

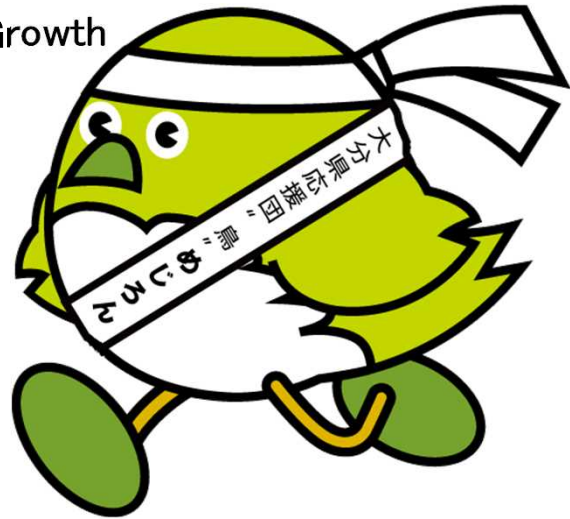
# OITA

## OITA Prefecture

# 2021

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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).

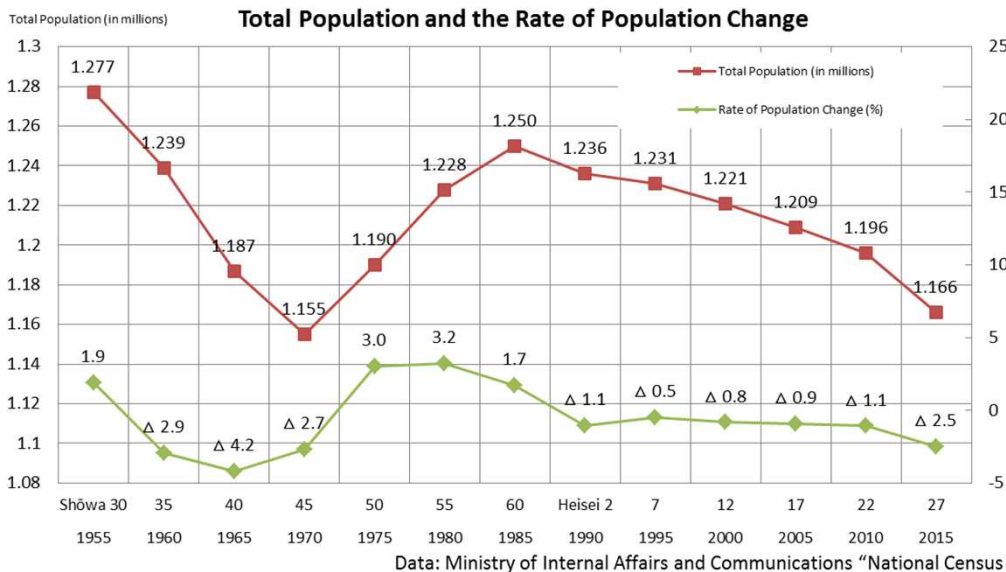
The total population is approximately 1,122,000 (February 1, 2021, and the municipality with the highest population is Oita City, where the Prefectural Office is based.

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 February 2021 (km <sup>2</sup> )	Number of households 1 February 2021 (Households)	Population 1 July 2021 (Persons)		
			Total	Male	Female
Oita Prefecture	6,340.70	496,298	1,122,482	533,305	589,177
Oita City	502.39	213,782	477,354	229,667	247,687
Beppu City	125.34	54,695	116,189	52,754	63,435
Nakatsu City	491.44	37,805	82,712	40,270	42,442
Hita City	666.03	25,504	61,847	29,315	32,532
Saiki City	903.14	29,376	66,571	30,899	35,672
Usuki City	291.20	14,550	35,745	16,936	18,809
Tsukumi City	79.48	6,981	15,700	7,314	8,386
Taketa City	477.53	8,549	19,723	9,177	10,546
Bungo-Takada City	206.24	9,860	21,887	10,437	11,450
Kitsuki City	280.08	11,869	27,700	13,382	14,318
Usa City	439.05	22,587	52,810	24,846	27,964
Bungo-Ono City	603.14	13,935	33,100	15,427	17,673
Yufu City	319.32	13,448	32,723	15,457	17,266
Kunisaki City	318.10	11,941	25,858	12,317	13,541
Himeshima Villa	6.99	841	1,718	809	909
Hiji Town	73.26	11,382	27,873	13,259	14,614
Kokonoe Town	271.37	3,430	8,626	4,119	4,507
Kusu Town	286.60	5,763	14,346	6,920	7,426

### (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

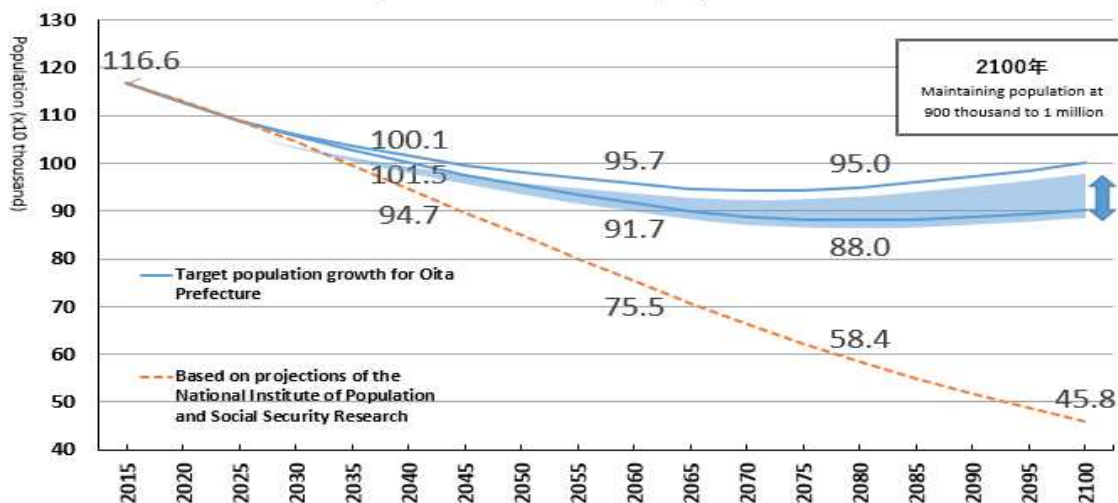
Oita’s population will likely face continued decline if no further action is taken, estimated to drop to 458,000 by year 2100.

On the other hand, if the prefecture meets the expectations of residents by providing support in areas such as marriage, childbirth and child care in conjunction to encouraging long-term residence among the younger generations, the population is projected to remain at around 900,000~1,000,000 in year 2100 through natural growth.

Regional revitalization is a key component to maintaining Oita’s population. In particular, it is crucial that the prefecture fulfils the following objectives concerning total fertility rate, number of births and social increase of the population.

Total fertility rate 1.83 by year 2025	Number of births approx. 9,000 by year 2025	Social increase remain at equilibrium by year 2025
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#### Projections for total population



## (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  
4,445 (at the end of 2018)  
Onsen Yield  
279kL/min (at the end of  
2018)



Renewable Energy  
Degree of self-sufficiency  
41.8% (at the end of 2018)



Designated Prefectural  
Tangible Cultural Properties  
(Structures)  
997 buildings (as of May 1,  
2020)



Number of Road Tunnels  
596 (as of Mar 31, 2019)



Kabosu Production  
5,400 metric tons  
(in 2018)



Shiitake Production  
948 metric tons (in  
2019)



Shichitoui Production  
5.5 metric tons (in  
2018)



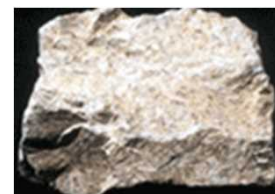
Saffron (Flower) Production  
15kg (in 2019)



Japanese Bamboo  
Production  
34,000 bundles (in 2019)



Hozuki Flower  
Production  
1,123,000 plants (in  
2018)



Limestone Production  
27,128,000 metric  
tons (in 2019)



Hirame (olive flounder)  
production 642 metric  
tons (in 2019)

## (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.



**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.



**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)

**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



**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”

**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)

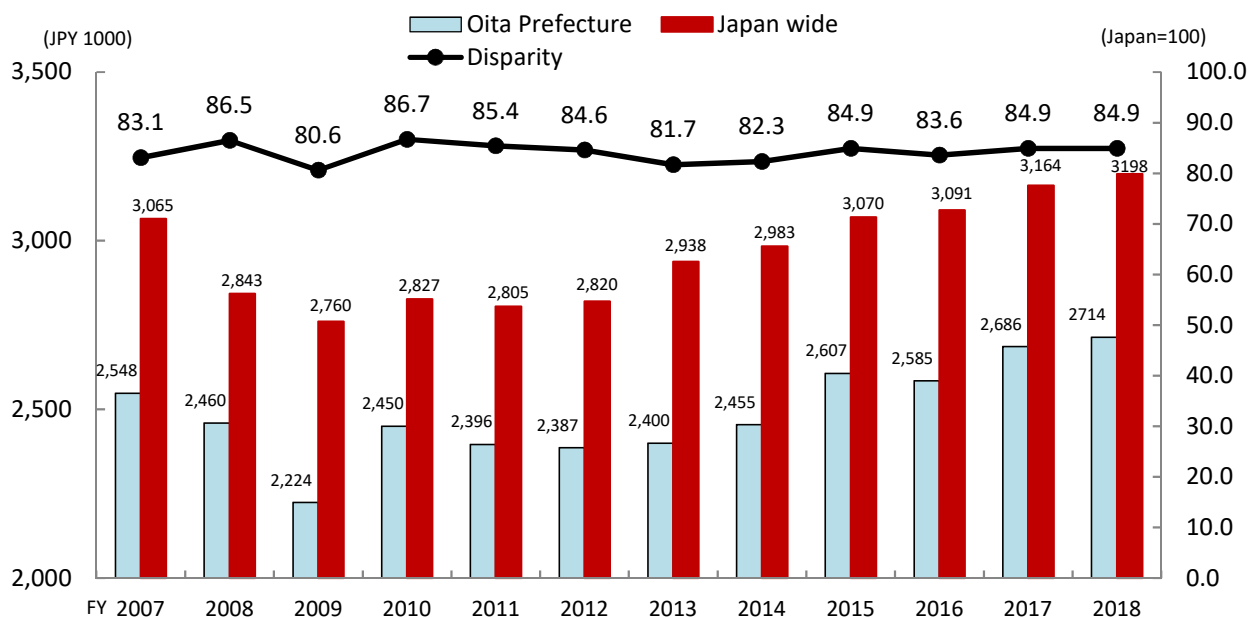
Developed unique creations that removed the wall between Nihonga paintings and Western style paintings



## (1) Prefecture GDP

The prefectural income per capita in the 2018 fiscal year was 2,714,000 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

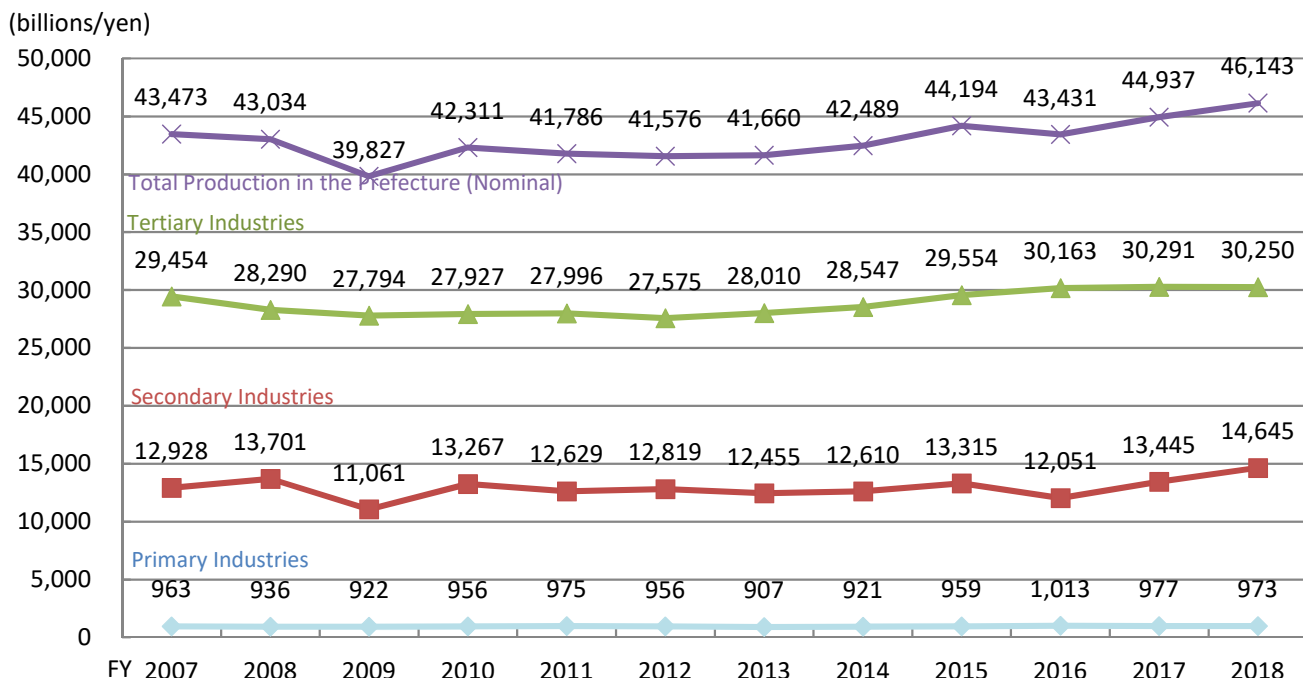


Source: Prefectural Statistics Division

## (2) Industrial Organization

In the 2017 fiscal year, (nominal) gross production within the prefecture amounted to approximately 4.5 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

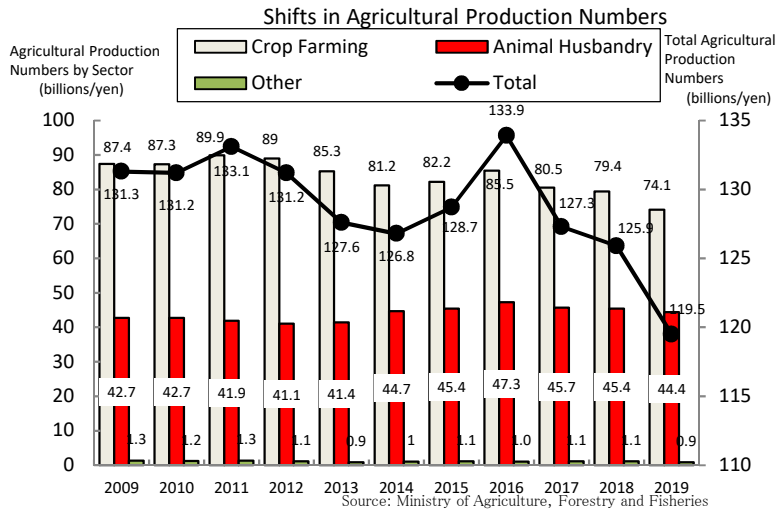
### (3) The State of Oita's Industries

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

#### Agriculture

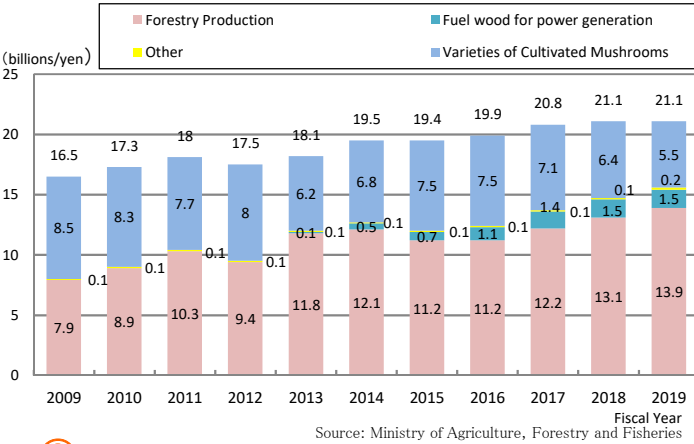
The agricultural industry uses rice at its foundation and has horticultural crops, such as vegetables (green onions, tomatoes, strawberries, and more), fruits (pears, kabosu citrus, and more), flowering plants (chrysanthemums, sweet pea, and more), as well as animal husbandry that focuses on beef cattle. 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.



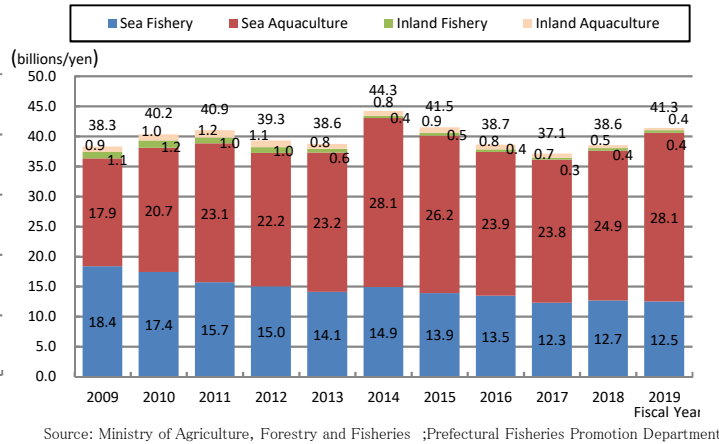
#### Forestry

Shifts in Forestry Production Numbers



#### Fishery

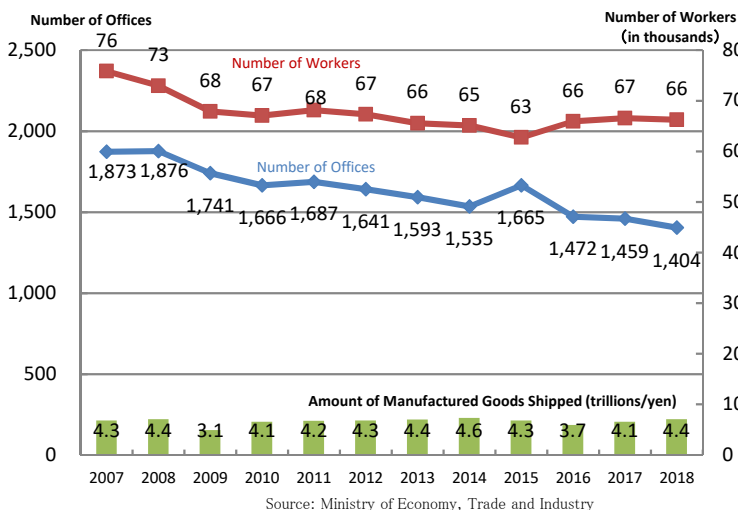
Shifts in Fishery Production Numbers



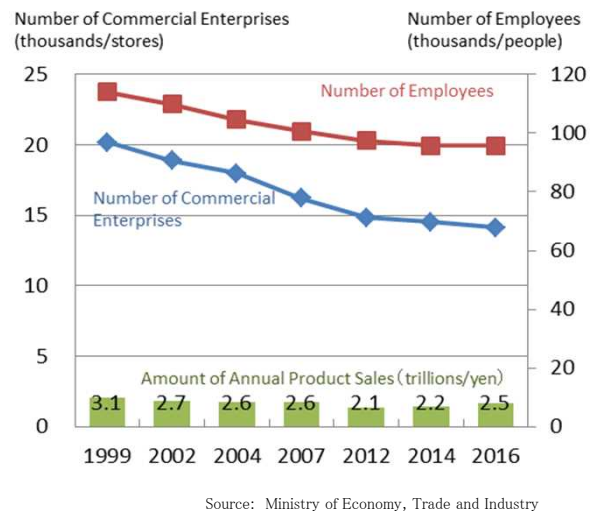
#### ② Commerce and Industry

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 2018) totaled to approximately 4.4 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 Promoting and actualizing a society where every child’s wellbeing is looked after ~Attaining the most satisfactory child care framework in Japan~

When it comes to child care, the Oita Prefecture’s missions include reducing economic pressures, improving overall support based on local-specific circumstances, and encouraging men to participate as caregivers. We strive to extend support to family units right from the very start throughout to marriage, pregnancy, childbirth and child care. In achieving these objectives, we hope to create a society where sufficient support is given towards child care, child abuse prevention, as well as assistance for disadvantaged children and their family.



Children at an early childhood center

【Our goal: attaining the highest degree of satisfaction in child care across Japan】

### 2 Creating a society of longevity that is free from age restrictions ~Preparing Oita for becoming the prefecture with the highest life expectancy in Japan~

The Oita Prefecture endeavors to promote the utilization of data health planning and raising health awareness among residents. In doing so, we hope to maintain a robust healthcare framework that provides medical services across the prefecture in a safe, reliable manner. In addition to encouraging independent lifestyles complemented by necessary support, we are working towards improving the quality of life for elderly citizens through various efforts such as raising awareness for dementia. Through achieving these objectives, our goal is to create a society with high age expectancy that is free from age barriers.



A region wide sports club involved in the ‘Campaign for Health Promotion’

【Our goal: attaining the healthiest lifestyle and longest life expectancy in Japan】

### 3 Nurturing a society that is accessible to people with disabilities

The Oita Prefecture is proactive in supporting individuals with disabilities so that they may navigate through daily life and the workplace. Some of our efforts include securing housing options such as communal care facilities, promoting inclusive art and sports events, enacting initiatives that encourage a sense of security and independency, as well as raising wages and stable employment opportunities that cater to each individual’s needs. In utilizing a joint order and sales framework, we strive to create workplaces and infrastructures that people with disabilities find accessible.



People with disabilities working at fruit sorting site

【Our goal: attaining the highest employment rates for people with disabilities.】

#### 4 Preserving the rich environment for the future ~Fighting for A More Beautiful Oita~

In terms of protecting the abundant local natural environment, some of our work include advocating for the 3Rs and promoting sustainable industries, not to mention raising awareness in global warming and environment education. In continuing our work in ‘Fighting for a More Beautiful Oita’, we hope to make our prefecture even more beautiful and accommodating for everyone.

【Our goal: having 404,000 residents participate in the ‘Fighting for a More Beautiful Oita’ event each year.】



Experiencing the nature at the Sobokatamuki–Okue UNESCO Eco Park

#### 5 Establishing a lifestyle where people can truly feel safe and supported

The Oita Prefecture strives to create safe and supportive living conditions through the establishment of anti-crime, closely knitted communities complemented by adequate public transport. Some of our other missions include protecting consumer safety, nurturing a society where people and animals can coexist in harmony, as well as improving dietary education by ensuring food safety, food security, healthy eating habits, and promoting local foods.

【Our goal: reducing reported crime rates to 2,850 cases or less per year】



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

#### 6 Promoting a society that respects and supports human rights

Through education, we hope to realize the systematic and effective exploration, maintenance, discussion and support of human rights. Some of our specific focuses include preventing violence against women, reinforcing support frameworks for sexual abuse victims, and promoting gender equality. In doing so, our goal lies in nurturing a society where the concept of human rights is respected.

【Our goal: having 2,000 participants in our human rights seminars】



Festival promoting human rights



## 7 Reconstructing localities with assistance from diverse communities

In order to instil a true sense of community, the Oita Prefecture runs activities that incorporate cross-generational and cross-community communication. As part of our effort to raise awareness and participation in this matter, we are involved in connecting small rural settlements with aging populations, as well as nurturing intermediary networks (e.g. NPOs and volunteers) to tackle regional issues.

**【Our goal: recruit 452 relevant bodies that run activities requiring cross-generational engagement from elderlies, parenting families and other units】**



Support squad from a small village settlement participating in waterway restoration

## 8 Keeping Oita's land in good condition

When it comes to land management and voluntary disaster prevention, the Oita Prefecture is active in implementing significant flood control measures. Some of our work include offering support to independent volunteer organizations, volunteer training, self-and-mutual-assistance, as well as improving public infrastructure such as rescue and relief systems. Concurrently, we are involved in infectious disease control in response to influenza, COVID-19 and diseases prevalent in livestock.

**【Our goal: Implementing flood control on 22 locations based on track record in response to heavy rain in recent years.】**



Tamarai Dam at completion stage (render)

## 9 Promoting emigration & settlement

To encourage immigration and voluntary return ('UIJ Turn Phenomena'), in addition to promoting the highlights to living in Oita, the Oita Prefecture provides follow-up support on employment, settlement, as well as other components that are crucial to new incomers and returnees alike. In relaying relevant information and support, we hope to instigate college students and other members of the younger generation to settle in Oita for long-term.

**【Our goal: have 2,700 immigrants moving to Oita through implementing immigration promotion policies】**



Tokyo-based consultations for potential immigrants to Oita

## (2) Vitality

### 1 Creating a rewarding agriculture, forestry and fisheries industry

Creating an attractive and profitable agriculture, forestry and fisheries industry is an important goal to the Oita Prefecture. In order to achieve it, Oita Prefecture will accelerate structural reforms with securing and nurturing business-minded farmers, establishing production infrastructure, market-oriented production, distribution measures inside and outside Japan as a whole process. These efforts include;

1. Converting rice paddies to upland fields for more profitable crops.
2. Becoming one of Japan's top producers for beef cattle.
3. Reforms to turn the forestry and lumber industry into growth sectors through establishing a sustainable forestry industry.
4. Reforms to turn the fisheries industry into a growth sector through resource management.
5. Digitalizing the agricultural, forestry and fisheries industry.

【Our goal: generating 250 billion yen per year from production in the agriculture, forestry, and fishery industries.】

### 2 Invigorated and revolutionized promotion of the production industry

The Oita Prefecture places its efforts in multiple areas, which include ongoing support towards small-to-medium scale businesses, reinforcing startup support, boosting production values for service industries, as well as resolving regional issues and creating new business opportunities through the use of leading technology. From cultivating human resource through the industry-revolutionalizing 'OITA4.0', to reinforcing industrial clusters through the strategic highlighting and reinforcement of industrial sites, the Oita Prefecture aims to further promote its local industries.

【 Our goal: commercializing 20 projects such as IoT projects.】

### 3 Promoting the tourism industry through endorsing regional highlights

In conjunction to expanding the local inbound tourism market by meeting the diverse needs of visitors from Asia, Europe, the Americas and Oceania, the Oita Prefecture aims to enhance the profitability and adaptability of its local tourism-reliant production industries through reinforcing the business management framework of the tourism sector.

【 Our goal: reaching 7,630,000 accommodation reservations locally.】

### 4 Overseas strategies

The Oita Prefecture is expanding into overseas sectors through utilizing the vitalization and human resources outside of Japan. By implementing regional/country-specific strategies in areas such as the agricultural, forestry and fisheries industry, the processed goods and manufacturing industry, and the inbound tourism industry, we are strengthening our overseas networks while creating local employment and business start-up opportunities for exchange students. In doing so, we hope to work towards becoming a more multicultural local community.



Converting rice paddies to upland fields of large-scale horticultural production areas



Demo for the remotely controlled robot 'Avatar'



Guided fishing tour for visitors from overseas



Overseas promotion for the Oita Prefecture



## 5 Improving Oita's branding

Subsequent to creating the 'Oita, the Onsen Capital of Japan' branding image, we are currently continuing our work in utilizing more effective advertising methods. In promoting components such as Oita's culinary, natural and cultural highlights, we hold high expectations in improving Oita's branding through the application of digital marketing and advertisements that incorporate resident engagement.



Oita's promotional video for overseas viewers

【Our goal: Placing in 12<sup>th</sup> position in the survey for local branding】

## 6 Creating a vitalized and diversified workforce

The Oita Prefecture is implementing workplace reforms to create an accessible workforce where all individuals can exercise their skillsets. Through supporting younger workers in finding local work opportunities and promoting a diversified workforce, we aim to secure and cultivate our human resources.

【Our goal: to attain 498,400 employees aged between 15~69】



Student participating in technical training (Oita Advanced Technical Academy)

## 7 Nurturing a society where women shine

In addition to ending the view that there is a fixed, distinct division of roles based on gender and promoting women working in all professional fields, Oita aims to create a gender-equal society, in which people are able to demonstrate their individuality and ability as equal members of society regardless of gender. Our goal lies in nurturing a society where residents can work with one another while accepting a diverse range of lifestyles.

【Our goal: recruit 230 companies that make the Positive Action pledge for promoting women's activity under the Promotion Council for an Oita Where Women Shine】



Seminar for future women in leadership

## 8 Promoting regional vitality

The Oita Prefecture supports community planning in an engaging manner, incorporating regional resources such as local history, culture and geology to create new efforts and artistic opportunities. Other community planning efforts include the securement and training of local caregivers, as well as repurposing vacant houses.

【Our goal: attaining 1,800 items that address the creation of regional vitality】



Endorsing local highlights during the Rugby World Cup (Genryu Taiko)

## (Regional planning with local character)

The Oita Prefecture strives to foster industries and job opportunities through utilizing regional resources and specialties.

### Eastern Region

(Beppu, Kitsuki, Kunisaki, Himeshima, Hiji)

- Creating agriculture, forestry, and fishery industries that evolve with changing times
- Promoting tourism and vitalize the region through utilizing local resources
- Constructing community networks, and encouraging immigration and long-term residency
- Providing follow-up support to enterprises with local operations



A farmer aiming to expand kiwifruit production

### Central Region

(Oita City, Usuki, Tsukumi, Yufu)

- Making use of the artistic community's creativity to create more attractive urban spaces
- Raising visitor numbers by highlighting unique regional characteristics
- Cultivating robust management frameworks and securing local branding images
- Securing and cultivating human resources for unique industries



'VICOLO Hotojima food picking alley', a food festival in Hotojima Island

### Southern Region

(Saiki)

- Reinforcing management frameworks as one of Japan's leading aquaculture industries
- Establishing stable supply frameworks for high quality seasoned lumber production through utilizing a sustainable forestry industry
- Establishing a profitable agricultural production framework
- Promoting tourism that incorporates the region's natural, cultural and culinary components
- Creating Kyushu's most spacious townscapes that feel accessible and safe for all



Kabosu-fed Yellowtail



## Hohi Region

(Taketa, Bungo-ono)

- Promoting agricultural management frameworks that overcome competition, and securing future industry leaders
- Securing and cultivating leaders in the forestry industry, which often acts as the backbone to the economy of mountainous regions
- Drawing in tourists by utilizing abundantly available local resources
- Promoting industries that utilize highland and onsen resources
- Implement regional planning by promoting local specialties such as traditional arts and signature agricultural products



*Mizukagami*, a evening kagura performance at Yujaku Park

## Western Region

(Hita, Kokonoe, Kusu)

- Promoting the region's backbone industries, such as the forestry and lumber industries
- Promoting the animal husbandry industry by utilizing the resourceful natural environment
- Promoting the agricultural sector which utilize the strengths of local resources
- Raising visitor numbers and cases of accommodation-type tourist visits through utilizing the strength of local resources
- Maintaining rural settlement frameworks by promoting community networks



Activities performed in the midst of Okuhita's nature

## Northern Region

(Nakatsu, Bungotakada, Usa)

- Advocating for primary industries that maximize the region's features, as well as 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 automobile industry sector increasingly competitive
- Promoting tourism that draws visitors in by allowing them to experience the region's distinctive highlights
- Providing support aimed at revitalizing local communities



Nagasakibana, a hub for accommodation-type tourism

## (3) Development

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

The Oita Prefecture is dedicated to promoting education that gives individuals the power to explore their futures in an inspiring manner. By cooperating with universities committed to solving various administrative problems, we invest our efforts in cultivating world-class global citizens. Some of our work include strengthening measures designed to tackle bullying and truancy. Through creating networks between schools, homes and other members of the community, our goal is to nurture the younger generation in a healthy manner complemented by life-long support towards learning.

**【Our goal: attaining nationally recognized education standards】**



Curriculum that uses information and communications technology

### 2 Nurturing a creative Oita with art and culture

The Oita Prefecture endeavors to work towards responding to administrative issues by utilizing the creativity of art and cultural spheres. Through enhancing exposure and raising awareness on the appeals of the arts, as well as working alongside cultural facilities, art related NPOs and other relevant bodies, we hope to promote our traditional cultural assets and registered cultural properties through efforts of preservation, practical use, and inheritance.

**【Our aim: have 500,000 visitors to OPAM each year】**



The 33rd National Cultural Festival Oita 2018 and 8th National Art/Cultural Festival for Persons with Disabilities in Oita

### 3 The promotion of sport

The Oita Prefecture encourages residents in all stages of life to engage in the area of sports. Aside from maintaining prefectural sports facilities and preparing athletes for the global stage through the establishment of mentorship frameworks, we are passionate about vitalizing local regions through holding international sports events, inheriting the Rugby World Cup 2019 legacy, and participating in other sports-related endeavors.

**【Our goal: attain 45 participants each year in international competitions】**



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

### 4 Realizing transportation networks that support townscapes, people and workforce

As the gateway to eastern Kyushu, Oita strives to improve mobility across the prefecture by reinforcing the functionality of its harbors, airports and other core facilities. In addition to improving public transport frameworks such highway bus, ferry and flight networks, we are also committed to supporting initiatives that sustain wide transportation coverage such the Eastern Kyushu Shinkansen plan. In the process of forming comfortable urban spaces and providing everyday life and industrial support, we hope to lay foundation to the further growth of local townscapes, residents and workforces.

**【Our goal: transporting 3,900,000 people each year through our expansive public transportation】**



Rendered image of Shonoharu-Sano Road (Shimogori construction area) at completion stage

## &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.

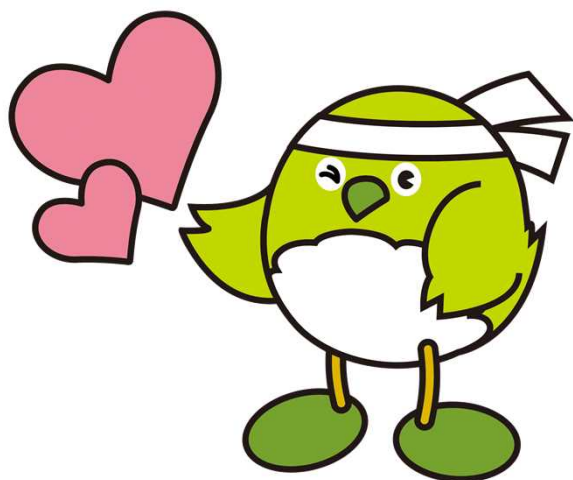
## &lt;The Prefectural Bird The Japanese White Eye (Mejiro)&gt;



【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&gt;



【Born December 24<sup>th</sup>, 2004】

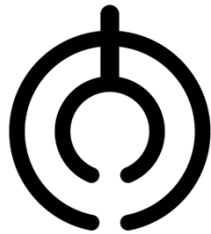
Born as the mascot character for the 63rd National Sports Festival of Japan, Mejiron remains active to this day as Oita Prefecture's Cheering Squad "Bird."

Height: 20.08 individual dried mushrooms

Weight: 200.8 individual kabosu citrus fruits



# OITA Prefecture



大分県

