



Yokohama's **International Strategy**

– Symbiotic Growth with the Int'l Community –

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Today's Topics



- 1) Yokohama's general information and history of local government diplomacy
- 2) Aims of establishment of the int'l strategy and anticipated changes of environment surrounding the City
- 3) Aims of promoting international projects
- 4) Our 6 priorities to revitalize Yokohama
- 5) Main activities of the City of Yokohama Frankfurt Representative Office

City of Yokohama Overview



- International Marine Eco-city
(158 years since the opening of the port)
- Population: approx. 3.7 million
(the largest municipality in Japan)
- Nominal GDP: approx. 12.5 trillion yen
(USD 110 billion)
- Access Haneda International Airport in as little as 25 minutes
- Rapid development and urbanization

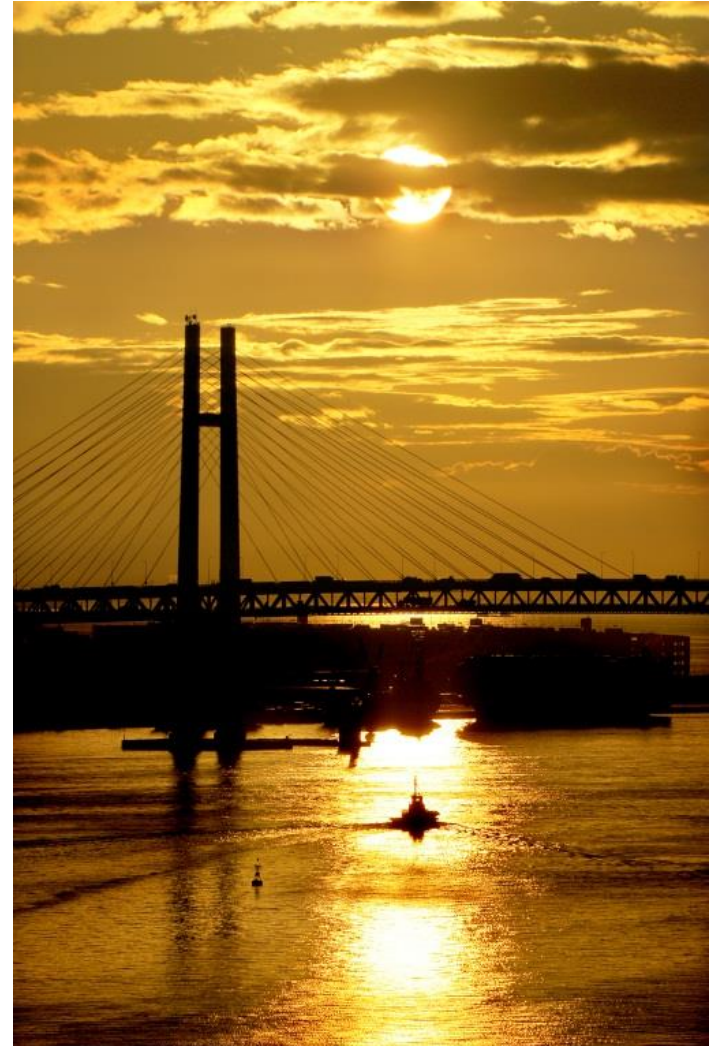
Yokohama City's local government Diplomacy Path



- 1859 Port Opening
- 1950 A New Start as an International Port City
- 1957 Sister-city Agreement with San Diego, U.S.A
【cornerstone of international exchange】
- 1963 Establishment of an Office in Hamburg, Germany
【basepoint for international business】
- 1986 ITTO Headquarters in Yokohama
【attracting international organizations】
- 1987 Foundation of CITYNET 【international networking】
- 2002 FIFA World Cup Final in Yokohama
【promotion of Yokohama's brand to all over the world 】
- 2008 TICAD IV Host City
- 2010 APEC Summit
- 2013 TICAD V Host City
- 2015 Y-PORT Center starts Operation
【international cooperation with citizen's coordination 】

The aim of establishment of the Int'l Strategy

- ✓ Share the same attitude among every department in the City Administration towards the goal of Yokohama's growth
- ✓ Reach the goal until 2020
- ✓ Decided at the City Council in Feb. 2016



Anticipated Changes of Environment surrounding the City



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Expansion of emerging and aging markets

- ✓ Strong demand for infrastructure
- ✓ Increasing middle-level income bracket
- ✓ Expansion of medical & health care market



Business Opportunities

Anticipated Changes of Environment surrounding the City



Shift to equal and mutual partnerships

Doing Business leads to International Contribution



Increasing the existence of companies as partners for development cooperation

Anticipated Changes of Environment surrounding the City



Increasing role of cities

In 2050, approx. 70% of the world's population will live in cities



“Era of the City”



**Within the frame of the world,
there are many things
Yokohama can do**

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Why promoting Int'l projects?



Significance of promoting international projects

= **“Investment”**

to contribute to the growth of Yokohama, as a sustainable city

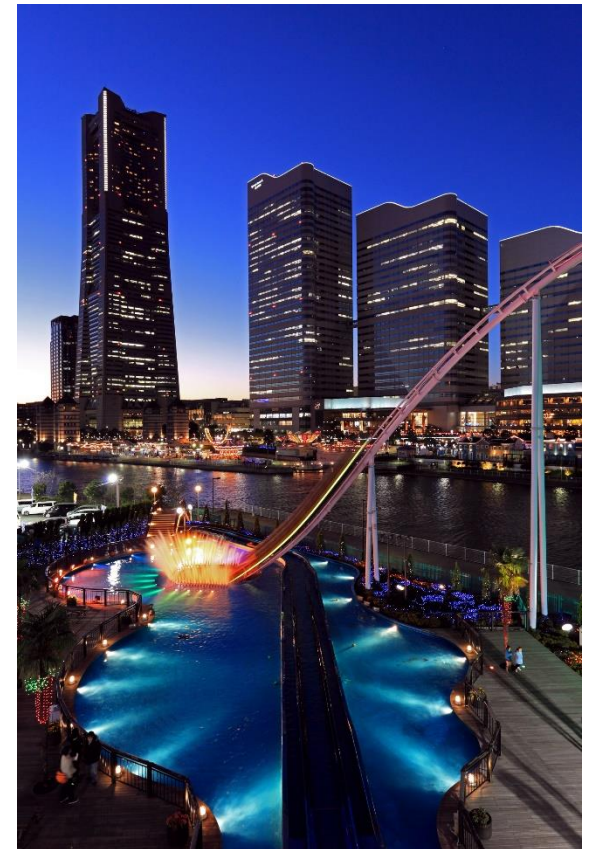
Aims of promoting Int'l projects

objective 1)

Learn from the dynamism of other nations

through the following tasks)

- Tourism • MICE
- Inviting & holding large sporting events
- Attracting foreign companies, supporting SMEs going abroad
- Promoting the Port
- Attracting foreign cruise ships
- Y-PORT projects, etc.



Aims of promoting Int'l projects

objective 2)

Create new value by sharing ideas
and opinions

through the following tasks)

- Support of student exchange for local students and students from overseas
- Support of foreign residents, development of multilingualism
- Improvement of education according to globalization
- Development of an international city, etc.



Aims of promoting Int'l projects

objective 3)

Build positive relationships with the international community

through the following tasks)

- Cooperation & Support with international organizations
- Making use of int'l conferences, sharing common issues & finding solutions
- Welcome to inspections & trainees from overseas, and sending the staff abroad, etc.



Selecting predominant matters

from the aspect of making use of Yokohama's strengths & opportunities, and making new strengths

strengths)

expertise in urban infrastructure, experience in hosting international conferences and large sporting events, etc.

opportunities)

expansion of tourism/MICE markets, demand for infrastructure in emerging nations, hosting large sporting events, etc.

Priority 1) Promotion to strengthen Yokohama's city brand

- ✓ Actively attending various international conferences to solve the global issues



The APEC Women and the Economy Forum, in Manila
(September 2015)



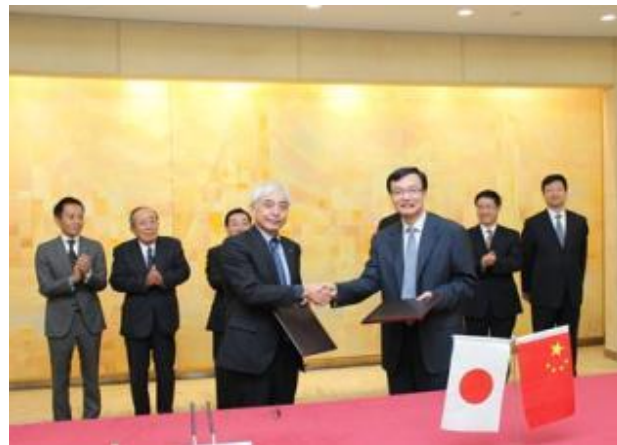
The APEC Women and the Economy
Forum, in Saint Petersburg
(June 2012)

Priority 2) City-to-City Cooperation through Partnerships and Networks

- ✓ Strengthening the network and city partnerships is directly linked to the development of the international projects



The 50th anniversary of 4 sister cities commemorative forum (June 2015)



The 40th anniversary ceremony of a sister city with Shanghai (November 2013)



The Barrio Fiesta in Yokohama (September 2013)

Priority 3) Energize the City through Tourism /MICE & Large sporting events



- ✓ Both increasing and holding various conferences and events would lead to accelerate Yokohama's growth



APEC Japan
Nov. 2010



Priority 4) Creation of Business Opportunities that drive Yokohama's Economy

- ✓ Both attracting foreign companies and supporting Yokohama's SMEs to enter foreign markets make Yokohama strong



Shin Yokohama District



Minato Mirai 21 District

Priority 5) International Cooperation based on Yokohama's Experience



International Cooperation Center

- ✓ Attracting international organizations, supporting the running of their business

1986	ITTO	1996	WFP
1987	IUC	1997	FAO
1992	CITYNET	2013	CITYNET Yokohama Project Office



Incorporate survey (Cebu)
(32 persons of 20 companies attended)

- ✓ Generating business opportunities with international cooperation

Y-PORT Organization (Yokohama Partnership of Resources and Technologies)

Demand for the infrastructure in developing countries is a big business opportunity

Priority 6) Encouraging Youth to Think and Act globally

- ✓ Expanding the exchange for young generation and promoting the growth for next generation

**Showing the world to the young generation
~support of high school students exchange programs~**



Main Activities of Frankfurt Office



- ✓ 1) Promotion to strengthen Yokohama's city brand
- ✓ 2) City-to-City cooperation through partnerships and networks
- 3) Energize the city through tourism/MICE and large sporting events
- ✓ 4) Creation of business opportunities that drive Yokohama's economy
- 5) Int'l cooperation based on Yokohama's experience
- ✓ 6) Encouraging youth to think and act globally



The City of Yokohama
Frankfurt Representative Office

- ✓ Enhancing the Presence of the City in Europe



The Smart Summit Frankfurt
(April 2016)



Japan- France local governments
exchange conference in Tours
(October 2016)

City Promotion

- ✓ Attracting European People to visit Yokohama



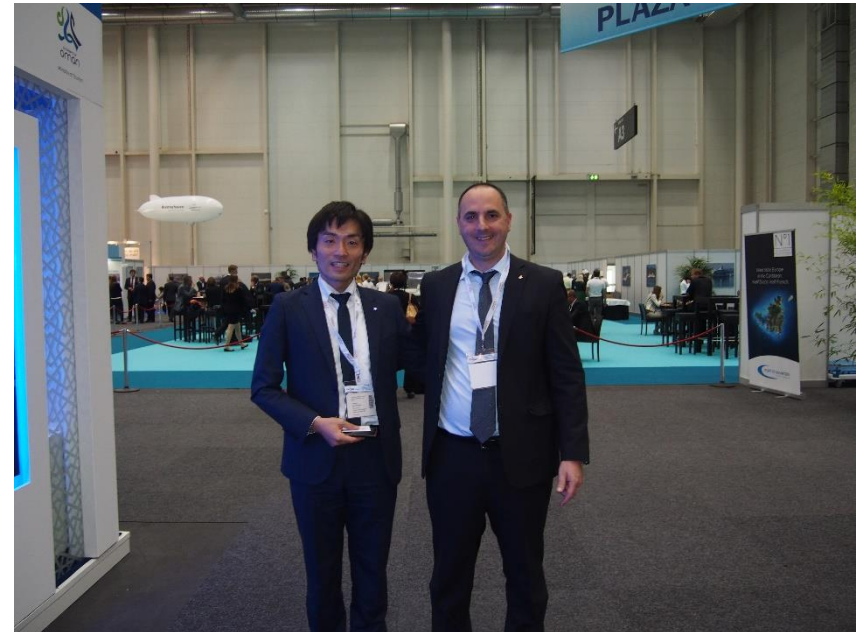
Japan Festival in Munich
(July 2015)



Japan Festival in Dusseldorf
(May 2016)

City Promotion

- ✓ Attracting Foreign Cruise Ships to Call at Yokohama



The Sea Trade Messe in Hamburg
(September 2015)

City-to-City Cooperation

- ✓ Promoting the city exchange
-the Mayor of Yokohama visited Frankfurt
(May 2016)



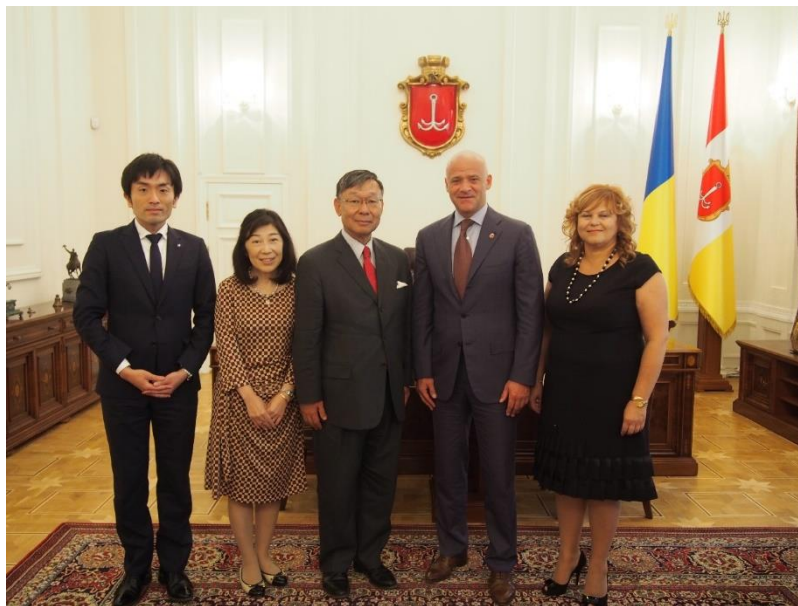
Making cooperation agreement
between Yokohama City University
and Goethe University

Next host country reception
in ADB 49th annual meeting



City-to-City Cooperation

- ✓ Promoting the city exchange with Odessa
(September 2015)



Courtesy call on the Mayor of Odessa

Exchange with Odessa's Children
through Quiz about Japan



Creation of Business Opportunity

- ✓ Attracting European companies to invest in Yokohama
 - Medical Care Manufacturer
 - Machine Tool Manufacturer
 - Laser Equipment manufacturer
 - Leading worldwide Hotel Company
 - Leading worldwide Language School
 - Business Consulting Company, etc.



Creation of Business Opportunity

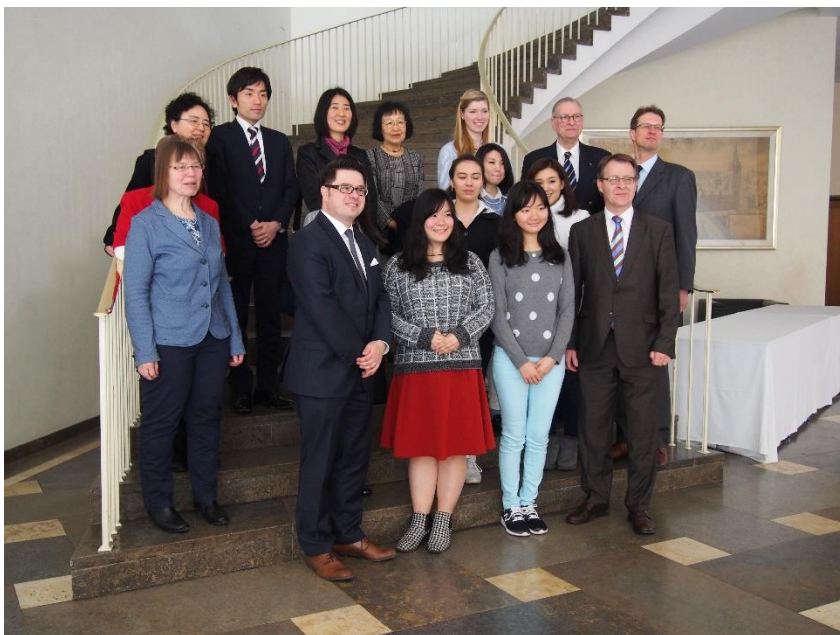
- ✓ Supporting Yokohama's SMEs to enter European market



The Bio Europe in Munich
(November 2015)

Supporting School Exchange

- ✓ Planning and Supporting students exchange between Frankfurt and Yokohama



High school students from
Yokohama in Frankfurt
(March 2015)



High school students from
Frankfurt in Yokohama
(October 2016)

Yokohama is growing together with the world

- creating mutually beneficial relationships
in the international community



OPEN FOR COOPERATION

Frankfurt und Yokohama city partnership – a perfect match >

Business



Texi Yokohama at Ambiente Frankfurt

The colorful and user-friendly Texi Yokohama 'Blister-Pack Clock' was in very high-demand on this year's Ambiente fair in Frankfurt.

more

Frankfurt & Yokohama



5 Years of close Friendship and City Partnership

On October 27th, the City of Frankfurt hosted a big anniversary celebration in the Town Hall's prestigious Emperors' Hall.

more

City politics



Yokohamas Mayor attended the 49th ADB Annual Meeting

From May 2nd till 5th 2016 Mayor Fumiko Hayashi visited Frankfurt and took part in discussions with the motto "Cooperating for Sustainability".

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Our New Website !
<http://yokohama-city.de/>



Thank you
for your attention!