and mountainous areas is high, we aim to promote tourism taking advantage of the beautiful scenery of the tea gardens and encouraging tourists' spending in those areas. (Shizuoka Prefecture, Japan)
- In recent years, coffee consumption has increased greatly and farmers that grow green tea have been relatively impacted. Therefore, we are trying to promote the development of tourism sites in hilly and mountainous areas that are tea production areas. Gyeonggi-do Province has also attracted interest from both within Korea and overseas for a large number of processed food industries and sixth-order industries in the region, such as gochujang (Korean red chili paste). We think that this will also become incentives. (Gyeonggi-do Province, Korea)

## 2. Measures to Increase Consumption of Agricultural Products

### (1) Expanding sales channels

- With the idea that it is possible to expand sales channels by properly cooking agricultural products, we have set up training courses for chefs in agricultural colleges with the aim of creating managing chefs with management sense and not only cooking abilities. We plan to open the NARA Agriculture and Food International College in April 2016. In addition, we opened a college Auberge that is managed by a private business as a designated administrator.

(Nara Prefecture, Japan)

- As for agriculture, we think that it is necessary to have suitable strategies for individual crops, instead of discussing in a lump, and to have enough foresight to match the needs of the market. Nara City is attempting to connect tourism and agriculture on a major theme of how to increase consumption. For example, we are creating various opportunities for people to learn about the agricultural potential of Nara City, such as developing complex-type tourist information centers that function as farmers' markets and also provide meals using local ingredients, creating a mechanism to place luxury teas of Nara for tasting in all rooms in inns and hotels and sell the same types of tea in lobbies, and creating a mechanism to offer students on school trips brand-name strawberries for free and allow them to be available after returning home.

(Nara City, Japan)

- There has been interest expressed in ginger grown in West Java. We think that we can improve breed varieties and integrate this with other types of agriculture.

(Seosan City, Korea)

### (2) Creating and improving added value

#### ① Quality certification systems

- We are considering selling strawberries and persimmons, which are specialties of Nara Prefecture and have a sugar content above a certain level, with certification as a premium brand.

(Nara Prefecture, Japan)

- In addition to tea, Shizuoka Prefecture also has a thriving business in cultivating oranges, flowers, strawberries, tomatoes and melons. Every few years, we develop brands for new varieties. We have also established a certification system called the "Shizuoka Food Selection" in the prefecture, and over 100 products have been certified as high-quality products to date.

(Shizuoka Prefecture, Japan)

#### ② Storylines

- We think that what is needed to create added value is the improvement of quality and economic added value, as well as the development of a storyline that encourages consumption. For example, in Nara City, we are thinking about increasing consumption of tea from the angle of culture, such as the tea ceremony, and have held tea ceremonies called "Juko-chakai" that bring together various tea ceremony schools. Through this event, we are able to achieve a ripple effect on not only tea, but also sweets and traditional crafts. Rather than the simple idea of selling things, we think that diversifying a storyline that encourages consumption of these products is one measure that can be used to increase consumption and add value to products.

(Nara City, Japan)

- Yamanashi Prefecture, which has the highest production volume of grapes, peaches, and plums in Japan, promotes initiatives with three cities in the prefecture that are aiming at registration as a World Agricultural Heritage in order to further add value to those agricultural products. The World Agricultural Heritage is

certified by the United Nations Food and Agriculture Organization, and there are currently five in Japan. Although the level of awareness is still low, the number of areas that are aiming to be registered has increased. Once certified, we believe that it will be many advantages in terms of enhancing storylines and adding value.

(Yamanashi Prefecture, Japan)

- In Shizuoka Prefecture, the "Chagusaba Farming Method (Traditional tea-grass integrated system)" was certified as a World Agricultural Heritage in 2013. The method produces good quality tea with the use of grass taken from natural grasslands around tea plantations. As a result, the method has received acclaim to the perspective of maintaining a rich ecosystem. The contained amount of tea produced using this method is indicated on a sticker on the product's bag, and it has become a popular commodity from the perspective of appealing to consumers as contributing to ecosystem conservation.

(Shizuoka Prefecture, Japan)

## 3. Supporting Agricultural Management

### (1) Financing

- In Dongying City, farmers are carrying out agricultural practices with loans from banks. However, it is difficult to get financing and provide collateral because the scale of farms is quite small.

(Dongying City, China)

- In cases where farmers receive loans in Japan, financing is provided by the Japan Agricultural Cooperatives (JA) themselves, and loans can either be obtained from it or can be borrowed from Shoko Chukin Bank (governmental financial institute) and other sources. In this way, it seems that it is an easier environment here to borrow money, in comparison to getting loans from general banks, such as in Dongying City.

(Nara Prefecture, Japan)

- In cases where farmers in Japan receive loans, there are two type of financial schemes available: private loans and governmental financing, which both fulfill certain roles. JA may offer loans for machinery; however, they cannot provide long-term financing because they are private institutions. Governmental financial institutions are responsible for providing long-term funding for equipment. Since it is difficult for agricultural-related businesses to provide collateral, governmental financial institutions offer loans over a long period at low interest. In the case of agriculture where it is difficult to see risk, governmental financial institutions are needed in this sense and account for a large share of loans in Japan. Since financing may be difficult for regular banks, I believe that it is necessary to create mechanisms to guarantee loans or offer governmental financing at the national or provincial level.

(Mr. Yuki Takagi)

- Korea has similar financing systems to Japan. A certain amount of money is loaned by each municipality, regional council, and basic units of government and loans are taken out through agricultural cooperatives.

(Gyeonggi-do Province, Korea)

- The three major management bodies of family farms, farmers cooperatives, and agricultural companies receive aid from a variety of entities, not only the national government. There are also a very large number of farmers in China. However, because the land that is privately owned is small, product scale must be increased by individual farm work, and it is quite difficult to improve quality. If efficiency is improved, we think that it will be possible to develop this by adding secondary and tertiary industry elements. However, we think that more time is needed.

(Dongying City, China)



- The typical agricultural model in Suzhou City is based on the three organizations of family farms, farmers cooperatives, and agricultural companies. With a central focus on agricultural companies, family farms, which form the foundation, help each other through organic linkages with farmers cooperatives as the pipeline. The government offers a fixed amount of economic aid to these three management bodies.

(Suzhou City, China)

## (2) Securing and supporting new farmers

- For the past 10 years, the number of agricultural workers has fallen by about 25%. Even for our flagship product of tea, the purchase price of crude tea has fallen over the past few years and the momentum for agriculture overall has declined slightly. However, new farmers, particularly young people, have appeared in recent years. In addition, with the high added value of strongly sweet-tasting strawberries and organic/pesticide-free tea, as well as their popularity despite their high prices, there have been cases where other industries have made a move into agriculture.

(Nara City, Japan)

- In Japan, farmlands are run on an individual basis, and therefore, new farmers have to rent land. Land can be rented through either the agricultural committee of the municipality or the farmland banking system. In addition to loans, there are also subsidy systems available for the development of facilities or equipment, as well as subsidies for young farmers as a type of funding available for new farmers.

(Shizuoka Prefecture, Japan)

- Japanese agriculture is facing a difficult situation in securing business farmers as the population ages, and the country is in the stage where benefits must be paid to new farmers as measures to improve the situation.

(Mr. Yuki Takagi)

## (3) Entry of companies into agriculture

- As a result of Niigata City's designation as a national strategic special zone for agriculture and the application of relaxed requirements for members of agricultural production corporations, private companies, such as major convenience store operators, have entered into the agricultural field. In addition, the number of inquiries from companies that have expressed a desire to enter agriculture or agricultural-related businesses has also increased, and it seems that a ripple effect in agricultural zones has appeared.

(Niigata City, Japan)

## (4) Training and support for business farmers

- We have been involved in creating a business management body and training farmers to implement corporate-style management for about 15 years. We match farmers with lecturers that have skills in improvement of qualifications as managers and new product development and give lectures in a course-style format. We refer to this as an agricultural-version of a business school. To date, this business management body has trained about 350 organizations which have sales of about JPY 200 million. These organizations are responsible for about one-fourth of production in the entire prefecture. We hope to bring this ratio up to one-half.

(Shizuoka Prefecture, Japan)

- Niigata City issues its own subsidies under a support project for individual farmers that are motivated to work to integrate management scales and improve the added value of agricultural products.

We are also promoting the formation of the "Niigata New Food Valley," so as to develop food-related industries, including agriculture, as a growth industry. For example, we offer support for the development of

sixth-order industries of farmers through collaboration among industries, government and universities, and provide technical guidance through agri-parks, in addition to implementing an Agri-Study Program for elementary school students to take part in hands-on farming experiences.

(Niigata City, Japan)

- When considering the support of the local and regional government for agriculture, we think that backup policies should be a little more concrete to lead to non-market functions and non-market value, rather than the market value of agriculture (competitiveness).

(Chungcheongnam-do Province, Korea)

## 4. Multiple Functions of Agriculture

- Since rivers have been destroyed by the use of large amounts of chemical fertilizers and pesticides, we are thinking about stemming the tide of environmental destruction by cultivating ginger. Local communities are also actively involved in growing ginger, and this has led to higher incomes for the people engaged in these activities.

(Province of West Java, Indonesia)

- The function of rice fields is to not only create beautiful landscapes, it also functions as a method of flood control. Nara Prefecture has been focused on that point and raised ridges 10 cm to provide flood control functions. The amount of water running downstream has been reduced, which is considered as a method to control flooding.

In addition, we are taking the initiative to equip reservoirs with flood control functions by slightly raising the effluent outlets of reservoirs to ensure that more water can be stored.

(Nara Prefecture, Japan)

- Since the Niigata City is mostly plain field, there is major damage when the river washes out. We are working to strengthen embankments, as well as increase "rice paddy dams" that first absorb rainwater in rice fields.

(Niigata City, Japan)





## Summary



**TAKAGI, Yuki** President of Japan Professional-Agriculture total support Organization, the former Vice Minister of the Ministry of Agriculture, Forestry and Fisheries

Agriculture is rooted in the culture, traditions, and history of the region and it is important to determine how to turn this into something positive. Despite the variety of conditions, various ways to take advantage of this have been demonstrated in the presentations by each local and regional government, and it is based on the fact that as long as livelihood can be maintained through agriculture, young people will continue to come into the area.

The methods of supporting agriculture become an issue when support is provided for agriculture. When support is only monetarily, it will eventually counteract the ingenuity and efforts of farmers, and money will need to continuously be given out indefinitely. Instead, it is important to change this money into a mechanism that makes a positive contribution in continuing agriculture, in other words, it must be transformed into a mechanism that will easily allow farmers themselves to do what they think. For example, as seen in Japan's farmland system, there are mechanisms that farmers would consider to be barriers in each country and region. However, it is important to lower the barriers of these systems and give hope to farmers that they can overcome these barriers. By combining those, agriculture becomes rooted in the region as a powerful industry. Therefore, what is important is the maintenance of region by not only agricultural entities, but a variety of people who live and do business in the region as well. At the same time, it is important to distinguish the role of the country and farmers in making good use of the ingenuity and efforts of farmers. If agriculture is rooted as an industry, its multiple functions can also be maintained.

It is no surprise that conditions differ between countries and regions. However, it is very important to take those conditions as a premise and change it into a positive.



## Briefing on session and related meetings

### ◆Briefing on the session meeting



#### Tourism Promotion: "Promoting Inbound Trips" OHIRA, Kazuki

Deputy Director, International Strategy Division, Department of Employment and Economic Affairs, Mie Prefecture

In August, a session meeting was held on "Promoting Inbound Trips" with the participation of nine prefectures and four municipalities. Currently, the Action Program is being promoted in Japan to realize the "era in which 20 million tourists will visit Japan" by 2020, and as of the end of August 2015, the number of foreign visitors to Japan has grown rapidly to 12.87 million people. However, tourists are concentrated in specific tourist spots that are referred to as the "Golden Route." Local governments promote tourism through inbound trips and

movements are being engendered in which the potential for new tourist routes are explored, including the Shoryudo Project, among others.

At the session meeting, each prefecture and municipality delivered presentations about initiatives and challenges related to the promotion of inbound trips. During the subsequent exchange of ideas, common issues were raised, including the shift from transit-style tourism to extended stay tourism, elimination of bias of regions visited by foreign tourists, increase in the capacity of the private sector, cooperation with neighboring prefectures and municipalities, and the improvement of environment to welcome tourists. Participants also discussed challenges in expanding areas, improvement of arrival, information dissemination, and Halal support. Through the presentations and exchange of ideas at the session meeting, we found that local governments are being required to do the three things: understanding issues from the perspective of foreigners, revitalization of the local economy by attracting foreign tourists, and cooperation from private businesses and human resources development.

### ◆Briefing on related forum



#### "2015 East Asian Local and Regional Governments Agricultural Forum"

HEO, Seung Woog

Vice Governor, Chungcheongnam-do Province

Chungcheongnam-do Province is positioning trilateral agriculture (agricultural industry, agricultural communities, and farmers) as a key issue and is addressing trilateral agricultural policies. In September 2015, in Chungcheongnam-do Province, the East Asian Provincial Government Trilateral Agricultural Forum was held for farmers and other stakeholders in agriculture as a place to talk about policy initiatives.

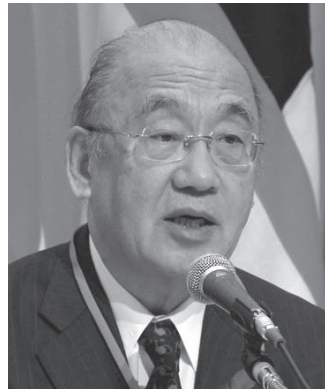
An academic symposium between Japan, China, and Korea was held on the first day of the forum. Presentations by local governments from Japan, China, and Korea on the trilateral agricultural issues and policy direction in each region were delivered in the first part of the second day. These presentations shared that as agriculture is the root of all industries, the protection and training of farmers is the responsibility of local governments and agricultural policies should be made the top priority in order to increase income in the local economy and the agricultural sector. In the second part, Governor Arai of Nara Prefecture delivered a speech on the issues of aging and decreasing populations in agriculture and activities for agricultural development to overcome these issues, under the theme of "The Task of the Japanese Farming Industry and Agriculture in Nara Prefecture." Prof. Qiu Joechi of Peking University in China also delivered a speech on the "China's Trilateral Agricultural Policy Status," and spoke about the need for efforts to rise the value of rural human resources as an essential solution to trilateral agricultural issues. Session meetings by Japan, China, and Korea were conducted in the third part (the Trilateral Agricultural Policy Forum) on a variety of themes, including agricultural strategies and rural culture, improvement of farmers' capacity, and agricultural modernization.

Agricultural industry, agricultural communities, and farmers are invaluable for the preservation of the country. I hope that we will continue to promote exchange in the East-Asian agricultural industry and to further cooperate in order to achieve the sustainable development of agriculture and agricultural communities.





# General Session



## Chairperson's report

**ARAI, Shogo** Governor of Nara Prefecture

### ○Introduction of New Member Governments

- China: Chengdu City (Sichuan Province), Suzhou City (Anhui Province)
- Japan: Arakawa City (Tokyo)

### ○Secretariat Report

- Report on the organization of the 7th East Asia Local and Regional Government Congress

## Comments by new member local and regional governments



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

**LI, Xudong** Head of the Secretariat, Chengdu Municipal Foreign and Overseas Chinese Affairs Office

We are pleased to be a member government of the Congress, where a platform for international exchange could be built. We would like to carry out exchange, deepen friendships, and promote mutual development with everyone from Nara Prefecture and other regions.



### Suzhou City, China .....

**ZHANG, Jinhai** Deputy General Secretary

We have reaped large rewards from knowing the state of agricultural development in different countries and regions. We were also able to learn about the various types of support offered by each local government to the agricultural sector, as well as the active participation of the private sector in agriculture. In the future, we would like to deepen exchange with you all and share information.



### Arakawa City, Japan .....

**UMEHARA, Kazuhiko** Manager, General Affairs and Planning Section

Arakawa City is a small-scale local government in Tokyo and is working on policies which emphasize improving the well-being of residents. We are currently developing a federation of local governments called the “*Shiawase* (Happiness) League,” with over 70 municipalities, and holding discussions on policies to improve the well-being of residents. We are delighted to be able to consider policies with everyone on this broader stage of East Asia.



# Representatives' Press Conference



**ARAI, Shogo** Governor of Nara Prefecture

At this 6th East Asia Local and Regional Government Congress, we had the participation of 43 local and regional governments from seven countries. This year, Mr. Keiichiro Yamada, Mr. Kenichi Goto, and Mr. Yuki Takagi served as lecturers and lively discussions were held under the themes of “Revitalizing Regional Economies through Tourism,” “Community and Regional Development,” and “Agriculture and Rural Development.” I attended the session on the theme of “Community and Regional Development” where deeply significant and fruitful discussions took place with the cooperation of the lecturer and each local and regional government. I feel that each year, the awareness of participants in the Congress grows and discussions have become very enthusiastic.

This year, we also heard a keynote speech from Mr. Dai Bin, Professor and President of China Tourism Academy. This year is also the first time that sessions were held and briefings were given by Mie Prefecture on a session meeting organized on the theme of promoting inbound trips, as well as by Chungcheongnam-do Province on the “East Asian Local and Regional Governments Agricultural Forum,” which was organized as a related forum. We thank the Ministry of Internal Affairs and Communications and the Ministry of Foreign Affairs of Japan for their support and the Council of Local Authorities for International Relations (CLAIR) for their assistance in the organization of this Congress.

We are thankful for the large number of participants that have come to Nara for this year's Congress and for the fruitful discussions.





## Shaanxi Province, China .....

**YANG, Zhongwu** Director General, Shaanxi Provincial Tourism Bureau

The East Asia Local and Regional Government Congress marked its 6th meeting and achieved great results. I would like to thank everyone in Nara Prefecture and Japan for their warm reception.

Shaanxi Province has a long, rich history of tourism and friendship, and I could feel pleasure in the development of this type of new platform. This year's Congress had three themes, all of which play an important role in regional development, which I think is wonderful. This year, I took part in the session with the theme of rural tourism. I think that the development of rural tourism in China is able to contribute to increasing the incomes of farmers, improving the rural environment, and enhancing the quality of farmers in order to alleviate poverty in rural areas. I believe that there is a lot of potential in the development of rural tourism in China.



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

**Mohammad Taufiqbudi Santoso** Head of Bureau, Regional Autonomy and Cooperation Bureau

The Province of West Java is the most populous province in Indonesia with more than 46 million people living in the province. West Java is close to Jakarta and accounts for 60% of the manufacturing industry in Indonesia. Companies from Japan, Korea, and China, as well as other Asian countries, such as Malaysia, are also located here.

We were able to share much information and experiences at this Congress and could also gain and learn about information on agriculture and rural development. We want to bring this experience and knowledge back to West Java and take advantage of them. Although the Province of West Java also has an emphasis on development, I would like to think about actions with respect to sustainable development for the protection of the environment in the future.



## Melaka State, Malaysia .....

**Zaidi Attan** Member of Melaka State Legislative Assembly

On behalf of Melaka State, I would like to thank you all for this opportunity to participate in this year's Congress. We were very warmly received and are proud to have the opportunity to share information.

In the center of Melaka State is a UNESCO World Heritage town. We would like to encourage you to visit because visiting our state is the same as seeing all of Malaysia.



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

**HEO, Seung Woog** Vice Governor

I would like to thank everyone in Nara Prefecture, including Governor Shogo Arai, for the welcome and organization of a wonderful program.

This year for the first time, the agricultural forum on the themes of agricultural industry, agricultural communities, and farmers was held in Chungcheongnam-do Province, a member of the East Asia Local and Regional Government Congress. We are working hard to make the discussions from the East Asia Local and Regional Government Congress more concrete and doing our best to encourage the participation of many farmers in the second agricultural forum, which will be held next year, including representatives from agricultural communities, farmers, and local and regional governments.

We will return to Chungcheongnam-do Province with the important contents gained through our experiences and exchanges at this year's meeting to share with the residents of the province.



## Phu Tho Province, Viet Nam .....

**HOANG Cong Thuy** Vice Chairman, The Phu Tho People's Committee

We would like to thank you for the warm welcome and the organization of this successful Congress.

This year is the fifth time for Phu Tho Province to join the East Asia Local and Regional Government Congress, in which we participated with a strong sense of commitment. I feel that we were able to have a very frank exchange of ideas and am proud and very happy that the meeting has yielded effective outcomes. I feel that we have been able to have a great time at this year's meeting. Phu Tho Province is in the immediate vicinity of the capital and has a lot of potential. However, currently the province is not making many significant contributions. Today, we were able to learn about many experiences of other participants, which, I feel, can help us determine the future direction of tourism promotion. On behalf of the people and the government of Phu Tho, I would like to thank you from the bottom of my heart.



## Shizuoka Prefecture, Japan .....

**YOSHIDA, Shigeru** Director of Agriculture, Economic and Industry Department

Shizuoka Prefecture took part in discussions on the theme of agriculture and rural development. Of the unique challenges faced by each region, I was very surprised that the challenges that are currently being faced in Japan, such as sixth-order industrialization, export promotion, and return to rural farming and areas, were discussed as a common theme.

During the discussions, we spoke about "tea." Our prefecture accounts for 40% of the production volume for all of Japan. Tea is also produced in many countries in East Asia and the culture of drinking tea is also common to many countries in East Asia, which I think is something that can be shared. Tea is also very healthy and calming, and therefore, can be considered as a way to promote and contribute to world peace. In May and October next year, Shizuoka Prefecture plans to hold the "World Tea Festival," which is held once every three years. We would like to call for the participation of many of you here today.





## Comments by Lecturers



**YAMADA, Keiichiro** JTIC.SWISS CEO, Tourism Charisma certified by Japan's government

This year, discussions were held on the theme of "Revitalization of Regional Economies through Tourism," which was further narrowed down from last year's theme of "Tourism Promotion." Problems and challenges that are being faced from various standpoints were offered by the various representatives of the local and regional governments, and I feel that the discussions were clearly focused on economic activities without opinions becoming disarrayed. In particular, we were able to recognize the importance of the roles of the tourism industry of acquiring foreign currency and the spillover effects from cash flow in the region as ways to involve the regional economy.

In addition, it was good to have a range of discussions from the perspective of eco-tourism on how to both preserve and utilize local resources, instead of merely consuming. Although economic activity itself is the result of the achievements of private businesses, I believe that we were able to have a common view about what role the local government should play. By sharing these problems, I think that each local government was able to take hints about how to link this to future policies and measures.

Although discussions centered on economic activity, I think that we also recognized the extreme importance of activities other than economic activities, such as the importance of the development of human resources and activities for children that will be responsible for the future of the region, in order to develop a self-reliant and sustainable region.



**GOTO, Kenichi** CEO of Prot Asia and Pacific Inc., Regional vitalization adviser designated by the Cabinet Office

Community development involves everything. I once again felt that it is not easy to discuss a common agenda narrowed down to a theme from among a variety of challenges faced, including both theme 1 on tourism and theme 3 on agriculture. Even though member governments have completely different populations, from villages with 5,000 people to cities with four million people, different sizes (areas), histories, and cultures, they all simultaneously have common problems. It is precisely because they are different that I felt the importance of skillfully connecting the common points to learn from each other and strengthen cooperation in East Asia.

As mentioned by Governor Arai, it is important to imitate and steadily practice what you learn. In this year's discussions, there were various meetings and opportunities to take concrete actions in the future in different regions and I feel we all learned a lot. In addition, despite the different challenges and roles of each local and regional government, we were able to confirm at this meeting what we can learn from each other precisely because of these differences. This meeting provided momentum for cooperation with each other and additional community development in each region, and I would like you to turn this momentum into concrete action.



**TAKAGI, Yuki** President of Japan Professional-Agriculture total support Organization, the former Vice Minister of the Ministry of Agriculture, Forestry and Fisheries

Agriculture is greatly influenced by the culture, traditions, and history of the region where agriculture takes place, and, as a matter of course, the natural environment and geographical conditions. The characteristics, conditions, and situations of agriculture are both good and bad and different. However, after listening to the presentations by member governments, I feel that they are struggling for changing these conditions into something positive. There are both strengths and weaknesses. How do we change those weaknesses into strengths and how do we make those strengths even stronger? Speaking from the fact that agriculture is rooted in the local community, environmental protection in rural areas and agricultural practices with multiple functions will lead to the industrialization of agriculture and the development of strong agricultural practices. I think that it is important for us to share information on realities of agriculture and divide our responsibility.

I think that continuing to promote agriculture as a business will lead to further preservation and development of regional history, culture, and traditions. I believe that although each region has various challenges, local governments can find hints to overcome these problems.

### Welcome Reception



### Promoting event for "Fuyu-gaki (Japanese persimmons)," a specialty from Nara Prefecture



### Commemorative Photo Session





## Governor's Banquet



The 6th East Asia Local and  
Regional Government Congress

## Media Coverage



## Excursion





2015年10月27日(火) 朝日新聞 奈良版(朝刊33面)  
Oct. 27, 2015 (Tue.) Asahi Shimbun (Morning paper P.33)



3テーマに分かれて行われた首長討議＝奈良市三条本町のホテル日航奈良

## 東アジア6カ国の42地方政府が会合

■参加した地方政府一覧  
【中国】河南省、陝西省、成都市、黄山市、宿州市、東營市  
【インドネシア】西ジャワ州、ジョクジャカルタ特別州  
【マレーシア】マラッカ州  
【韓国】京畿道、忠清南道、公州市、瑞山市、扶余郡、慶尚北道  
【ベトナム】フートー省、ベッチ市  
【日本】青森県、山形県、福島県、新潟県、福井県、山梨県、長野県、静岡県、三重県、京都府、和歌山県、鳥取県、島根県、徳島県、香川県、奈良県、東京都荒川区、新潟市、奈良市、天理市、橿原市、御所市、斑鳩町、明日香村、広陵町

県主催の「第6回東アジア地方政府会合」が26日、奈良市で開かれ、アジア各国の地方自治体トップらが共通の課題について意見を交わし、互いの施策を学んだ。日中韓など6カ国の42地方政府が参加した。表。

まず中国旅遊研究院の戴斌院長が、「中国人観光客から見た奈良」をテーマに基調講演した。中国人が5年後には年5回の旅行をするようになる、という予測を紹介。「奈良や日本は、国民やサービスの質の高さが最大の競争力。中国人旅行者の大きな受け入れ先になる」と述べた。

続いて首長ら自治体代表がテーマごとに三つのテーブルに分かれて議論した。「観光による地域経済の振興」には中国・河南省やベトナム・フートー省などが参加。地域力創造アドバイザーの山田桂一郎さん

## 観光・農業…互いに学ぶ

は「旅先として選んでもらう必然性を探るマーケティングが重要」と提言。通過型から滞在型への転換や、魅力的な宿泊施設をつくる試みについて、代表者らが事例紹介や意見交換をした。

韓国・京畿道などが参加した「農業・農村振興」では、農作物の付加価値を高めるための物語をどうつくるかや、新規就農を増やすための政策などを話し合った。マレーシア・マラッカ州などが参加した「まちづくり、地域づくり」では、文化保全と開発のバランスをとった景観づくりの問題を中心に話し合った。

効。学ぶことが多かった」と振り返った。荒井正吾知事は「分科会や本会合を奈良以外で開く動きもある。回を重ねるたびに内容も濃

くなり、充実した討議ができた」と述べた。(討議の詳しい内容は、後日、紙面で紹介します)(青山祥子、古沢範英)

2015年10月27日(火) 読売新聞 奈良版(朝刊35面)  
Oct. 27, 2015 (Tue.) Yomiuri Shimbun (Morning paper P.35)

## 東アジアの43自治体 地域経済振興で会合

奈良

県主催の国際会議「東アジア地方政府会合」が26日、奈良市内のホテルであり、日本と中国、マレーシアなど計6カ国から、43の地方政府・自治体の関係者約170人が出席。地域経済の活性化策などについて話し合った。

平城遷都1300年を記念して2010年に始まり、今年で6回目。荒井知事は開会式で「事例を詳しく紹介し、参考にする貴重な場にしたい」とあいさつ。参加者らは「まちづくり、地域づくり」「観光による地域経済の振興」「農業・農村振興」の3分科会に分かれて意見交換。「まちづくり」では、マレーシア・マラッカ州で川沿いの環境整備がホテル誘致につながった例などが報告された。

2015年10月27日(火) 日本経済新聞 近畿版(朝刊35面)  
Oct. 27, 2015 (Tue.) The Nikkei (Morning paper P.35)

## 6カ国43地方政府が参加 東アジア

地方政府会合

奈良県が主催する第6回東アジア地方政府会合が26日、奈良市で開かれた。中国、韓国など日本を含めて6カ国の43地方政府が参加し、観光、まちづくり、農業について地方の抱える問題について意見交換した。

まず戴斌・中国旅遊研究院院長が基調講演し、「中国でバスポートを持つているのは国民の6



開会の挨拶をする  
荒井正吾奈良県知事(奈良市)

%で、今後10年は訪日観光客の多い伸びが期待できる」と状況を説明。個人客が気軽に旅行できるように公共交通やサービスの利便性をさらに高める必要があると指摘した。

「観光による地域経済の振興」の分科会では、住の山田桂一郎氏が日本の観光行政の欠点として「政策・事業の検証やマーケティング的発想の欠如などを指摘。その後、宿泊施設不足に対応するための民泊の可能性や、通過型から滞在型観光へ転換する方法などについて議論した。



2015年10月27日(火) 毎日新聞 奈良版(朝刊24面)  
Oct. 27, 2015 (Tue.) Mainichi Newspapers (Morning paper P.24)  
毎日新聞社承諾済

## 観光や農業振興議論

東アジア地方府会合  
東アジアや国内の地 政策課題を議論する  
方自治体などが地域の「第6回東アジア地方

政府会合」が26日、奈良市であった。6カ国42自治体の首長らが参加し、観光や農業振興について話し合った。会合は県が国内外の自治体に呼びかけて2010年に始まった。今年の予算は約7500万円、国内の16府県9市区町村のほか、中国(6省市)▽インドネシア(2州)▽マレーシア(1州)▽韓国(6道市郡)▽ベトナム(2省市)―が参加。観光による地域経済振興、まちづくり、農業・農村振興の3テーマで議論を交わした。記者会見で荒井正吾知事は「大変意義深い、実り多い議論となった」と強調。各国の代表者は「ここで得た経験や知識を持ち帰って活用したい」など述べた。【伊澤拓也】

2015年10月27日(火) 奈良新聞(朝刊3面)  
Oct. 27, 2015 (Tue.) Nara Newspaper (Morning paper P.3)



テーマごとに議論を交わした東アジア地方政府会合＝26日、奈良市三条本町のホテル日航奈良

## 観光、農業など論議

### 奈良で東アジア地方政府会合

開会式では、荒井正吾知事と地方自治研究機構の石原信雄会長があいさつ。石原会長は「回を重ね、大きな成果を残してきた。国と国との信頼関係も培われた」と同会合を高く評価した。討議テーマは「観光による地域経済の振興」「まちづくり、地域づくり」「農業・農村振興」の三つで、荒井知事もまちづくりのグループで発言するなど、活発な論議の輪が広がった。荒井知事は、県が奈良市内で進めているまちづくり事業「大宮通りプロジェクト」に触れながら景観問題に言及。「まちづくりの課題として上がる『保存と開発』の焦点は景観、案内と広告という質の

# 深まる絆、相互理解

連うものの表示の扱いなど、新しさと古さをどうまちの景観に生かすかは今も大きなテーマだ。新住民と旧住民の確執という問題もある」と指摘した。

開会式に続いて行われた基調講演は、中国旅游研究院の載斌院長が「中国人観光客から見た奈良、中国人観光客を奈良へ誘致する好機」と題して行った。載斌院長は「中国人の海外観光はまだ発展中。少なくとも今後10年は続くのでは」などと述べた。



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## 発展の土台



会場では様々な自治体の課題が活発に話し合われた＝奈良市三条本町

**農業・農村振興**

「農業・農村振興」では奈良市や韓国・京畿道、インドネシア・西ジャワ州などの代表が取り組みを話し合った。NPO法人日本プロ農業総合支援機構の高木勇樹理事長は国際的な食料事情を課題に挙げた。人口増で需要が増す一方、穀物の単位面積あたりの収量の伸びは鈍化していると指摘。災害や異常気象で大きく減る不安定性に触れ「各国で食料の取り合いにならぬよう国際的なルールが必要だ」と話した。

農産物の付加価値を高める手法では、奈良市の仲川げん市長が、わび茶の祖とされる奈良出身の茶人・村田珠光にちなむ会場で消費を喚起する試みを報告。「買ってもらうための背景、ストーリー」を示すこ

## 物語で付加価値高める

とが一つの方策では」と述べた。

静岡県の吉田茂経産業部理事は、中山間地域の茶園の景観を生かして国内外と交流し、地域振興を図る考えを説明。京畿道のソ・ユミョン農政海洋局長は「コーヒーに押されて緑茶生産を諦める農家が出るなかで、韓国でも観光地化を進める考えを示した。

農業の多面的機能も話題になった。西ジャワ州のムハンマド・タフイクフディ・サントソ地方自治協力局長は、河川の汚染防止のため、環境に配慮したシロウカ類の栽培を官民で進めていると説明。「所得の向上にもつながる」と述べた。

奈良県が来春つくる「なら食」と農の魅力創造国際大学」も関心を集めた。福谷健夫・県農林部長は「県産農産物を熟知して料理することで販路拡大につながる」と説明した。

### 南北に誘客 議論

8月に三重県で「インパウンドの促進」をテーマに地域別分科会を開いた。東は山形から西は島根までの9県などが参加した。

訪日外国人は今年1900万人に達する見込みだが、東京から富士山を見て名古屋、京都、大阪というルートに集中しており、南北に動いてもらう対応策を議論した。奈良県では斑鳩町が法隆寺だけでなく歴史的な街並み巡りを提唱。明日香村は民家に宿泊してもらう試みなどを報告した。

外国人目線で安心できる案内表示や地域活性化につながる観光、民間の人材育成などが今後の課題になる。

### 「農業は芸術活動」

9月に韓国・忠清南道で「三農フォーラム」を開催した。日中韓の地方政府代表者が参加し、農業・農村・農民のための政策や課題について話し合われた。

静岡県は「農業は芸術活動である」として、農業者を芸術家として表彰していることを報告。奈良県の食と農をつなぐ専門料理人の養成、韓国・世宗特別自治市のローカルフード運動、中国・陝西省の傾斜農地の耕作地化などの紹介もあった。

国を維持するために、農村や農民はなくてはならない存在と位置づけ、農業政策の持続的な交流・協力が提案された。

◆この特集は青山祥子、丑田滋、古沢範英、堀内義晃(写真)が担当しました。

## 第6回東アジア地方政府会合

日本、中国、韓国、インドネシア、マレーシア、ベトナムの6カ国42地方政府(自治体)の首長や代表が共通の課題について話し合う「第6回東アジア地方政府会合」(奈良県主催)が10月26日、奈良市のホテル日航奈良で開かれ、観光や街づくり、農業について活発な議論を交わした。

## 奈良から築く



王敬林氏  
イ・ヨンウ氏

**観光**

「観光による地域経済の振興」には鳥取県や中国・河南省、韓国・公州市、扶余郡などの代表者が参加した。地域力創造アドバイザーの山田桂一郎氏は、旅先として選ばれる必然性や観光客にどんな価値を提供できるかの理念・戦略が重要だと指摘。行政の役割として住民間の利害対立の調整や人材育成を挙げた。

河南省の王敬林洛陽市副市長は「河南省への観光客数は西安市と同程度だが、観光収入ははるかに低い。サービスの質を向上させ消費額を上げた」と話した。

## 国境越え 登山・島巡りへ

観光消費を増やし、地域活性化につながる取り組みも紹介された。鳥取県の吉村文宏観光交流局長は、韓国の登山好きを対象に米子空港直行便を使った大山登山をPRし、世界のアニメファンが県内にある漫画家の記念館を訪れている実績に言及。香川県の安松延朗交流推進部長は瀬戸内海の島巡りや、讃岐うどんの手打ち体験が好評だという。公州市のミン・ギョシ副市長はネット上で名譽市民を募り、訪れた人に宿泊や特産品の割引をしているという。

通過型から滞在型への移行、宿泊施設のあり方もテーマになった。扶余郡のイ・ヨンウ郡守は「民泊や有名寺院に泊まるテンプルスティなど多様な宿泊を用意している」と述べた。

中国旅遊研究院の戴斌院長は「工芸品を売る場合も、生産過程を見せるなどして物語性を付け加えることが地域の活性化につながる。住民参加も重視する必要がある」と話した。

荒井正吾・奈良県知事



景博氏



## 独自性と発展 両立課題

「まちづくり、地域づくり」では中国・成都市や韓国・慶尚北道、奈良県明日香村などの代表が景観保全や開発とのバランスについて議論した。

進行役の後藤健市・プロットアジアアンドパンフィック会長は「面白く、楽しいことに人は勝手に集まり、時間もお金も使つ」と強調した。地域資源の活用例として、収穫前の小麦畑の景観を生かしたカフェなどを紹介した。

成都市で国際交流を担当している李旭東・外事僑務弁公室秘書処長は「文化の独自性を維持しながらどう発展していくかが課題」と指摘。森川裕一・奈良県明日香村長は、厳しい建築制限で歴史的景観を守り、固定資産税を減免する「明日香法」について説明した。「住みにくいと人は出て行く、新しい文化をつくりだして維持しよう」と取り組んでいる」と語った。

慶尚北道のソン・サムホ観光振興課係長は、フランスの農村民宿を参考にした伝統家屋を宿泊観光に生かすネットワーキングを紹介。「文化の活用が保全と発展につながる」と話した。

奈良県の荒井正吾知事は「保存だけでなく、すべてを再生可能エネルギーでまかなう構想に触れ、挑戦を続け、夢のある福島県にしたい」と話した。



中国旅遊研究院院長  
戴斌氏

華僑大学大学院博士後期課程指導教授。2004年中国社会科学院研究生院卒業。観光企業経営、観光産業経済が専門で、多数の論文と著作がある。

外に行くのも国内旅行と同じ感覚になり、より自由で質の高い観光を期待している。

唐の時代の風景に触れることができる奈良は、歴史文化だけでなく現代の生活も楽しめる。奈良のイメージをSNSやブログを通じて、若者にPRしてほしい。新興国市場の新しいニーズをくみ取り、長期滞在できるビザ、銀聯カードによる決済サービスなど、観光インフラや公共サービスを改善してもらいたい。

日中両国、アジア各国の各分野での交流促進は「百利あつて一害なし」。国家間の様々な問題の解決につながることを信じている。

### 7カ国の68地方政府が加盟

2010年の平成遷都1300年を機に、奈良県の呼びかけで始まった。平城京とその文化が、東アジアを中心とした文明の恩恵を受けて形成されたことへの感謝を込め、東アジアの発展の礎を築いていこうと企画された。中国、韓国、ベトナム、フィリピン、インドネシア、マレーシア、日本の7カ国・68地方政府(自治体)が加盟している。



会場で奈良県名産の柿を試食する参加者たち

### ■会合に参加した地方政府

- 中国＝河南省、陝西省、成都市、黄山市、宿州市、東營市
- インドネシア＝西ジャワ州、ジョクジャカルタ特別州
- マレーシア＝マラッカ州
- 韓国＝京畿道、忠清南道、公州市、瑞山市、扶余郡、慶尚北道
- ベトナム＝フートー省、ベッチ市
- 日本＝青森県、山形県、福島県、新潟県、福井県、山梨県、長野県、静岡県、三重県、京都府、和歌山県、鳥取県、島根県、徳島県、香川県、奈良県、東京都荒川区、新潟市、奈良市、天理市、橈原市、御所市、斑鳩町、明日香村、広陵町