

AICHI VISION 2020



AICHI VISION 2020

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Introduction

As globalization of the world economy escalates and emerging countries gain greater power, competition among metropolitan areas is increasingly fierce on a global scale. Now that Japan is entering an era marked by a shrinking and aging population, metropolitan areas with high potential must lead the growth of the entire country in order to survive against global competition.

Under these circumstances, the opening of the Chuo Shinkansen between Tokyo and Nagoya scheduled for 2027 will have a significant impact on the structure of metropolitan areas in Japan and it is necessary that we, Aichi Prefecture, take advantage of this opportunity to take further leaps forward.

Aichi, with its population forecast to peak in 2015, will soon face a rapid acceleration in the aging of its population. In the aftermath of the Great East Japan Earthquake, the Prefecture has also been urged to substantially revise its policies regarding disaster prevention and energy security to build a safe and sustainable society.

With this awareness in mind, and aiming to clarify the direction Aichi should take from a mid to long-term perspective, we established the Aichi Vision 2020 in March 2014.

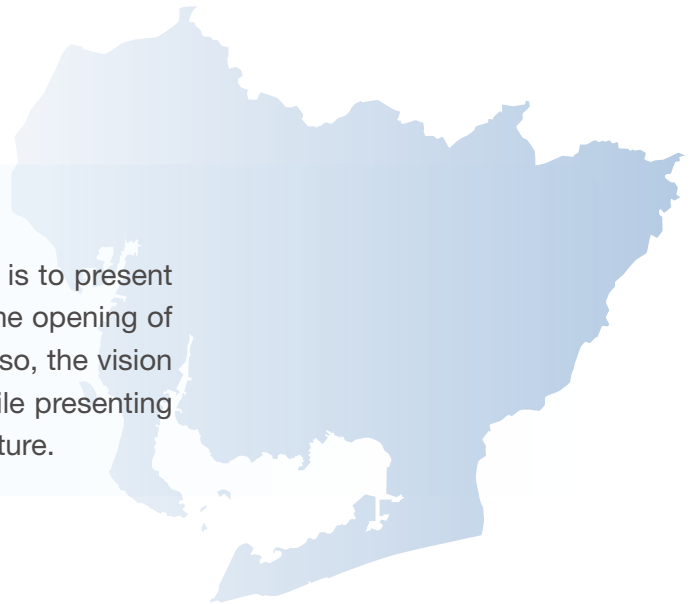
This pamphlet is a reader-friendly guide to the Vision, explaining the ideal Aichi for which we are aiming, the basic goal, the direction of policies to achieve that goal, and other related matters.

We are determined to develop a new Aichi community in collaboration with all the residents of the prefecture and the many related parties, including the national and municipal governments, businesses, and a wide range of other organizations. We sincerely appreciate your continued understanding and cooperation in working together to achieve these goals.

Hideaki Ohmura

Hideaki Ohmura
Governor, Aichi Prefecture

AICHI VISION 2020



Objective

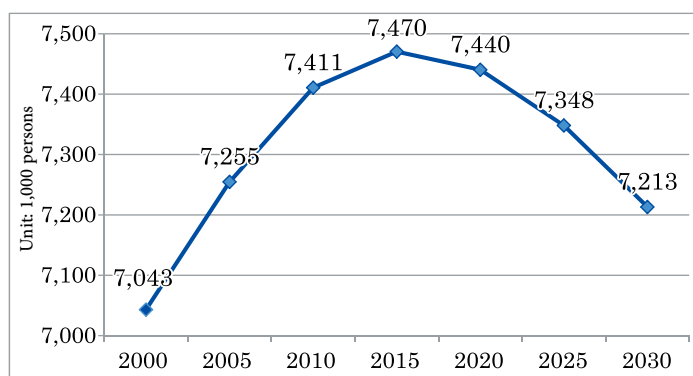
The central objective of establishing Aichi Vision 2020 is to present an outlook for around 2030, which will be soon after the opening of the Chuo Shinkansen (between Tokyo and Nagoya). Also, the vision will clarify key strategies to be promoted by 2020, while presenting directions to be taken by each region within the prefecture.

I Outlook for Society and Economy in 2030

1. Unprecedented super-aging society with a shrinking population

- ◆ The population of Aichi Prefecture is expected to peak in 2015 at 7.47 million and then to decrease to 7.44 million in 2020 and to 7.213 million in 2030.
 - The productive-age (15–64 years old) population in 2030 is estimated to be 4.383 million, about 10% less than 4.839 million in 2010, while the elderly population (65 and older) is expected to increase substantially to 1.995 million in 2030, up about 32% from 1.506 million in 2010.
 - The elderly ratio of Aichi in 2030 will be 27.7%. Although this rate is relatively low compared to the national average of 31.6%, the elderly population in Aichi is expected to grow at a pace faster than the national average.

<Outlook for Aichi's population>



<Outlook for populations by age group>

Unit: 1,000 people. Figures in parentheses indicate the percentage (%) of total population.

	Total population	Population by age group		
		0 – 14 years	15 – 64 years	65 and older
2010	7,411	1,066 (14.4)	4,839 (65.3)	1,506 (20.3)
2015	7,470	1,030 (13.8)	4,651 (62.3)	1,789 (24.0)
2020	7,440	971 (13.1)	4,561 (61.3)	1,908 (25.6)
2025	7,348	901 (12.3)	4,504 (61.3)	1,943 (26.4)
2030	7,213	835 (11.6)	4,383 (60.8)	1,995 (27.7)

Sources: "Population Census" by the Ministry of Internal Affairs and Communications, "Population Projection by Prefecture (estimated in March 2013)" by the National Institute of Population and Social Security Research.

- ◆ Along with the aging of society, single-person households will increase greatly, bringing a shift in the major form of the family unit in society, from the nuclear family household to the single-person household.
- ◆ As the concentration of the population in metropolitan areas will accelerate, the weight of Aichi Prefecture within the national population is expected to rise from 5.8% in 2010 to 6.2% in 2030.

2. Highly globalized world economy led by Asia

- ◆ In the 2020s, Asia is expected to play the leading role in the world economy, with China predicted to overtake the United States as the world's largest economy.
- ◆ Meanwhile, the growth of advanced countries, including Japan, will weaken, causing concern that Japan's presence in the world economy will gradually dwindle.
- ◆ As the world economy becomes more interdependent and follows the flattening trend, global expansion of businesses will accelerate. This is expected to make competition for human resources fiercer across the globe.
- ◆ In addition to changes in industrial structure, such as the increasing weight of the service industry, escalation of the trend of companies seeking highly fluid employment systems is also expected. This will accelerate labor movement across industries and companies.

3. Increased disaster risk and environment/energy risks

- ◆ With the 70% possibility of an earthquake of magnitude 8 or higher expected within the next thirty years, the massive Nankai Trough earthquake could happen at any time in the near future. It is essential that we work toward "disaster mitigation," an approach to minimize the damage from such a disaster.
- ◆ With concerns for tighter supply and demand of resources/energies associated with the population increase worldwide and economic growth of emerging countries, efforts should be made to promote diversification in energy supply.
- ◆ As the economic growth of emerging countries and dependence on fossil fuels are causing concerns for escalating global warming and harmful effects on ecosystems, we should make region-wide efforts to reduce the burdens on the environment.

4. Impact of the Chuo Shinkansen

- ◆ The Chuo Shinkansen between Tokyo and Nagoya, scheduled to open in 2027, will bring an immense change in the national land structure and have a significant impact on the regional development of Aichi Prefecture.
- ◆ The opening of the Chuo Shinkansen is expected to not only vitalize exchange with the Tokyo metropolitan area in industrial activity and tourism, but also expand exchange with areas along the line, such as southern Nagano Prefecture and Yamanashi Prefecture.
- ◆ Due to concern that the Tokyo Olympics in 2020 will accelerate overconcentration of the population and industry in Tokyo, we should seek strategic development of our region making effective use of regional strengths.
- ◆ We must take full advantage of new transportation potential generated by the Chuo Shinkansen, such as utilization of the Tokaido Shinkansen and the intermediate stations of the Chuo Shinkansen.

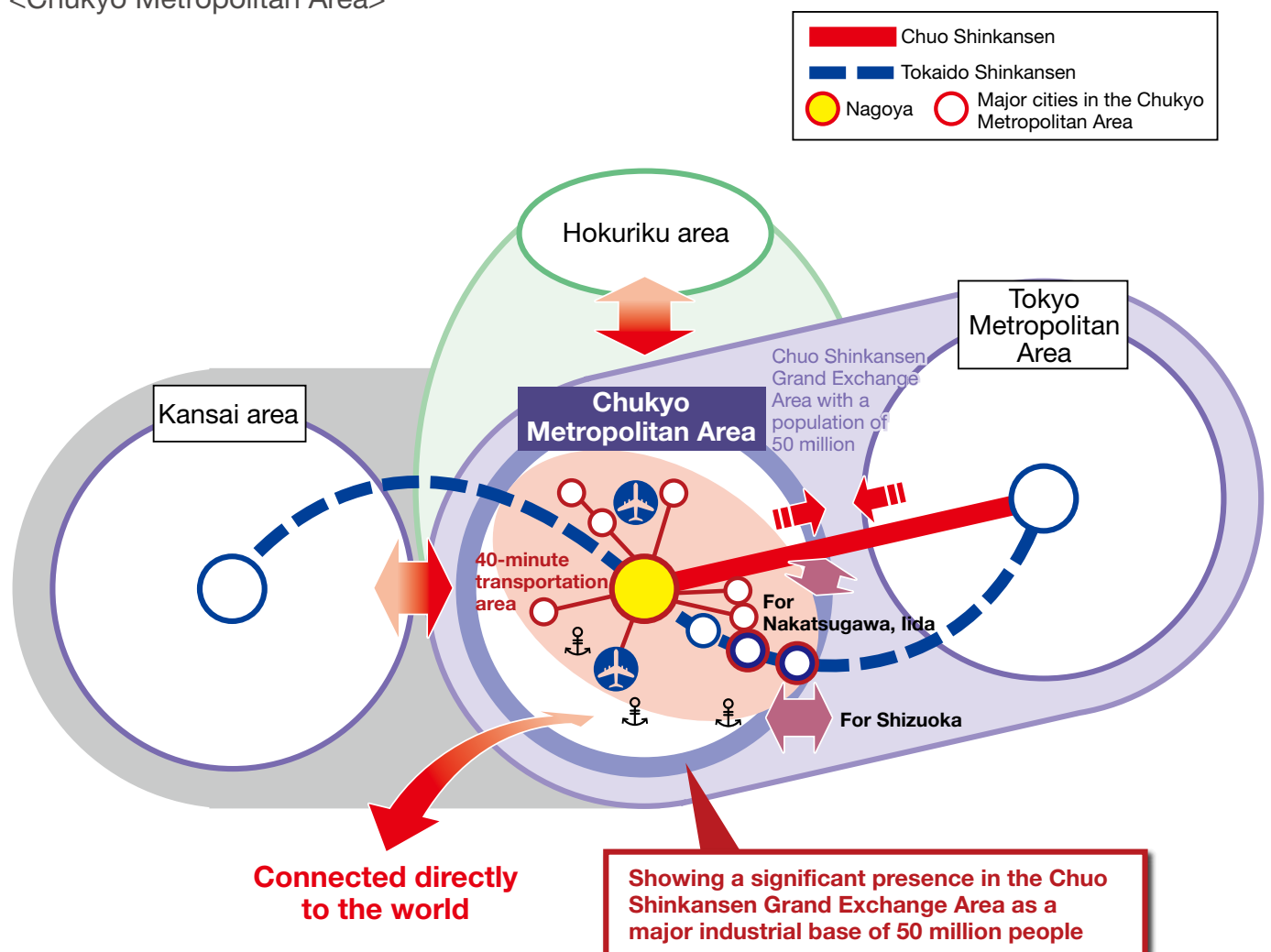
II Aiming for an Ideal Aichi

1. Displaying the Chukyo Metropolitan Area's significant presence in the world taking full advantage of the Chuo Shinkansen

— A metropolitan area based in the western Chuo Shinkansen Grand Exchange Area with a population of 50 million attracting people, goods, money, and information

- ◆ The opening of the Chuo Shinkansen between Tokyo and Nagoya in 2027 will generate a massive exchange area from the Tokyo metropolitan area to the Chukyo area with a population of around 50 million. Until the line is extended to Osaka in 2045, this region will be the western base of the Chuo Shinkansen Grand Exchange Area.
- ◆ Taking full advantage of the impact from the Chuo Shinkansen, we are designating a broad area covering Nagoya and its peripheral municipalities with close-knit social and economic connections (80 to 100 km around Nagoya) as the “Chukyo Metropolitan Area,” which will expand its influence into the Hokuriku and the Kansai areas while maintaining a unique presence in contrast to the appeal of the Tokyo metropolitan area.
- ◆ In fulfilling a significant role in the Chuo Shinkansen Grand Exchange Area as a major industrial base connected directly to the world while spreading the various appeals of the region, the Chukyo Metropolitan Area will attract people, goods, money, and information from both inside and outside Japan.

<Chukyo Metropolitan Area>

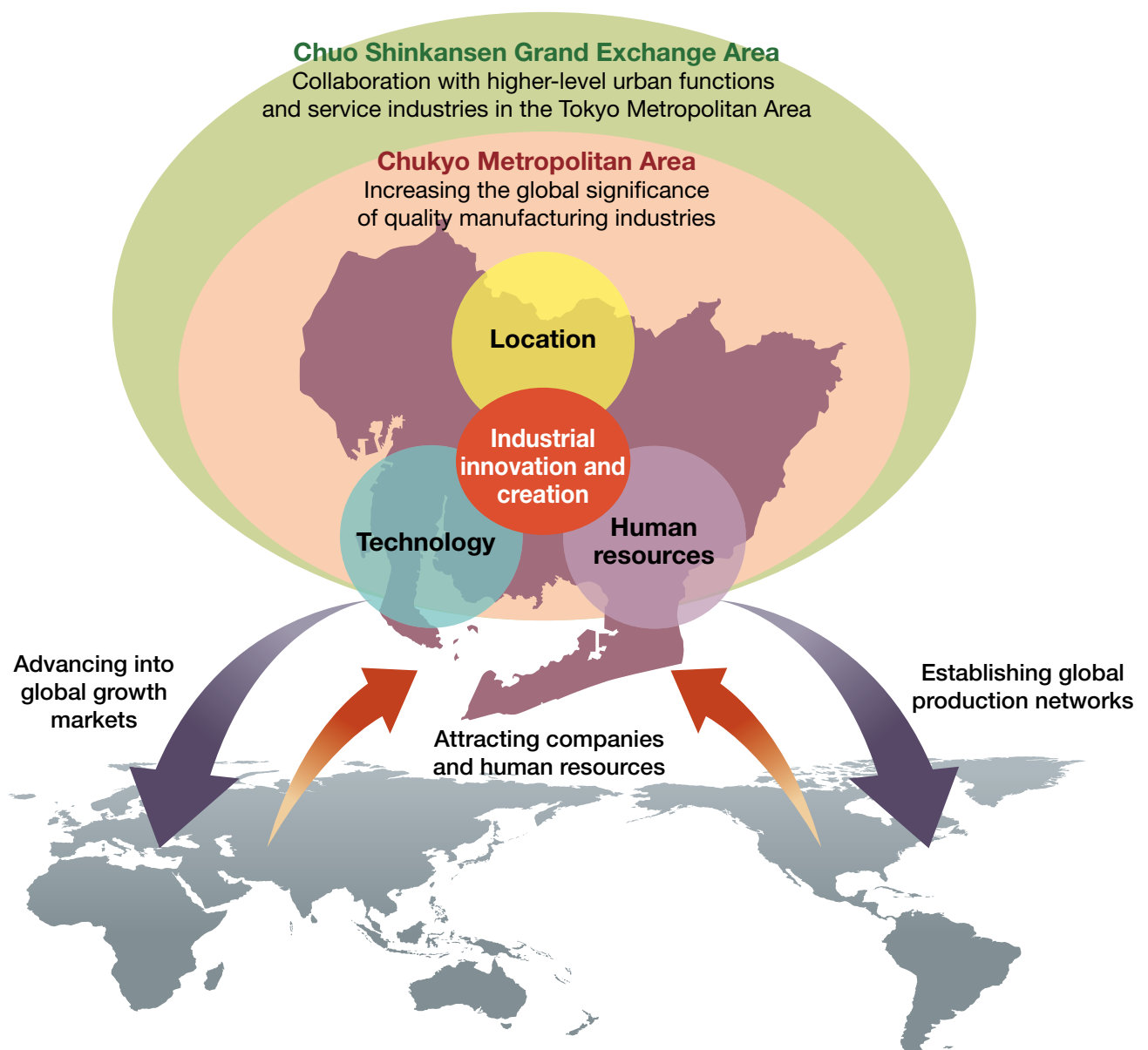


2. Leading the growth of Japan as a base of industrial innovation and creation

— The most powerful industrial prefecture attracting businesses and human resources, producing innovative technology and promoting growth industry

- ◆ The geographical advantage of the Chukyo Metropolitan Area will be enhanced through the establishment of a broad road network and the opening of the Chuo Shinkansen. Companies will gather from inside and outside Japan, and human resources developed within the region and the people who come from areas both in Japan and overseas will work together to continually create innovative technologies.
- ◆ In the expanding world economy, the global significance of quality manufacturing in this region will increase, with companies proactively advancing into growth markets and global production networks being established.
- ◆ Within the Grand Exchange Area born from the opening of the Chuo Shinkansen, higher-level business models will be developed and employed in growth industries, while pursuing synergy from collaborations with advanced service industries in the Tokyo Metropolitan Area.
- ◆ Based on these dynamic initiatives, we will become powerful leaders in the growth of Japan as a base of industrial innovation and creation.

<Base of industrial innovation and creation>



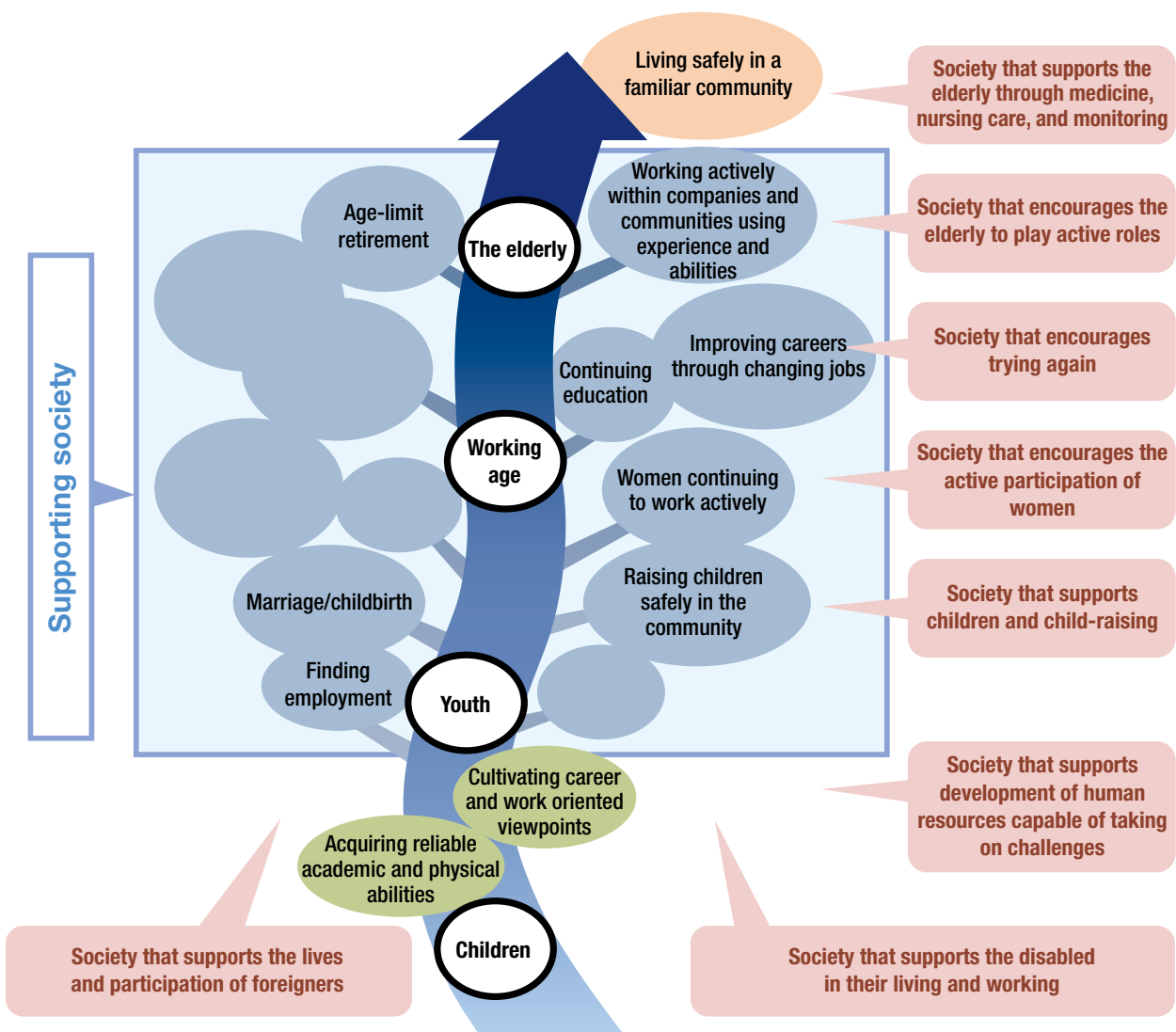
II Aiming for an Ideal Aichi

3. Safe and secure society where everyone can flourish while holding onto their hopes and dreams

— An Aichi where all people including women, the elderly and the disabled, play active roles

- ◆ With our sights set on the decreasing population, we aim at building a society that recognizes diversity and is supported by all of its citizens, where everyone, men or women, from the young to the elderly, regardless of disability or nationality, can play active roles in all stages of life.
- ◆ We will bring about a society where people can develop their careers by taking on challenges and trying again if they fail; a society where anyone who desires to can have a family and children, and can receive child-raising support from the entire community; a society where women can continue working actively; a society where elderly people can demonstrate their experience in companies and communities; and a society where everyone can live in health and safety throughout their 90's.
- ◆ Furthermore, we will establish a society that can protect the life and property of residents from earthquakes, crime, and other harm, as well as a sustainable community that can balance preservation of the environment with development of the regional economy.

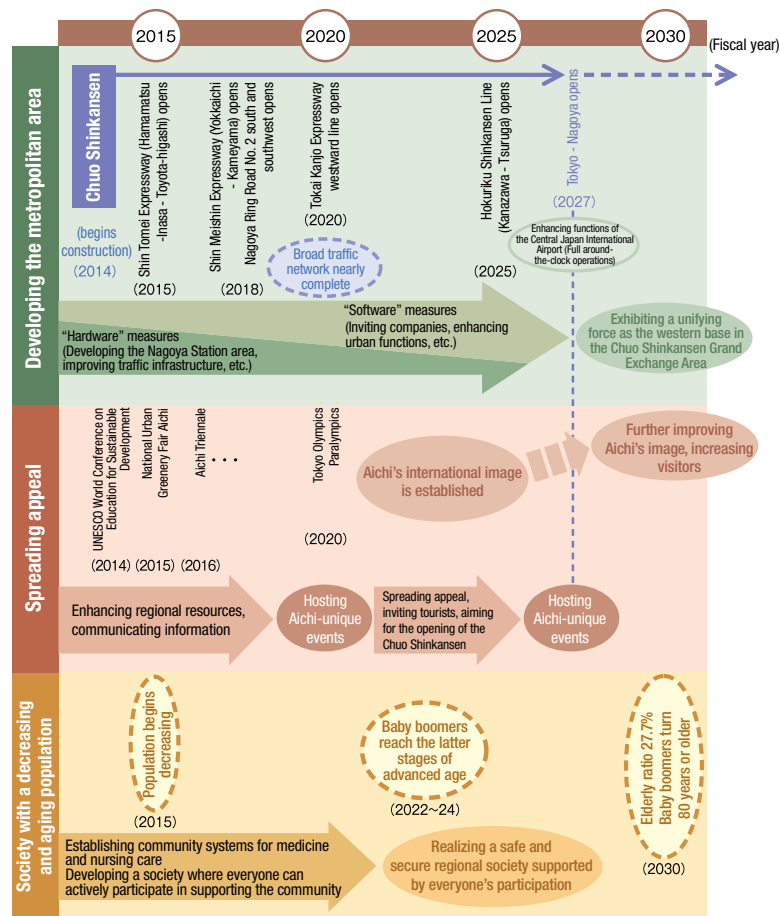
<Society that supports life-long proactivity>



1. Regional Development with a mid to long-term vision

- ◆ The broad road network of the Chukyo Metropolitan Area is scheduled to be completed around 2020, the same year the Tokyo Olympics will be held. The Chuo Shinkansen will commence operations in 2027. We will develop our metropolitan area strategically, while keeping 2020 and 2027 in mind.
- ◆ At around 2015, our society will transition into population decline, and the baby boomers will reach the latter stages of advanced age from around 2022 to 2024. While keeping in mind these changes in the population structure, we will establish community systems to ensure safe and secure living, and develop human resources and a society that will enable everyone to participate in supporting the community.

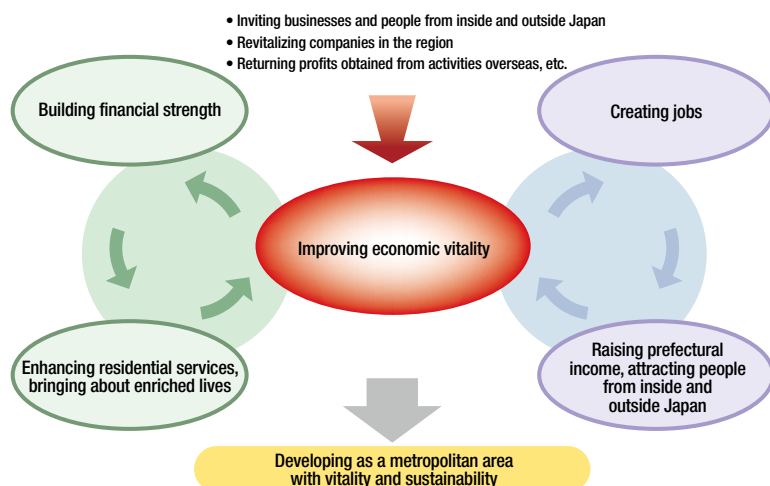
<Regional Development concept>



2. Virtuous cycle of economic vitality and enriched lives

- ◆ By inviting businesses and people from inside and outside Japan to revitalize the region's economic activity, we aim to enrich prefectural finances and improve residential services in medicine, welfare, and education, enriching the lives of the citizens.
- ◆ Revitalized economic activity will create new jobs and raise citizen's income, as well as attracting people from inside and outside Japan, generating new markets and industries.
- ◆ In this virtuous cycle of economic vitality and enriched lives of the citizens, our region will develop as a metropolitan area with vitality and sustainability.

<Virtuous cycle of economic vitality and enriched lives>



3. Basic goal of "Aichi Vision 2020"

Enriched lives through Japan's No.1 vitality

IV Key Political Issues and Directions of Major Policies

1 Chukyo Metropolitan Area

— Working toward a metropolitan area serving as the western base in the Chuo Shinkansen Grand Exchange Area covering a population of 50 million

We will establish a traffic network to maximize the benefits of the opening of the the Chuo Shinkansen, establish and enhance infrastructure and functions for international exchanges, integrate advanced urban functions in the urban center of Nagoya, and promote the autonomy of the metropolitan area.



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Chuo Shinkansen

- Promote the development of the Chuo Shinkansen and expand the 40-minute transportation area from Nagoya by railway.
- Promote the development of the Shin Tomei Expressway, San-en Nanshin Expressway, Nagoya Ring Road No. 2, Meiho Road, Nishi-Chita Road, etc.
- Integrate advanced urban functions in central Nagoya.
- Enhance functions of the Central Japan International Airport, starting with construction of a second runway (to enable full around-the-clock operation), and enhance the functions of the ports of Nagoya, Mikawa, and Kinuura.
- Promote the autonomy of the metropolitan area and the Chukyo Metropolis initiative.

2 Globalization

— Working toward a region that attracts vital resources from around the world

While developing and acquiring global human resources and establishing an environment friendly to foreign residents, we will assist companies in the prefecture with their expanding businesses overseas and promote investments from overseas.



Opinion exchange meeting with companies planning to expand their business to Vietnam (February 2014)

- Provide comprehensive support at the Aichi International Business Support Center for companies within the prefecture in overseas expansion.
- Opening of a new Aichi Prefectural Government Overseas Office in Bangkok, Thailand (April 2014) to assist the companies within the prefecture in overseas expansion.
- Implement educational programs in schools to strengthen practical English ability.
- Enlist engineering major students from Asia.
- Establish an environment friendly to foreign residents through enhancing educational, medical, and welfare services.

3 Industrial innovation and creation

— Working toward a powerful industrial prefecture leading the growth of Japan

We will develop and promote automobile, aerospace, and other diverse industries, improve their locational environment, promote small and medium-sized businesses, and develop and acquire industrial human resources.



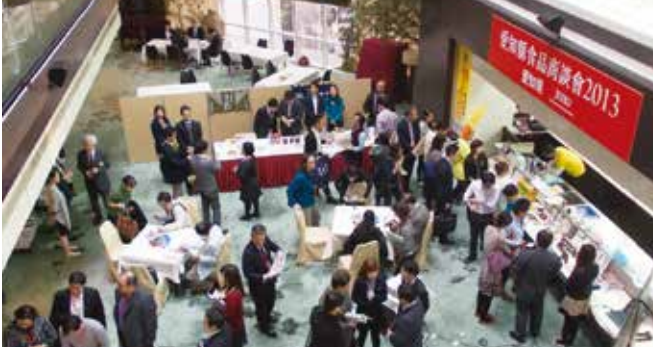
Knowledge Hub Aichi

- Promote research and development based on industry-academia-government collaboration at the Knowledge Hub Aichi.
- Promote the automobile industry through developing land especially for research and development facilities in the Toyota-Okazaki District, building hydrogen filling stations, and developing an infrastructure for battery charging.
- Promote the Special Zone to Create Asia's No.1 Aerospace Industrial Cluster.
- Support establishment of new business facilities and their research and development using the Tax Reduction Fund to Countermeasure Deindustrialization.
- Establish the Aichi High School of Technology and Engineering (scheduled for fiscal 2016) as the center of engineering education.

4 Agriculture, forestry, and fisheries

— Working toward highly competitive agriculture, forestry, and fisheries

We will expand markets and improve management of agriculture, forestry, and fisheries through encouraging “sixth industry” and promoting exports, improving productivity through integrating farm lands and promoting development of new technology and variety, and securing and developing diverse human resources.



Business meeting with local buyers in Hong Kong (November 2013)

- Promote the establishment of the “sixth industry,” including the processing and sales of agricultural and marine products, and the opening of farm restaurants, etc.
- Promote exports of agricultural and marine products through the Center for Enhancement of International Competitiveness of Agriculture, Forestry, and Fisheries.
- Promote efficient use of farmland through integrating farmlands using regional government-supported institutions designated by the prefecture, as well as other measures.
- Promote the development of new technology and variety through the Aichi Agricultural Research Center, the Aichi Forestry Research Institute, and the Aichi Fisheries Research Institute.
- Support people interested in farming at the Center for Supporting Engagement in Agriculture.

5 Culture, sports, and spreading appeal

— Working toward an appealing metropolitan area that will attract people from around the world

We will create and spread modern art, develop and host sport events that will become known throughout Japan and the world, and invite visitors from inside and outside Japan by spreading appeal for regional attractions.



Announcement of the decision to bid on hosting the FIFA Futsal World Cup 2020 (April 2014)

- Continue to host Aichi Triennale.
- Promote the “Nagoya Women’s Marathon,” “Shinshiro Rally,” and other events, and set up and host new events, such as a trail-running race and ultra-marathon competition.
- Promote industrial tourism and samurai tourism.
- Revitalize the region through strategic advertising of Nagoya’s unique foods and pop culture.
- Invite and host “MICE,” following the UNESCO World Conference on Education for Sustainable Development (ESD) and the National Skills Competition/National Abilitympics.

6 Education and human resource development

— Working toward development of human resources capable of proactively taking on challenges to develop their careers

We will help to raise children with stable academic and physical abilities and support their moral and social development. We will also help young people cultivate the abilities necessary to solve problems, support their social independence and assist them in finding jobs and developing occupational skills.



Technical high school students learning skills at the Manufacturing Skill Improvement Seminar.

- Cultivate stable academic abilities through small-class or small-group teaching and enhance moral education.
- Enhance career education across elementary, junior high, and senior high schools.
- Establish and promote the “Basic Plan for Prefectural High School Educational Reform” (tentative title).
- Introduce the new entrance examination system for public senior high schools. (Starting with prospective students for fiscal 2017)
- Enhance assistance in areas such as finding jobs and occupational skill development.

7 Women's active participation

— Working toward a society where women can carry on with their careers

We will promote long-term employment and women's active participation in the workplace and assist them in re-employment choices or in starting a businesses, while ensuring a good work-life balance.



Opening of the Aichi Parenting Women's Reemployment Support Center (May 2014)

- Hosting the Conference for the Promotion of Aichi Women's Participation to support companies' initiatives to improve awareness of and facilitate opportunities for women.
- Enhance female human resource development through cultivating female managers and other measures.
- Set up the Aichi Parenting Women's Reemployment Support Center.
- Hosting seminars to assist women starting businesses, and facilitate networking among female entrepreneurs and managers.
- Increase the number of companies registered as Aichi Family Friendly Companies.

8 Supporting children and child-raising

— Working toward a society that will change the trend of decrease in birthrate

We will support pregnancy, child-bearing, children, and families raising children, while developing an environment which is child-raising friendly.



Day for supporting child care ("Hagumin Day") (November 2013)

- Raise public awareness concerning pregnancy and childbirth, and offer health education.
- Establish an emergency medical care system for children centered in the Aichi Children's Health and Medical Center.
- Cultivate various childcare services, including day care for sick children.
- Promote the development of After-School Clubs (after-school care center for children).
- Grant child-care support allowances to ease the burden of the rise in the consumption tax rate in April 2014.

9 Health and long life

— Working toward a society where everyone can live through their 90's in good health

We will promote lifelong health support efforts and social participation by the elderly, while securing regional medical services and creating communities where everyone can feel relief in receiving assistance.



Herb garden in the Aichi Health Village

- Help a higher percentage of people receiving cancer screenings and health examinations to promote the early discovery and prevention of severe diseases.
- Establish a herb garden in the Aichi Health Village, and create programs for health that reduce the needs for nursing care.
- Encourage energetic seniors' social participation through employment or community activities.
- In cooperation with universities, enhance the systems to train and dispatch physicians, and secure physicians and nurses through offering support for their re-employment.
- Implement model programs for establishing a regional comprehensive care system, and promote deployment of the system throughout the prefecture.

10. Support for the disabled

— Working toward a new society that enables people with disabilities to live together with those in their communities

We will cultivate special needs education and support people with disabilities with their community life, care, and employment, while increasing their opportunities for various activities.



School bus for a special needs school

- Consider setting up new special needs schools, consider increasing school buses to shorten commuting times.
- Support the establishment of private facilities for people with severe motor and intellectual disabilities, using the Tax Reduction Fund for the Welfare for the Disabled.
- Reorganize the Aichi Prefectural colony to establish the Aichi Prefectural Center for Persons with Developmental Disabilities (tentative name).
- Enhance occupational training and education to assist in job searching.
- Promote art and sports activities for the disabled.

11. Disaster/crime prevention

— Working toward strong and safe communities resistant to disasters and crimes

We will strive to mitigate damage from the massive Nankai Trough earthquakes, windstorms, floods, and other disasters, bring about a safe traffic environment, and create communities where people can live safely and free from crime.



Comprehensive Disaster Drill jointly conducted by Aichi and Inazawa City (September 2013)

- Promote the renovation of houses, school facilities, large-scale buildings, and buildings along evacuation routes for earthquake resistance.
- Promote improvement work for rivers and shore protection facilities, prepare hazard maps based on inter-community collaborations, and designate sediment disaster prone areas.
- Promote the development of main wide-area disaster management bases.
- Establish a safe road traffic environment through improving sidewalks and enhancing the safety of school zones.
- Enhance crime prevention measures for children, women, and the elderly.

12. Environment and sustainable community building

— Working toward next-generation communities sustainable for 100 years

We will implement programs aiming at building a sustainable energy-based society, realizing the “Environmental Capital Aichi,” and promote systematic and efficient maintenance, renewal, and operation of social resources.



Small-scale hydroelectric generation facility using agricultural water (Yotsuya district, Shinshiro City)

- Promote the introduction of household photovoltaic facilities and small-scale hydroelectric generation using agricultural water.
- Encourage prefectural residents to take environment-friendly action (eco-action).
- Promote initiatives for education for sustainable development (ESD).
- Promote systematic and efficient maintenance/renewal of social resources by extending product life and utilizing ICT.
- Utilize the private sector's vitality in public facilities and infrastructures, by introducing the concession system for toll roads operated by the Aichi Prefectural Road Public Corporation and other means, etc.

Owari, Nishi Mikawa, Higashi Mikawa Developing each region with a broad perspective

- ◆ As the advancement of traffic networks and telecommunication has been enlarging the areas of daily life and industrial activities beyond municipal boundaries, a broad perspective is required for community-building.
- ◆ Based on strong ties in various aspects such as history, culture, life, industry, and economy, Aichi Vision 2020 presents the direction of community-building concerning the three broad regions of Owari, Nishi Mikawa, and Higashi Mikawa, which are divided along three major rivers: the Kiso, Yahagi, and Toyo.

Inter-regional cooperation inside and outside the prefecture

- ◆ People's daily lives often cross the borders of the Owari, Nishi Mikawa, and Higashi Mikawa regions, and expansion of industrial activity is expected to further accelerate. It is therefore crucial for each of the three regions to fulfill its respective roles and functions while tightening partnerships and cooperation.
- ◆ Projects and initiatives based on partnerships and cooperation beyond prefectural boundaries will be promoted, including the San-En-Nanshin Area Relationship, restoration of Ise Bay, the Special Zone to Create Asia's No.1 Aerospace Industrial Cluster, and the "SHORYUDO" (Dragon-rise Region) tourism promotion project. Also, we will promote the effective use of the intermediate stations of the Chuo Shinkansen to expand exchanges with the Nakatsugawa and Iida areas, and effective use of the Tokaido Shinkansen after the opening of the Chuo Shinkansen to expand exchanges with the Shizuoka area.

Promotion of Mikawa's mountainous areas

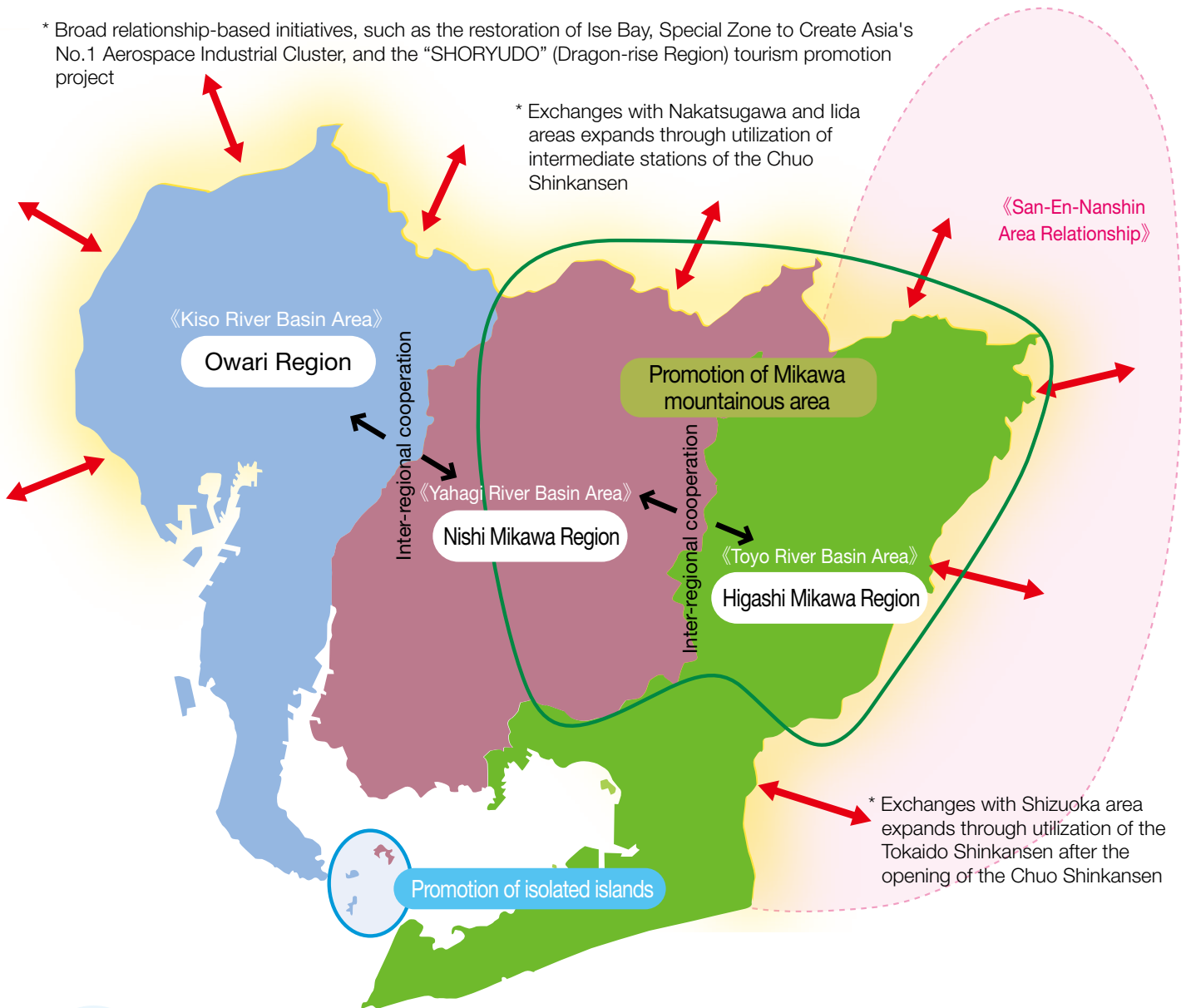
- ◆ The mountainous areas in the Mikawa region and the isolated islands in Mikawa Bay, where the population is rapidly aging and decreasing under severe geographic conditions, have rich natural surroundings and appealing tourist attractions. They consequently have the potential to play important roles in many aspects, such as preserving the prefectural land, conserving watersheds, preventing global warming, and supplying wood and fishery products. It is therefore necessary for the entire prefecture to support these areas.
- ◆ As for the Mikawa's mountainous area, in particular, an infrastructure to support the lives of its residents should be steadily developed, taking advantage of the establishment of broad highway networks such as the Shin Tomei Expressway and the San-en Nanshin Expressway. Doing so can create a region capable of envisioning a new lifestyle making effective use of its rich natural environment and appealing regional resources.

<Regional Development>

* Broad relationship-based initiatives, such as the restoration of Ise Bay, Special Zone to Create Asia's No.1 Aerospace Industrial Cluster, and the "SHORYUDO" (Dragon-rise Region) tourism promotion project

* Exchanges with Nakatsugawa and Iida areas expands through utilization of intermediate stations of the Chuo Shinkansen

《San-En-Nanshin Area Relationship》



* Exchanges with Shizuoka area expands through utilization of the Tokaido Shinkansen after the opening of the Chuo Shinkansen

Ideals to work toward for the future

Owari Region

A metropolitan region open to the world, where people, goods, and information actively come and go, benefited by the effects of the opening of the Chuo Shinkansen

Nishi Mikawa Region

A vital area maintaining a balance between the next-generation manufacturing that leads the growth of Aichi and advanced environmental initiatives

Higashi Mikawa Region

A region where people enjoy enriched lives and where diverse industries operate, making effective use of the appealing variety of the regional resources of "Honokuni"



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