

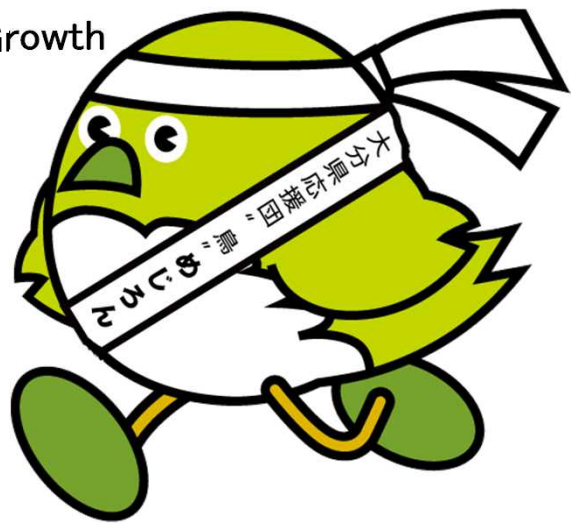
# OITA

## OITA Prefecture

# 2019

### Contents

- 1 The State of Oita Prefecture
- 2 The Economy & Industries of Oita Prefecture
- 3 The 2015 Plan for Safety, Vitality, and Growth
- 4 Symbols of Oita Prefecture



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# 1. The State of Oita Prefecture

## (1) Location of Oita Prefecture

Oita Prefecture is located in northern Kyushu, a region known as the “Gateway to Asia.”



## (2) Oita Prefecture’s Municipalities.

Oita is made up of 18 municipalities (14 cities, 3 towns, 1 village). Before the great merger of municipalities in the Heisei period, there were 58 municipalities (11 cities, 36 towns, and 11 villages).

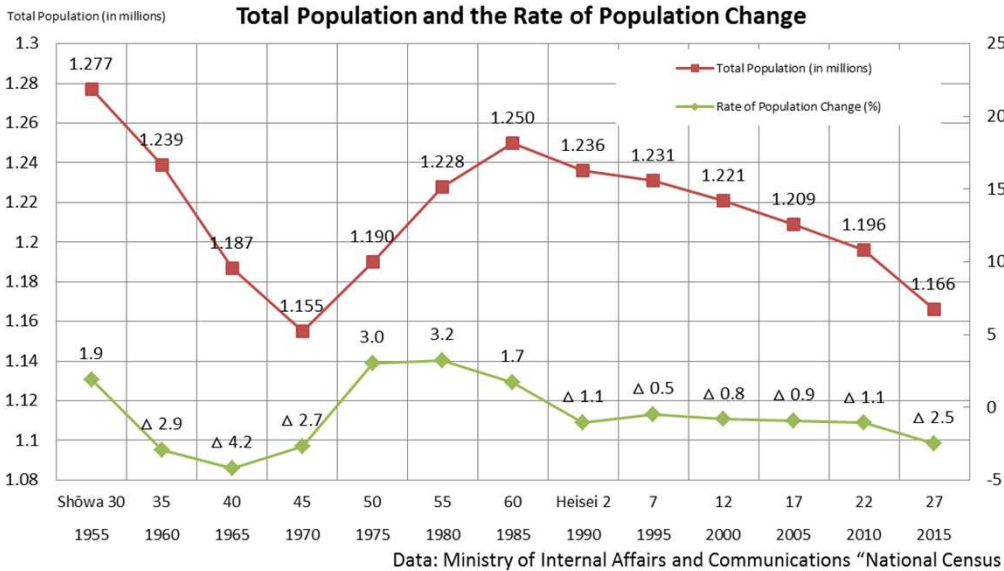
The total population is approximately 1,140,000 (July 1, 2019), and the municipality with the highest population is Oita City, where the Prefectural Office is based.

The total area is approximately 6,341 km<sup>2</sup>, and Saiki City has the largest area both in the prefecture and in Kyushu.

Area	Area 1 October 2018 (km <sup>2</sup> )	Number of households 1 July 2019 (Households)	Population 1 July 2019 (People)		
			Total	Male	Female
Oita Prefecture	6,340.73	495,049	1,135,786	538,746	597,040
Oita City	502.39	211,439	477,721	229,702	248,019
Beppu City	125.34	55,447	118,535	53,713	64,822
Nakatsu City	491.53	37,266	82,917	40,178	42,739
Hita City	666.03	25,439	63,139	29,869	33,270
Saiki City	903.11	29,445	68,115	31,565	36,550
Usuki City	291.20	14,650	36,694	17,350	19,344
Tsukumi City	79.48	7,142	16,390	7,638	8,752
Taketa City	477.53	8,721	20,487	9,513	10,974
Bungo-Takada City	206.24	9,777	22,133	10,501	11,632
Kitsuki City	280.08	12,056	28,592	13,788	14,804
Usa City	439.05	22,776	54,011	25,407	28,604
Bungo-Ono City	603.14	14,115	34,007	15,765	18,242
Yufu City	319.32	13,430	33,078	15,618	17,460
Kunisaki City	318.10	12,028	26,637	12,639	13,998
Himeshima Village	6.99	851	1,800	850	950
Hiji Town	73.32	11,273	27,934	13,333	14,601
Kokonoe Town	271.37	3,440	8,916	4,244	4,672
Kusu Town	286.51	5,754	14,680	7,073	7,607

### (3) Changes in Population

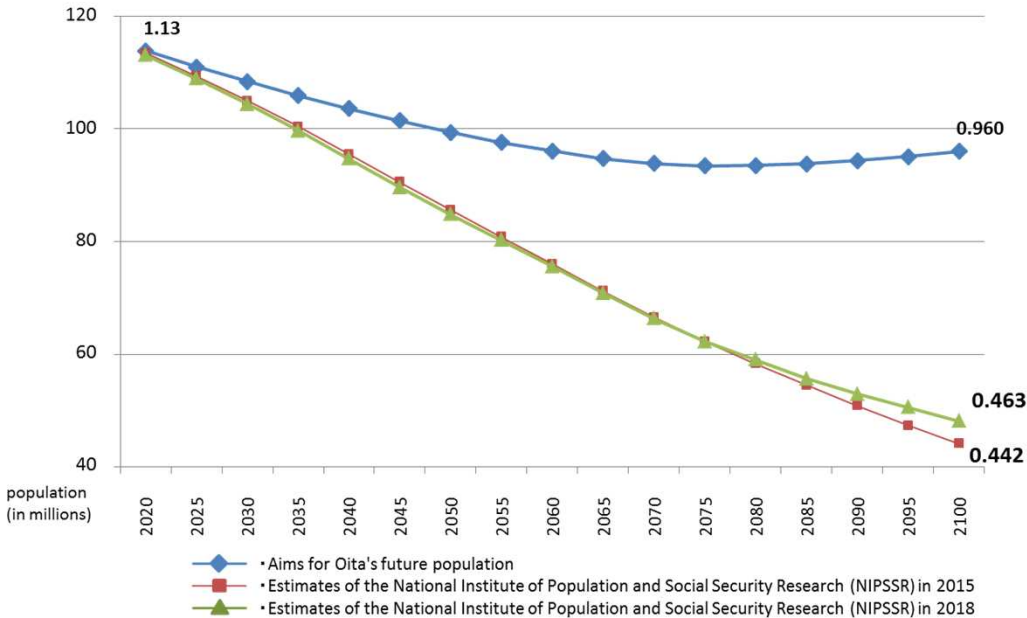
Oita Prefecture’s population has continued to fall since it peaked at 1,277,000 people in 1955. By 1970 the population had fallen to 1,155,000 people, but there was a trend of population growth later, and in 1985 the population was 1,250,000. However, from 1985 onwards, there has been a continued trend of population decrease in Oita due to factors such as the concentration of people in the Tokyo area and a declining population. In the 2015 fiscal year, there were 1,166,000 people in Oita. This is the biggest rate of population decline in the prefecture since 1970.



### (4) Future Population Estimates

If no action is taken to change the state of Oita’s population, then it will continue to decrease, and it is estimated that by the year 2100 the population will have dropped to 463,000. However, if the following objectives are fulfilled as a result of increasing and enforcing new and existing policies concerning both natural growth and social growth, it is likely that the population decrease curve will slacken, and from roughly 2080 onwards the population will show a trend of increasing.

<Efforts to make Oita’s future population aims a reality>  
 Natural growth: Actualizing the idea that the young generation will marry and have children (Total fertility rate if aims are achieved: a rate of 2.0 in 2030 and a rate of 2.3 in 2040)  
 Social growth: Balance social fluctuations and increase the population estimate given by the NIPSSR by a rate of 1,000 people beginning in 2025



## (5) Special Features of Oita Prefecture

Oita Prefecture is blessed with a warm climate, bountiful nature from both the land and sea, and food that is both fresh and safe food from within that land and sea. There are many resources within the area, such as important historical cultural heritage sites like Usa-jingu shrine, Rokugo Manzan, and images of Buddha carved into rock face, which includes the Usuki Stone Buddhas.

Furthermore, the hot springs that stretch out all throughout the prefecture boast the highest yield of hot spring water and the highest number of hot springs in all of Japan. Of the 10 different types of hot springs in the world, there are 8 in Oita Prefecture.

Still yet, Oita is full of marvelous foodstuffs including high quality food products such as seki-aji and seki-saba fish and Bungo beef, as well as kabosu citrus fruits and shiitake mushrooms.

**Beppu Bay Area**  
A Variety of Hot Springs Alongside Many  
Places to Play



The area that opens up alongside Beppu Bay, including Beppu, where you can have your fill of many hot springs rich in variety, boasts the highest yield of hot spring water and the highest number of hot spring sources in all of Japan. The leisure provided by the aquarium, theme park, and other attractions that overlook the sea is also satisfying.

**Usa and the Kunisaki Area**  
Hachimanzan and Old Culture



The Usa area prospered with the Buddhist Hachiman culture that was once concentrated in Usa-jingu Shrine, and the independent Buddhist culture called “Rokumanzan” concentrated itself in the blossoming Kunisaki Peninsula. This area is also rich in stone creations, such as Buddhas carved into rock face and stone bridges.

**Hita and the Yaba Area**  
An Area with History and Picturesque Scenery  
Fragrant with Greenery



Hita prospered as the “Imperial Fief” under the direct control of the shogun during the Edo Shogunate. In places like Hita, where the townscape from days of yore and the culture of the townspeople from the Edo period still lingers on, and Nakatsu, where the elegant charm of castle towns is still alive, history’s scent hangs in the air of the area. The whole of Shinyabakei is a picturesque area where curiously shaped boulders atop unusually shaped summits are interwoven with shallow streams.

The Yamanami Area  
The Workings of Majestic Mountains



Including the Kuju Mountain range, which stretches on to have a 1,700 m. summit, the area is enveloped by the Mt. Sobo and Mt. Katamuki systems, Mt. Yufu, and other magnificent mountains. Take a walk along the mountain or plateau that both bear witness to Mother Nature changing her colors throughout each season. This is a healing spot where you can relax in a hot spring tucked away in the mountains.

The Okubungo Area  
The Moisture of Mineral Water and Historical Roads



In an area that opens up into clear streams, in the midst of the Ono River, and the upper river basin, the bountiful nature present gives life to a pure and highly beloved famous mineral water. Taketa, nicknamed “The Little Kyoto of Kyushu,” has castle towns, such as the Oka Castle Ruins, that bring to the mind the prosperity of days of yore.

Nippo Kaigan Region  
A Sawtooth Shaped Coastline and the Fruits of the Sea



In Nippo Kaigan Quasi National Park, the beautiful sawtooth shaped coastline continues into the area designated as southern Oita Prefecture. In Usuki and Saiki, where the aura of former fiefdoms still lingers, the seaside castle towns are filled with atmosphere. The fruits of the sea that hail from the Bungo Channel are superb in quality, including seki-aji and seki-saba fish.

## (6) Oita Prefecture's Specialties in Japan

Oita Prefecture, with its abundance of nature, has several things that it does better than anywhere else in Japan. In particular, Oita boasts 100% of the nation's share of shichitoui production.



Number of Onsen Sources  
4,385 (at the end of 2016)  
Onsen Yield  
281kl/min (at the end of  
2016)



Renewable Energy  
Degree of self-sufficiency  
40.2% (at the end of 2017)



Designated Prefectural  
Tangible Cultural Properties  
(Structures)  
209 buildings (as of 5/1/18)



Number of Road Tunnels  
578 (as of 4/1/17)



Kabosu Production  
3,800 metric tons  
(in 2017)



Shiitake Production  
1,044 metric tons (in  
2017)



Shichitoui Production  
8.3 metric tons (in  
2017)



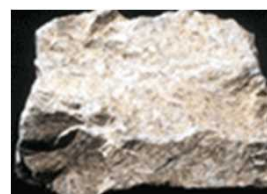
Saffron (Flower) Production  
15kg (in 2017)



Japanese Bamboo Production  
42,000 bundles (in 2017)



Hozuki Flower Production  
1,004,000 plants (in 2016)



Limestone Production  
26,529,000 metric  
tons (in 2017)

## (7) The History of Oita Prefecture

In olden days, Oita Prefecture was called Toyo Province and was separated into two provinces called Bunzen and Bungo at the end of the 7th century.

In the 8th century, Usa Hachimangu prospered as the head shrine of the 40,000 Hachiman shrines in the country. Furthermore, a unique Buddhist culture called "Rokugo-manzan" blossomed on the Kunisaki Peninsula.

At the beginning of the 13th century (the Kamakura period), the Otomo clan entered the province in order to protect it and subsequently reigned for a period of 400 years. During the period of Sourin Otomo in particular, the Otomo clan had dominion over six provinces in northern Kyushu, including Bunzen. As a Christian daimyo (Japanese feudal lord), Sourin Otomo was very proactive in introducing Christianity and Western culture. Chinese ships and Portuguese ships entered the Funai Domain (modern day Oita Prefecture) in Usuki, "Nanban Trade" occurred in full swing, and Usuki prospered as an international city.

Under Hideyoshi Toyotomi, the Otomo clan was forcibly relocated at the end of the 16th century, and the feudal domain became extremely divided. During the 300 years that followed, the age of small feudal domains separating from each other continued, and as the culture of castle towns blossomed all throughout the prefecture, the spirit of autonomy and independence rose and brought forth talented people filled with individuality.

With the arrival of the Meiji Era, major prefectural reform was pushed, and Bungo Province became Oita Prefecture and Bunzen Province became Kokura Prefecture.

Afterwards, prefectural reorganization occurred, and both the districts of Shimoge and Usa became incorporated into Oita Prefecture, thereby giving us today's prefectural territory.

3 <sup>rd</sup> Century	Usa Yamataikoku Theory
~720	"Bungo Fudoki" is created
731	Usa Hachimangu becomes a government shrine Rokugo-manzan culture is developed primarily in the Kunisaki Peninsula
1551	Visit from Francis Xavier
1871	Founding of Oita in accordance with the abolition of feudal domains and the establishment of prefectures
1876	Shimoge and Usa District are incorporated into Oita Prefecture, and the territory of modern Oita Prefecture is settled
1962	The prefectural office building is erected in its current location
2006	Large-scale municipal reorganization in the Heisei period refines Oita into 18 municipalities

## (8) Legendary Figures of Oita Prefecture

( Modern Times : The Azuchi-Momoyama Period, The Edo Period)

**Sourin Otomo**

(Warrior: 1530~1587)

A Christian feudal lord who protected and endorsed Christianity, quickly adopted Western culture, and joined in friendship with Portugal

**Kanbei Kuroda**

(Warrior: 1546~1604)

Active as a close adviser to Hideyoshi Toyotomi and a talented strategist who supported national unification

**Ryotaku Maeno**

(Domain Doctor in Nakatsu: 1723~1803)

Translated the anatomy text Anatomische Tabellen with Genpaku Sugita and published it as Kaitai Sinsho

**Chikuden Tanomura**

(Nanga Painter: 1777~1835)

Established a unique world of elegance through unified poems, prose, and paintings and a number of his masterpieces were selected as Important Cultural Properties in Japan.

**Tansou Hirose**

(Confucian Scholar, Educator: 1782~1856)

Established one of greatest private schools of modern times, Kangien, and his more than 3,000 followers produced talented people in many different fields

**Petro Kasui Kibe**

(Priest: 1587~1639)

Passed through Jerusalem on his way to Rome where he became a priest, was martyred after returning to Japan

**Goryu Asada**

(Astronomer: 1734~1799)

In line with Galileo and Newton, had one of the moon's craters named after him

**Nagatsune Okura**

(Agronomist: 1768~1860)

Studied agricultural technology in all of Kyushu, as well as from Osaka all the way to Tohoku



**Yukichi Fukuzawa**  
(Enlightenment Thinker: 1835~1901)  
Founder of Keio University, writings include “Gakomon no Susume” (An Encouragement of Learning) and “Seiyo Jijo” (Things Western). Famous as the face of the 10,000 yen note.



**Sadaji Futabayama**  
(Professional Sumo Wrestler: 1912~1968)  
Boasted an unprecedented 69 consecutive wins as the 35th yokozuna sumo wrestler with nicknames including “Fuseishutsu no Yokozuna”, “The God of Sumo”, and “The Sumo Saint of the Showa Period)



**Yaeko Nogami**  
(Novelist: 1885~1985)  
Began to write novels after receiving guidance from Soseki Natsume and published many works, including “Kaijin Maru” and “Hideyoshi and Rikyu”



**Rentaro Taki**  
(Composer: 1879~1903)  
Emerged like a comet in the music world of the mid-Meiji Period and left behind immortal compositions such as “Kojo no Tsuki” (The Moon over the Ruined Castle) and “Hana” (Flower). Died at age 23.

**Ryukei Yano**  
(Politician: 1850~1931)  
Pupil of Yukichi Fukuzawa and author of the political novel “Keikoku Bidan,” (Inspiring Tales of Statesmanship)

**Takehiko Kureshima**  
(Author of Children’s Literature: 1874~1960)  
“Japanese Hans Christian Anderson” who penned the nursery rhyme “Yuyake Koyake”

**Teikichi Hori**  
(Military Personnel: 1883~1959)  
An intellectual vice admiral who longed for peace and disarmament

**Fumio Asakura**  
(Sculptor: 1883~1964)  
Produced a plethora of masterpieces such as “Hakamori” (Grave Keeper) and established the style known as “naturalistic realism.”

**Heihachiro Fukuda**  
(Nihonga Painter: 1892~1974)  
Created unique decorative depictions by using clear hues and bold screen structures

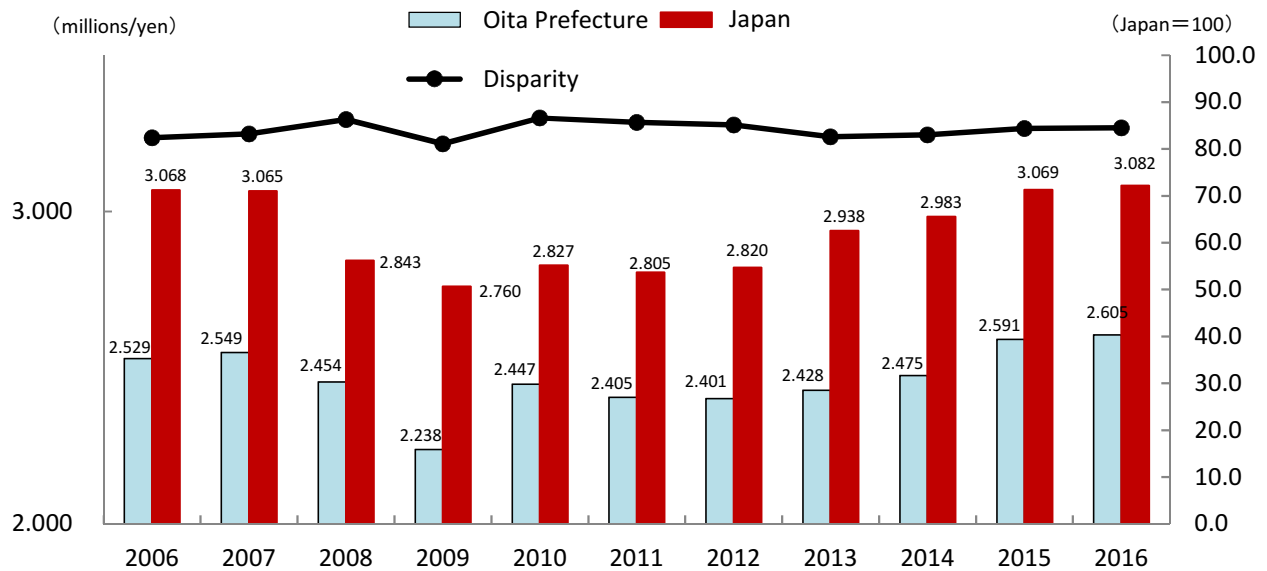
**Tatsuo Takayama**  
(Nihongo Painter: 1912~2007)  
Developed unique creations that removed the wall between Nihonga paintings and Western style paintings



### (1) Prefecture GDP

The prefectural income per capita in the 2016 fiscal year was 2,605,000 yen. There was still a disparity of 10% from the average national income.

Shifts in the Per Capita Prefectural Income and the Disparity of the Corresponding National Income

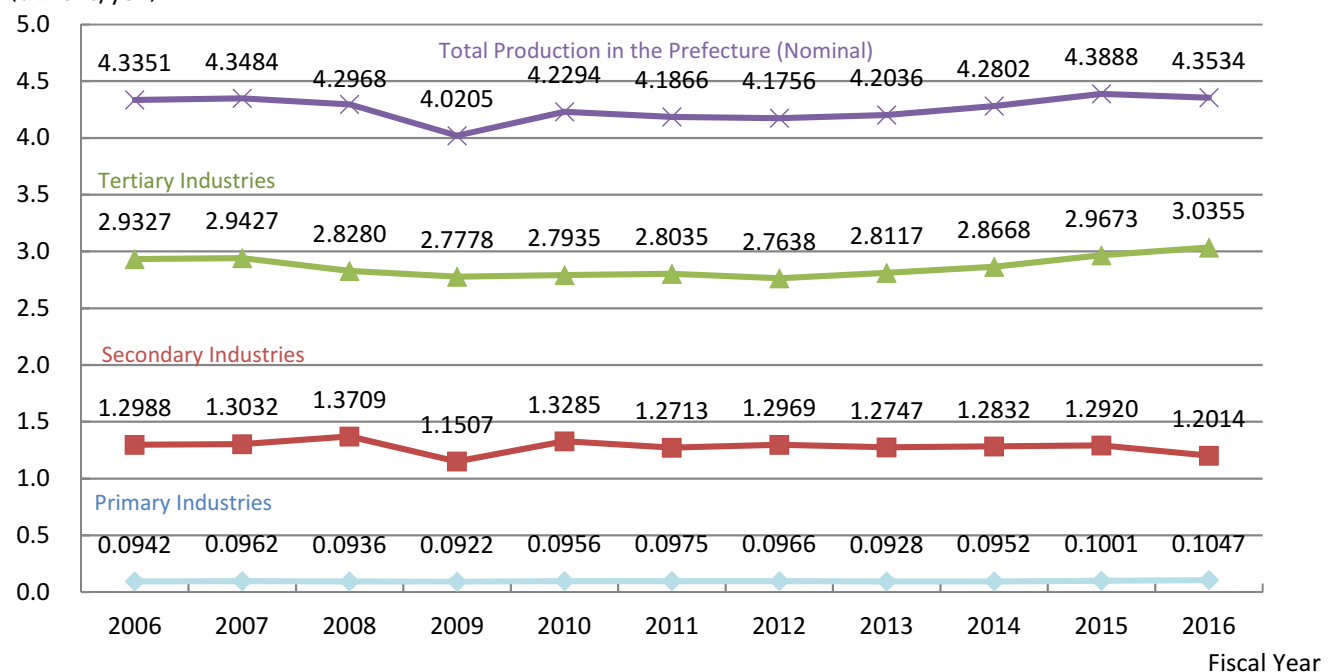


Source: Prefectural Statistics Division

### (2) Industrial Organization

In the 2016 fiscal year, (nominal) gross production within the prefecture amounted to approximately 4.4 trillion yen and has tended to stay in the same range in recent years.

Shifts in (Nominal) Gross Production Within the Prefecture



Source: Prefectural Statistics Division

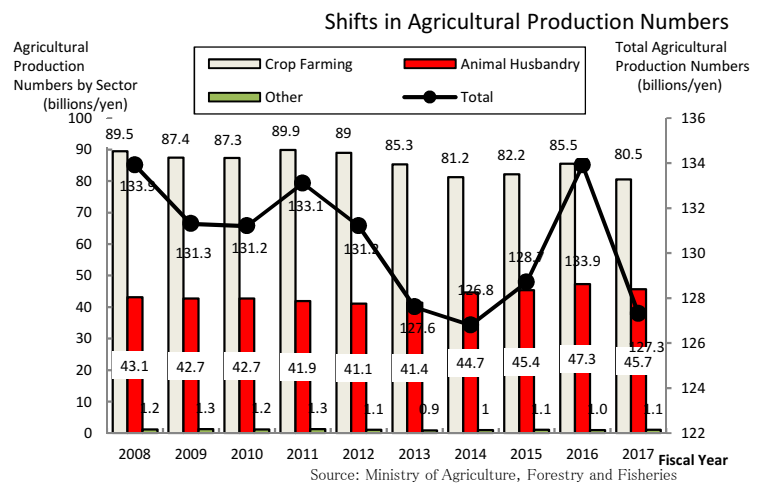
### (3) The State of Oita's Industries

#### ① The Agriculture, Forestry, and Fisheries Industry

#### Agriculture

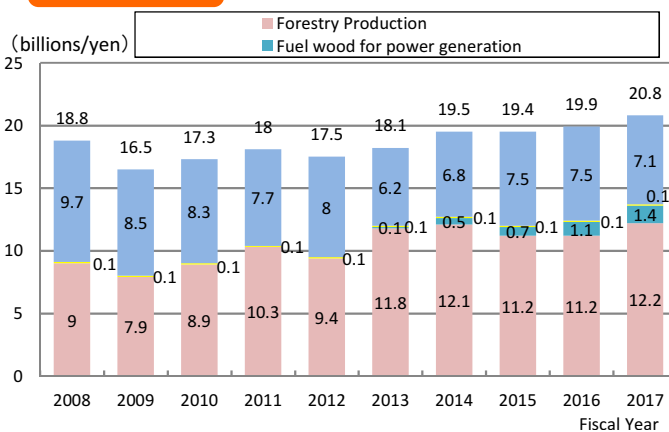
The agricultural industry uses rice at its foundation and has horticultural crops, such as vegetables (green onions, tomatoes, strawberries, and more), fruits (pears, kabosu citrus, and more), flowering plants (chrysanthemums, sweet pea, and more), as well as animal husbandry that focuses on beef cattle. Diverse varieties of agriculture that make use of locational benefits take place throughout every place within the prefecture. The forestry industry includes lumber production of Japanese cedar trees, concentrated primarily in Hita and Saiki, as well as shiitake mushroom production, concentrated primarily in Bungo-ono and Taketa.

The fisheries industry operates with the aim of producing primarily high value medium to high grade fish.



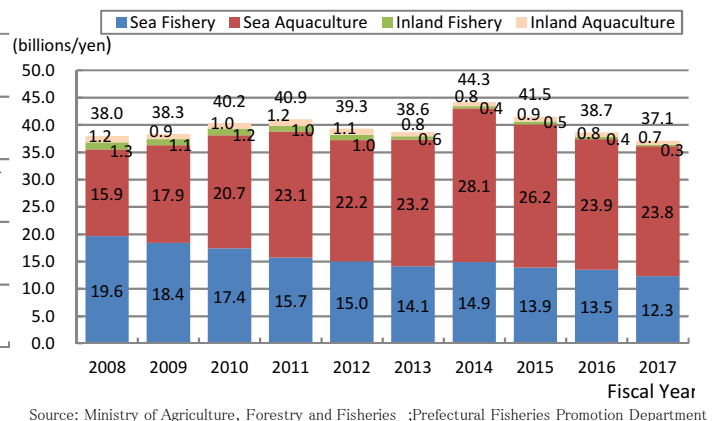
#### Forestry

Shifts in Forestry Production Numbers



#### Fishery

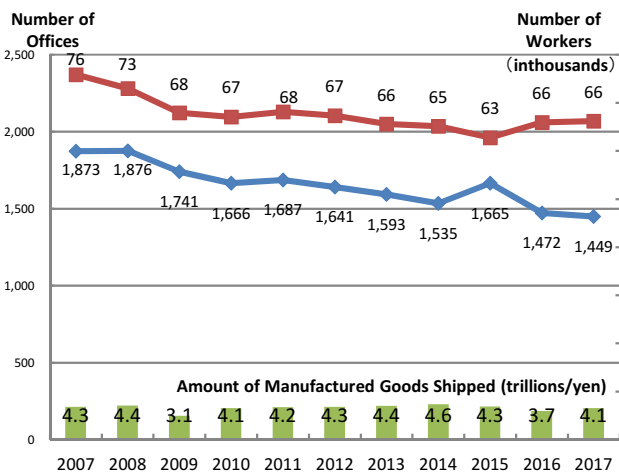
Shifts in Fishery Production Numbers



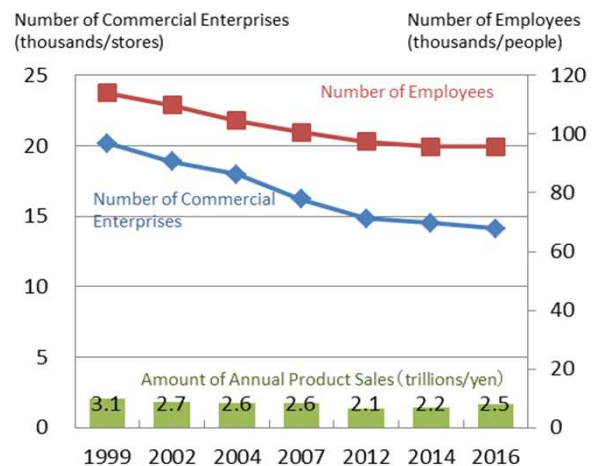
#### ② Commerce and Industry

In Oita Prefecture, there is a healthy balance of a wide range of industries, including iron, petroleum, chemistry, semiconductors, machinery, automobiles, and medical care equipment. The number of manufactured goods shipped (in 2017) totaled to approximately 4.1 trillion yen (ranked #2 in Kyushu). In the business arena, the number of offices is continuing to decline. The annual commodity sales figures (in 2016) totaled to approximately 2.5 trillion yen.

Shifts in the Shipment of Manufactured Goods



Shifts in the Amount of Annual Commodity Sales



(1) Safety

1 The promotion of the creation of a society where each and every child can be born and raised in good health ~The actualization of the most satisfactory child rearing system in Japan~

We will continue to reduce the economic load related to child rearing, improve support for child rearing that corresponds with actual local circumstances, promote men taking part in childcare, and so on as so forth, as well as maintain a society that supports child rearing as a whole, prevent child abuse, plan for impoverished children and provide detailed support for children with disabilities and their families, as well as provide continuous support from the first date all the way to marriage, pregnancy, childbirth, and childcare.

【We aim to have the highest degree of satisfaction in childrearing in Japan】



Children at an early childhood center

2 The construction of an ageless society with health and longevity

~The actualization of a system that gives citizens of the prefecture the longest life expectancy in Japan~

We will continue to promote the health of participating citizens of the prefecture, maintain a societal environment that supports health, improve and strengthen systems that allow citizens to safely receive medical care services in their area, create a higher quality of life for the elderly who are providing childcare to participate in local activities, create a foundation that will allow people to live safely by constructing a community general support system, and improve policy measures against dementia.

【We aim to have the longest healthy life expectancy in Japan】



A region wide sports club involved in the “Campaign for Health Promotion”

3 The promotion of the creation of a society where the disabled can live and work within the region

We will continue to promote understanding towards the disabled, protect group homes and other places of residence, promote fine arts and sports that allow for fuller participation in society, promote initiatives close to where disabled people live that allow them to lead their lives in security, expand the number of work places hiring the disabled, assist in job retention, and develop a system of joint orders and sales that will lead to equal wages.

【We aim to have the highest employment rates for the disabled】



Disabled people working at an employment support center

#### 4 The preservation of our rich environment into the future ~The promotion of the Beautiful Oita Plan~

We will protect the abundant nature that Oita has been blessed with, promote initiatives connected to protecting biodiversity and the natural environment as well as the three R's, promote initiatives that create a rich aquatic environment and a society oriented towards recycling, promote measures against global warming and environmental education, and continue the "Beautiful Oita Plan" through environmental conservation activities for regional revitalization.

**【Aiming to have 404,000 citizens participate simultaneously in The Great Movement for a Beautiful Oita each year.】**



Kyushu azaleas on the Kuju mountain range

#### 5 The establishment of lifestyles where people can truly feel safe and secure

In addition to establishing a strong community against crime and actualizing a society with adequate public transportation that is kind to people, safe, and secure, we will protect consumer safety, put a society where people and animals can live symbiotically in place, and continue dietary education that ensures food safety and security, healthy eating habits, and fosters local foods.

**【We aim to have fewer than 4,000 recognized cases of crime per year】**



An independent crime prevention patrol group helping to look out for children

#### 6 The promotion of the creation of a society that simultaneously respects and supports human rights

In order to move towards the actualization of a society that respects human rights, we will continue to create an environment that protects equality for men and women and respect for human rights in addition to providing systematic and effective human rights education and enlightenment, discussions, support, and protection of human rights, and the continuance of comprehensive human rights policies.

**【We aim to have 2,000 participants in training specializing in human rights issues】**



Human Festa

## 7 The reconstruction of the regional community

We will promote the local welfare activities of organizations related to welfare and private enterprises in addition to working towards actualizing regional communities that really feel connected to creating human resources and foundations that support the region. We will construct community networks with functions that complement their communities, create prosperous areas within the region, and continue to guarantee transportation for daily life.

**【We aim to have 1,500 communities that grant this desire for networking】**



Small village support squad participating in waterway restoration activities

## 8 The promotion of a variety of activities for the citizens of the prefecture

A variety of independent bodies, such as NPOs, enterprises, and administrations, will cooperate in regional problems and plan to create structures that support tackling problems and promote citizen's understanding and participation through cooperation. Furthermore, we will also continue to widen and strengthen the network of disaster volunteers in every city, town, and village.

**【We aim to have 1,192 instances per year of cooperation between the prefecture and cities, towns, and villages】**



Volunteers working with NPOs for a coastal cleanup

## 9 The completion of the creation of a safe and secure prefecture and a crisis management system

We strive for the revitalization of independent volunteer organizations, volunteer training and improvement, and self help, mutual assistance, and public assistance such as the guarantee of rescue and relief systems. We will continue to improve the social structure for disaster prevention, measures to reduce the effects of natural disasters, and facilities at risk of becoming obsolete. Furthermore, we will thoroughly prevent the outbreak of new strands of influenza and other infectious diseases as well as outbreaks of infectious disease in livestock.

**【We aim for a 90% execution rate (100% for estimated tsunami flood zones) of evacuation drills led by voluntary organizations for disaster prevention】**



Comprehensive disaster prevention drill in western Oita

## 10 The promotion of an immigration and permanent residency that improves the community

In order to encourage people who moved to bigger cities to return to smaller areas, we strive to create jobs that will provide a basis for immigration as well as follow ups aimed at returnees that outline how to become well established after returning to the prefecture. We also strive to promote college students and other young people becoming established within the prefecture and people returning to smaller towns in addition to ensuring that information regarding the living environment and charm of the area is relayed.

**【We aim to have 1,500 people per year put migration policies to use and immigrate】**



Immigration consultation session held in Tokyo

## (2) Vitality

### 1 The realization of agriculture, forestry, and fisheries industries that are rewarded by taking on challenges and making efforts in response to changes

Oita continues to progress with regards to structural reform in the following ways: the cultivation of a pioneering management system in response to the expansion in scale and the co-cooperating of agriculture, forestry, and fisheries industries, the revitalization of rural districts due to securing new leaders and the cultivation of young leaders who manage regions and producing areas, taking on the challenge of new markets created by the expansion of exports as well as the creation of producing areas aimed at food production/cooperative manufacturing or business use etc., and so on.

**【We aim to produce 250 billion yen per year from production in the agriculture, forestry, and fishery industries】**



Large scale horticultural facilities (tomatoes)

### 2 The promotion of industries that create diverse jobs and the guarantee of human resources

Oita aims toward: promotion of industry through the accumulation of industries that make use of the region's strengths, the promotion of strategic business locations, strengthening business establishment support and support in increasing productivity in the service industry, encouraging innovation through challenges in the creative industry, and so on. Additionally, Oita aims to guarantee human resources in industry through labor participation of diverse leaders and the promotion of employment for those returning to Oita from larger cities.

**【We aim to have 500 instances per year involving supporting businesses】**



Business startup consultations at the Oita Start Up Center

### 3 The promotion of a society in which both men and women are supported

As well as ending the view that there is a fixed and distinct division of roles based on gender and also promoting women working in every field of work places, Oita aims to create a gender-equal society, in which regardless of their gender, people are able to demonstrate their individuality and ability as equal members of society, and can accept diverse ways of living and working together.

**【We aim to have 200 companies that make the Positive Action pledge for promoting women's activity under the Promotion Council for an Oita Where Women Shine】**



Promotion Council for an Oita Where Women Shine inauguration ceremony

#### 4 The promotion of tourism through a region that attracts visitors

Oita draws in domestic visitors due to information transmission that capitalizes on the strengths of the “Onsen Capital Oita” campaign and due to groups such as MICE promoting visitors. Oita is also strengthening its appeal to visitors from abroad (inbound tourists) by using the 2019 Rugby World Cup as an opportunity to spread information overseas and also by supporting multilingual tourist guides. Additionally, Oita promotes the improvement of the region through means such as training people in matters of tourism and providing human resources consisting of people who are involved in tourism, as well as through the establishment of a regional brand image, and so on.

**【Aiming for 7.3 million overnight visitors per year within the prefecture】**



Foreign tourists enjoying “hell steamed” cuisine

#### 5 The promotion of overseas strategies

Oita is developing strategies for abroad that are based on targeting nations and different regions in terms of different areas such as the manufacturing industry, agricultural, forestry, and fishery products/processed goods, tourism, and so on. Alongside this, Oita aims to strengthen networks of people deployed overseas and make use of international human resources such as international students, in order to promote international exchange in various fields such as art and sports.

**【We aim to have 150 businesses directed towards overseas development】**



The “Oita Fair” held in Hong Kong

#### 6 The improvement of Oita’s brand power

Oita tries to promote the “Hot Spring Capital Oita” image and to create a regional identity. Additionally, Oita is promoting the use of global brands such as Globally Important Agricultural Heritage Systems, the optimization of public relations through the strengthening of cooperation between policy and PR and through the clarification of targets, and the strengthening of overseas PR using global sports events and global networks.

**【We aim to be ranked twelfth nationwide by the Regional Brand Survey】**



Promotional activities conveying the region’s charm

#### 7 The promotion of the creation of a region that is filled with vitality

Oita promotes the support of the creation of a region that has undertaken of new activities utilizing the region’s characteristics such as regional resources, history, culture, geography, and geological features, and has capitalized on the creativity of art and culture. Additionally, Oita promotes the creation of an appealing region based upon the cultivation of human resources devoted to regional creation, and the use and application of facilities such as empty houses.

**【We aim to have 1,670 items that address the creation of regional vitality】**



GIAHS tour  
Led by local volunteer guides

## (Creating Distinctive Areas)

We are doing our best to promote industries and create jobs that apply regional resources and make use of local specialties in each area of the prefecture.

### Eastern Region

(Beppu, Kitsuki, Kunisaki, Himeshima, Hiji)

- Creating agriculture, forestry, and fishery industries that change with the times
- Promoting “Onsen (Hot Spring) Oita” and “Toyonokuni Millennium Heritage Tourism Zone”
- Raising regional vitality via Culture & Tradition, Art, Sports
- Following up on inviting companies to the prefecture and attracting businesses that make use of the region’s specialties



Kunisaki Peninsula Minemichi Long Trail

### Central Region

(Oita City, Usuki, Tsukumi, Yufu)

- Creating attractive cities that make use of artistic culture’s creativity
- Increasing the number of visitors via tourism promotion that makes use of regional features
- Establishing a regional brand and developing a strong management body that make use of regional features
- Cultivating a workforce capable of bearing distinctive local industries



Sightseeing attraction popular with children

### Southern Region

(Saiki)

- Strengthening the operation of the nationally top ranked fish breeding industry and guaranteeing stable places of employment
- Promoting a steady supply of lumber via the nationwide pioneer “Saiki Forest Owners Co-Operative Organization”
- Guaranteeing more profitable agricultural production systems that make use of the warm climate
- Promoting culinary tourism that makes use of the Higashikyushu Expressway
- Creating an area filled with life and the safety and security of the most spacious towns, bays, and villages in Kyushu



Kabusu-fed Yellowtail



## Hohi Region

(Taketa, Bungo-ono)

- Promoting the development of an agricultural management system that overcomes competition as well as promoting new methods of drawing in customers
- Promoting new ways of drawing in audiences that make use of the region's bountiful resources
- Promoting industries that use the region's plateaus and hot springs
- Promoting regional development that makes the best use of the region's features, such as local performing arts and specialty products



The Magnificent Kuju Plateau

## Western Region

(Hita, Kokonoe, Kusu)

- Promoting a forestry and lumber industry that supports the regional economy
- Promoting animal husbandry that enjoys a good breeding environment
- Promoting tourism by furthering relations at the boundaries of the prefecture
- Regenerating the region so it overflows with a wealth of water and greenery



Houseboats on the Mikuma River

## Northern Region

(Nakatsu, Bungotakada, Usa)

- Promoting primary industries that use the region's features to the maximum extent and promoting sixth sector industrialization (a form of diversification of industry in which primary industries not only produce raw products but also manufacture and market processed foodstuffs, thereby extending their operation style into that of secondary and tertiary industries)
- Providing support aimed at making the clustered automobile related industry increasingly more competitive
- Promoting tourism that draws people in by allowing them to experience the region's distinctive features in their travels
- Providing support aimed at revitalizing local communities



Hands-on Tourism Event

### (3) Development

#### 1 The creation of “Educational Prefecture Oita” – Enhancing life-long power and ambition.

Oita makes progress on the following and more: the promotion of education that gives individuals the power to open up their futures and to acquire ambition, the cultivation of world-class “global citizens,” cooperating with prefectural universities who are committed to solving various administrative problems such as working on the completion/strengthening of measures designed to tackle bullying and non-school attendance, as well as working on cooperation between schools, homes, and the region, nurturing healthy young people, and supporting life-long learning.

**【Aiming to attain nationally recognizable education standards】**



Curriculum that uses information and communications technology

#### 2 The promotion of creative Oita with art and culture

Oita endeavors to work towards responding to administrative issues caused by making use of the creativity of art and culture, such as the enhancement of opportunities to encounter diverse art and culture, strengthening the transmission of knowledge on the appeal of art and culture, and cooperating with art and culture zones and cultural facilities or art related NPOs and so on. Additionally, Oita promotes cultural assets, the preservation of traditional culture, practical use, and inheritance through the promotion of the recognition of Japan Heritage.

**【We aim to have 500,000 visitors each year to the prefectural museum】**



Oita Prefectural Art Museum (OPAM)

#### 3 The promotion of sport

Oita promotes: the promotion of sport among prefectural citizens through the promotion of sports that correspond to an individual’s life stage, the maintenance of prefectural sports facilities, cultivating athletes who go on to play sports abroad through the establishment of consistent leadership systems and the training of people who support game power, and creating energy in the region for reasons such as getting ready for success in the 2019 Rugby World Cup and trying to attract international sports tournaments to the region.

**【We aim to have 45 participants each year in international competitions】**



2015 World Juno Championships in Astana  
Mami Umeki,  
champion in the women’s –78 kg class

#### 4 The improvement of a transportation network that can support “towns, people, and work”

Oita endeavors to improve public transport over a wide area such as highway bus, ferry, and air transportation, as well as endeavoring to promote the flow of people or goods through Kyushu’s eastern entrance way by functionally enhancing ferry terminals and harbors. Additionally, Oita promotes initiatives to maintain wide area transportation networks and supports strengthening initiatives to upgrade the Eastern Kyushu Shinkansen construction plan routes. Furthermore, Oita promotes the creation of roads that support industry and lifestyle, and the formation of comfortable city spaces.

**【We aim to transport 1,078,000 people each year via wide spanning public transportation】**



Distribution Base – Oita Port Ozai Region

## (4) Regional Creation

### 1 Treasuring people and nurturing people

Oita creates an environment that creates natural growth such as the creation of an environment in which it is easy to raise children or the creation of a society that promotes health and longevity. Furthermore, along with promoting the activities of diverse groups of people such as the elderly, people with disabilities, and/or women, Oita aims to improve education of the children who will become Oita Prefecture's future leaders.

**【Aiming to instill the desire for marriage and childrearing in younger generations】**



Children spending time at an after school club

### 2 Creating jobs and attracting jobs

Oita creates attractive jobs in various fields such as in industries that are closely tied to the region such as agricultural, forestry, and fisheries related industries and commerce, as well as the tourism industry.

**【We aim to create new employment for 9,700 people by creating attractive jobs】**



Establishment of a farming school

### 3 Protecting the region and revitalizing the region

Oita promotes the creation of a region in which the feelings of citizens who wish to continue living in the region that they are used to living in even during a period of population decrease, and additionally aims to revitalize the region through initiatives that capitalize on characteristic regional resources and through promoting returns to Oita for those who moved away to bigger cities.

**【We aim to increase the population by 1,000 in a year's time in comparison with estimates from the National Institute of Population and Social Security Research concerning population increase due to social movement.】**



Small village support squad participating in traditional regional activities

### 4 Preparing a foundation and supporting development.

Oita promotes the infrastructure development of regional competition through actions such as the maintenance of wide area transportation networks. Additionally, Oita enhances regional safety and strength for disaster prevention and so on.

**【We aim to have 78% of the area be able to arrive at the heart of Oita City in roughly 60 minutes】**



Maintenance continuing on a Nakatsu-Hita road facing Hita

## &lt;The Prefectural Flower Bungo Plum Blossom&gt;



【Established August 16<sup>th</sup>, 1966】

The Bungo plum blossom has been a well-known specialty of Bungo since long ago. The flowers are large and tinged with pink.

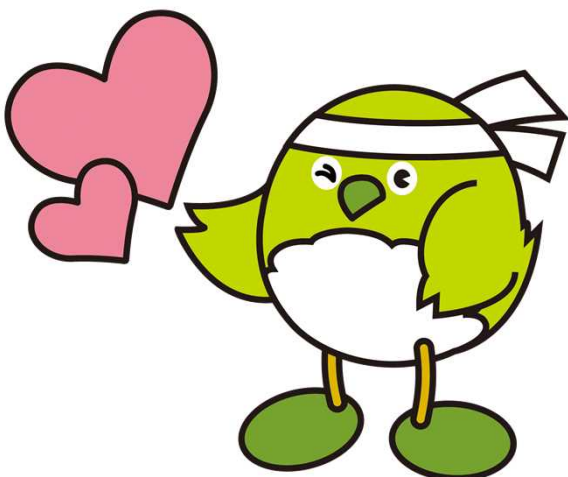
## &lt;The Prefectural Bird The Japanese White Eye (Mejiro)&gt;



【Established February 1<sup>st</sup>, 1966】

The Japanese white eye can be found throughout the country, but the white eye of Oita Prefecture have beautiful coloration, and, as they chirp frequently, have been famous nationwide as the Bungo white eye for many years. Citizens hold the white eye dear.

## &lt;Oita Prefecture's Cheering Squad "Bird" Mejiron



【Born December 24<sup>th</sup>, 2004】

Born as the mascot character for the 63rd National Sports Festival of Japan, Mejiron remains active to this day as Oita Prefecture's Cheering Squad "Bird."

Height: 20.08 individual dried mushrooms

Weight: 200.8 individual kabosu citrus fruits

# OITA Prefecture



大分県

