



# THE CITY OF YOKOHAMA

## FRANKFURT REPRESENTATIVE OFFICE

### NEWSLETTER

### JULY 2016 ISSUE



#### MESSAGE FROM THE CHIEF REPRESENTATIVE:

The Yokohama City Administration established a new organizational entity, the "International Affairs Bureau" in the City Government in April, 2015. It was the first time for a Japanese municipality to create such a bureau which specializes in international affairs. In addition, in order to strategically expand the international activities in the City Government and promote Yokohama's development, we established the "Yokohama International Strategy" and publicized it in February 2016. In terms of significance of expanding international activities as a municipality, we recognize it as a needed "investment" in order to sustainably grow as a city.

We classify the significance and the objectives of this into three parts, as follows:

- We learn from the dynamism of other nations, especially emerging nations recording rapid economic growth. We must use this momentum to stimulate business and cultural activities in Yokohama.
- We create new value by sharing ideas and opinions. Yokohama has always welcomed diverse cultures and values. We must further promote diversity which enriches our development.
- We build positive relationships with the international community. With Yokohama's experience in city administration, we must act together with cities around the world to overcome global issues.

For more information on the "Yokohama International Strategy" please refer to <http://www.city.yokohama.lg.jp/kokusai/about/guideline/senryaku.eng.pdf>.

In the meantime, the Mayor of Yokohama, Ms. Fumiko Hayashi, visited Frankfurt at the beginning of this May for the first time in two years. Please read more about her visit further down in this Newsletter. We try to cooperate with a lot of overseas cities as well as Frankfurt to promote international exchange, technical cooperation, settlement of issue and in some other fields. It would be great if you could pay attention to Yokohama's international development in the future.

**Takashi Yanagisawa**  
Chief Representative

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#### 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 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

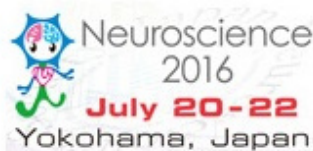
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**◆ UPCOMING EVENTS IN YOKOHAMA****7 – 9 July 2016 < The 50th Annual Meeting of Japan Society of Pain Clinicians >**

Medical experts meet at this congress to discuss the latest research and best practices with regards to the treatment of pain. Physicians take an interdisciplinary approach within medicine to see how pain can be treated in conjunction with other medical issues. The congress takes place at Pacifico Yokohama, and welcomes international medical experts to exchange with their Japanese counterparts.

<http://web.apollon.nta.co.jp/pain50/en/index.html>

**20 – 22 July 2016 < The 39th Annual Meeting of the Japan Neuroscience Society >**

Under the motto "Be sound, brain and mind" the 39th Annual Meeting of the Japan Neuroscience Society will take place this July at Pacifico Yokohama. Researchers from both Japan and abroad will introduce their latest research results on the workings of brain and mind. The organizers of this congress aim at further exchange and cooperation between neuroscience and psychology in order to create novel approaches to achieve mental health for everyone.

<http://www.neuroscience2016.jnss.org/en/>

**24 – 29 July 2016 < The 31st International Congress of Psychology >**

This congress is held under the auspices of the International Union of Psychological Science, and welcomes researchers and practitioners from all areas of psychology and related disciplines. The organizers hope that psychology will develop further in diverse directions while contributing harmonious solutions to the problems facing contemporary society. This is only the third time that the largest international conference in psychology is held in Asia. The Japanese psychology community is looking forward to the exchange with their international colleagues in Yokohama.

<http://www.icp2016.jp/>

**24 – 26 August 2016 < Computer Entertainment Developers Conference 2016 >**

CEDEC is a conference for the computer entertainment industry (including video games), and for developers and others engaged in related work in this industry. The organizers aim to help participants improve their respective development capabilities by exchanging information and ideas, and to aim for the overall development of the industry. Developers and experts of computer entertainment meet for this conference in Yokohama to share skills and to network. This year's theme, "Now is the Time!", is infused with the thought that now is the time to create new entertainment, especially given the rapid advancement of computer entertainment technology in recent years, and deliver it to the audience.



<http://cedec.cesa.or.jp/2016/koubo/en/>

**7 – 9 September 2016 < VACUUM2016 / Difficult Manufacturing Technology Show 2016 / Surface Structure Design Show 2016 >**

Vacuum technology is one of the fundamental technologies when it comes to not only semiconductors, and electronics, but also for medical and analytical instruments, and alternative energy and environmental technology. Exhibitors showcase their technology, and visitors attend the trade show to learn the latest information and exchange views.

<http://biz.nikkan.co.jp/eve/vacuum/english/index.html>

## 14 – 16 September 2016 < All about Photonics 2016 (InterOpto / BioOpto Japan / LaserTech / LED Japan) >

This large-scale international trade show unites advanced technologies of photonics, optoelectronics and lasers from Japan and abroad. After moving the location to Yokohama in 2010, InterOpto has been attracting more and more attention from researchers and engineers, and functions as a major source of information in the photonics industry. This show showcases the latest solutions for optical technology, from precision equipment, semiconductors, communication, measurement, to biotechnology. BioOpto Japan focuses on optical technology in bio/medical industries, LaserTech focuses on advanced laser material processing and LED Japan focuses on high brightness LEDs and lighting.



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<http://www.optojapan.jp/interopto/en/>

### ◆ BUSINESS INFORMATION

#### < Rugby World Cup 2019 to be held in Japan, Yokohama to host final >

A survey conducted by Keizai Koho Center, an entity of the Japanese business association Keidanren, among Japanese business people showed that over 60% believe that the Rugby World Cup, to be held in Japan in 2019, will be beneficial for the regional economies of the respective venues. The Rugby World Cup will take place in 12 cities all over the country, and is widely seen as a test-run for the 2020 Summer Olympic Games in Tokyo. Survey respondents also expect an improvement in infrastructure and an increasing influx of foreign tourists.

The final of the Rugby World Cup will be held in Yokohama International Stadium, which seats 80,000 people and was also the venue of the FIFA Football World Cup final in 2002.



#### < German photovoltaics company Adler Solar opens training centre in Yokohama >

After being selected by the German Energy Agency (dena), Adler Solar opened a reference and training facility for photovoltaics in Yokohama this May, in a joint venture with Yokohama Kankyo Design, Ltd. The project received funding from the German Federal Ministry for Economy and Energy, within the frameworks of the "Energy Export Initiative". The training facility offers various module technologies, a weather station, and an extended monitoring system.

<http://www.adlersolar.de/pressemitteilung-30-05-16-adler-solar-eroeffnet-pv-schulungszentrum-mit-referenzanlage-in-yokohama/>

### ◆ INFORMATION FROM THE CITY GOVERNMENT

#### 2 – 5 May 2016 < Mayor Fumiko Hayashi visits Frankfurt to attend the Asian Development Bank Annual Meeting >

From 2 till 5 May 2016, the 49th Annual Meeting of the Asian Development Bank (ADB) took place in Frankfurt, with the motto "Cooperating for Sustainability". As Yokohama will host the next Annual Meeting in May 2017, a delegation visited Frankfurt to attend the conference and promote Yokohama.

Mayor Fumiko Hayashi, who headed the delegation, participated as a panelist in the seminar "Toward Cities of the Future – Delivered, Driven or Demanded?", and spoke about measures Yokohama is taking towards greater environmental and social sustainability. (photo right)







Yokohama in order to strengthen their cooperative relationship with a view to the upcoming 50th Annual Meeting in Yokohama in 2017.

### < Yokohama will host ADB Annual Meeting 2017 >



the 50th ADB Annual Meeting in Yokohama is "Building Together the Prosperity of Asia".

<http://adb2017.city.yokohama.lg.jp/en/>

<http://www.adb.org/annual-meeting/2017/main>

Yokohama will be the host city of the Asian Development Bank's 50th Annual Meeting in May 2017. With the "Future Annual Meeting Host Country Event" on the closing day of this year's ADB Annual Meeting in Frankfurt, the baton was passed on to Yokohama by State Secretary Hans-Joachim Fuchtel of the German Federal Ministry for Economic Cooperation and Development. The motto of



### 2 – 5 May 2016 < Exchange with Frankfurt during Mayor Fumiko Hayashi's visit >



Yokohama and Frankfurt discussed their respective experiences and challenges at a round-table discussion together with experts from administration and science. (photo right)

Mayor Hayashi and the delegation also visited an innovative living facility – the "Lebenshaus St. Leonhard" of Caritas. The facility combines rental apartments with a care-home for the elderly and a kindergarten. Inhabitants and users of all ages interact on a daily basis and engage in activities together. As Yokohama is facing the challenge of demographic change, best practices from partner cities serve as an inspiration for Yokohama's original policies.

During her visit in Frankfurt, Mayor Fumiko Hayashi also used the opportunity to meet with her counterpart Lord Mayor Peter Feldmann and strengthen the partner city ties with Frankfurt. Mayor Feldmann welcomed Mayor Hayashi and the delegation with a reception in the historical Emperor's Hall in Römer City Hall.

On this occasion, representatives of Yokohama City University and Goethe University of Frankfurt presented the freshly signed university partnership document. (photo left)

The focus of the exchange with Frankfurt was on demographic change and ageing society this time. The mayors of



## ◆ OPERATIONS OF THE REPRESENTATIVE OFFICE

### < City Promotion >

#### 15 May – Violinist Fumika Mohri from Yokohama plays in Kronberg

Ms. Fumika Mohri is a young violinist from Yokohama, who won the "Yokohama Culture Prize - Culture, Art Prize for Encouragement" last year. This year, she is studying at Kronberg Academy near Yokohama's partner city Frankfurt, to further hone her violin skills. The exam recital was held at Kronberg City Hall, and Chief Representative Takashi Yanagisawa went to listen and support. Fumika Mohri performed two pieces, a sonata for violin solo by Eugène Ysaÿe, and a sonata for violin and piano by César Franck. Her emotive play was greatly appreciated by the large audience. Fumika Mohri is originally from Konan-ku in Yokohama, and has won national and international recognition for her performance. In 2012, during her last year of high school, she won the Violin Competition of "Seoul International Music Competition" as the youngest winner ever. Last year, she scored second place in the International Violin Competition Premio Paganini, held in Genoa, Italy, and sixth place in the violin competition of "Queen Elisabeth Competition" held in Brussels, Belgium. This July, Fumika Mohri will play at Minato Mirai Hall in Yokohama.



#### 21 May – "Japan Day" in Düsseldorf

On Saturday 21 May 2016, the largest Japanese culture event in Germany, the Japan Day, took place in Düsseldorf. As one of the exhibitors at the Japan Tourism Information booth, the Representative Office promoted Yokohama and Japan, together with the Japanese Consulate General Düsseldorf, JNTO, Osaka Convention & Tourism Bureau, and JR East Paris Office. About 750,000 visitors attended the event in sunny weather, and the information booth was constantly filled with people.



#### 24 – 29 May – Nippon Connection Japanese Film Festival in Frankfurt

From 24th until 29th May, the 16th Nippon Connection Japanese Film Festival took place in Frankfurt. Over 100 long and short films from Japan were shown, accompanied by a varied cultural programme, and over 60 guests from Japan attended. Among the guests were also two filmmakers from Yokohama – Mr. Hiromitsu Murakami, Assistant Professor at the Department of Animation of the Tokyo University of the Arts Graduate School for Film and New Media, which is located in Yokohama, and Mr. Takashi Makino, experimental filmmaker at Plus

Screening Project Japan. At the film festival, Mr. Murakami showed works of the students of the animation programme of Tokyo University of the Art Graduate School for Film and New Media, and Mr. Makino showed his own work and also held a workshop for children.

As a cultural contribution, the Representative Office hosted a kimono workshop, where the participants could learn more about kimono and got to try on yukata.

[www.nipponconnection.com](http://www.nipponconnection.com)





### 12 June – "WieMaiKai convention" in Flörsheim

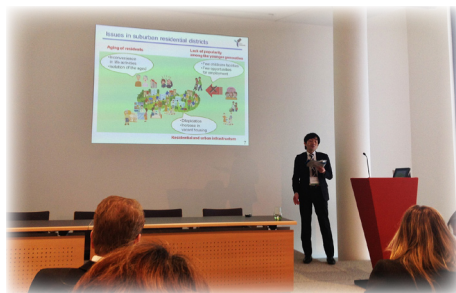
WieMaiKai is an association of people interested in Japanese popular culture fields of anime (Japanese animation) and manga (Japanese comics) in the RheinMain region. The association organizes regular conventions where fans of anime, manga, cosplay and the associated pop culture meet. The Representative Office promoted Yokohama at this year's convention with an information booth and a kimono presentation.



## < City Cooperation >

### 6 – 7 April – "Smart Summit" in Frankfurt

The Smart Summit was held at the beginning of April in Frankfurt. This was a 2 day conference and exhibition covering the Internet of Things (IoT) ecosystem and its impact on the digital society, and has proceeded divided into three sessions, Smart Cities, Smart Home and the Industrial Internet of Things in as much detail. Chief Representative Mr. Yanagisawa took part in



the Smart Cities session and gave a presentation about Yokohama's current concept of "Future City" and "Yokohama Smart City Project".

This was a good opportunity to let a lot of European cities know about Yokohama's measures against global warming.



### Imprint

The City of Yokohama Frankfurt Representative Office  
 Mainzer Landstr. 46, 60325 Frankfurt am Main, Germany  
 Tel.: +49-(0)69-2423110 Fax.: +49-(0)69-24231115  
 URL: [www.yokohama-city.de](http://www.yokohama-city.de) E-Mail: [info@yokohama-city.de](mailto:info@yokohama-city.de)