



City of Yokohama News Release

Top Sales Activities in China and Korea by the Mayor of Yokohama

July 21, 2011

Ms. Fumiko Hayashi, Mayor of the City of Yokohama, visited China and the Republic of Korea from June 13 (Mon) to 17 (Fri), 2011. She stressed the “Security and Safety of Yokohama” so that damage caused by rumors in the wake of the Great East Japan Earthquake would be eliminated and people could confidently select Yokohama as a destination for tourism or MICE (Meetings, Incentives, Conferences and Exhibitions); as an anchorage port; or as a destination for foreign firms looking to advance into Japan.

In China, Mayor Hayashi visited Shanghai, one of Yokohama’s friendship cities, and talked with the city’s Mayor, Mr. Han Zheng, about further promotion of both friendly relations and mutual tourist visits. She also marketed Yokohama to a major travel agency, and publicized her city through interviews and studio programs for the local media.

In the R.O.K., Mayor Hayashi visited Incheon Metropolitan City, one of Yokohama’s partnership cities, and Seoul Special City. In Incheon Metropolitan City, she had talks with its Mayor, Mr. Song Young-gil, and gave an interview to the local media. In Seoul Special City, Mayor Hayashi had talks with its Mayor, Mr. Oh Se-hoon, and aggressively publicized the City of Yokohama through such activities as holding a seminar for attracting businesses, having talks with Mr. Sohn Kyung-shik, Chairman of the Korea Chamber of Commerce and Industry, visiting a Korean travel magazine publisher as well as Korea’s largest travel agency, and giving an interview to the Dong-A Ilbo, one of the three largest newspapers in the R.O.K.

As Yokohama is easily accessible, located just 30 minutes from Haneda International Airport, it is highly evaluated by tourists from foreign countries, business persons, and firms in the convention industry. We will take every opportunity to advertise the “Security and Safety of Yokohama.”

[June 13 (Mon) Courtesy Call on the Mayor of Shanghai]

Mayor Hayashi had talks with Mr. Han Zheng, Mayor of Shanghai. Mr. Han said, “I wish the areas afflicted by the Great East Japan Earthquake will recover as soon as possible and regain their original beauty. Information about radiation is being correctly reported, and I am sure that Chinese tourists will be back in Yokohama in the not-so-distant future. In accordance with Mayor Hayashi’s proposal, Shanghai will promote exchange with Yokohama by mutual dispatch of young officials and other means.” They talked about the further promotion of friendly exchange and tourism between the two cities.



** Shanghai: A central city of the Chinese economy, with a population of 22,210,000. Established a friendship city relationship with Yokohama in November 1973. Yokohama and Shanghai have had exchange in such fields as culture, academia and economy for 37 years.*



Issued by the City of Yokohama
Yokohama Mayor’s Top Sales Activities

【June 15 (Wed) Courtesy Call on the Mayor of Incheon】

Mayor Hayashi of Yokohama then went from Shanghai City to Incheon Metropolitan City and met with its Mayor, Mr. Song Young-gil. Mr. Song said, “Yokohama’s safety is well understood here. In September, a delegation of industrial representatives from Incheon will visit Yokohama. I hope that will trigger the increase of more tourists from Incheon to Yokohama.”



**Incheon Metropolitan City: Situated next to Seoul, the capital, Incheon is the third biggest city in the country, with a population of 2,740,000. It became a partnership city of Yokohama in December 2009.*

【June 16 (Thu) Business Attraction Top Seminar (Seoul)】

Mayor Hayashi held a business attraction seminar intended for companies in the R.O.K., and paid a visit to the Chairman of the Korea Chamber of Commerce and Industry.



At the seminar, in which about 70 businessmen from 60 companies participated, Mayor Hayashi gave a presentation on “Yokohama’s Security and Excellent Business environment.”

Then, the CEO of Mami Robot, which has already advanced into Yokohama, gave a lecture on “Yokohama’s Business Environment from a Korean Company’s Perspective,” followed by another lecture by the JETRO Seoul Center on the present situation of Korean direct investment in Japan and recent major cases.

The CEO of Mami Robot, a manufacturer of cleaning robots, stated that “Advancing into Yokohama is advantageous in terms of market access, distribution of goods, human resources, and real estate costs. As Yokohama assists companies opening up in the city with subsidies, we were very much helped in getting business rolling.”

Mr. Sohn Kyung-shik, Chairman of the Korea Chamber of Commerce and Industry, kindly said, “I am sure that this seminar taught Korean companies that Yokohama is safe. I have visited Yokohama before, and I will let our member companies know that Yokohama is a very good tourist destination and is not affected by the nuclear accident.”

**Assistance for advancing companies: Yokohama not only subsidizes but also arranges meetings with experts in various fields for establishing businesses and provides information on real estate, etc.*



【June 17 (Fri) Courtesy Call on the Mayor of Seoul】

Mayor Hayashi had talks with Mr. Oh Se-hoon, Mayor of Seoul Special City. Mr. Oh said, “We would like you to cooperate in urban design and CITYNET.” The two mayors affirmed that through CITYNET activities. Yokohama and Seoul, which contribute to the development of the Asia-Pacific region, will have tighter cooperation in the fields of economy and city-related technology. Referring to the seminar held on the previous day, Mr. Oh strongly supported Yokohama’s activities to attract businesses, saying, “If I were an entrepreneur, I would do business in Yokohama.”



**Seoul Special City: Capital of the R.O.K., with a population of about 10,420,000. It is a member of the Executive Committee in CITYNET.*

**CITYNET: Formally known as the “Regional Network of Local Authorities for the Management of Human Settlements.” Members (cities and organizations) cooperate in establishing partnerships to improve and resolve urban problems in the Asia-Pacific region, and promoting technology transfers and cultivation of human resources.*

【About Yokohama】

Yokohama lies on a peninsula in the Tokyo Bay, approximately 30 kilometers (18 miles) southwest of the capital of Japan. Home to over 3.69 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 Japan’s 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 promotes citizen-level exchanges. Today, the city has eight Sister/Friendship Cities (Constantza, Lyon, Manila, Mumbai, Odessa, San Diego, Shanghai, Vancouver) and six Sister/Friendship Trade Cooperation Ports (Dalian, Hamburg, Melbourne, Oakland, Shanghai, Vancouver).

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

>Chihiro Masaoka / Kenichiro Ishii

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

>Kazuko Koizumi

Foreign Press Center, Japan TEL: +81-3-3501-5251 or cp@fpcjpn.or.jp

