

Shaping the Future of the Global City

OITA

～Embrace Diversity, Unite for the Future～

～多様性を受け入れ、未来に向かって手を取り合っていこう～

大分市
国際化・多文化共生推進計画

(第5次大分市国際化推進計画)

2025-2029

Oita City Globalization and Inclusion Plan



Scan the 2D code to view the full version of the plan in Japanese.



Official
Social Media

Current State of Globalization and Diversity

Globalization Progress

Advances in information technology and transportation have accelerated the global flow of people, goods, and information. These developments have intensified business competition, boosted inbound tourism, and expanded the employment of foreign workers to counter demographic decline. Consequently, this has further propelled the globalization of socioeconomic activities.



Rapid Aging Population and Declining Birthrate

Since 2011, the city's birthrate has been steadily falling. By 2023, the birthrate was 20% lower than in 2015. Meanwhile, the percentage of individuals aged 65 and older reached 28.7% in 2023. As the population continues to decline, the number of people aged 65 and older is expected to increase further. This poses serious challenges, including labor shortages across sectors such as healthcare, welfare, agriculture, forestry, and fisheries.



Digital Technology Adoption

The impact of COVID-19 accelerated remote work, online classes, and the digitalization of society as a whole. It lifted restrictions, such as those related to time and location, diversifying the ways we work and study, and has significantly affected everyday life.

The development of generative AI in recent years has boosted activities, including work efficiency and creative endeavors, prompting the creation of new services and values that will open doors to new possibilities.



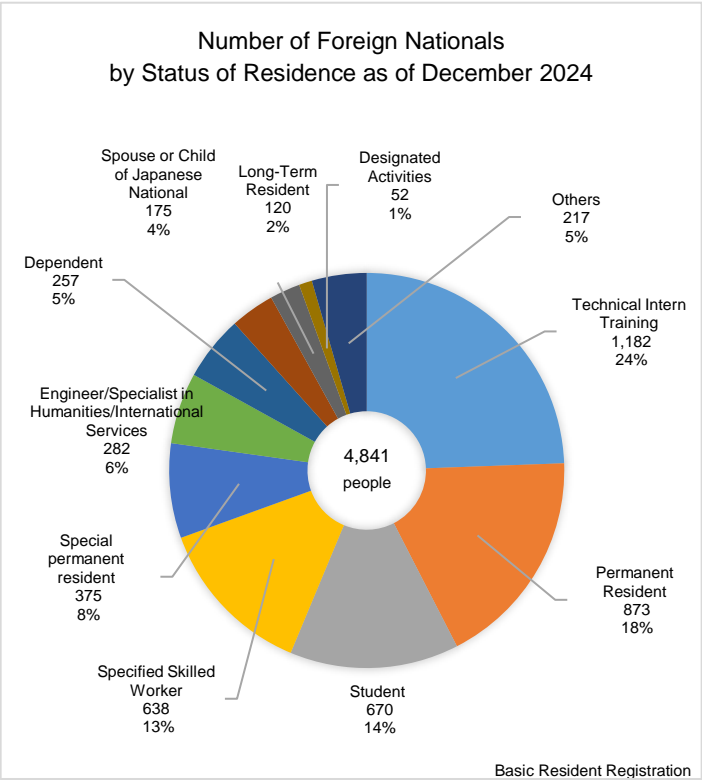
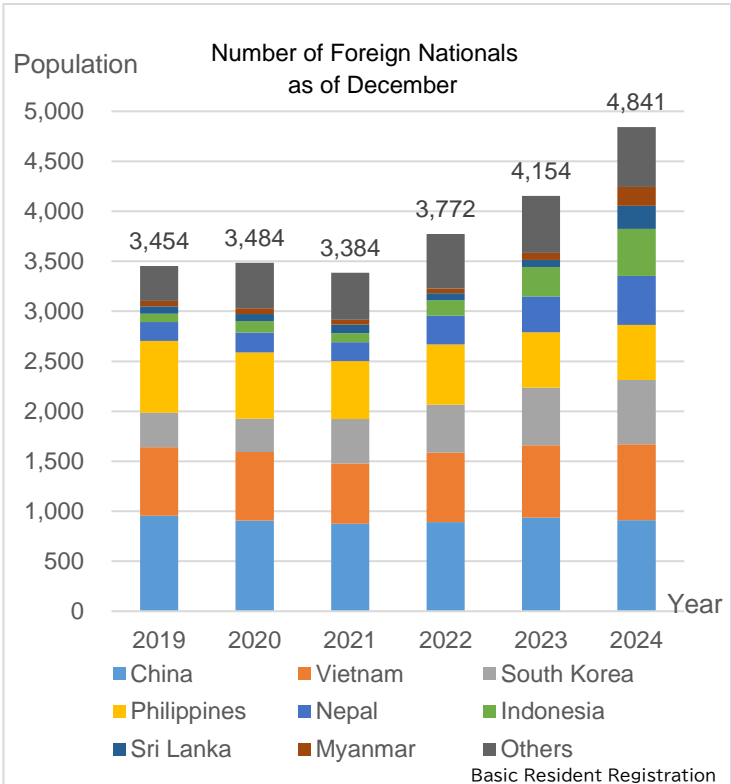
Public Opinion Survey

A public opinion survey was conducted from November to December 2023, along with a separate survey targeting international residents.

The survey revealed that most residents believe it is important to foster understanding and respect for cultural differences and values, as well as to provide opportunities for international residents to actively engage in their local communities. The results also show that many international residents face difficulties with language and navigating systems in Japan, such as taxes and health insurance.



Oita City at a Glance



■ Background

This plan was developed to advance the city's internationalization efforts in alignment with the Oita City Comprehensive Plan, the governing policy for municipal administration.

■ Plan Period

Fiscal Years 2025–2029

Guiding Principle

Shaping the Future of the Global City OITA

~Embrace Diversity, Unite for the Future~

Themes

Fostering Talent and Community for Globalization

(Multicultural Inclusion)

We aim to build a community where everyone can fully realize their potential by embracing international residents as part of the local community, supporting one another, and respecting each other's cultures and values.

Strategic Approach

1. Building an Inclusive Community

Initiatives

- 1-1 Communication Support
- 1-2 Daily Life Support

Strategic Approach

2. Shaping Global Citizens

Initiatives

- 2-1 Cultivating Global Talent
- 2-2 Fostering Multicultural Inclusion at the Grassroots

Developing OITA through Global Ties

(International Exchange and Cooperation)

We are building a new vibrant community where residents, organizations, and industries leverage each other's strengths and play key roles in diverse international exchanges, including cooperation and economic relations.

Strategic Approach

3. Revitalizing Local Industries by Tapping into the Global Market

Initiatives

- 3-1 Promoting Inbound Tourism
- 3-2 Assisting in Global Market Expansion
- 3-3 Facilitating the Employment of Global Talent

Strategic Approach

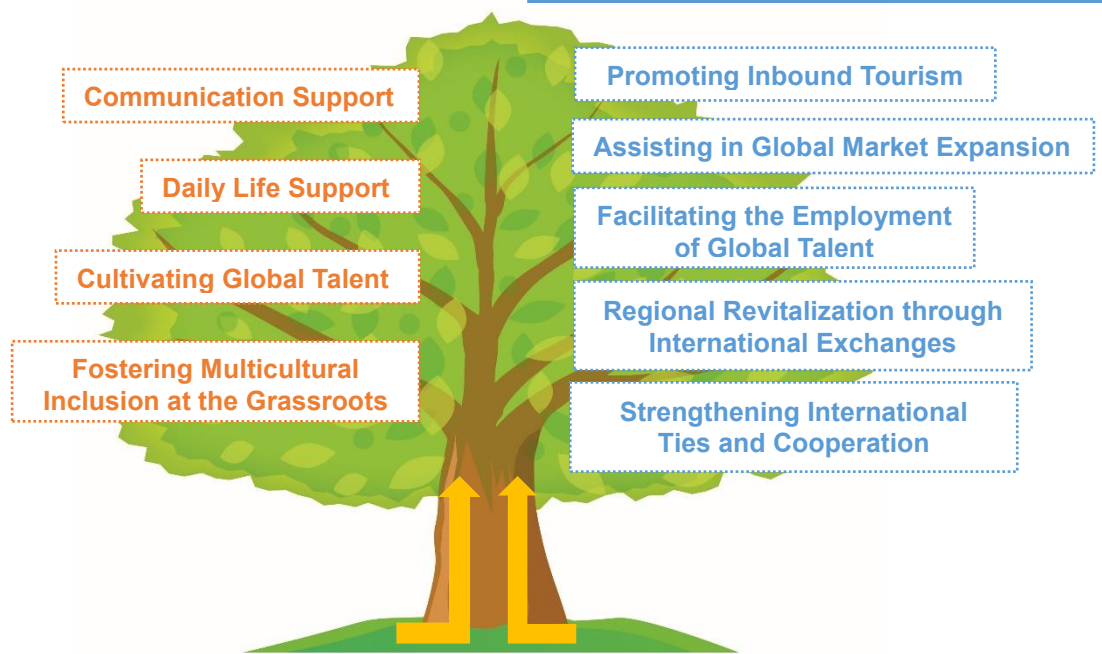
4. Driving the Growth of Oita City through International Partnerships

Initiatives

- 4-1 Regional Revitalization through International Exchanges
- 4-2 Strengthening International Ties and Cooperation

Strategic Approach and Initiatives

Visual Concept



Strategy 1 Building an Inclusive Community

Initiative 1-1 Communication Support



Multilingual Interpretation Service



Japanese Language Teaching
Training for Volunteers

Technological advancements have made it possible to offer language support services and Japanese language classes to international residents, as well as promote the use of Simple Japanese through Information and Communication Technologies (ICT).

Primary Actions

- ▶ Training instructors for local Japanese language classes (Quantitative Goal)
- ▶ Providing opportunities to study Japanese
- ▶ Promoting Simple Japanese through seminars
- ▶ Addressing the language needs of residents
- ▶ Establishing an emergency multilingual support system
- ▶ Providing multilingual versions of city hall documents

Initiative 1-2 Daily Life Support



Waste Sorting Workshop



Multilingual Disaster
Preparedness Guidebook



Access the
guidebook here

We provide extensive support to international residents from diverse backgrounds to help them integrate into the community. This support continues through ongoing efforts, such as waste sorting workshops and the active sharing of resources on social media for daily living and disaster preparedness.

Primary Actions

- ▶ Sharing information through International Affairs Division's social media platforms (Quantitative Goal)
- ▶ Improving consultation services for international residents
- ▶ Enhancing emergency support for international residents
- ▶ Providing resources on daily living, such as waste disposal guidelines
- ▶ Building an information sharing system with the international community
- ▶ Conducting outreach workshops on daily living

Initiative 1-1

Initiative 1-2

Key Performance Indicator (KPI)	Baseline	Target Goal
Training Volunteer Instructors for Japanese Language Classes (Number of Attendees)	40 (FY 2024)	200 (Annual Average for FY 2025-2029)
Views on International Affairs Division Social Media Accounts (Facebook and Instagram)	7,957 (FY 2023)	9,000 (Annual Average for FY 2025-2029)

Strategy 2 Shaping Global Citizens

Initiative 2-1 Cultivating Global Talent



Simple Japanese Seminar



Cultural Exchange between Elementary School Students and International Students

We nurture future talent to thrive in a rapidly evolving global society by providing opportunities for cultural exchange with people from other countries, including ALTs (Assistant Language Teachers), while deepening cultural understanding and developing communication skills.

Primary Actions

- ▶ Supporting English education in elementary and junior high schools through ALTs
- ▶ Creating opportunities for residents to foster interest in international affairs and deepen their understanding of cultural differences
- ▶ Facilitating exchanges with sister and partner cities
- ▶ Nurturing talent to promote multicultural inclusion at the grassroots level
- ▶ Raising awareness about internationalization and cultural inclusion among municipal staff

Initiative 2-2 Fostering Multicultural Inclusion at the Grassroots



Cultural Cooking Class



Oita World Festa

We promote multicultural inclusion at the grassroots level by giving residents opportunities to learn more about different cultures and to support international cooperation. We do this by organizing events such as the Oita World Festa and Cultural Understanding and Inclusion Seminars.

Primary Actions

- ▶ Providing opportunities for cultural exchange and international collaboration
- ▶ Organizing seminars on cultural and international understanding
- ▶ Providing grants to local organizations holding multicultural inclusion events
- ▶ Promoting active participation of international residents in local events and community activities

Initiative 2-1

Number of Children Who Participated in International Exchange Programs (Excluding ALT classes at schools)

1,091
(FY 2023)

1,200
(Annual Average for FY 2025-2029)

Initiative 2-2

Number of Participants in International and Multicultural Inclusion Events

20,002
(FY 2023)

22,000
(Annual Average for FY 2025-2029)

Strategy 3 Revitalizing Local Industries by Tapping into the Global Market

Initiative 3-1 Promoting Inbound Tourism



Oita Prefecture Business Conference in Taiwan

With the gradual revival of inbound tourism, we continue to drive visitor growth by providing translations of promotional materials, such as websites and visitor brochures. We also collaborate with the prefectural government and related organizations to promote tourism.

Primary Actions

- ▶ Translating promotional materials into multiple languages
- ▶ Attract MICE events *MICE stands for Meetings, Incentives, Conferences and Exhibitions
- ▶ Promoting tourism in collaboration with the prefectural government and related organizations

Initiative 3-2 Assisting in Global Market Expansion



Showcasing Oita-made products at a Singapore tasting event

We partner with the prefectural government, JETRO (Japan External Trade Organization), and related entities to create opportunities for small and medium enterprises (SMEs) in the city to expand their markets.

Primary Actions

- ▶ Assisting in expanding into overseas e-commerce platforms and registering intellectual property rights
- ▶ Assisting in exhibiting at trade fairs and organizing business matching events
- ▶ Organizing seminars on market trends and economic conditions in various countries
- ▶ Partnering with the Oita Prefectural Government, JETRO, and other related organizations

Initiative 3-3 Facilitating the Employment of Global Talent



Simple Japanese for an Inclusive Workplace Seminar

Organizing seminars in partnership with the Oita Labor Bureau, Oita Prefectural Government, and other related organizations to help employers communicate effectively with their international workforce and create an inclusive workplace environment.

Primary Actions

- ▶ Organizing online business seminars
- ▶ Conducting seminars to build an inclusive work environment for international staff
- ▶ Partnering with the Labor Bureau, Oita Prefectural Government, and other support organizations

Initiative 3-1

Initiative 3-2

Key Performance Indicator (KPI)	Baseline	Target Goal
Number of Foreign Tourists Staying Overnight	34,338 (FY 2023)	102,000 (FY 2029)
Number of Overseas Expansion Support Cases	55 (FY 2023)	275 (Annual Average for FY 2025-2029)

Strategy 4 Driving the Growth of Oita City through International Partnerships

Initiative 4-1 Regional Revitalization through International Exchanges



Study Abroad in Austin for Junior High School Students



Oita International Wheelchair Marathon

Fostering international awareness among residents through active engagement with global partners, including our sister cities.

Primary Actions

- ▶ Promoting exchanges with sister cities
- ▶ Supporting residents in organizing exchange events with sister cities and other international events
- ▶ Organizing and inviting foreign artists and athletes to participate in cultural and sports events

Initiative 4-2 Strengthening International Ties and Cooperation



The 14th Asian-Pacific City Summit held in Kagoshima City



Promotional booth at Oita World Festa

As globalization advances, collaboration with international partners across various fields has become indispensable. We promote international cooperation by partnering with overseas cities, engaging with local residents, and working with related organizations.

Primary Actions

- ▶ Participating in the Asia-Pacific Cities Summit and other international conferences to gather insights on innovative initiatives from various cities
- ▶ Hosting international delegations
- ▶ Organizing seminars by Japan Overseas Cooperation Volunteers and collaborating with JICA* to promote international cooperation activities

*JICA stands for Japan International Cooperation Agency

Key Performance Indicator (KPI)	Baseline	Target Goal
Number of International Exchanges and Sister City Programs	19 (FY 2023)	125 (Annual Average for FY 2025-2029)

Initiative 4-1

International Sister and Friendship Cities

City of Aveiro, The Portuguese Republic

Establishment Date: September 10, 1978

Sister City

Since 1978

Oita City established its sister city partnership with the City of Aveiro, reflecting a historical connection dating back to the mid-16th century during the reign of Otomo Sorin, when cultural exchanges with Portugal flourished and Western influences first took root. This enduring relationship has fostered exchanges in various fields, including culture, arts, and sports.



The year 2023 marked the 45th anniversary of the sister city partnership. The following year, the City of Aveiro was named as the Portuguese Capital of Culture for 2024, prompting its mayor to extend an invitation to the Festival dos Canais. In response, a delegation led by the Vice Mayor of Oita, along with a music ensemble, visited Aveiro to participate in a commemorative ceremony and a concert performance.

City of Wuhan, Hubei Province, People's Republic of China

Establishment Date: September 7, 1979

Friendship City

Since 1979

As part of the modernization project at the Wuhan Steel Complex in 1974, 200 technicians from Wuhan City were sent to Oita City for a long-term stay, and a large number of technicians from Oita City were also dispatched to Wuhan City. Increasing interactions among citizens gradually led to the establishment of a friendship city partnership. Since then,



exchanges have occurred in various fields, including hosting agricultural trainees, junior high school student exchanges, performances by the Oita Symphony Orchestra in Wuhan, performances by the Wuhan Acrobatics Troupe in Oita City, and business-related activities.

To commemorate the 45th anniversary of the friendship city partnership in 2023, chefs from Wuhan were invited to showcase Wuhan cuisine at the Oita Marche Fair and to hold cooking classes at Fukutoku Gakuin High School, which has ties to Wuhan. In addition, eight restaurants in the city offered a special dish for almost a month, featuring water dropwort, an ingredient with deep ties to Wuhan.

City of Austin, Texas, United States of America

Establishment Date: October 30, 1990

Sister City

Since 1990

Oita Prefecture and the State of Texas have fostered active exchanges, including hosting a Texas symposium in the prefecture. Due to our shared industries and cultural ties with Austin, a sister city partnership was established. Since then, various exchanges have taken place across diverse fields, including culture, arts, sports, and business.



In 2023 and 2024, six junior high school students participated in exchange programs in Austin. During their stays, they lived with host families and took part in educational and cultural exchanges with American students. In 2024, we hosted six high school students from Austin, who lived with host families and interacted with local junior high school students.