



CENTRAL JAPAN ECONOMIC FEDERATION



A Message from the Chairman



Central Japan is a very attractive area blessed with a variety of resources. It is home to a number of global companies that epitomize Japanese “Monozukuri” manufacturing. Centrally located in Japan, the region’s transportation network provides convenient access to other parts of the country. The region also has a wealth of sightseeing resources and beautiful natural landscapes.

Today, we live in an era where people, goods, money, information, and technologies travel beyond borders and changes occur at great speed. The advancement of AI・IoT will only accelerate this trend. Anticipating these changes and capturing momentum is crucial to the continuous growth of the Japanese economy. Japan is also faced with pressing issues which affect the fabric of its society, such as an aging citizenry accelerated by the lower birth rate, a decreasing population, a population and various functions concentrated in the Tokyo metropolitan area, and the need for revitalization of local communities.

To overcome these challenges, there are three main areas in which Central Japan should take action; improvement of innovative power and creation of new industries via integration of different fields; vitalization of tourism and other local industries to increase earning power; and building communities which attract people and investment from around the world with an eye toward the operation of the planned Linear Chuo Shinkansen Line. In addition, developing human resources in the next generation to support these activities will be an indispensable foundation of the continuous growth of Central Japan.

The Central Japan Economic Federation, widely known as “Chukeiren”, maintains its basic position that businesses should drive change to resolve various issues. Through the activities of its specialized committees, Chukeiren addresses these issues and compiles data on needs in local communities and industrial fields, which then informs the proposals and recommendations that are made to the central government and relevant agencies. Through these activities, we will continually take action in a timely manner to achieve the “creation of a new Central Japan”.

Chukeiren works to create a more significant impact on our economy by combining forces in the business world. I appreciate the support and cooperation of all Chukeiren members and look forward to welcoming new member enterprises, educational corporations, and organizations who will bring their energy and support to all of our activities.

Tetsuro Toyoda, Chairman

Central Japan Economic Federation
(Chairman, Toyota Industries Corporation)

Central Japan Economic Federation (Chukeiren) at a Glance

Establishment	April 1951
Area of Activity	5 prefectures in Central Japan including Nagano, Gifu, Shizuoka, Aichi, and Mie
Members	Approx. 780 enterprises, educational corporations, and economic organizations in Central Japan
Activities	<p>Central Japan Economic Federation, known as “Chukeiren”, is a comprehensive economic organization covering a wide area including 5 prefectures in Central Japan. Chukeiren conducts surveys and studies on social and economic issues in and outside of Central Japan, compiles opinions of businesses in the area, and submits recommendations and engages in various activities to achieve goals.</p> <p>Chukeiren works with the national and local governments as well as relevant agencies to execute a wide spectrum of projects, such as the “Opening of Chubu Centrair International Airport”, “Hosting the EXPO 2005 AICHI JAPAN”, “Establishment of Nanostructure Research Lab”, “Support to Attract and Host the 10th Meeting of the Conference of the Parties (COP10) to the Convention on Biological Diversity”, and “Establishment of Nagoya Innovator’s Garage”.</p>

History

1951	Apr.	Chubu Economic Federation ("Chukeiren") was established
1957	Mar.	"5-year Plan for Central Japan's Economies" was published, proposing to invite an integrated steel maker to the Ise Bay area
1958	Aug.	Chukeiren's efforts led to the establishment of Tokai Seitetsu K.K. (now Nippon Steel Corporation Nagoya Works)
1963	Apr.	"Framework for Integration of Three Tokai-region Prefectures" was published
1969	Dec.	"Framework for Building an International Cargo Airport" was published
1982	Apr.	30th Anniversary celebration was held. "Vision of Central Japan for the 21st Century" was published
1985	Feb.	"San-en-Nanshin (Eastern Aichi, Western Shizuoka, Southern Nagano) Triangle Framework" was published
	Apr.	Japan Fine Ceramics Center was established
1991	Feb.	The International Center for Environmental Technology Transfer was established
	May	Chukeiren was converted to an incorporated association in order to consolidate its operational foundation
1997	Jun.	Aichi was selected to host the 2005 World Exposition
1998	May	Central Japan International Airport Co., Ltd. was established
2001	Nov.	50th Anniversary ceremony was held. "Direction of Central Japan in the 21st Century" was published
	Nov.	Central Japan International Airport Promotional Council was established
2002	Jun.	"21st Century Council for Building the Future of Central Japan" was established
	Oct.	"Proposal for Transition to the Doshu System" was published
2003	Jun.	Corporate Communication Network for Disaster Prevention was established
2005	Feb.	Chubu Centrair International Airport opened for operation
	Mar.	The 2005 World Exposition, Aichi, Japan was held
	Oct.	Greater Central Japan (Tokai, Hokuriku, Shinshu) Tourism Promotional Council was established
2007	Apr.	Nanostructure Research Lab (Nano Technology Center) was established within the Japan Fine Ceramics Center
2009	Mar.	"Vision of Chubu Province" was published
	Jun.	Life of Water Chubu Forum, Nagoya was established
2010	Oct.	10th Meeting of the Conference of the Parties (COP10) to the Convention on Biological Diversity was held
2011	Feb.	"New Industrial Structure Vision for Central Japan" was published
	Nov.	60th Anniversary celebration was held
2012	Jan.	The Shoryudo Project was launched
	Apr.	Chukeiren converted to a general incorporated association
2014	Feb.	"Regaining Japan's Competitiveness in Monozukuri and Promotion of Industrial Structural Change" was published
	May	"Chubu Economic Federation Mid-Term Action Guidelines 2020" was published
2017	May	Federation's english name was changed from Chubu Economic Federation to Central Japan Economic Federation
	May	Established a regional collaboration DMO, the Central Japan Tourism Association (reorganized the Greater Central Japan Tourism Promotional Council expansively)
2019	Mar.	"Future Vision of Central Japan" was published
	May	Central Japan Innovation Initiative was established
	July	Nagoya Innovator's Garage was launched

Recently-published Recommendations, Study Papers, and Statements

2016	Feb.	Creation of a new Central Japan
	Apr.	Vision of transportation network in Central Japan
	Sep.	Statement on taxation reform in 2017
2017	Feb.	Improvement of profit-generating power for service industries in Central Japan
	Aug.	Recommendation on review the tax system to enhance regional hubs
	Sep.	Statement on a tax system revision in 2018
	Nov.	For promotion of introduction of next-generation nursing care utilizing robots and ICT
	Dec.	Cultivation of human resources to support the future of Central Japan
	Dec.	Statement on review of the Basic Energy Plan
2018	Feb.	Recommendation on Central Japan 5.0
	Mar.	For activation of innovation in Central Japan
	Jun.	Recommendation on measures to protect production activities from seismic disasters
	Jun.	For further consolidation of the transportation network of Central Japan
	Aug.	Recommendation on the establishment and maintenance of the "Taxation Program for National Resilience Building"
	Sep.	Statement on a tax system revision in 2019
	Oct.	Statement on the due process for Anti-Monopoly Act
	Dec.	Statement on the formulation of a long-term low greenhouse gas emission development strategy ("Long-term Strategy")
2019	Feb.	Improvement of sustainability of SMEs
	Feb.	Improvement of the attraction of Central Japan as viewed from overseas
	Mar.	For vitalizing innovations in Central Japan 2019
	Mar.	Future Vision of Central Japan
	May	For minimizing the impact of Nankai Trough earthquake, etc. on the business communities of Central Japan

Officers

Chairman



Tetsuro TOYODA
Chairman
Toyota Industries Corporation

Honorary Chairmen



Fumio KAWAGUCHI
Advisor
Chubu Electric Power Co., Inc.



Toshio MITA
Honorary Advisor
Chubu Electric Power Co., Inc.

Vice Chairmen



Katsunori NAKANISHI
Chairman & CEO
The Shizuoka Bank, Ltd.



Yoshiyuki YAMAURA
Chairman
The Hachijuni Bank, Ltd.



Akihisa MIZUNO
Chairman
of the Board Directors
Chubu Electric Power Co., Inc.



Shinichi SASAKI
Former vice president
Toyota Motor Corporation



Syuji SOHMA
Managing Executive Officer and
President of Nagoya Works
Nippon Steel Corporation



Ken OGAWA
Chairman
Japan Transcity Corporation



Hiroki TAKENAKA
President & CEO
IBIDEN Co., Ltd.



Koei TSUGE
Chairman
Central Japan Railway
Company



Yukio MURASE
President
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Takashi ANDO
President and Executive Officer
Nagoya Railroad Co., Ltd.



Taku OSHIMA
President
NGK Insulators, Ltd.



Takuya NAKATA
President and Representative
Executive Officer
Yamaha Corporation



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President
Seiko Epson Corporation



Tetsuo AGATA
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Akihiko NAKAMURA
Member of the Board of
Directors, Deputy President
MUFG Bank, Ltd.



Goro KAMINO
President
SALA Corporation

Director

Secretariat Executives

Masaki OGAWA
Director General

Hirooki FUJIWARA
Managing Director
& Secretary-General

Daisuke KURIHARA
Managing Director

Committees

In order to address issues on industry and economy in and outside of Central Japan, Chukeiren has established twelve committees to conduct surveys and studies, make proposals, and engage in various other activities. The committees also offer opportunities for Federation members to network and exchange information.

Economy

- Conduct surveys and studies, submit proposals and requests, and engage in promotional activities in the area of economic policies, social systems, economic laws and regulations, etc.

Taxation Systems

- Conduct surveys and studies, submit proposals and requests in the area of taxation reform and subsidies which would benefit industrial development and promotion
- Submit requests and engage in related activities to develop taxation systems which would help build national resiliency

Industry and Technology

- Conduct surveys and studies, submit proposals and requests, and engage in activities to support technological advancement and promotion of leading-edge industries – such as next-generation automobiles and aerospace – and other industries
- Conduct activities to promote industrial use of colleges and public testing and research institutions

Energy and Environment

- Conduct surveys and studies, submit proposals and requests, and engage in promotional activities in the area of energy and environmental protection

Innovation

- Conduct surveys and studies, submit proposals and requests, and engage in promotional activities to accelerate innovation and create new industries
- Conduct surveys and studies, submit proposals and requests, and engage in promotional activities to help develop and utilize new technologies, such as AI and IoT

International

- Conduct surveys and studies, submit proposals, and engage in promotional activities to increase global competitiveness of industries and strengthen global networks

Promotion of Local Industries

- Conduct surveys and studies, submit proposals and requests, and engage in activities to promote industries which support the region, such as the service industry and indigenous industries including traditional crafts
- Address local issues and bring to light local needs through round-table discussions with local members

Tourism

- Conduct surveys and studies, submit proposals and requests, and engage in activities to promote tourism

Wide-region Cooperation and Community Building

- Conduct surveys and studies, submit proposals and requests, and engage in promotional activities in the area of community and infrastructure development with an eye toward a future super-mega region
- Submit proposals and requests, and engage in promotional activities in the area of decentralization, expansion of jurisdiction and collaboration amongst government agencies

Social Infrastructure

- Conduct surveys and studies and submit proposals and requests to develop a comprehensive transportation network

Corporate Disaster Prevention and Mitigation

- Conduct surveys and studies, submit proposals and requests, and engage in promotional activities in the area of disaster prevention and mitigation by the business communities

Human Development

- Conduct surveys and studies, submit proposals and requests, and engage in activities to promote development of human resources which support the region and local industries

Key Activities

Achieving the “Future Vision of Central Japan”

Innovations in digital technologies occur at a fast pace, inter-city competitions grow fierce at the global level, the labor population is shrinking more quickly than the general population is; the social and industrial structures in Central Japan are changing dramatically. Any delay in adapting to these changes could turn Central Japan into a thing of the past. Chuokeiren calls out for the need for a shared sense of urgency amongst industry, academia, and government as well as the need for a dynamic vision for Central Japan as one single region spreading beyond government frameworks. Hence, Chuokeiren published “Future Vision of Central Japan” in March 2019.

Aiming to achieve the vision, Chuokeiren executes various activities in (i) promoting the execution of demonstration projects and (ii) establishing a framework which accelerates wide-area community building.

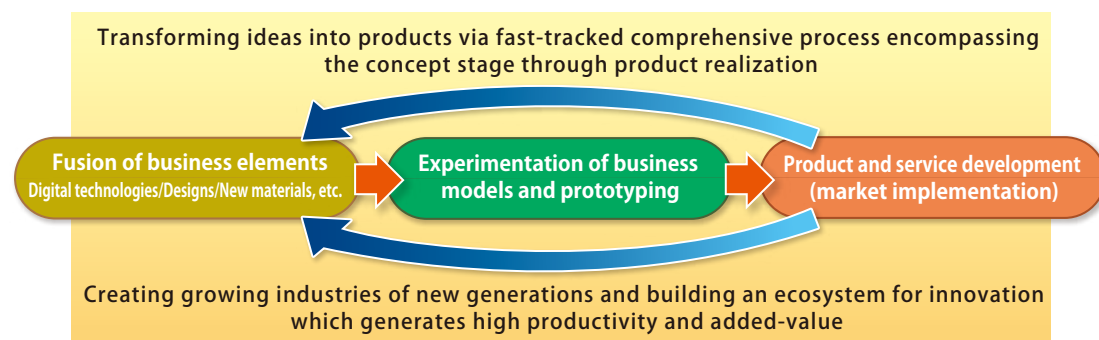


Future Vision of Central Japan

~ Development of Central Japan as a Wide-area Community with an Eye on 2050 ~

Direction 1 Creating world leading industries of a new generation via fusion of the region’s manufacturing foundation with innovative digital technologies

Ideas are transformed into products continuously via a fast-tracked comprehensive process encompassing the concept stage through product realization. Central Japan creates growth industries of a new generation at an unrivaled speed and builds an ecosystem for innovation which generates high productivity and added-value.



Direction 2 Creating flows and exchanges of people, goods, and information; attracting people and investments from around the globe

Local industries and regions grow even more attractive to both visitors and residents, creating an environment which draws people and investments from around the world.

Direction 3 Creating stronger ties and closer collaborations amongst communities in Central Japan, leading to sustainable growth of communities

Building stronger ties amongst communities, making the entirety of Central Japan more attractive by maximizing each community’s unique resources, and consolidating networks within and outside Central Japan.

Activities to Realize the Vision

- Promote experimental projects in collaboration with relevant parties in local communities in subjects related to functions and environments required for realizing the vision.
- Exercise strong leadership in collaboration with organizations in a wider region, and develop a framework which supports community building via projects such as “Greater Central Japan Community Building Conference” (tentative name) consisting of members representing industry, academia, and government bodies.

Key Activities

Increase Power to Innovate

The industrial structure of the world is in a dramatic revolutionary period with rapid advancement in the development of technology and utilization of AI, IoT, robots, big data, etc., followed by the creation of a succession of new business models.

It is essential to enhance innovation further by combining different fields and to create new industries so that Central Japan, which has developed as a home to the manufacturing industry, can develop further without falling behind the trends of the times.

Chukeiren carries out activities in collaboration with organizations from industry, academia, and government for continuous improvement and enhancement of innovation systems in Central Japan.

In July 2019, Chukeiren worked with the City of Nagoya to launch “Nagoya Innovator’s Garage”. This project aims to provide a place for entrepreneurs and enterprises to cooperate in creating new businesses and industries.

Offering various events and programs throughout the year, Chukeiren aims to make Innovator’s Garage a platform which energizes and accelerates innovation in Central Japan.



“Beyond the Border”, a training program for developing innovative human resources



Nagoya Innovator’s Garage



Improve Global Competitiveness of Industries

Chukeiren aims to engage in activities that produce concrete results to enhance the international competitiveness of industry in Central Japan.

Chukeiren holds a series of lectures with the latest international situations as a theme. Furthermore, in order to promote the globalization of Central Japan and improve the global competitiveness of its industries, Chukeiren prepares and provides recommendations to enhance the attractiveness of the region from the perspective of different groups of international residents in this region such as overseas investors, expatriates, and international students.

In our role as a liaison for foreign diplomatic offices, international related organizations, etc., Chukeiren makes efforts to conduct public relations activities to promote the attractiveness of Central Japan and to promote information exchange and enhance collaboration with foreign countries.



Discussion with international students on how to make Central Japan more attractive

Key Activities

Promote Disaster Prevention and Environmental Protection Measures

[Promoting Disaster Prevention Measures]

Being prepared for large-scale disasters like a Nankai Trough earthquake is an urgent issue to address. Chukeiren promotes disaster prevention and mitigation measures with communities to improve the disaster prevention and mitigation capabilities of companies and minimizes the negative impact on economic activities by promoting BCP and BCM* efforts and establishing a system to encourage self-help efforts for a wide range of business operators that comprise supply chains.

Chukeiren also participates actively in discussions of new disaster prevention measures promoted by the government when unforeseen phenomena are observed along the Nankai Trough.

※BCP: Business Continuity Plan
BCM: Business Continuity Management

[Promoting Environmental Protection Measures]

The fight against global warming and other global efforts to protect our environment has grown more critical in recent years. Chukeiren watches the trends in national energy and environmental policies closely and publishes its opinions and recommendations, as appropriate, which satisfy needs for both environmental protection and economic growth.



Study tour of the Disaster Mitigation Research Building of Nagoya University

Advance and Promote Industrial Technologies

Chukeiren is working on deregulation and establishment of systems for development and technology improvement of leading industries, such as the next-generation automobile industry and aerospace industry.

[Next-generation Automobile Industry]

Chukeiren is working on improvement of the environments of social systems (infrastructure, information communication, systems, etc.) for links in urban development to promote the spread of future next-generation vehicle automatic driving and ITS*, electric vehicles and fuel-cell vehicles, and car sharing and mobility segregation.

*ITS: Intelligent Transport System

[Aerospace Industry]

Home to the largest number of companies in Japan's aerospace industry, Central Japan is working toward becoming a global center of the aerospace industry. Chukeiren has established its vision for the future of the aerospace industry and helps the region's effort by advocating for the development of necessary social systems, the establishment of competitive production systems, the development of human resources with high expertise, and more.



e-Palette concept electric vehicle
(provided by Toyota Motor Corporation)



Mitsubishi SpaceJet Family
(photo provided by Mitsubishi Aircraft Corporation)

Key Activities

Develop Human Resources Supporting Central Japan

To support the sustainable development of Central Japan, it is crucial to cultivate human resources with timeless fundamental skills who can think and act for themselves. To execute its proposal described in “Cultivation of Human Resources to Support the Future of Central Japan” (published in December 2017), Chukeiren promotes collaborative efforts with industry, academia, and government. One such example is the program “Pools of Corporations and Human Resources”, where member corporations dispatch their representatives as lecturers to classes at member universities.

In addition, Chukeiren conducts surveys and studies in subjects such as the diversity in human resources and the reformation in working practices to meet the needs of a depopulating society.



Dispatched instructor lectures in a freshman class at a member university

Vitalize Local Industries

Vibrant local industries play a crucial role in addressing one of the most important issues facing Japan – the revitalization of regional communities.

To achieve this goal, Chukeiren encourages dialogue that takes place in various parts of Central Japan – such as the Regional Industry Vitalization Committee and round-table conferences by regional members – and liaises committees of different domains. Chukeiren also executes various efforts for stronger wide-area collaborations. Some such examples are making recommendations and requests in the business succession of SMEs, regulatory and systemic reforms, IT-based productivity enhancement, and promotion of traditional crafts in cooperation with producers and relevant parties.



Regional Industry Vitalization Committee (Mie)

Promote Tourism through Wide-Area Cooperation

Central Japan has a high potential in tourism, with its geographical advantages, abundance of tourism resources, and excellent network of land, maritime, and air transport.

Acting as a DMO, the Central Japan Tourism Association (CEO: Chairman of Chukeiren) supports activities to vitalize the tourism industry and local economies in 9 prefectures in the Chubu and Hokuriku Regions. Chukeiren supports Central Japan Tourism Association in their marketing-based strategic promotional activities and efforts to refine resources in the region. This is how Chukeiren extends its efforts beyond administrative boundaries and helps stimulate local tourism.



International students exchanging opinions on how to attract inbound tourists

Key Activities

Consolidate Social Infrastructure

To enhance industry in Central Japan and make this region more global and appealing, it is necessary to develop a comprehensive land-sea-air regional traffic network that includes the Linear Chuo Shinkansen. Chukeiren established “Vision of Transportation Network in Central Japan” (published in April 2016) and “For Consolidation of Transportation Network in Central Japan” (published in June 2018)

【Early Construction of the Second Runway at Chubu Centrair International Airport】

Chubu Centrair International Airport is a gateway that connects Central Japan to the rest of the world and is an international hub airport equivalent to Narita, Haneda, and Kansai airports. Chukeiren is trying to expand the flight network of Chubu Centrair International Airport and demand for flights and is promoting activities for early realization of construction of the second runway and full 24-hour operation.

【Improvements of Port Facilities】

Eying further growth of Central Japan, Chukeiren is working on promoting improvements of port facilities, such as construction of terminals for container vessels and cruise ships and enhancement of disaster protection functions through construction and renovation of tide embankments in the Port of Nagoya, which is Japan’s top port in terms of cargo volume, as well as in major ports such as Mikawa, Yokkaichi, and Shimizu.

【Improvements of Road Networks】

It is essential to improve road networks for logistics and tourism, as well as for serious disasters such as Nankai Trough earthquakes. In addition to arterial high-standard highways, Chukeiren is working on promoting improvement of local high-standard highways.



With the opening of a new terminal for LCCs, Chubu Centrair International Airport anticipates increased growth in demand



Nagoya West JCT Construction Site, Nagoya Ring Road No. 2(provided by Chubu Regional Bureau, Ministry of Land, Infrastructure and Transport)

Develop Economy-related Research and Recommendation Activities

As economic research, Chukeiren investigates and studies economic trends in Central Japan and provides information in a timely manner by issuing a “Current Situations and Forecast on Business Confidence in Central Japan” report every quarter.

As for recommendations on economic policy, each year, Chukeiren prepares proposals by selecting a timely theme for further development in Central Japan, submits requests, and carries out promotional activities.

Regarding recommendations on the taxation system, Chukeiren prepares a statement every year and submits requests for tax reform that will help cultivate and promote industries in Central Japan.



Key Activities

Conferences and Meetings Hosted by Central Japan Economic Federation (Chukeiren)

Conference	Description
Local Member Round-table Discussions	Round-table discussions are held in various locations throughout Central Japan to incorporate members' ideas in Chukeiren activities, provide networking opportunities, and strengthen cooperation amongst members.
Round-table Discussions with the Governors of Central Japan's 5 prefectures and the Mayor of Nagoya	Round-table discussions are held to cooperate better with local authorities and exchange opinions on key issues, critical projects, and visions for the future.
Central Japan Industrial Promotion Conference	The conference members consist of Deputy Governors of Central Japan's 5 prefectures, the Deputy Mayor of the City of Nagoya, chiefs from local offices of national agencies, presidents of major colleges and universities, and Chairman and Vice Chairmen of Chukeiren. The objective of the Conference is to exchange opinions on industrial promotion in Central Japan and to promote cooperation among government, industry, and academia.
Central Japan Exchange and Cooperation Summit	The summit members consist of Governors from Central Japan's 5 prefectures, City of Nagoya Mayor, and the Chairman of Chukeiren. The summit aims to share and exchange opinions on issues in Central Japan and promote a region-wide cooperation in order to make Central Japan an attractive area.
Conference for Future Central Japan	The Chairman of Chukeiren meets with chiefs of national agencies' local offices to share awareness and exchange opinions on efforts for region-wide social development.
Tokai Region Economic Round-table Discussions	Chukeiren meets with leaders of the Japan Federation of Economic Organizations to discuss Japan's economic policies and other issues in and outside of Japan.
Western Japan Economic Conferences	6 economic federations in Western Japan (Chubu (Central Japan), Kansai, Shikoku, Kyushu, Chugoku, Hokuriku) discuss topics surrounding the development of Western Japan and cooperate in submitting requests to the central government.
Conference for Promotion of the Second Runway at Chubu Centrair International Airport	The group engages in activities promoting use of Chubu Centrair International Airport and the building of its second runway.

Secretariat Organization Chart

Director General Managing Director Secretary-General	General Affairs Division
	Planning Division
	Economic Research Division
	Industrial Promotion Division
	Disaster Prevention and Environment Division
	Infrastructure Development Division
	International Affairs Division
	Innovation Promotion Division

Keeping Members Updated

Chukeiren publishes newsletters to keep its members and relevant agencies informed on the latest news and activities. The federation also makes efforts via website and other tools to widely promote its activities and objectives.

Newsletter "CHUKEIREN"

Monthly newsletters sent to members provide the latest information on events and committee activities and key points of Chukeiren's recommendations and requests as well as opinions of members. The newsletter also features special news articles and major economic indices in order to keep its members updated on Central Japan's 5 prefectures.



Chukeiren Mail Magazine

Chukeiren sends a mail magazine to widely share its latest activities.

The mail magazine includes up-to-date information such as a message from the Chairman, recommendations submitted by Chukeiren, an update on activities, an economic survey report "Current Status and Forecast on Business Confidence in Central Japan", lecture and seminar information, and more.

To subscribe, please sign up from the Chukeiren website (<http://www.chukeiren.or.jp/>) (Japanese only).

Membership Information

1. The Central Japan Economic Federation, known as "Chukeiren", is a comprehensive economic organization covering a wide region. Consisting of approx. 780 members including corporations, educational corporations, and economic organizations, Chukeiren engages in activities in Central Japan. Members of the federation may be directly involved in activities for the development of Central Japan.
2. By participating in committees and conferences, member opinions may be incorporated in recommendations and requests concerning important governmental policies. Committee activities and conferences also provide opportunities to network with other members.
3. Members are entitled to participate in lectures, symposiums, networking events, etc. These events will provide the latest information on current affairs in and outside Central Japan, key policies, and projects in addition to networking opportunities with people in a wide range of industries.

Membership Fee

- Annual Membership (1 unit)
- Corporate Membership ----- ¥ 180,000
 - Group Membership ----- ¥ 30,000

For more information about the membership:

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