

CITY OF YOKOHAMA
INTERNATIONAL STRATEGY

Y
T
K
O
C
H
I
A
A

GLOBAL COMMON
ISSUES

WORLD PEACE

PROMOTING
BUSINESS
RELATIONS

CITY-TO-CITY
COLLABORATION



ATTRACTIVE
DESTINATION

DIVERSITY AND
INCLUSION

CREATING
INTERACTIONS AND
OPPORTUNITIES

CONTENTS

03
OUR HISTORY AND EXPERIENCES

05
OUR MISSION

07
CITY INITIATIVES FOCUSED INTO 7 PILLARS

09
OUR GLOBAL NETWORK

YOKOHAMA: GLOBAL CITY OF THE FUTURE

Since its port opened in 1859, Yokohama has been a gateway leading Japan's modernization and global outreach. During the course of its development, the City overcame many challenges and is now recognized as one of the leading global cities in the world.

Today, cities around the world compete to attract foreign direct investment, MICE events, and tourists. They also face common global issues, such as efforts to achieve carbon neutrality, ensure equal opportunities for women, abolish hunger and poverty, respond to disasters and make their cities resilient, and take action against pandemics.

With mounting expectations on cities, it is more important than ever for local governments to collaborate with other cities and international organizations to facilitate and help achieve the SDGs and build a sustainable world.

Our residents with foreign origins have grown to about 100 thousand. We must build an inclusive society in our local communities, schools, and workplaces, and embrace a future brimming with vitality and respect for diverse cultures.

We have revised Yokohama's International Strategy for the first time in five years.

This document will shape our efforts in international exchange, international cooperation, inclusivity, and peace. We will work to make Yokohama a preferred destination and global city enriched by expressions of individuality where everyone is welcome.



YAMANAKA Takeharu
Mayor of Yokohama



OUR HISTORY AND EXPERIENCES

Our accumulated experiences have shaped strengths unique to Yokohama.



1949
Japan Foreign Trade Fair
Organized by Yokohama and Kanagawa for the reconstruction and revitalization of a fatigued postwar society. Runs March-May 1949 in Noge and Tanmachi.

1963
Establishment of an office in Hamburg, Germany
Today, representative offices in Frankfurt, Shanghai, Mumbai, and New York participate in international trade fairs, support overseas expansion of local companies, and attract investment and tourists.

1987
United Nations Peace Messenger City
Yokohama is recognized with this designation for its significant efforts to promote peace by the UN.



Foundation of CityNet
As the first President City, Yokohama has continuously provided support to solve urban issues in Asia.
CityNet: The Regional Network of Local Authorities for the Management of Human Settlements



2014
Lee Kuan Yew World City Prize Special Mention
Yokohama commended for its work solving urban issues and its partnerships with citizens and stakeholders over the past 40 years on the Minato Mirai 21 project.



2020
Pacifico Yokohama North opens
Pacifico Yokohama has hosted many international conferences and become the face of the City. With the opening of the new facility and one of the nation's largest multi-purpose halls, Yokohama takes another step to become a global MICE city.



2002
FIFA World Cup™ Final
Yokohama receives global recognition as the final match venue. It has since hosted countless international sports events.



2019
TICAD 7
7th Tokyo International Conference on African Development. Yokohama hosts the event for the third time and deepens ties with countries in Africa through various exchange events.



Rugby World Cup™ 2019 Final
Passionate rugby fans from around the world flock to Yokohama to cheer at seven matches, including the final.



1859
Port opening
Trade and cultural exchange in Yokohama drive development in Japan, ushering it into the modern era.



1986
ITTO Headquarters in Yokohama
Yokohama has invited international organizations working to solve global issues, such as ITTO, WFP, and FAO, to establish offices and provides them with active support.

- ITTO: International Tropical Timber Organization
- WFP: United Nations World Food Programme
- FAO: Food and Agriculture Organization of the United Nations



1991
Pacifico Yokohama opens
Conference facilities center and beloved city landmark. Yokohama hosts the International Association of Peace Messenger Cities' conference and takes a new step towards becoming a MICE city.

2010
Policy dialogue at APEC Forum summit
Yokohama hosts the APEC Senior Officials' Meeting and has continually participated at the APEC Women and the Economy Forum to share how the city has promoted women's empowerment.



2018
City of Yokohama Resolution to Promote World Peace adopted
Believing that international goodwill and mutual understanding will lead to world peace, Yokohama has continued to promote exchange, cooperation, and inclusivity to help achieve peace.

SDGs Leadership Cities Network
Yokohama joins a consortium of cities, including New York and Los Angeles, deeply involved in achieving the SDGs, and participates in discussions aimed at addressing urban issues.



2021
IFAD establishes liaison office
Yokohama invites the UN specialized agency International Fund for Agricultural Development (IFAD) to open an office in the City, which works closely with several organizations dedicated to helping solve food security issues.



Tokyo 2020 Olympic and Paralympic Games
Yokohama hosts Football (soccer) and Baseball matches as well as pre-Games training camps for the Great Britain, Tunisia, and Botswana teams, and holds exchange events for athletes and residents from its Host Town countries.

OUR MISSION

Lead the sustainable growth of Yokohama and contribute to solutions to global issues

CHALLENGES FACING YOKOHAMA

Declining population, globalization, and digital transformation

Our population continues to decline in number and grow in age. As developing and emerging countries present potential opportunities, securing new means to drive growth by attracting companies and workers from abroad and integrate digital technology are key issues.



Education of the next generation and inclusivity for growing foreign communities

Enabling youth to discover diverse perspectives from people with international roots will encourage cross-cultural understanding and awareness. We must foster a positive flow of people and businesses from overseas.



Climate change, infectious diseases, and escalating threats to human security

Catastrophic natural disasters have ravaged communities around the world. Advancing the sustainable development goals (SDGs) in an approach integrating environmental, social, and economic aspects is key to addressing these crises.



Adapt and enhance our strategic international approach

Basic objectives: YOKOHAMA, GLOBAL CITY OF THE FUTURE

Based on the ideal of growing symbiotically with the world, Yokohama will further promote international initiatives, drive efforts in equity and inclusivity and enhance competitiveness as a global MICE destination, grow our identity as an international city and contribute to the achievement of the SDGs and to the peace and prosperity of the global community

Three objectives to strategically promote international initiatives

OBJECTIVE 1

Foster an inclusive society and empower the next generation to bridge cities and people

We will draw on our connections to sister/friendship cities and global networks as we work to inspire interest in Yokohama's unique identity as an international city and build inclusive communities for both foreign and local residents.

OBJECTIVE 2

Engage dynamic foreign organizations and individuals to grow Yokohama's economy

We will take advantage of our offices overseas and strategically approach supporting the overseas expansion of local companies and attracting foreign businesses, workers, and tourism.

OBJECTIVE 3

Enhance cooperation to address global issues and promote peace and prosperity

As Japan's largest municipality, we will apply our experience to contribute to solutions to global issues in cooperation with residents, businesses, and international organizations located in the city.



PHOTO by Hideo MORI



PHOTO by Hideo MORI

OUR
7
PRIORITIES

CITY
INITIATIVES
FOCUSED INTO
7 PILLARS

Our accumulated experiences have shaped strengths unique to Yokohama.



YOKOHAMA AIR CABIN (first permanent urban ropeway in Japan)



Networking between local and overseas companies

4

Attractive destination for business and tourism, and a welcoming environment for skilled foreign workers

Attract and retain foreign enterprises, develop a favorable environment to overseas workers in the private sector and health care, and promote inbound tourism to become travelers' destination of choice.

Development of knowledge hub "GALERIO"

Yokohama established an information hub equipped with advanced communications technology and VR capabilities at the Y-PORT Center Office, the base for all Y-PORT initiatives. It enables conferences and seminars with stakeholders both in Japan and abroad and sharing Yokohama's achievements and expertise in urban development with an international audience.

* "Gallery" in Esperanto, a universal language invented to bridge different languages and cultures.



Concept of VR content developed at GALERIO



Canadian ambassador speaks at online YCU event

1

Developing future-oriented approaches to city-to-city collaboration in the digital age

Enhance youth and school exchange with sister and friendship cities that focuses on fostering the next generation, and create opportunities for local companies with overseas business missions.



Elementary students meet ambassadors from other countries

5

Promoting business relations to facilitate overseas expansion

Leverage Yokohama's overseas offices and connections to support local businesses seeking to expand overseas. Engage the Y-PORT Center Office as a base for exporting infrastructure solutions.

*The Yokohama Partnership of Resources and Technologies (Y-PORT) Program is a P3 international cooperation program that exports Yokohama's expertise and resources in sustainable urban solutions.



Waste plastic recycling plant (Cebu, the Philippines)

2

Creating interactions and opportunities as a hub for exchange

Invite international conferences, drive opportunities for artistic and cultural exchange events, strengthen ties with African countries reinforced through TICAD, and propel initiatives to host large-scale sporting events and develop legacy exchange programs.



TICAD 7 banners and motifs in Yokohama

Centers for consultation services and language education established

The YOKOHAMA Foreign Residents Information Center was established with federal funding at the Yokohama Association for International Communication and Exchanges (YOKE) for daily life support for the 100 thousand foreign residents of Yokohama. It coordinates with specialized organizations and provides information and consultation services. The Yokohama NIHONGO Support Center provides local opportunities to learn Japanese.



YOKOHAMA Foreign Residents Information Center

6

Sharing solutions to global common issues

Apply Yokohama's resources, such as the Y-PORT Program; help achieve the SDGs and reduce emissions by sharing knowledge; and contribute to solutions to global issues (climate change, infectious diseases, women's empowerment) through cooperation with international organizations and CityNet.



International technical cooperation by the Waterworks Bureau



Wooden straws (Yokohama SDGs Design Center project)

3

Diversity and inclusion

Provide multilingual guidance and establish consultation centers to support residents' daily lives, expand ways for foreign residents to engage with their local communities and society, and ensure children gain awareness and understanding of the customs and values of other cultures.



Consultation services for foreign residents



Leaflet about Yokohama's peace initiatives

7

Help achieve world peace

Based on the resolution to promote world peace, emphasize efforts in international exchange, international cooperation, and inclusivity to contribute to achieving a lasting peace. Work with cities in Japan and around the world to raise awareness of peace efforts and realize a world without nuclear weapons.



Special peace awareness event held in 2019

OUR GLOBAL NETWORK

Historically significant as Japan's first port of call, Yokohama has cultivated deep ties with an extensive network of cities and regions around the world and established multiple overseas offices. We will continue to make the most of the potential from the connections with our diverse partners to implement effective international initiatives.

YOKOHAMA'S OVERSEAS NETWORK



Other International Networks

Besides sharing bilateral agreements with sister, friendship, and partner cities, Yokohama also engages with many wide-reaching networks:

- CityNet (The Regional Network of Local Authorities for the Management of Human Settlements)
- Network of water suppliers
- C40 (Cities Climate Leadership Group)
- Asia Smart City Conference
- SDGs Leadership Cities Network

Overseas offices during the COVID-19 pandemic

The outbreak of the COVID-19 pandemic led to a shortage of masks in Yokohama in early 2020. In response, the representative office in Shanghai, through the cooperation of the Shanghai Municipal People's Government, a friendship city, checked manufacturers and production sites and swiftly procured 4.57 million masks for local medical facilities and nurseries.



Masks procured through cooperation with the Shanghai government

- Sister/Friendship Cities
- Partnership Cities
- Overseas representative offices
- ⚓ Sister/Friendship/Trade Cooperation port
- ◆ Other (Proclamation of Exchange and Cooperation Cities, Y-PORT Partner Cities, etc.)



INTERNATIONAL AFFAIRS BUREAU, CITY OF YOKOHAMA

City Hall, 31F, 6-50-10, Hon-cho, Naka-ku, Yokohama

☎045-671-4700 📠045-664-7145 🌐 www.city.yokohama.lg.jp/kokusai/

Certain photos courtesy of the Yokohama Port and Harbor Bureau and the Yokohama Port Cruise Ship Photo Contest.

Yokohama International Affairs Bureau



Issued November 2021