

## Getting to Kagoshima City

### By plane

| International           |         |
|-------------------------|---------|
| Seoul (Incheon)         | 90 min  |
| Shanghai (Pudong)       | 100 min |
| Taipei (Taoyuan)        | 120 min |
| Hong Kong (Hong Kong)   | 180 min |
| Domestic (Major cities) |         |
| Tokyo                   | 100 min |
| Nagoya                  | 80 min  |
| Osaka                   | 70 min  |
| Naha                    | 80 min  |

### Getting to Kagoshima Airport

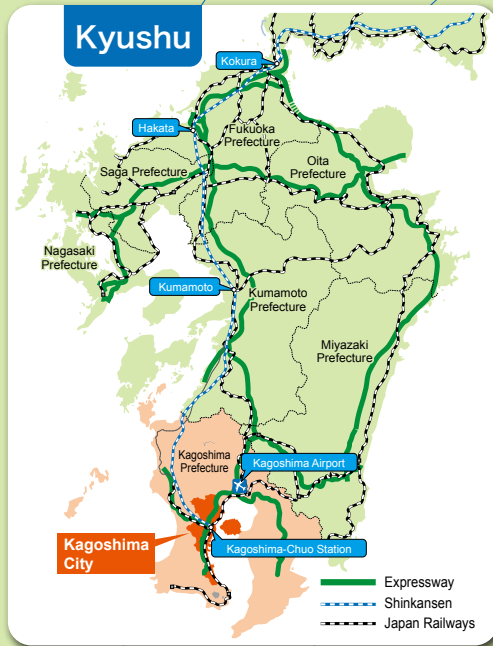
Kagoshima-Chuo Station  $\xrightarrow{\text{Approx. 40 min}}$  Kagoshima Airport

### By Shinkansen

|            |                       |                        |
|------------|-----------------------|------------------------|
| Shin-Osaka | Fastest at 3 h 41 min | Kagoshima-Chuo Station |
| Hiroshima  | Fastest at 2 h 19 min |                        |
| Hakata     | Fastest at 1 h 16 min |                        |

### By car

| Kyushu-Jukan Expressway | Distance | Duration   |
|-------------------------|----------|------------|
| Kagoshima to Fukuoka    | 278km    | 3 h 9 min  |
| Kagoshima to Kumamoto   | 175km    | 2 h 6 min  |
| Kagoshima to Miyazaki   | 150km    | 1 h 51 min |



## Information

### Exchange-Related

Kagoshima City International Affairs Division.....TEL:81-99-216-1131  
 Kagoshima International Exchange Foundation TEL:81-99-226-5931  
 Kagoshima International Association .....TEL:81-99-221-6620

URL:<http://www.city.kagoshima.lg.jp/>  
 URL:<http://www.kiex.jp/>  
 URL:<https://www.kiaweb.or.jp/>

### Tourism

Kagoshima City Tourism Promotion Division.....TEL:81-99-216-1510  
 Kagoshima Convention & Visitors Bureau .....TEL:81-99-286-4700  
 Kagoshima Prefectural Visitors Bureau .....TEL:81-99-223-5771

URL:<http://www.kagoshima-yokanavi.jp/>  
 URL:<http://www.kagoshima-yokanavi.jp/cvb/>  
 URL:<http://www.kagoshima-kankou.com/>

### Industry

Kagoshima City Industrial Policy Division .....TEL:81-99-216-1318  
 Kagoshima Trade Association .....TEL:81-99-251-8484  
 Kagoshima Trade Information Center, .....TEL:81-99-226-9156  
 Japan External Trade Organization (JETRO)

URL:<http://www.city.kagoshima.lg.jp/>  
 URL:<http://www.kibc-jp.com/>  
 URL:<https://www.jetro.go.jp/en/invest/region/data/kagoshima/>

## Next-Asia-Kagoshima Future Innovation Strategy

Formulated on Oct. 23, 2018  
 Revised March 2022

Kagoshima City Asian Strategy Office TEL:81-99-808-7510 URL:<http://www.city.kagoshima.lg.jp/>



Revised Version

# Next-Asia-Kagoshima Future Innovation Strategy

**KAGOSHIMA CITY**



**Kagoshima City**



# Kagoshima City: The Gateway to Japan and Asia



There's a reservoir of energy bubbling beneath the surface of Sakurajima. It is magma. It ignites the dreams of those of us who live here. It fuels our passion to support each other and welcome new friends. It drives our community toward a sustainable future. Come and experience Magma City. Together we will make your dreams come true.

### <Thai>

เมืองคาโกชิม่า เมืองแห่งการแลกเปลี่ยนวัฒนธรรมซึ่งตั้งอยู่ทางตอนใต้ของประเทศญี่ปุ่น ด้วยภูมิศาสตร์ที่ตั้งอยู่ในทวีปเอเชีย จึงมีประวัติศาสตร์อันยาวนานในฐานะที่เป็นประตูสำคัญในการแลกเปลี่ยนวัฒนธรรมกับประเทศอื่นๆ ในทวีปเอเชียมาตั้งแต่สมัยโบราณ เมืองคาโกชิม่าถูกล้อมรอบไปด้วยทัศนียภาพทางธรรมชาติอันงดงาม ไม่ว่าจะเป็น "เกาะภูเขาไฟซากุระจิม่า" อันกว้างใหญ่ไพศาล และ "อ่าวคิงโค" ที่มีคลื่นลมสงบ มีอากาศที่อบอุ่น อาหารที่หลากหลาย และทรัพยากรธรรมชาติที่อุดมสมบูรณ์ เช่น บ่อน้ำแร่ออนเซ็น จึงถือได้ว่าเป็นเมืองที่เป็นแหล่งการค้า มีชีวิตชีวาและมีสีสันอยู่ตลอดเวลา

ภายใต้กลยุทธ์ "เอเชีย คาโกชิม่า" เมืองคาโกชิม่ามีความมุ่งมั่นที่จะกระชับความสัมพันธ์กับคนจากประเทศต่างๆ ในภูมิภาค/ทวีปเอเชียผ่านการแลกเปลี่ยนข้อมูล สิ่งของ รวมถึงการพูดคุยระหว่างกันต่อไป

Kagoshima City, having a population of some 600,000 people and located at the southern end of Kyushu, Japan, has a long history as a gateway for exchanges between Japan and other parts of Asia. Today, it continues to develop as a key exchange city in southern Japan, having a wide network of land, sea, and air traffic with air routes to major cities in Japan and overseas, as well as the Kyushu Shinkansen. The city boasts of streets filled with flowers throughout the year, streetcars running on some of the first grassed trackways in Japan, and numerous ferries coming and going from the waterfront with its refreshing sea breezes. The Tenmonkan district, which is home to many historical sites and restaurants, and the Kagoshima-Chuo Station area, which is a hub of transport and commercial facilities, are always bustling with residents and tourists. The natural landscape, typified by the majestic cone of Sakurajima and the quiet waters of Kinko Bay, the mild climate, the hot springs gushing forth around the city, and the food culture which gave it the title "town of flavor" have created a life of abundance for its residents. It also features a full range of business and other urban functions that have been highly developed over the city's long history.



## Overview of Kagoshima City

- Population** 593,128 (as of October 1, 2020)
- Area** 547.58km<sup>2</sup> (as of October 1, 2020)
- Sister Cities** Naples (Italy), Perth (Australia), Miami (USA)
- Friendship City** Changsha (China)



Just 4 km across Kinko Bay from downtown is the active volcano of Sakurajima, the symbol of Kagoshima. The Sakurajima-Kinkowan Geopark, which is blessed with a rich variety of tourism resources, is aiming for global recognition. Ferryboats run 24 hours a day to connect downtown Kagoshima with Sakurajima in just 15 minutes.



Streetcars are a convenient way of getting around the city. About 8.9 km of streetcar tracks have been grassed, forming a 35,000-m<sup>2</sup> green carpet that creates a soothing, relaxing space. It won the Grand Prize at the 2012 Asian Townscape Awards.



Tsurumaru Castle was home to the Shimazu clan, who ruled Kagoshima for some 700 years.



Around 270 hot springs can be found in the city, the highest number among the prefectural capitals in Japan. In terms of both quantity and quality, Kagoshima is one of the top hot spring cities in the country.



There is plenty to see in Kagoshima: tourist attractions like the Kagoshima City Aquarium, where visitors can come face to face with the world's largest fish, the whale shark, and the Hirakawa Zoological Park, which has the most koalas in Japan; festivals like the Ohara Matsuri with its more than 20,000 dancers; and the Kagoshima Kinko Bay Summer Night Fireworks Display which features 15,000 fireworks.

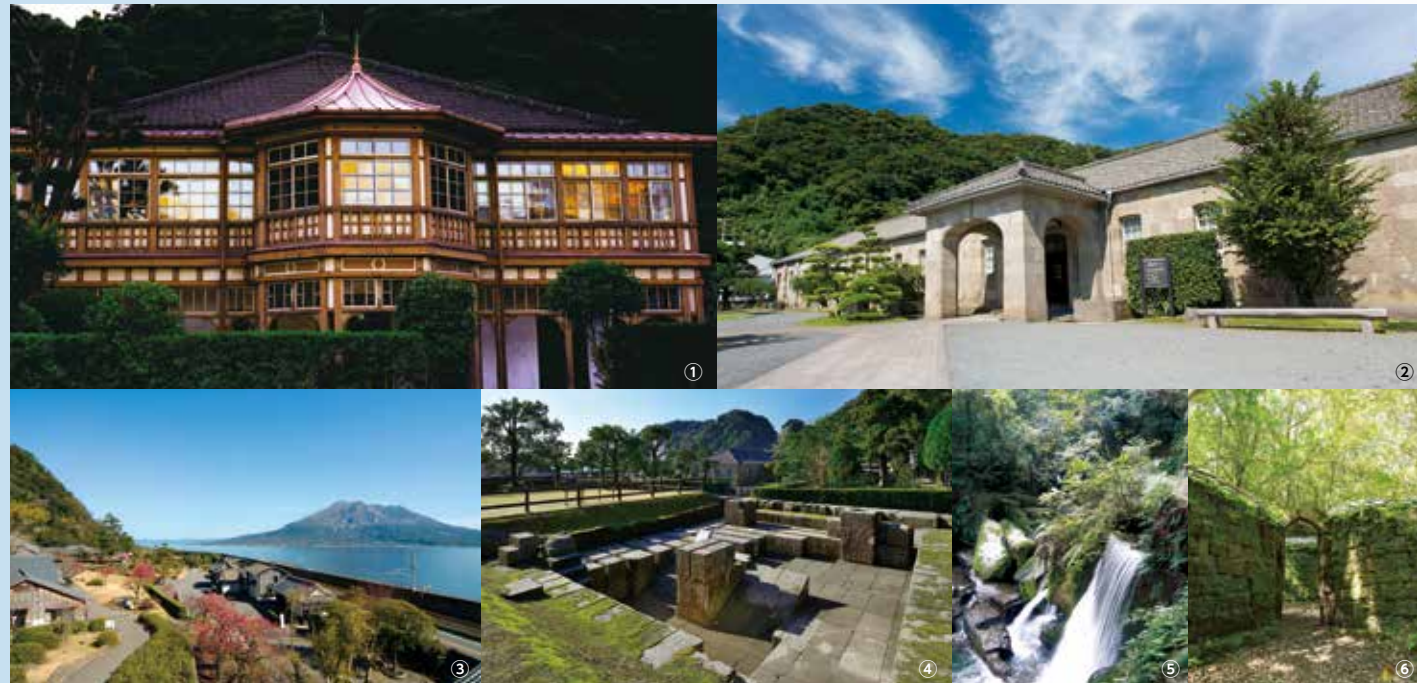


Marine Port Kagoshima offers wonderful views of Sakurajima and Kinko Bay. It takes many cruise ships from around the world.



## A Town of World Heritage Sites: Where Japan's Modern Industry Began

At the end of Japan's Edo period (1603-1867), the wise Shimazu Nariakira of the Satsuma clan that ruled Kagoshima at the time was aware of the dangers posed by the encroachment of the Western powers on Asia. To modernize his domain's industry and military, he carried out a wide range of research and manufacturing of iron and glass, ships, cannons and other weapons, steam locomotives, telegraphs, photographs, and other technological developments. The Shuseikan Project was the major project that started Japan's industrial revolution. The sites that remain tell of those days; these include the former Shuseikan, the Terayama Charcoal Kiln, and the Sekiyoshi Sluice Gate of Yoshino Leat, which are inscribed on the World Heritage list as part of the "Sites of Japan's Meiji Industrial Revolution: Iron and Steel, Shipbuilding and Coal Mining."



① Former Kagoshima Spinning Engineer's Residence (Westerner's House) ② Former Shuseikan Machinery Factory ③ Sengan-en Garden  
④ Reverberatory furnace ⑤ Sekiyoshi Sluice Gate of Yoshino Leat ⑥ Terayama Charcoal Kiln

## Kagoshima, the Town of Flavor: A treasure trove of fresh, safe, reassuring food

Blessed with a warm climate and a rich natural environment, Kagoshima is a treasure trove of food. It has developed its own food culture with influence from the Chinese mainland and the Ryukyu Islands. Many authentic culinary delights await visitors: Kagoshima Black Beef, one of the country's finest wagyu-style beefs; Kagoshima-brand Black Pork; seafood like the Kibinago herring and greater amberjack; Japan's greatest production of sweet potatoes and second-greatest production of tea; the Sakurajima daikon radish, which is grown on the active volcano of Sakurajima and recognized by the Guinness Book of Records as the world's heaviest radish.



① Dishes with black pork and black beef ② Kibinago herring sashimi ③ Satsuma-age fried fishcake ④ Shochu liquor ⑤ Sakurajima daikon radish  
⑥ Shirokuma shaved ice ⑦ Tea

## A Lively Town

Tenmonkan, Kagoshima's main street, and the area around Kagoshima-Chuo Station, Japan's southernmost Shinkansen station and where transport and commercial facilities are concentrated, are always bustling with residents and tourists. Kagoshima City is a lively town, thanks to the concentration of its tourism industry that includes the city's restaurant and hotel industries, its wholesale, retail, and manufacturing industries that handle the prefecture's bountiful food, and other industries such as health care and welfare service. Many traditional handicrafts are still made by craftsmen in the old way; these include authentic Oshima Tsumugi fabric, Satsuma Kiriko cut glass, Satsuma ware, Satsuma tin vessels, bamboo crafts, and Yakusugi cedar products.



① Tenmonkan District ② Kagoshima-Chuo Station Vicinity ③ Authentic Oshima Tsumugi fabric ④ Satsuma Kiriko cut glass ⑤ Satsuma ware

## A Town Where Many People Come, Learn, and Grow

Kagoshima City is home to six of the prefecture's graduate schools, universities, junior colleges, and other higher education institutes, at which more than 300 international students from other parts of Asia are enrolled.



 **Kagoshima University**  
Departments: 9  
Graduate schools: 10  
research departments  
School website:  
<https://www.kagoshima-u.ac.jp/>

 **The International University of Kagoshima**  
Departments: 3  
Graduate schools: 3  
research departments  
School website:  
<https://www.iuk.ac.jp/>

 **Shigakukan University**  
Departments: 2  
Graduate school: 1  
research department  
School website:  
<http://www.shigakukan.ac.jp/>

 **Kagoshima Women's College**  
Departments: 3  
School website:  
<http://www.jkajyo.ac.jp/>

 **Kagoshima Immaculate Heart College**  
Departments: 2  
School website:  
<https://www.k-junshin.ac.jp/juntan/>

 **Kagoshima Prefectural College**  
Departments: First section 3  
Second section 1  
School website:  
<http://www.k-kentan.ac.jp/>





## Rationale Behind the Strategy

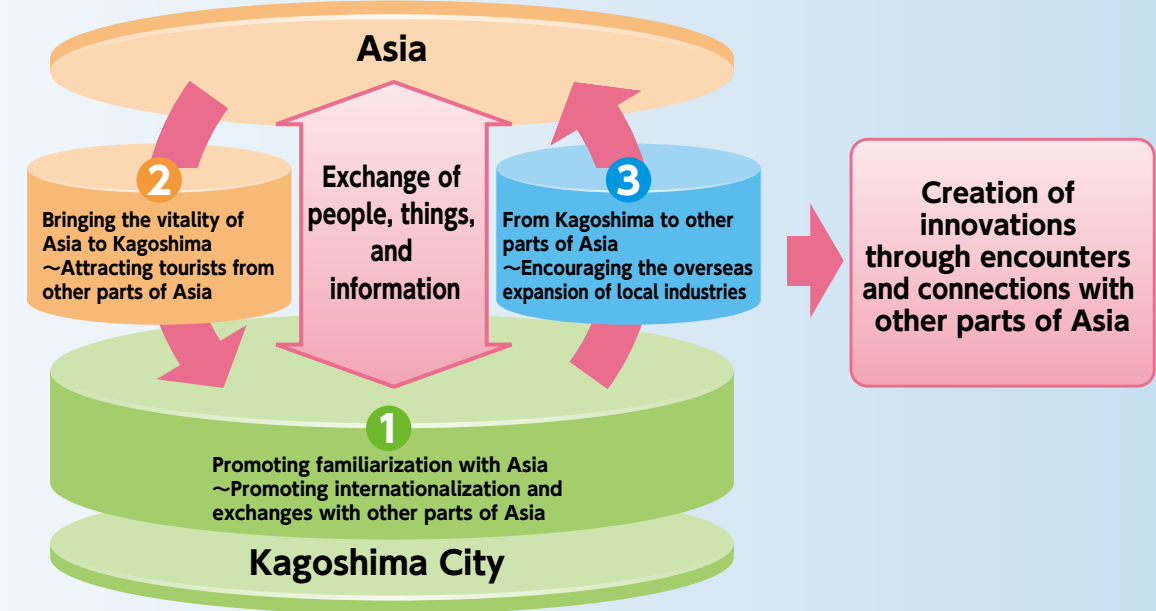
Kagoshima City has formulated its Next-Asia-Kagoshima Future Innovation Strategy as a new vital force that will serve as an engine of growth for a multifaceted interchange of people, things, and information in Asia, while looking ahead to the new era and marking the 150th anniversary of the Meiji Restoration. The strategy lays out the general framework for initiatives where residents, NPOs, businesses, universities, and all relevant organizations, such as the city, prefecture, and state, in addition to universities, associations of people from Kagoshima in Asia, all come together as one and confirm long-term goals toward the next 10 years, with regard to the relationships between the city and other regions or countries in Asia. (Revised March 2022)

## Period

FY2018 to FY2026 (9 years)

## Toward the Creation of Innovation

By promoting this strategy, each citizen can encounter people, things, and information from other parts of Asia and form connections with them. This is expected to give rise to new realizations and ideas, further deepening relations with other Asian people and expanding networks. Creating a virtuous circle of deepening and expanding relations with other parts of Asia will lead to the creation of innovation in the local community. This, in turn, will generate a new vital force in the city.



## «Strategic Framework Diagram»

### Vision

- Asia becoming a daily, familiar thing to the citizens of Kagoshima
- Many foreigners, including international students from other parts of Asia, living and working in the city
- People frequently traveling between the city and other parts of Asia for business or leisure
- Citizens and businesses actively expanding their operations in other parts of Asia

**Future Image** Growth from a regional city in Japan to a “Core Asian City”

### Basic Strategies

**1**  
Promoting familiarization with Asia  
~Promoting internationalization and exchanges with other parts of Asia

Main Targets

Children and youth who will lead the future

**2**  
Bringing the vitality of Asia to Kagoshima  
~Attracting tourists from other parts of Asia

Main Targets

China, South Korea, Singapore, Thailand, Vietnam, Taiwan, Hong Kong

**3**  
From Kagoshima to other parts of Asia  
~Encouraging the overseas expansion of local industries

Main Targets

China, South Korea, Singapore, Thailand, Vietnam, Taiwan, Hong Kong

### Basic Policies

- ① Promoting internationalization among citizens
- ② Promoting exchanges with other parts of Asia
- ③ Encouraging the development of foundations for exchange with other parts of Asia

### Main Initiatives

- Encouraging exchanges at citizen level
- Promoting exchanges between foreign residents such as international students, technical intern trainees, and citizens
- Promoting the creation of a region where different cultures can coexist in harmony
- Promoting the creation of a town where foreign nationals can also live safely and with peace of mind
- Promoting the development of people with a strong international outlook
- Deepening exchanges with other parts of Asia
- Encouraging people from other parts of Asia to come to Kagoshima to study
- Promoting network building in Asia with foreigners who have lived in Kagoshima city
- Promoting the creation of and maintaining overseas air routes in liaison with related organizations and groups
- Encouraging the development of port facilities in liaison with the prefecture and the state
- Carrying out the City Promotion aimed at expanding Kagoshima-fan base in Asia
- Spreading information effectively through inviting and collaborating with members of the media and bloggers, offering Kagoshima as a film location, etc.
- Creating one-of-a-kind attractions by refining tourism resources and enhancing events, etc.
- Improving the system for accepting foreign tourists
- Attracting MICE and other types of tourism that cater to diverse needs
- Attracting cruise ships and improving the system for accommodating them
- Encouraging the hiring of international students from other parts of Asia in the city
- Conducting surveys and research related to the flourish of human resources from other parts of Asia and their founding businesses
- Encouraging the development of a stable system for accepting technical interns and other trainees from other parts of Asia
- Supporting businesses exhibiting in fairs in order to develop or expand sales routes throughout Asia
- Encouraging the strengthening of the Kagoshima brand in Asia through tie-ups with the prefecture and related organizations
- Encouraging tie-ups with creative industries that specialize in dealings with other parts of Asia
- Supporting the export of agricultural, forestry, fishery, and processed food products to Asia through cooperation with the prefectural government and related organizations
- Encouraging initiatives toward expanding sales routes throughout Asia by utilizing new technologies such as ICT
- Providing information and consultations about foreign affairs
- Enhancing support functions for overseas expansion

### Key Projects

#### Immersion Project: “Asia in Kagoshima”

(Creation of opportunities for citizens to meet people from Asia and experience the language, traditional culture, and food of each country and region while in Kagoshima)



#### Appeal Creation Project: “Echo in Asia! KAGOSHIMA STORY”

(Creation of tourism contents that allow people to experience Kagoshima's original charms, promotion of various types of new tourism)



#### Liaison Enhancement Project: “Kagoshima@Asia Network”

(Building human networks between businesses in Kagoshima and Asia, supporting the collection of information on businesses taking on the challenge of overseas expansion, etc.)



### Key Performance Indicators

#### Number of participants in international exchange programs

Current status: 1,367 people FY 2020  
Target: 2,120 people FY 2026

#### Number of participants in multicultural projects

Current status: 1,938 people FY 2020  
Target: 3,200 people FY 2026

#### Number of foreign overnight visitors from Asia

Current status: 270,000 people CY 2017  
Target: 470,000 people CY 2026

#### Tourism expenditure per visitor from Asia per night

Current status: 31,700 yen CY 2019  
Target: 34,100 yen CY 2026

#### Number of business contracts through overseas expansion to Asia using city projects

Current status: 6 cases FY 2017  
Target: 47 cases in 9 years FY 2026