

Third Oita City Internationalization Promotion Plan

Plan Overview

Oita City: Aiming to be a beacon of internationalization in Eastern Kyushu

Five-year plan:
2016 - 2020

Broaden international exchange!
Connect with the world!

Oita City junior high school students in Aveiro, Portugal for a sister city youth soccer exchange event.



<http://oita-kokusai.jp/>

Present Conditions in Japan

Facing both a rapid decrease in population in addition to an increasingly aging society, Japan's working-age population is expected to shrink by 6,000,000 within the next 10 years resulting in fears that the present social systems will not be able to function under such conditions. Rapid technological advancements and development of transportation networks have resulted in global events having an increased impact on daily lives and activities. Overseas travel is a common occurrence. Imported goods are a part of our everyday lives. Additionally, there are more opportunities for Japanese people to interact with people from foreign countries due to a recent increase in the number of tourists visiting Japan.

Overseas

- Economic Globalization (TPP, RCEP, etc.)
 - Rise of Asian countries
 - Various Risk Factors (Infectious disease, global warming, cyber attacks, international terrorism)
- ※TPP...Trans-Pacific Partnership
 ※RCEP...Regional Comprehensive Economic Partnership

Japan

- Decreasing birthrate/rapidly aging population
- Decrease in working-age population
- Rapid increase in foreign tourists
- 2019 Rugby World Cup, 2020 Tokyo Olympics and Paralympics



Statistics on Present Day Oita City

- Oita City's population has started to decline as of 2015 and it is predicted that one in 3 people will be over 65 years of age in the next 30 years.
- There are currently 2,649 foreign residents living in Oita City. Chinese residents make up the largest number of foreign residents (982), with Korean residents coming in second (678), and Nepalese residents ranking at third (141).
- Oita Prefecture is second in Japan in the number of foreign students per 100,000 people.
- There were roughly 530,000 foreign visitors who stayed at hotels in Oita Prefecture in 2015 which was a 60.1% increase from the previous year. This was the first year that the number of foreign visitors to Oita exceeded 500,000.
- Japan will host the 2019 Rugby World Cup and Oita Stadium will serve as one of the venues for the games. We expect many sports enthusiasts and tourists to visit Oita for the matches.
- A public opinion poll reflected that there were many Oita City residents who felt there was little opportunity to personally experience the effects of internationalization in their daily lives.

※As of February 2016

3rd Oita City Internationalization Promotion Plan

Positioning

The 3rd Oita City Internationalization Promotion Plan is a plan that is separate, yet strongly tied to, Oita City's Comprehensive Plan that has been given top priority. It contains the fundamental administrative guidelines for the municipal government in the promotion of internationalization initiatives as well as guiding principles for citizens in their quest to contribute to internationalization in Oita City.

Period in Effect

5 Years - April 1, 2016 ~March 31, 2021

Plan Promotion

The slogan of "Aiming to be a beacon of internationalization in Eastern Kyushu: Broaden international exchange! Connect with the world!" was adopted based on the results of the public opinion poll and the current global circumstances as well as those within Oita and the rest of Japan. Oita City is promoting internationalization based on the fundamental policy, themes, and goals outlined in the 3rd Oita City Internationalization Promotion Plan.

Fundamental Policy

The fundamental aim of the plan is to foster citizens who can appreciate the merits of globalization through interaction with a variety of cultures and people, as well as through opportunities for international cooperation and exchange. Oita City proactively supports internationalization efforts on the part of its citizens and collaboratively aims to promote internationalization together with Oita City residents making use of the city's unique characteristics and appeal.

Policies & Aims

Policy 1 Development of Internationally-Minded Citizens

Aim ① Encourage an international mindset through direct interaction with foreign people



English classes with ALT's



"Little Austin Village" Overnight English Camp

Current Situation

Local schools utilize the skills of Assistant Language Teachers (ALT) to aid with English instruction and directly interact with Japanese children as one initiative to improve students' communication abilities and encourage an international outlook. Overnight camps and homestay programs involving people from foreign countries are also implemented.

※Assistant Language Teachers (ALT): Foreign individuals involved in foreign language instruction and activities at elementary and junior high schools.

Initiative Goals

Foster a desire for a challenge and the ability to accept diversity by increasing the number of opportunities to interact with foreign people and broadening citizens' outlook to include the global community.

※Diversity: Various differences in culture, customs, etc.

◆Individuals interested in participating in Little Austin Village:
City of Oita, International Affairs Office TEL: (097) 537-5719

Examples of Oita City Initiatives

Creation of opportunities for direct interaction with foreign people:

- ◎Expansion of ALT visits to include classes with lower grades
- ◎Expansion of eligible Little Austin Village participants (5th and 6th grade elementary students)
- ◎Start of international exchange activities run by foreign students at nursery schools and day care facilities.

Target Figures

★Number of children who have participated in activities that provide direct interaction with foreign people:

Current	22,772 (2014)
↓	
Target	40,000 (2020)

Aim ② Foster an interest in news and information on internationalization



Oita City International Affairs Office Homepage



Special features on internationalization in the Oita City News Bulletin

Current Situation

Oita City disseminates information on international events, foreign language classes, etc. via the Oita City International Affairs Office homepage and the Oita City News Bulletin.

Initiative Goals

Encourage awareness on the part of citizens of Oita City's connection to the world through an interest in internationalization-related news on TV, in the newspaper, internet, etc.

◆City of Oita, International Affairs Office Homepage (Japanese · English · Chinese · Korean)
<http://oita-kokusai.jp/index.html>

Examples of Oita City Initiatives

Dissemination of interesting and accessible information:

- ◎Renewal of the Oita City International Affairs Office Homepage
- ◎Utilization of Facebook, etc.

Target Figures

★Number of visits to the International Affairs homepage:

Current	63,364 visits/year (2014)
↓	
Target	100,000 visits/year (2020)

Aim ① Increase the number of foreign fans of Oita City via impeccable hospitality



Tourists visiting via large cruise ships



Rugby World Cup Exchange Space "Fan Zone"

Current Situation

Oita City has teamed up with the Oita City Tourist Association and Prefectural Government in efforts to provide information to the ever increasing number of foreign tourists. Initiatives have included the placement of special features in travel magazines targeted at foreign travelers, production of pamphlets with tourist information written in foreign languages and foreign language websites, exhibitions at world travel fairs, and promotional activities aimed at overseas travel companies.

Initiative Goals

Japan's hosting of the 2019 Rugby World Cup with matches to be held in Oita as well as the hosting of the 2020 Tokyo Olympic Games and Paralympic Games is seen as the perfect opportunity to introduce Oita City's unique traditions and culture and show foreign guests our impeccable hospitality in an attempt to increase the number of Oita City fans around the world!

◆ To register as a voluntary translator/interpreter or to receive more information, contact: Oita International Plaza TEL : (097) 533-4021

Examples of Oita City Initiatives

Improved Hospitality Initiatives:

- ◎ Multilingual signs
- ◎ Free Public WiFi networks
- ◎ Development of volunteer support networks

Target Figures

★ Target figure for the number of visitors to the Fan Zone area during the 2019 Rugby World Cup matches in Oita.

Target 50,000 people

×

Number of matches held in Oita City (Held in 2019)

※ "Fan Zone" refers to the area where spectators and tourists from both Japan and overseas are able to interact and enjoy exchange through the matches and special cultural events in the public viewing space.

Aim ② Encourage the global expansion of local businesses



Joint Oita Prefecture/City of Oita Sponsored Seminar on Business Expansion in Wuhan



Consultations with local businesses looking to export products overseas

Current Situation

Oita City has endeavored to support local small and medium sized enterprises in their quest to expand globally by utilizing Oita City's friendship city relationship with Wuhan City in China. The Small-Medium Enterprise Business Development Support Project was established by the central government in 2015 in an attempt to push smaller businesses to expand internationally.

Initiative Goals

This initiative aims to revitalize local businesses and transform them into thriving enterprises both domestically and internationally by utilizing business information and support services.

◆ For more information on global business support: Business Development Division TEL : (097) 537-7014 JETRO Oita TEL : (097)513-1868

Examples of Oita City Initiatives

Global Expansion Assistance Initiatives:

- ◎ Consultation sessions on overseas exporting aimed at local businesses
- ◎ Support for local business participation in overseas trade shows

Target Figures

★ No. of enterprises receiving support for overseas business activities:

Current 335 (Total: 2003~2014)



Target 575 (Total: 2016~2020)

Aim ③ Create a lively, fun city with an international flair



Foreign performer at a live event



Foreign food stall at a local festival

Current Situation

Foreign food stalls manned by foreign residents at Oita's Tanabata Festival, Oita Life and Culture Festival, etc., add a unique and lively feel to events making one feel as if they are no longer in Japan. Oita City offers support to private organizations in the hosting of international events.

Initiative Goals

This initiative aims to add to Oita's appeal by incorporating the culture and skills of foreign people living here through participation in downtown Oita events and festivals in other parts of the city.

◆For information on event support:
 (International events) City of Oita, International Affairs Office
 TEL : (097) 537-5719
 (Local downtown events) City of Oita, Commerce, Labor & Industry Division TEL : (097) 537-5625

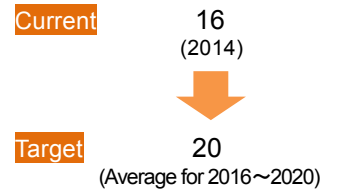
Examples of Oita City Initiatives

Promotion of events with international flavor:

- ◎Renewal of the international event promotion group, "Dream Active 21"
- ◎Actively invite foreign residents to participate in local events, etc.

Target Figures

★Number of events that feature participation from foreign residents:



Policy 3. Promotion of International Cooperation

Aim: Encourage involvement in international cooperation activities



Volunteer Activities



Events on international cooperation

Current Situation

Oita City, along with JICA Kyushu, sponsors a "Month-Long Spotlight on Oita International Cooperation Projects" event every October that features organizations promoting international cooperation in Oita and gives them a platform to introduce their group's activities.

※ JICA: Organization carrying out international cooperation-focused activities in developing countries. JICA stands for "Japan International Cooperation Agency."

Initiative Goals

There are many organizations within Oita Prefecture focusing on world problems like the environment, food supply issues, education, etc. in efforts to contribute to world peace and development. It is of course possible to go overseas and get directly involved in international cooperative activities, however, first start by casually participating in a related event to find out more about how you can play a part!

◆For information on international cooperation:
 JICA Oita Desk TEL : (097) 533-4021
 (Located within the Oita International Plaza)

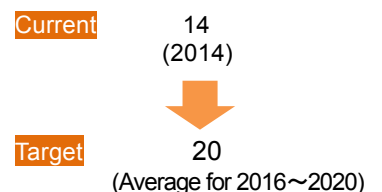
Examples of Oita City Initiatives

International Cooperation Event Support:

- ◎Expansion of events like the "Month-Long Spotlight on Oita International Cooperation Projects"
- ◎Support of international cooperation events that citizens are able to participate in freely without reserve.

Target Figures

★Number of international cooperation projects that received municipal support:



Policy 4 Promotion of Multicultural Understanding

Aim: Encourage participation in international and multicultural events



Oita World Festa



Cooking classes with foreign people

Current Situation

Oita City annually hosts the Oita World Festa together with international students. This festival is an event that allows citizens to experience a variety of foreign cultures and customs without having to travel to do so. Other activities, such as foreign cooking classes at local community centers and lectures on multicultural understanding are also open to the general public.

Initiative Goals

From here on, there will be more opportunities to interact with people from foreign countries in Japanese peoples' daily lives. It will be necessary to understand and honor cultural differences to live together peacefully. Citizens are encouraged to participate in events concerning internationalization and multiculturalism to take the first steps in better orienting themselves with foreign cultures.

◆ For information concerning international student participation in local events:
University Consortium Oita TEL: (097) 578-7400

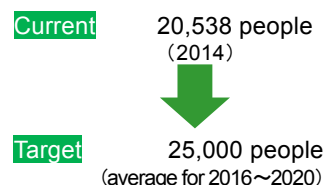
Examples of Oita City Initiatives

Initiatives to increase participation in international events:

- ◎ Improvements to the Oita World Festa event
- ◎ On-demand lectures concerning internationalization, multicultural coexistence, etc.

Target Figures

★ Number of participants at events concerning internationalization and multicultural coexistence:



Policy 5. Improvements to the support framework for foreign residents

Aim: Make Oita City a comfortable place to live for foreign residents



Participation in local festivals



Emergency disaster drills

Current Situation

Oita City has 2,649 foreign residents as of the present (February 2016 statistics). Oita City's ratio of foreign residents is not particularly high compared to the national average, however, local communities and schools have been faced with various issues. Oita City has prepared literature in foreign languages such as the Daily Life Guidebook and Multilingual Disaster Preparedness Guidebook, etc. that are able to be viewed on the City of Oita website. There are also 2 International Exchange Coordinators (English and Chinese speaking staff) at City Hall to offer support to foreign residents.

Initiative Goals

This initiative aims to offer support to foreign residents dealing with problems concerning language, lifestyle, education, human rights, etc. Japan's increasing internationalization is a welcome opportunity for Japanese and foreign people to come together to consider these issues and to deepen their commitment to improving their communities for the better.

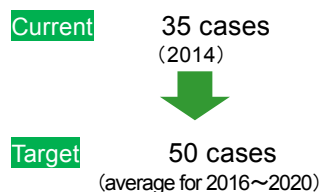
Examples of Oita City Initiatives

Support initiatives for foreign residents:

- ◎ Daily life support provided by International Exchange Coordinators
- ◎ Daily life orientation sessions for international students, etc.
- ◎ Early stage aid for children who need Japanese language support, etc.

Target Figures

★ No. of cases of daily life orientation sessions implemented for foreign residents:



Opportunities and Challenges Resulting From Advances in Internationalization

Advances in internationalization offers a chance to improve Oita City's overall vitality and enrich citizens' lives.

Example 1: Increase in the number of opportunities to interact with foreign people.....



- Chance to expand children's interest in the world!
- Chance to improve citizens' communication skills!
- Chance to reassess your area's culture and history! (heightened sense of hometown pride)

Solved!



Opportunities

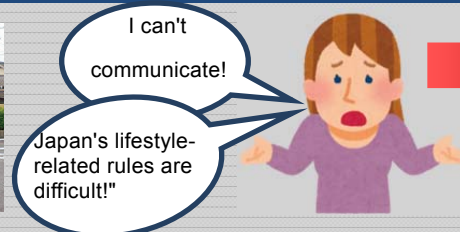
- Increased opportunities to interact with various cultures
- Revitalization of local communities as a result of the influx of new cultures and people
- Utilization of the culture and skills of foreign residents
- Business market expansion
- Economic benefits resulting from foreign buying power, etc.

Application

- Increased interest in the world on the part of children
- Improvements to citizens' communication abilities
- Reassessment of local culture and history (enhanced sense of hometown pride)
- Transmission of local brands to the rest of the world
- Market expansion resulting from tourism and overseas business opportunities

Along with the beneficial opportunities that internationalization affords, it will also be necessary for citizens to tackle the resulting challenges in addition to proposing countermeasures for issues that are expected to come up in the future.

Example 2: Increase in the number of foreign residents.....



- Support for foreign residents (language, education-related matters, etc.)
- Foster multicultural understanding on the part of citizens

Solved!



Challenges

- Education-related issues (language, customs, human rights, etc.) and lifestyle-related issues (communication with neighbors, living environment, safety, etc.)
- Stagnation of local economies as a result of intensified global competition
- Global scale issues such as the environment, food supply, urban problems, etc.

Countermeasures

- Promote and foster multicultural understanding on the part of citizens
- Promote education and understanding of human rights issues for the realization of a harmonious and cooperative society
- Support for foreign residents (language, education, etc.)
- Support initiatives to attract tourists from overseas, support for local businesses looking to expand globally
- Promote study on world peace and development
- Encourage participation in international cooperation projects, etc.

Theme ①
International Exchange and Cooperation

Creation of a lively city and residents through varied international exchange and cooperation

Theme ②
Multicultural Coexistence

Creation of a city with a comfortable living environment for foreign residents

Policy 1 :Development of internationally-minded citizens

Policy 2: Promotion of international exchange to revitalize Oita City

Policy 3: Promotion of International Cooperation

Policy 4: Promotion of Multicultural Understanding

Policy 5: Improvements to the support framework for foreign residents

Oita City's Overseas Sister Cities and Friendship City

Sister City

Aveiro City, Portugal

Oita City's history with Portugal dates back to the middle of the 16th century during the time of Feudal Lord Otomo Sorin when exchange was at its peak and Western culture had blossomed. Oita City and Aveiro City officially became sister cities on October 10, 1978 and celebrated 35 years of friendship in 2013. Both cities have enjoyed cultural exchange primarily in the form of music and dance, however, the first youth soccer exchange event was held when a junior high soccer team from Oita visited Aveiro in July 2015 for friendly competition and to experience life in Aveiro through their homestay families.

1978



Youth Soccer Exchange in Aveiro

Friendship City

Wuhan City, People's Republic of China

The collaborative project to modernize Wuhan City's iron and steel facilities in 1974 was the beginning of frequent citizen-level exchange with a total of 200 technicians from Wuhan City coming to Oita City and many specialists from Oita City being sent to Wuhan in return. The Mayor of Oita City visited Wuhan City in 1976 and officially proposed the start of a Friendship City relationship. A ceremony was held on September 7, 1979 to commemorate the signing of the Friendship City treaty. Exchange between Oita City and Wuhan City has been expansive in areas such as culture, business, youth projects, etc.

1979



Exchange with students from Wuhan

Sister City

Austin City, United States of America

Exchange between Oita City and Texas has been active with events such as the Japan-Texas Conference hosted by Oita Prefecture in the past. Similar to Oita City, Austin City is also home to many semiconductor industries. The active exchange, in addition to the similarities in the industrial and cultural makeup of the two cities, instigated the decision to become sister cities which was formalized on October 30, 1990. Exchange between the two cities has primarily revolved around music, however, runners from Oita participated in the February 2016 Austin Marathon which proved to be a wonderful opportunity to expand exchange to include sports and homestays.

1990



Performance by the Tesshin Daiko Drumming Group to commemorate the 25th anniversary of the Oita-Austin Sister City