



# THE CITY OF YOKOHAMA

## FRANKFURT REPRESENTATIVE OFFICE

### NEWSLETTER

## SEPTEMBER 2012 ISSUE



### MESSAGE FROM THE CHIEF REPRESENTATIVE:

It is said that the 21st century has been the century of the city because the majority of the world's population lives in cities, and this proportion continues to grow. Cities play an important role in resolving the problems facing the world such as aging society, energy security, CO2 emission, water supply and so on.

This summer I was asked to serve on the Interim Steering Committee of the City Protocol (<http://www.cityprotocol.org/>), a new open, global, and progressive working framework for cities worldwide to assess and improve performance in environmental sustainability, economic competitiveness, quality of life, etc. Among the Steering Committee members, we currently have a lively exchange of views about the development of this initiative.

Also, I am scheduling to make a presentation on the solar thermal market in Japan and the EU at a seminar on the use of solarthermal energy at the Chamber of Industry and Commerce in Düsseldorf on 16th October. In addition, Executives of the City of Yokohama are planning to participate in various events related to the Green Economy in Europe.

Yokohama was selected by the central government as a "FutureCity" in December 2011 (<http://futurecity.rro.go.jp/en/about/>). The "FutureCity" Initiative has been positioned in Japan's "New Growth Strategy" and is one of 21 national strategy projects. We would like to accelerate our plans and actions to combine the efforts of citizens and businesses and create new systems and services for the coming age. The concept is aimed at tackling not just so-called environmental issues, but also ageing societies while simultaneously exhibiting cities' creativity and vitalizing the city.

We would like you to become more interested in Yokohama and create a "FutureCity" with us as a one of the members.

**Naoki Mimuro**  
Chief Representative

### THE CITY OF YOKOHAMA FRANKFURT REPRESENTATIVE OFFICE

The City of Yokohama Frankfurt Representative Office was established in 1997 to promote business relations between Yokohama and Europe. The Yokohama City government also maintains an office in Shanghai, China and a liaison Office in Mumbai, India.

Our mission is to:

- encourage economic cooperation, be it on the administrative level or between companies
- attract European investment and business interests to Yokohama
- support Yokohama businesses to become more active in the European market
- conduct information exchange between Yokohama and Europe

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## ◆ UPCOMING EVENTS

### 10 – 12 October < BioJapan 2012 >

Since first held in 1986, BioJapan has continued to grow and will reach its 14th show in 2012. Given the large number of major pharmaceutical companies that have exhibited in recent years, the organisers have greatly improved their Internet-based matching system—an essential tool for business partnering—while working together with exhibitors to help them make full use of growing opportunities to form alliances at the event.

<http://www.ics-expo.jp/biojapan/en/index.html>

### 29 October – 02 November < Smart City Week >

Smart City Week is the place to be to consider these questions and find new solutions, to tell the world what you have to offer, and to discover new business opportunity.

Industry leaders from many nations will attend the second conference, this year. City development managers from many East Asian nations will participate in the newly established Asia Smart City Council, created in recognition of the importance of closer international collaboration, while the Local Government Summit is designed to facilitate communication and cooperation between Japanese local governments and corporations. Tie-ups with foreign media in America, Europe, China and Southeast Asia ensure that all the knowledge and experience of Smart City Week is made available to other lands.

<http://expo.nikkeibp.co.jp/scw/2012/exhibitors/english/>

### 20 – 22 November < The 9th International Symposium on Water Supply Technology >

The symposium will be held in Yokohama City, the birthplace of the country's first modern water service. For over 20 years since the first symposium in 1988, the International Symposium on Water Supply Technology has been continually held on a triennial basis as an opportunity to discuss the world's current water supply problems and most recent water supply technology trends.

<http://www.senkyo.co.jp/suido2012/english/index.html>

## ◆ BUSINESS INFORMATION

### < Subsidy Program for Projects Promoting Asian Site Location in Japan >



This subsidy program is intended to sustain and strengthen high-value-added business sites in Japan and to achieve sustainable growth of the Japanese economy by supporting the establishment of new high-value-added sites in Japan by global companies operating internationally, such as Regional Headquarters or R&D Sites, which have been proven to have a significant impact on the Japanese economy, and by strategically and proactively inviting and building high-value-added business functions that match the strength of the Japanese economy.

Period for Acceptance of Application Forms: Monday, November 5th, 2012 to Monday, November 19th, 2012 (no later than 12:00, Japan time)

<http://www.jetro.go.jp/en/invest/newsroom/announcements/2012/20120727754.html>

### < Companies from Yokohama at MEDICA 2012 >

Every year in November "MedTech" producers from throughout the world come together at the world's largest medical trade fair MEDICA in Düsseldorf to showcase the entire range of new products and services for health care. Here they meet with purchase decision-makers from a total of 120 nations. Of the 134,500 visitors to MEDICA 2011 one in two came from abroad.

Two companies from Yokohama, JOB CORPORATION and Nano Corporation, will display at this event in the Japan Pavilion organized by JETRO.

<http://www.medica-tradefair.com/>

JOB CORPORATION (High Voltage X-Ray Generators): <http://www.job-image.com/index-eng.html>

Nano Corporation (compact ultra precise milling and lathe machines) :<http://www.nanowave.co.jp/english/>



### < Comprehensive partnership agreement >

Chiyoda Corporation, which is located in Minato Mirai, Yokohama, and the City of Yokohama concluded a comprehensive partnership agreement for international technical cooperation on 25 July 2012.

One of the specific examples of initiatives is creating a cleaner city by using the world's first technology for large-volume storage and transportation of hydrogen.

This is the third agreement of "Yokohama Partnership of Resources and Technologies", Y-PORT project between the private sector and the City, following JGC Corporation in 2010 and JFE Engineering Corporation in 2011.

<http://www.chiyoda-corp.com/en/index.html>

## ◆ INFORMATION FROM THE CITY GOVERNMENT

### < 3GF Global Green Growth Forum 2012 >



The Global Green Growth Forum is a partnership between the Governments of Denmark, Korea and Mexico, leading global corporations and international organizations. 3GF annually convenes a select group of 200 political and business leaders to give momentum to long-term sustainable growth through scalable public-private partnerships. This year's conference will be held in Copenhagen, capital of Denmark.

Ms. Fumiko Hayashi, Mayor of the City of Yokohama, is scheduled to participate in the Forum and join conference sessions.

<http://www.globalgreengrowthforum.com/>

### < Smart City Expo World Congress >

Barcelona, an innovative city and a pioneer in implementing sustainable policies, is the host of the Smart City Expo World Congress, a global benchmark and a unique event with the opportunity to learn, share, make contacts and find inspiration for developing the cities of the future. The city of Yokohama was the winner of the first edition of the World Smart City Awards in 2011.

Mr. Shiro Hamano, Executive Director of the Climate Change Policy Headquarters is scheduled to participate in this congress.

<http://www.smartcityexpo.com/>

### < Pollutec 2012 >

Pollutec in Lyon is one of Europe's most important international exhibitions of environmental technologies, and related equipment and services. It is also a b2b fair matchmaking event, and a total of 300 conferences will be held about environmental, technical and industrial issues. The headline theme for the 2012 exhibition is "Sustainable City Solutions".



The headline theme for the 2012 exhibition is "Sustainable City Solutions".

One of the top executives of the City of Yokohama is scheduled to participate in this event. Lyon, Frankfurt and Yokohama are sister cities, therefore, we are planning to work together among cities.

<http://www.pollutec.com/GB.htm>

### < First Anniversary of the conclusion of the partnership agreement with Frankfurt >

On 27th September, Frankfurt and Yokohama mark the first anniversary of the signing of their partnership and cooperation agreement. The agreement was concluded on the occasion of the 150th anniversary of Japan-Germany relations last year. Frankfurt is Yokohama's seventh partner city and the first partner city located outside of Asia. The exchange between Frankfurt and Yokohama, with the objective to contribute to mutual development, focuses mainly on three areas: economy, global warming countermeasures, and creative city of art and culture.

In the economy field, Yokohama held a business seminar last November in Frankfurt for companies with an interest in doing business in Japan, with the cooperation of the city of Frankfurt. Mayor Hayashi spoke about the benefits for German companies to invest in Yokohama. In January All Nippon Airways (ANA) promoted our beautiful cities to travellers on their airplanes and lounges on the occasion of the opening of ANA's new direct connection between Frankfurt and Haneda, the airport closest to Yokohama.

In the global warming countermeasures area, the two cities exchanged knowledge and information of buildings for high-energy-efficiency.

In creative city of art and culture sector, the Frankfurt Radio Symphony Orchestra performed at Yokohama Manato Mirai Hall, the concert commemorating the city partnership.

A citizens' exchange is also underway, with citizens' friendship groups founded in both Frankfurt and Yokohama. In addition, the German-Japanese Society Frankfurt am Main and the Yokohama Japan-Germany Society concluded a friendship agreement in July 2012.

## ◆ OPERATIONS OF THE REPRESENTATIVE OFFICE

### < Business >

In June, Chief Representative Mr. Naoki Mimuro visited the Intersolar Europe trade fair in Munich to join the the Ministry of Economy, Trade and Industry (METI) Commissioned Project "Invest Japan" Promotion Program. As part of the program, JETRO was present at the trade fair with an "Invest Japan Booth", providing information about the latest market trends in Japan and opportunities for foreign investors, and facilitating business matching.



### < City Cooperation >

The Chief Representative of The City of Yokohama Frankfurt Representative Office, Mr. Naoki Mimuro, visited Frankfurt's new mayor Mr. Peter Feldmann at his office on 3rd September. They discussed the cities' partnership relations and exchange activities. We would like to continue to cooperate for Film Festivals, illumination events in each city, student exchanges and a promotion of environmental activities at the Pollutec exhibition in Lyon. (photo left)

### < City Promotion >

On 14th April, Chief Representative Mr. Mimuro introduced "Smart Illumination Yokohama", a new event promoting smart energy-saving and creative urban illumination, to the audience of Luminale Pecha Kucha Night Frankfurt. Luminale is a large-scale biannual illumination event in Frankfurt. Pecha Kucha Night is a platform for people from creative industries to present their work.

At the annual "Nippon Connection" Japanese film festival in Frankfurt, Yokohama was promoted with a feature film from a graduate of the Tokyo University of the Arts Graduate School for Film and New Media and a PR booth by the Representative Office.

In July, the Representative Office promoted Yokohama's rich modern culture at the "CosDay2", an annual event for people interested in manga, anime, cosplay and Japanese popular culture in general.

On 29 September, the Representative Office will have a booth at the German-Japanese Society Frankfurt am Main's "Japan Day" event. By promoting Yokohama and the city partnership to the younger generation, we hope to increase exchange activities in the future.



### Imprint

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