As a business hub of East Asia, Fukuoka is aiming to be the most sustainable and prosperous region where people from diverse backgrounds gather. Fukuoka D. C. (Fukuoka Directive Council) set its goals and regional strategies in 2011 and its business agenda in 2012.

Fukuoka D. C. (Fukuoka Directive Council)
We are a Think & Do Tank group with members from the public, private, academic and civic sectors. We are committed to the formulation and implementation of strategies with global competitiveness to project the Fukuoka metropolitan region as the most sustainable region in Asia.
Image of Fukuoka

The Fukuoka metropolitan region aims to be the most sustainable region in a globally competitive Asia.

As a business hub of East Asia, Fukuoka has become a base for business communication, business development and trading, between Japan, China, Korea, Taiwan and other nations. Talented people from diverse backgrounds come to Fukuoka to work and live.

Transport people, goods, and information, safely and efficiently by well equipped infrastructure, for comfortable access to Asian markets and other domestic areas.

Increase global competition to attract various talented people. Increase the talented international community leading to prosperity. Multilingual ability of city residents is high.

Establish a pioneer regional development model for an aged society with a low birth rate

Goals

- **Gross Regional Product (GRP)**: +2.8 Trillion Yen (2.5% annual growth rate by 2020, higher than national strategic target)
- **Employment**: +60 thousand people (Projected average annual growth rate +0.5%)
- **Population**: +70 thousand people (Projected average annual growth rate +0.3%)

The original economic strategy goals of Fukuoka D.C. (announced in the spring of 2012)

Strategies

Measure Growth with an Importance on the Quality of Interaction
Reconstruction of the source of the growth

1. Create an incubating environment for export businesses
2. Diversity talented people
3. Create opportunities for innovative and creative communication

Fukuoka City and its surrounding area has been achieving economic growth from three sources – earnings from outside the area of Kyushu (Outgoing Industry), Population Increase and Branch Office Economy. However, it is estimated that if we do not act, Population Increase and Branch Office Economy will be attenuated in 10 years. Moreover, Outgoing Industry still has room for growth and has not made full use of its strong point – the proximity to Asia. As the importance is on the quality of interaction to measure growth, and with the increase in export enterprises, Fukuoka D.C. commits to the first point of making the environment appear challenging from the outside. The second point will be addressed by the increase in the flow in the population in Fukuoka, Fukuoka D.C. will in turn, strengthen the diversities of talented people. Finally, the last point of strengthening the central function of business, Fukuoka D.C. will make opportunities for innovative and creative communication. With these strategies, Fukuoka D.C. will reconstruct the three resources.

Select the priority areas to concentrate on and invest resources intensively

- **Prioritized Restoration as Outgoing Industries**
  1. Contents
  2. Fashion
  3. Higher Education
  4. E-Commerce
  5. Tourism
  6. Food
  7. Life-related Service (Environment, Welfare)
  8. Global Research and Development

- **The Economic Infrastructure**
  1. Restoration of Small and Medium-sized businesses
  2. Financing
  3. Human Resource Development
  4. Experimental Project

- **Urban Development**
  1. Central City
  2. Waterfront
  3. Transport Network
  4. Living Environment
Business Project

Feasibility survey by working group (WG) meeting (Feasibility Study: F/S) and draw up the business projects, implement the projects by business entities.

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<td>Place the Diagnosis</td>
<td>Investigate Regional Strategy</td>
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<td>10/13 Summit</td>
<td>Brainstorm plan of action</td>
<td>Human Resource Development</td>
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<td>11/17 Symposium</td>
<td>Public Relations</td>
<td>Public Relations (PRs)</td>
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<td>12/9 Board Member Meeting</td>
<td>Decide Priority Areas</td>
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Propulsion of Regional Strategy

Investigate the Project

- 4/20 City Development Strategy Forum
- 4/25 Board/General Meeting
- 8/9 Board Member Meeting
- 8/23 Citizen Forum
- 10/10 Board Member Meeting
- 10/12 City Development Strategy Forum
- 12/7 Board Member Meeting
- 2/14 Executive Committee

Establish the WGs

- Feasibility Study by each WG
- Draw up Business Schedule

Support the WGs (Coordinate and Industrialization)

- Support and management WGs meetings
- Technological support for F/S and draw up business schedules
- Directly-managed undertaking
- Marketing/Human Resources Development/Management Promotion Strategies
- International Practical Training (April, October)

Collaboration with Business entities

- Project Management work
- Support Fundraising work
- Directly-managed undertaking
- Marketing/Human Resources Development/Management Strategy
- Master Class
- Participate in LLGA (Living Labs Global Award)

Compose the Business Entities

Enforce the projects by Business entities

Propulsion of Regional Strategy

Enforce the Project

- 4/17 Board/General Meeting
- 6/7 Public Forum
- 10/3 Board Member Meeting
- 11/5 Summit
- 12/11 Board Member Meeting

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<td>6/7 Public Forum</td>
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Promote the regional strategies

To advance the regional strategies which were implemented in 2011, sections and then projects were decided on. Under the leadership of the Chairperson, each section decided the project it would take on and the project leader (PL and Vice Chairperson), must play a central role to carry out the feasibility study and draw out the business plans.

Tourism WG
- Improve the international recognition of Kyushu as a destination
- Activate inbound and outbound, two-way communication
- Expand the gateway function of the Fukuoka urban area among hospitality communications in Kyushu

Environment WG
- Elaborate on the idea of smart city model version Fukuoka and establish the plans
- Improve the recognition of smart city model version Fukuoka at domestic and foreign areas
- Create and gather new outgoing environmental industries in all Kyushu

Human Resources WG
- Make international societies with talented people play the active parts
- Encourage and locate global firms which create quality employment
- Increase residents who relate to global business and such activities

Urban Development WG
- High quality local amenity creation which support the life and business industry activities of residents
- Establish the framework to bring people, enterprises, and investment to the city
- Outgoing industrialization of local amenity creation (export the know-how from local amenity creation)

Food WG
- Globally high quality branding of food culture in Fukuoka and Kyushu
- Adding of value among food industries of Kyushu and phased raising to outgoing industries
- Maximization of synergy from other themes such as tourism and urban development
Organization Structure

**General Meeting**

**Chairperson**

Shingo Matsuo  Kyushu Economic Federation / Chairperson (Kyushu Electric Power Co., Ltd. / Adviser)
Norio Sueyoshi  Fukuoka Chamber of Commerce and Industry / Chairman (Coca-Cola West Co., Ltd. / Chairperson)
Susumu Ishihara  Fukuoka Association of Corporate Executives / Chairperson・Kyushu Railway Company / Chairperson
Kazuyuki Takeshima  Fukuoka Employers’ Association / Chairperson・Nishi-Nippon Railroad Ltd. / Chairperson
Setsuo Arikawa  Network of Fukuoka Universities / Chairperson・Kyushu University / President
Soichiro Takashima  Greater Fukuoka Administrative Promotion Council / Chairperson・Fukuoka City / Mayor

**Vice-Chairperson**

Masaki Yamashita  Kyushu Economic Federation / Vice President・Tourism Strategy Division of JTB Travel corporate Headquarters / Manager
Tatsuo Yokoyama  Nishi-Nippon Railroad Co., Ltd., Urban Development Headquarters / Manager
Hiroyuki Yoshida  Fukuoka City, Economy, Tourism & Culture Bureau / MICE Promotion Section Director

**Tourism working group**

Chairperson  Susumu Ishihara  Kyushu Economic Federation / Vice President
Vice-Chairperson  Osamu Yoshizaki  Tourism Strategy Division of JTB Travel corporate Headquarters / Manager
PL  Tatsuo Yokoyama  Nishi-Nippon Railroad Co., Ltd., Urban Development Headquarters / Manager
PL  Hiroyuki Yoshida  Fukuoka City, Economy, Tourism & Culture Bureau / MICE Promotion Section Director

**Environment working group**

Chairperson  Hiroto Yasuura  Kyushu University / Executive Vice President
Vice-Chairperson  PL  Makoto Maeda  Kyushu University, Intellectual Property Strategy Headquarters / Vice General Manager

**Food working group**

Chairperson  Yoshihiko Nakamura  Fukuoka Chamber of Commerce and Industry / Senior Executive Officer
Vice-Chairperson  PL  Koichi Gono  Fukuoka Regional Bureau of Economy and Culture / Director
PL  Tatsuo Yokoyama  Fukuoka City, Economy, Tourism & Culture Bureau / MICE Promotion Section Director

**Human Resources working group**

Chairperson  Eiichi Nakamura  Fukuoka City, General Affairs & Planning Bureau / Director- General
Vice-Chairperson  Akiko Kato  The Nishinippon Shimbun Co., Ltd. / Honorary Member Editing Committee
PL  Hiroaki Mitsuyama  Fukuoka City, General Affairs & Planning Bureau / Executive Director

**Urban Development working group**

Chairperson  Koichi Hashida  Fukuoka Association of Corporate Executives / Vice President Secretary
Vice-Chairperson  PL  Kenichi Fujinaga  Kyushu Electric Power Co., Ltd. / Executive Director Operating Officer / Waterfront
Vice-Chairperson  PL  Shigeyuki Takasaki  Nishi-Nippon Railroad Ltd. / Representative Operating Officer, Tenjin / Watanabe-dori
Vice-Chairperson  PL  Yuzuru Hongo  Kyushu Railway Company / Executive Director / Surrounding Hakata Station

**Auditor**

Yuji Shirakawa  The Bank of Fukuoka / Representative Operating Officer
Sadamasu Okamura  Nishi-Nippon City Bank Ltd. / Senior Executive Officer

**Adviser**

Hiroshi Ogawa  Governor Fukuoka Prefecture
Osamu Yoshizaki  Ministry of Land Kyushu / Director of Kyushu Regional Development Bureau
Naoyuki Satou  Ministry of Land / Transportation Chief of Kyushu Bureau
Ikirou Hirozane  Ministry of Economy / Director of Kyushu Regional Bureau of Economy
Sadaharu Oh  Honorary Citizen of Fukuoka City
Koichi Hashida  Ministry of Land / Member of National Land Policy Research Board
Hitotaka Mori  Fukuoka Assembly / Chairperson

**Secretariat**

Taichi Goto  Director General
Yoshihito Kajiwara  Deputy Director General
Toru Nabeysama  Full-time Adviser
Emiko Szasz  Director
Miyuki Matsuda Macri  Fellow
Hiroyasu Amano  Fellow
Daisuke Mori  Fellow
Shuhei Ishimaru  Fellow

**Organization Structure**

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Norio Sueyoshi  Fukuoka Chamber of Commerce and Industry / Chairman (Coca-Cola West Co., Ltd. / Chairperson)
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Kazuyuki Takeshima  Fukuoka Employers’ Association / Chairperson・Nishi-Nippon Railroad Ltd. / Chairperson
Setsuo Arikawa  Network of Fukuoka Universities / Chairperson・Kyushu University / President
Soichiro Takashima  Greater Fukuoka Administrative Promotion Council / Chairperson・Fukuoka City / Mayor

**Secretariat**

6F Fukuoka City Hall North Annex 1-10-1 Tenjin Chuo-ku, Fukuoka 810-0001 JAPAN
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www.fukuoka-dc.jpn.com  E-mail info@fukuoka-dc.jpn.com

as of 30th September, 2013
Fukuoka Directive Council Official Members

Official Members (58)

Aso Corporation
ITOUCHU Corporation Kyushu Branch Office
Institute of Systems, Information Technologies and Nanotechnologies (ISIT)
Kyushu University
Kyushu Telecommunication Network Co., Inc.
Kyushu Electric Power Co., Ltd.
Kyushu Toshi Seibi Center Co., Ltd.
Kyushu Railway Company
Kyudenko Corporation, Inc.
KDDI Corporation
Coca-Cola West Co., Ltd.
Tetsuo Kobori Architects
Congress Corporation Kyushu Branch Office
Saibu Gas Co., Ltd.
Kyushu TLO Company Limited
JR Hakata City Co., Ltd
JTB Corp.
Shimizu Corporation Kyushu Branch Office
Shin-Idemitsu Co., Ltd.
Shin Nihon Seiyaku Co., Ltd.
Seiko Electric Co., Ltd.
Sogo Medical Co., Ltd.
Taisei Corporation Kyushu Branch Office
Dazzling 9 Inc.
Tokusui Corporation
Urban Renaissance Agency Kyushu Branch Office
Toyokawa Architects & Associates
Nishi-Nippon City Bank Ltd.
The Nishinippon Shimbun Co., Ltd.
Nishi-Nippon Railroad Co., Ltd.
Nippon Telegraph and Telephone West Corporation
Japan Convention Service, Inc.
NEC Corporation Kyushu Branch Office
Piped Bits Co., Ltd.
Pacific Star Japan K.K.
Hitachi, Ltd. Kyushu Branch Office
Fukuoka Urban Laboratory LLC
Fukuoka Asian Urban Research Center (URC)
The Bank of Fukuoka
Fukuoka Airport Building Co., Ltd
Fukuoka Prefecture
Fukuoka City
Fukuoka Jisho Co., Ltd.
Fukuoka Chamber of Commerce and Industry
Fukuoka Realty Co., Ltd.
Fukuju Corporation
Fukuya Co., Ltd.
Fujitsu Limited Kyushu Branch Office
PaperLess Studio Japan Co., Ltd.
Hawks Town Corporation
Matsumoto-gumi Corporation
Misawa Homes Institute of Research and Development Co., Ltd(MHIRD)
Sumitomo Mitsui Banking Corporation
Sumitomo Mitsui Construction Co., Ltd.
Mitsui & Co., LTD. Kyushu Branch Office
Mitsubishi Electric Corporation Kyushu Branch Office
The Bank of Tokyo-Mitsubishi UFJ, Ltd.
LOVE FM International Broadcasting Co., Ltd.

Special Members (6)

General Incorporated Associations Kyushu Economic Federation
Network of Fukuoka Universities
Fukuoka Association of Corporate Executives
Fukuoka Employers’ Association
Fukuoka Autonomous Council and Ward Assembly for 7 Districts in Fukuoka
Greater Fukuoka Administrative Promotion Council

Affiliate Members (22)

Orix Corporation
National Students Information Center Nasic
Kajima Corporation Kyushu Branch Office
Organization for Promotion Academic City by Kyushu University (OPACK)
Kyushu Real Estate Co., Ltd
Genkai Capital Management
JR Kyushu Jet Ferry Inc.
Sumitomo Realty & Development Co., Ltd. Kyushu Branch Office
Daiko Kyushu Advertising Inc.
Takenaka Corporation Kyushu Branch Office
Dentsu Kyushu Inc.
Tokyo Stock Exchange, Inc.
Tosu City
Nishitetsu City Hotel Co., Inc.
Development Bank of Japan, Inc. Kyushu Branch Office
Hotel New Otani Hakata
Fabils Co., Ltd.
Fukuoka University
Hotel Okura Fukuoka Co., Ltd.
Hotel Nikko Fukuoka
Mitsui Fudosan Co., Ltd. Kyushu Branch Office
Mitsubishi Corporation Kyushu Branch Office

※as of 4th October, 2013