



AICHI/ NAGOYA

Aichi Prefecture is close to the center of the Japanese archipelago and Nagoya is its largest city. This region is a leading base of monozukuri, the craft-inspired approach to manufacturing for which Japan is globally renowned. Building on world-leading technology and know-how, Aichi/Nagoya is now actively pursuing initiatives for sustainable growth, including the cultivation of a startup ecosystem through collaboration among industry, academia, and government.



Aichi Pref.
7.52 million people

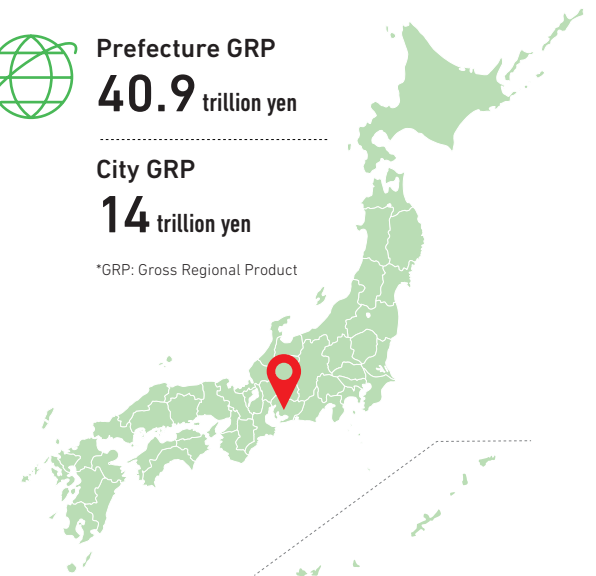


Prefecture GRP
40.9 trillion yen

Nagoya City
2.33 million people

City GRP
14 trillion yen

*GRP: Gross Regional Product



STRENGTHS

Advantages and Characteristics



Creating innovation through public-private partnerships with local universities

- Aichi Prefecture seeks to attract and foster startups by drawing attention to the advantages of its diverse manufacturers, ranging across automobiles, aviation, space, and much more.
- Universities, businesses, and administrators collaborate to support regional innovation in realms including the environment, manufacturing, and mobility services.



STATION Ai, a startup support base



Tourism focus: history and industry

- Several of Japan's most famous samurai warlords were born in Nagoya. The city developed as a castle town under the control of the Owari Tokugawa family. Today, the city is at the heart of a globally prominent manufacturing region.
- This history, culture, and world-leading technology are leading a drive to transform Nagoya into a top tourist destination.



Major Events

- The 11th Asian Conference on Machine Learning (ACML), 2019 (450 participants)
- RoboCup 2017 (3,000 participants)
- Annual Conference of the International Association for Impact Assessment (IAIA), 2016 (1,200 participants)
- UNESCO World Conference on Education for Sustainable Development (ESD), 2014 (3,500 participants)

STRATEGIES

Sustainability Strategies and Plans

SDGs Strategy

SDGs Future City Plan

- Aichi's 2030 vision is for life, the economy, and the environment to be in harmony.
- In the run-up to 2030, Nagoya's policy for urban development is to be a world-leading city. The aim is to innovate, develop the Maglev Chuo Shinkansen, and promote green energy use.

A decarbonized society

- Aichi Prefecture's aim is to achieve carbon neutrality by 2050. The target for 2030 is to reduce greenhouse gas emissions by 46% compared to the 2013 fiscal year.
- Initiatives are advancing to transform Nagoya into a comfortable, low-carbon city by 2050.

	Environment	Society	Economy
Aichi Prefecture	Green Capital Aichi <ul style="list-style-type: none"> • Implementing the Aichi Global Warming Prevention Strategy 2030 (revised version) • Building a recycling-oriented society in balance with nature 	Vibrant, active lives for all <ul style="list-style-type: none"> • Introducing new activities for young people, women, the elderly, people with disabilities, and non-Japanese residents 	Nurturing innovation <ul style="list-style-type: none"> • Deploying innovative technologies in society • Innovating through startups, etc.
Nagoya	A sustainable future <ul style="list-style-type: none"> • Supporting green energy use • Promoting low-carbon lifestyles and business practices 	Strengthening Urban Functions <ul style="list-style-type: none"> • Promoting the Asian Games and Asian Paralympic Games • Preparing the area around Nagoya Station for the opening of the Maglev Chuo Shinkansen 	Innovation strategy <ul style="list-style-type: none"> • Operating as a hub for innovation • Facilitating exchange through business events

The Aichi startup ecosystem

Aichi Prefecture is building a startup ecosystem that will serve as a foundation for local innovation. Startups will become a catalyst for sustainable growth and productive economic activities.

The prefecture leads international programs that support innovation. It offers entrepreneurs financial support and provides mentoring programs in cooperation with universities and institutions outside Japan that support startups.

STATION Ai is a startup support base that will open in 2024. The focus of the city's efforts to create, develop, deploy, and attract startups, this facility will contribute to growing the economy in a sustainable way.



The Aichi Sky Expo

Green energy from in-house solar power generation and local circular clean energy accounts for 100% of the electricity used at Aichi Sky Expo.

At the International Conference on Sustainable, Resilient Cities and Transport, held in autumn 2021, the city implemented the following green initiatives.

- Decorating the stage with recyclable materials
- Using recycled paper
- Using local timber, obtained via forest thinning, for name cards
- Providing tap water in aluminum cans rather than plastic bottles



Aichi Sky Expo

Innovation through collaboration with local universities

In the region centered on Nagoya, 21 universities are promoting an entrepreneurship development project called Tongali. This involves cooperation between industry, academia, and administrators, including the Nagoya City government. The project nurtures outstanding human resources, new businesses, and novel designs. The broader aim is to create new value, products, technologies, and industries in the region. In cooperation with event venues, Tongali promotes open innovation through symposiums and business pitch contests, as well as demonstration and implementation activities.



An event run by Tongali

Sustainability through collaboration

Nagoya has established the Nagoya City SDGs Promotion Platform for companies, universities, and other organizations. This contributes to sustainable communities by facilitating partnerships between industry, academia, and administrators.

Port Messe Nagoya, the largest international trade fair venue in Nagoya, works with private companies to sustainably offer more value and convenience. Related initiatives include technology and service pitch contests that take the SDGs into account. Through the hosting of international conferences and exhibitions, this venue facilitates face-to-face engagements between academia and industry, two of Nagoya's top strengths. Academic research results can be deployed in society more quickly, and innovation encouraged in the field of sustainability.

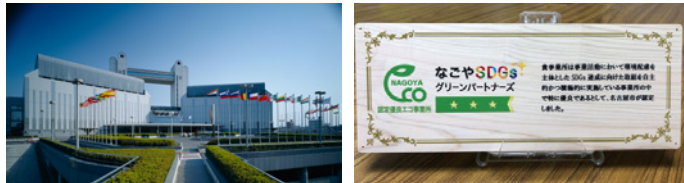


Port Messe Nagoya

The Nagoya Congress Center

Nagoya Congress Center is designed to be a green, low-carbon venue. It has hosted international environmental conferences including COP10, the UNESCO World Conference on ESD, and the International Association for Impact Assessment (IAIA).

Using an SDGs Green Partners* system, Nagoya has certified the Nagoya Congress Center as "Excellent," the highest rating.



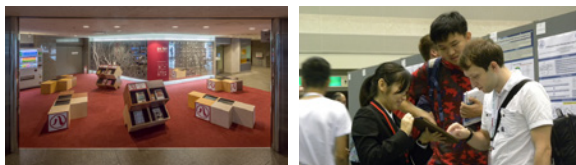
Nagoya Congress Center

* Nagoya certifies businesses that work towards the SDGs as "SDGs Green Partners."

Revitalization and development at the Nagoya Congress Center

In order to develop and activate its facilities, Nagoya Congress Center eagerly engages with the human resources and expertise available at local academic institutions. This approach contributes to regional revitalization and the further development of human resources.

The center worked with local universities to renovate its information space, OCTET. Students have helped to conduct surveys that measure the satisfaction with facilities and services of foreign attendees at international conferences. The Nagoya Congress Center is rooted in the community and will continue to operate sustainably.



Information space OCTET

Developing a welcoming environment

Aichi Prefecture is developing human resources who can achieve sustainable growth in tourism-related industries and convey the appeal of the region to a diverse range of visitors.

Nagoya Castle offers multilingual guidance. Information can be accessed with QR codes and AR technology. English speakers, Chinese speakers, and volunteer interpreters are available. Castle content can also be tailored to the requirements of international conferences and incentive travel.



Nagoya Castle

Industrial tourism

Nagoya is famous for monozukuri, a craft-inspired approach to manufacturing, in fields such as automobiles, aviation, and space. Visitors can tour factories and museums, and experience the city's industrial heritage for themselves.

At the Toyota Commemorative Museum of Industry and Technology, established by the Toyota Group, you can enjoy dynamic demonstrations of how textiles and automobiles are made. Other popular destinations include the Maglev and Railway Museum, and the Aichi Museum of Flight.



©Toyota Commemorative Museum of Industry and Technology