

---

# City of Yokohama Newsletter

## March 2011

### Growth Strategy of Yokohama

---

We would like to express our deepest sympathy to all the victims of the Tohoku-Pacific Ocean Earthquake. The City of Yokohama will provide every possible supports such as accepting earthquake victims, dispatching support staffs as well as sending relief supplies to stricken areas.

The City of Yokohama has recently formulated the “Mid-Term, 4-Year Plan” with the target of year 2013. One of the main features of this plan is several measures with which the City will promote and enhance export to the world. This is the part of Yokohama’s growth strategy with which the City will achieve sustainable urban development.

#### <Summary of TOPICS >

#### 1. Supporting Urban Development in Emerging Economies based on Yokohama’s City Management Know-How and Private Sector’s Technologies Yokohama Partnership of Resources and Technologies (Y-PORT)

Cities in emerging economies in Asia and Africa countries currently have tremendous population growth due to rapid economic growth and shifts in economic structures. These cities are facing urban development issues such as shortage of adequate urban infrastructure and environmental degradations. The City will enhance its international technical cooperation and provide support to these cities by initiating Y-PORT (Yokohama Partnership of Resources and Technologies) Program. Y-PORT is a public private partnership program in which the City will provide accumulated urban management knowledge and utilize international network as a public sector and private enterprises will provide technical and problem solving skills in water, sewerage, solid waste management, urban development, smart city related initiatives, etc.

#### 2. Approaches to International Water Business on water supply and sewerage systems segments

International water related business market is rapidly expanding both in water distribution and waste water treatment sectors. In order to enhance competitiveness in the international market, the Government of Japan is planning to establish a strategic water business center (Japanese version of Water Hub) in the waste water treatment sector. The City started to take actions to attract it.

#### 3. Establishing Yokohama as Center of Tourism, MICE and Creative City

Utilizing domestic and international accessibility, urban core with accumulated culture and art institution and facilities, and the past experiences to host international conventions, the City aims at becoming the center of tourism, MICE and creative city. Effective May 1, 2011, the City will establish new “Cultural and Tourism Bureau” to promote “dynamic” and “prosperous” urban development.

#### 4. The Maritime and Sky Link Hub Strategy

The dynamic development of ports in China and other Asian countries in recent years has been reducing the presence of the Port of Yokohama and other major ports in Japan. The Yokohama Port, as one of the three ports of the Keihin areas (namely, Tokyo, Kawasaki and Yokohama) which are designated by the Government of Japan as “Strategic Ports for International Containers,” will execute variety of programs to become the hub port in the region.

Tokyo International Airport at Haneda was open to international flights again in October, 2010. Capitalizing on this, the City plans to revitalize its economy through more promotion of Tourism and MICE and enterprise attraction.

#### ---Yokohama Footnotes vol.21---

The Summary of the Mid-Term, 4-Year Plan (2010-13) Available in 5 Different Languages!

## 1. Supporting Urban Development in Emerging Economies based on Yokohama's City Management Know-How and Private Sector's Technologies Yokohama Partnership of Resources and Technologies (Y-PORT)

The City of Yokohama has been faced with a number of challenges, such as fatal damage caused by the Great Kanto Earthquake and the World War II. Air and water pollution, rapid urbanization, and progress in sprawl development of residential areas were key urban development issues due to modernization and population expansion. Aiming at making a city safe and comfortable to live in, the City has been wrestling to overcome these challenges, while realizing a higher level of the urban infrastructure and providing city services. The City has also been working on building itself into an environmentally-friendly city and on the G30<sup>\*1)</sup> and other environmental management projects with citizen collaboration and these efforts are recognized as highly successful initiatives worldwide. The World Bank promotes "Eco<sup>2</sup> Cities"<sup>\*2)</sup> that demonstrate good practices of sustainable and integrated urban development by combining environmental management with economic growth and initially certified six cities in the world and Yokohama was the only one city in Japan that was selected.

As Yokohama has experienced, some cities in newly-emerging Asian and African countries currently have been experiencing rapid urbanization and are faced with population growth, environmental degradation, delay in improvement of public services and the infrastructure.

In order to help newly-emerging and other developing countries solve a variety of urban issues, Yokohama has launched the Y-PORT (Yokohama Partnership of Resources and Technologies) Program, an international technical cooperation scheme through public-private partnership. Y-PORT will be implemented by drawing on urban development experiences and know-how the City has accumulated, by enlisting private sector's business and technical strengths, and by working with universities, international institutions and other related organizations.

**\*1) G30**

A variety of solid waste reduction and recycling activities toward the achievement of the goal set by the "Yokohama G30 Plan" in which the volume of refuse discharged by the city will be reduced by 30% in fiscal 2010 from fiscal 2001.

**\*2) Eco<sup>2</sup> Cities**

"Ecological cities as Economic cities" (that are environmentally friendly, while showing sustainable economic growth). Cities designated as such are Stockholm (Sweden), Curitiba (Brazil), Singapore, Brisbane (Australia), Auckland (New Zealand) and Yokohama (Japan).

### **[Key Activities of the Y-PORT Program]**

#### **◇Urban Development Advisory Services**

The city supports newly-emerging countries with their urban development by drawing on experiences gained through international cooperation and a wide range of know-how and technologies on urban development and other matters.

In June 2010, the City signed the "Comprehensive Collaboration Agreement" on international technical cooperation with JGC Corporation, a company based in Yokohama. Through this partnership between the public and private sectors the City would assist the JGC Corporation conduct the feasibility study (FS) on the "Delhi-Mumbai Industrial Corridor Initiative"<sup>\*3)</sup> in India.



"Comprehensive Collaboration Agreement" with JGC Corporation

The city has also received requests for research cooperation and advice concerning the water and sewage management plan for Saudi Arabia as promoted by the Ministry of Economy, Trade and Industry, the urban development plan for Penang, Malaysia through the World Bank, and other projects.

**\*3)** The initiative is a bilateral cooperative regional development project agreed upon by and between Japan and India in December 2009, calling for constructing an about 1,500-km-long, cargo-specific railroad system between Delhi, the capital of India, and Mumbai, a sister city of Yokohama, and for building industrial complex and other districts and developing the infrastructure therefore along the railroad route, as these programs are being implemented led by the private sector. It is a huge project with a total cost reaching US\$90 billion.

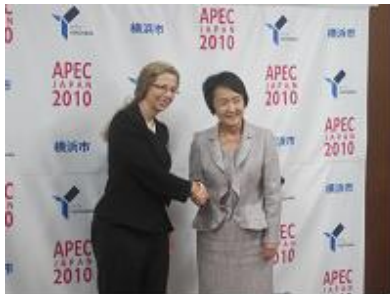
## ◆Yokohama City Promotion

The city actively communicates to the world the infrastructure technologies and know-how the city has cultivated to help solve a variety of urban issues newly-emerging and other countries may have.

In October 2010, the first International Conference on Eco<sup>2</sup> Cities (hosted by the World Bank and the Japan International Cooperation Agency (JICA)) was held in Yokohama. “Eco<sup>2</sup> Cities” is the World Bank’s approach to sustainable and integrated urban development as part of its new corporate strategy, and at the conference, World Bank Vice President Inger Andersen and Yokohama City Mayor Fumiko Hayashi exchanged opinions about urban development in newly-emerging and other developing countries.

In January 2011, the City sent representatives to also Chennai to attend the “Japan-India Center of Excellence Development Seminar” held in the Tamil Nadu State, the southern part of India, to communicate Yokohama’s urban development efforts, including the city’s history of urban infrastructure improvement and its urban development know-how.

Also in February 2011, a group of ambassadors to Japan and other representatives from Arab League countries visited Yokohama to observe the Minato Mirai 21 area, and Yokohama’s environmentally-friendly urban development efforts were promoted.



The first International Conference on Eco<sup>2</sup> Cities



Japan-India Center of Excellence Development Seminar



MM21 Visit by representatives from Arab League Countries

For further information, please visit the official Y-PORT site at <http://www.city.yokohama.jp/me/keiei/kyoso/yport/yport/e/yport.html>

## 2. Approaches to International Water Business on Water Supply and Sewerage Systems Segments

The waterworks market has been rapidly growing mainly in the water supply and sewerage systems segments in newly-emerging and other developing countries worldwide. Japan has the world’s top-class waterworks but from the global point of view, the world market is dominated today by large European companies called the “Water Majors.”

The world’s waterworks market is expected to rapidly grow in newly-emerging countries in Asia and other parts of the world in the future, with the market size forecast to more than double from about 36 trillion Yen in 2007 to about 87 trillion Yen for 2025. Yokohama has companies which are based in the city and engaged in water management businesses, so that it is expected that the growing market will help vitalize the city’s economy.

### **[Promotion to Attract the Water Hub to Yokohama]**

While Japan has technological advantages in the world in water supply and sewerage systems, there are also challenges that these systems are not integrated nationwide since they are two different systems and many of them are operated by municipal governments. Therefore, in order to increase the country’s international competitiveness in the waterworks market, the government of Japan plans to establish the strategic waterworks center (the Japan Version of Water Hub) in the sewerage segment.



Hokubu Sewerage Treatment Center

Yokohama has its sewerage systems, in particular, with advanced levels of wastewater treatment technologies and a wealth of successful track records on operating the systems, including the use of the wastewater as resources or into energy generation. The city also has companies doing related businesses, located in it. It is believed, therefore, that it would help

leverage Yokohama’s strengths and increase attraction of the water hub, if it is chosen as such.

The city thus has the Hokubu Sewerage Treatment Center in Suehiro Town, the Tsurumi Ward chosen as the water hub candidate. The center is ideally located, as the hub, in the area which provides good access to/from the Haneda Airport increasingly being internationalized and which represents a concentration of companies doing related businesses. In January 2011, Yokohama City Mayor Fumiko Hayashi met Land, Infrastructure and Transport Vice Minister Wakio Mitsui to sell Yokohama by stressing that Yokohama is an excellent water hub candidate in Japan.

**【Establishment of the Yokohama Water Business Conference (YWBC)】**

2011, Yokohama establishes the “Yokohama Water Business Conference (YWBC)” through public-private partnership as a forum for information sharing, opinion exchange and promotion of overseas water management businesses. The YWBC is expected to be joined by over 100 companies and organizations. Attracting water management businesses from abroad through YWBC activities would help vitalize participating companies in a wide variety of fields, such as technological development and expansion of business opportunities.

**【Establishment of Yokohama Water Corporation】**

In July 2010, Yokohama Water Corporation (YWC) was established as a new wholly-owned subsidiary of the Yokohama Waterworks Bureau (YWB). YWC is designed to use the YWB’s technologies, know-how and other resources to help water supply business entities in Japan and abroad solve their problems, while ensuring a new income stream to enhance the operating basis of the YWB. Specifically, YWC accepts trainees from abroad and provides consultancy for water supply businesses overseas.

**3. Establishing Yokohama as Center of Tourism, MICE, and Creative City**

By taking the opportunities of improved access to Yokohama from abroad through opening of the Haneda Airport to its international flight and relaxed requirements for tourist visa issuance to individual Chinese visitors to Japan, the city promotes attracting more visitors to Yokohama from the Asian region.

In November 2010, the “APEC 2010 Yokohama” was successfully held to allow Yokohama to communicate its attractions to the world. Yokohama has been the No. 1 city in Japan in terms of the number of participants in international conferences for three consecutive years (from 2007-2009). The city will put more efforts to invite more MICEs<sup>\*4</sup> in general centering on medium to large-scale international conferences offering higher economic ripple effect and city promotion , while working to improve after-convention services.

Yokohama has its central downtown area which is a concentration of historical architectural structures, warehouses and other places backed by ports and harbors and its history since opening thereof. The city will use these landmark facilities to communicate creative activities of artists and creators to help vitalize the area. Furthermore, in August 2011, the city will host the “Yokohama Triennale 2011,” a series of international exhibitions of contemporary art held once every three years.



Establishing Minato Mirai 21 as MICE City

Effective May 2011, the city will establish the new “Cultural and Tourism Bureau” designed to provide a full range of programs based on the city’s tourism, MICE and creative city strategy. The Bureau aims to achieve the theme of “realizing Yokohama as a cultural and dynamic city and Yokohama as a prosperous city where people gather and exchange.”

\*4) MICE

Acronym of Meetings (corporate and other meetings), Incentive Travels (corporate and other incentive and training travels), Conventions (general assembly and academic conferences hosted by international institutions and other organizations, academic societies, etc.), Events/Exhibitions (events, exhibitions and trade shows). It is a collective term for business events expected to attract a large number of visitors for exchange.

#### 4. The Maritime and sky Link Hub Strategy

The dynamic development of ports in China and other Asian countries in recent years has been reducing the presence of the Port of Yokohama and other major ports in Japan relative to them. In 1980, the Yokohama Port ranked 12th in terms of the cargo handling volume (at 720,000 TEU<sup>\*5)</sup> and reduced its place down to the 36th (at 2,800,000 TEU). To break this impasse, three ports in the Keihin areas (namely, Tokyo, Kawasaki and Yokohama Ports) are designated by the government of Japan as “Strategic Ports for International Containers” to work on a variety of programs. The Yokohama Port is working on the intensive renovation of large-scale container terminals, a variety of programs to better support cargo collection, and the privatization of Yokohama Port Public Corporation, while promoting the early improvement of the expressway networks. These efforts are designed to meet the goal of increasing the cargo volume handled by the 3 Keihin Ports from about 7.6 million TEU in 2008 to about 10.5 million TEU by the end of 2015 to realize the hub ports by leveraging on the strengths unique to their strategic international ports and marine transportation routes allowing them to compete with the Busan Port in South Korea.

The internationalization of the Haneda Airport provides high-demand, international business lines, including U.S. and European and long-haul Asian ones, to enhance the role of the Keihin Ports as a hub port. In order to maximize the effect of the internationalization of the Haneda Airport, Yokohama promotes urban development in the central and waterfront areas and the improvement of large-area expressway networks, while promoting tourism and MICE attraction and vitalizing logistics.

Upgrading the Yokohama Port into a hub port and the Haneda Airport into an international hub airport will provide great opportunities for Yokohama to enhance its international competitiveness and to further vitalize its economy, thereby promoting the improvement of basic urban infrastructure supporting the sea and sky hubs and strongly backing up its economic development.

\*5) TEU (Twenty-foot equivalent unit)  
Standard unit for describing a ship’s cargo carrying capacity. One 20 foot container equals 1TEU.



Yokohama Port (Honmoku Pier)



Haneda International Airport

## Yokohama Footnotes vol.21

### **【The Summary of the Mid-Term, 4-Year Plan (2010-13) Available in 5 Different Languages!】**

International residents in Yokohama number about 80 thousands, up 2.2 times for the past 20 years. In Mid-Term 4-Year Plan, “Promotion of International cultural exchange programs and creation of multi-cultural city” have been set as one of the policy to be achieved the goal. Civic Awareness of Foreign Residents of Yokohama show that the top problem they have in their lives in Japan is “not good at communicating in the Japanese language.” The city closely works with ward offices, the Yokohama Association for International Communications and Exchanges (YOKE) and other organizations to promote urban development for a multi-cultural city so that both Japanese and international residents can live together in local communities.



Among other ward offices, the Tsurumi Ward Office has the foreign-language speaking staff to serve international residents who are not good at speaking Japanese, while using multi-lingual information magazine and e-mail magazines to provide information useful for living in Japan. The Naka Ward Office issues a PR magazine in English and Chinese to provide information useful in living in Japan and information about administrative procedures.

The Mid-Term, 4-Year Plan is also available in five different languages of English, Chinese, Hangul, Portuguese and Spanish.

For further information, please visit:

<http://www.city.yokohama.jp/me/keiei/seisaku/newplan/pdf/gaikokugo/eigo.pdf>

### **【About Yokohama】**

Yokohama lies on the peninsula around Tokyo Bay, approximately 30 kilometers (18 miles) southwest of the capital of Japan. Home to over 3.68 million people, Yokohama is Japan’s second largest city. The GDP of Yokohama is about 12.9 trillion yen (roughly 150 billion US dollars). In the early period of Japan’s modernization, the port of Yokohama developed as the gateway to the world. The port of Yokohama is top-class in Japan in terms of trade volume even today.

The City sincerely welcomes foreign enterprises, international conferences and a wide variety of international events and also promoting the citizen level exchanges. Today, the city has 8 Sister-Friendship Cities (Constantza, Lyon, Manila, Mumbai, Odessa, San Diego, Shanghai, Vancouver) and 6 Sister-Friendship Trade Cooperation Ports (Dalian, Hamburg, Melbourne, Oakland, Shanghai, Vancouver).

Please address any inquiries regarding this newsletter to the following persons:

>Chihiro Masaoka / Satoshi Takahashi

Media Liaison Subdivision, City of Yokohama TEL: +81-45-671-3498

>Kikuko Kuraya / Takuji Hashimoto

Total Communications System Inc. TEL: +81-3-3261-7715 or [kuraya.k@pr-tocs.co.jp](mailto:kuraya.k@pr-tocs.co.jp)