



Promote and Export Yokohama to the World (2) – Growth Strategy of Yokohama

The City of Yokohama formulated the Mid-Term, 4-Year Plan (2010-13) in January 2011 to achieve a “Safe and Dynamic City of Yokohama.” In this plan, the city came up with its “Growth Strategy,” and has been making various efforts to achieve Yokohama that grows with the world.

1. The City of Yokohama signed a comprehensive partnership agreement with the Japan International Cooperation Agency (JICA) for the first time as a local government.

Mayor Ms. Fumiko Hayashi concluded a comprehensive partnership agreement with Ms. Sadako Ogata, the President Japan International Cooperation Agency, JICA, to promote partnership cooperation jointly conducted by the two parties and to develop new efforts such as assistance in solving urban development issues in developing districts by public-private cooperation, and development of new programs on “women and the economy.”

2. “Yokohama Water Business Conference (YWBC)” was established for overseas water business in water supply and sewerage systems.

Yokohama, in cooperation with companies and organizations in the city, established the “Yokohama Water Business Conference (YWBC)” to help utilize their high technology and operational know-how in the field of water supply and sewerage systems when these companies will conduct water business overseas.

3. The “Smart City Week 2011” ended in great success.

At a time when an effort to create smart cities is required worldwide, “Smart City Week 2011,” an international conference and exhibition was held in Yokohama and ended in great success. The City took part in the conference as a special collaborator and held a forum to introduce serious technologies owned by companies in the city and the city’s efforts for that purpose.

---Yokohama Footnotes vol.22---

The Yokohama Triennale2011, an international exhibition of contemporary art, came to a finale.

TOPICS

1. The City of Yokohama concluded a comprehensive partnership agreement with the Japan International Cooperation Agency (JICA) --- the first time for a local government!

Since the establishment of the JICA Yokohama International Center in 2002, the City and the JICA have collaborated in various ways by, for example, conducting technical cooperation such as accepting trainees and dispatching experts, and jointly holding international cooperation events.



With a view to further promoting both sides' past partnership and cooperation and attempting new efforts, the City of Yokohama (Mayor: Ms. Fumiko Hayashi) and the Japan International Cooperation Agency (Chiyoda Ward, Tokyo, President: Ms. Sadako Ogata) signed a comprehensive partnership agreement. The agreement is intended to carry out effective and efficient international cooperation in developing areas, further develop the City as an international city open to the world and finally contribute to the development of these regions and ultimately to the stability of the world. It is JICA's first comprehensive partnership agreement with a local government.

On October 25 (Tue), the agreement was signed at the City hall by Ms. Hayashi and Ms. Ogata.

Objectives of the partnership agreement

- (1) Technical cooperation including the acceptance of trainees, dispatch of experts, and grass-roots technical cooperation
- (2) Promotion of cooperation based on public-private partnership for contribution of solving urban development issues
- (3) Yokohama citizens' participation in JICA's volunteer programs
- (4) Education for global understanding at schools in Yokohama
- (5) International conferences and events concerning international cooperation
- (6) Personnel training of officials of the two organizations, etc.



Mayor: Ms. Fumiko Hayashi and President: Ms. Sadako Ogata

New efforts triggered by this agreement

■ Solution to urban development issues of developing areas and the promotion of public-private partnership to vitalize the City's economy (partnership with Y-PORT project).

The City and JICA will jointly send missions to governments and cities in the developing areas to discuss with their officials about Yokohama's city building experiences and to exchange views on city development issues, helping to find solutions to urban issues in these areas.

By cooperating with JICA, the City of Yokohama will propose high-quality overseas infrastructure projects which will make use of the technology and know-how of private firms and Yokohama City, aiming at vitalization of the economy.

Remarks: Y-PORT project: The City of Yokohama has started a new international technical cooperation project through public-private sector partnership, named "Y-PORT", Yokohama Partnership of Resources and Technologies.

<http://www.city.yokohama.lg.jp/seisaku/kyoso/yport/yport-e/>

■ Implementation of programs concerning "Women and the Economy"

At the "High Level Policy Dialogue on Women and the Economy" held in September this year in San Francisco, Mayor Hayashi proposed a "Program for Women Entrepreneurs." As part of the program, a symposium is being planned for exchanging information on Yokohama's policy for assisting women entrepreneurs together with JICA's knowledge about promotion of women's social participation in developing countries.

2. “Yokohama Water Business Conference (YWBC)” was established overseas water business in the water supply and sewerage systems

At a time when the water business market centering on water supply and sewerage systems is rapidly expanding in newly emerging countries, Yokohama launched on November 10 the “Yokohama Water Business Conference (YWBC),” in cooperation with 133 companies and organizations in the city.

As part of the Y-PORT project, YWBC will work on water business, the city’s water supply and sewerage departments operating together. YWBC activity is intended to vitalize Yokohama’s economy by solving problems related to the water environment in emerging economies and expanding business opportunities of companies in the city. The establishment of YWBC will help these companies and others deploy overseas water business, with the private and public sectors working together.



Yokohama Water Business Conference

3. The “Smart City Week 2011” ended in great success!

“Yokohama Smart City Week 2011” (organized by the Nikkei Business Publications, Inc., with special cooperation by the City of Yokohama) was held at Pacifico Yokohama from October 24 (Mon) to 28 (Fri). It was held to depict a new smart-city image and provide people concerned with opportunities to send out, share and exchange their views and information and to expand business, aiming to build safer and sustainable and highly efficient city. About 5,500 people attended conferences during the week. Adding the number of people who came to the exhibitions of “FPD International 2011,” “LED Solution 2011,” “Electric Power Management 2011,” and “Smart City Week 2011,” about 54,000 people visited the venue. The “Smart City Week 2012” will be held at Pacifico Yokohama from October 31 (Wed) to November 2 (Fri), 2012.

The city of Yokohama took part in the “Smart City Week 2011” as a special collaborator and at the “Yokohama Day” and the “Yokohama City Booth,” (see below) introduced the technological capabilities of Yokohama’s companies and the city’s efforts for the better environment and city building such as the “Yokohama Smart City Project” and the “Yokohama Smart Community”, with an aim of becoming a lower carbon society.

Yokohama Day

On October 27 (Thu), as an event during the “Smart City Week 2011,” “Yokohama Day” was held to show Yokohama’s technologies and know-how, its efforts for the environment and city building making use of them.

In the Yokohama Day, the City introduced a new international technical cooperation project (Y-PORT project), the “Yokohama Smart City project(YSCP)”, “Yokohama Smart Community,” and the City’s efforts for international contribution

in the fields of water supply and sewerage systems and assistance for the overseas water business. The Yokohama Day also introduced technologies possessed by the private firms in the city.



Opening of the Yokohama Day

Yokohama City Booth

Yokohama opened its City Booth in the exhibition hall of Pacifico Yokohama from October 26 (Wed) to 28 (Fri), introducing a new international technical cooperation project(Y-PORT project), the “Yokohama Smart City Project(YSCP)”, “Yokohama Smart Community,” Yokohama’s international contribution in the field of water supply and sewerage systems, and efforts by the CITYNET and Yokohama City University.



Yokohama City Booth



Presentation at the Booth

Yokohama Footnotes vol.22

【Yokohama Triennale 2011 came to a finale!】

Yokohama Triennale 2011 opened on August 6 ended on November 6. The total number of visitors exceeded 200,000 on October 16 and recorded a grand total of over 330,000 for the 83 days during the exhibition.

Yokohama Triennale, in its fourth edition this time, exhibited the works of 77 artists and groups from 22 countries/regions, including collections of the Yokohama Museum of Art, aiming at displaying works of all ages and cultures.

As a consequence of the Great East Japan Earthquake, the opening hours and the closing days were changed from time to time. Nevertheless the exhibition ended up as a great success and gave visitors an opportunity to discover something new and be inspired by contemporary art.

In addition, plenty of amusing programs were held at other places around the main venues, which tied up with a tourism campaign, “OPEN YOKOHAMA 2011.” Yokohama succeeded in having “Triennale all over the town,” to make Yokohama enjoyable for many visitors.



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