

March 28, 2012  
Special Briefing for the Diplomatic Corps  
and the foreign affiliated companies in Japan



**Let's build our new  
future together**



**Iwate Prefectural Government**

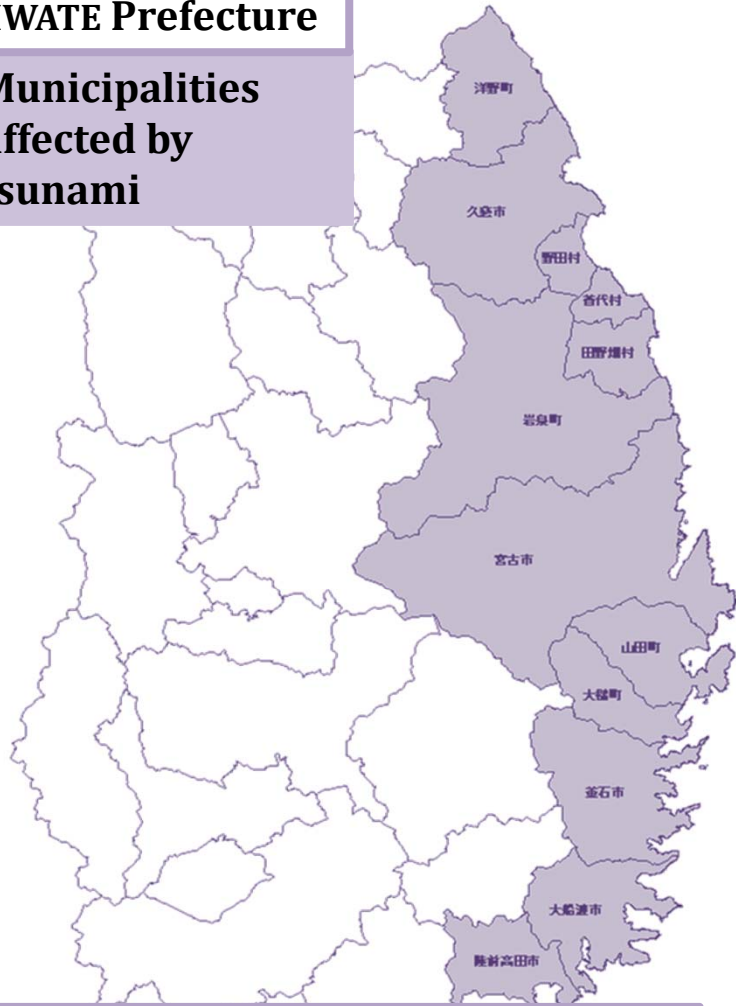
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# Our gratitude for your support

## IWATE Prefecture

### Municipalities affected by tsunami



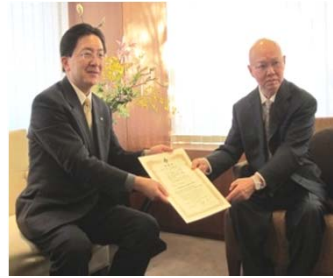
Death	4,671
Missing	1,249
House Damages	24,747
Industrial Damages	
Fisheries	398 billion yen
Manufacturing	89 billion yen
Commerce	44 billion yen

## Relief goods from you saved our lives

3,000 offers from all over the world, including foods, drinks, clothes and various items



Distribution Center



## Donations from you is helping tsunami victims' daily life

As much as 49 billion yen donations to Iwate

## Donations from you is enabling us to implement various reconstruction projects

Earmarked donations totaled 18 billion yen, including 3 billion yen for scholarship program for young victims

## Support and encouragement from you is helping us to move forward

Relief goods, donations and letter of sympathy from many countries

Thanks to you....



Fish market reopened



Shopping center reopened



Temporary store opened



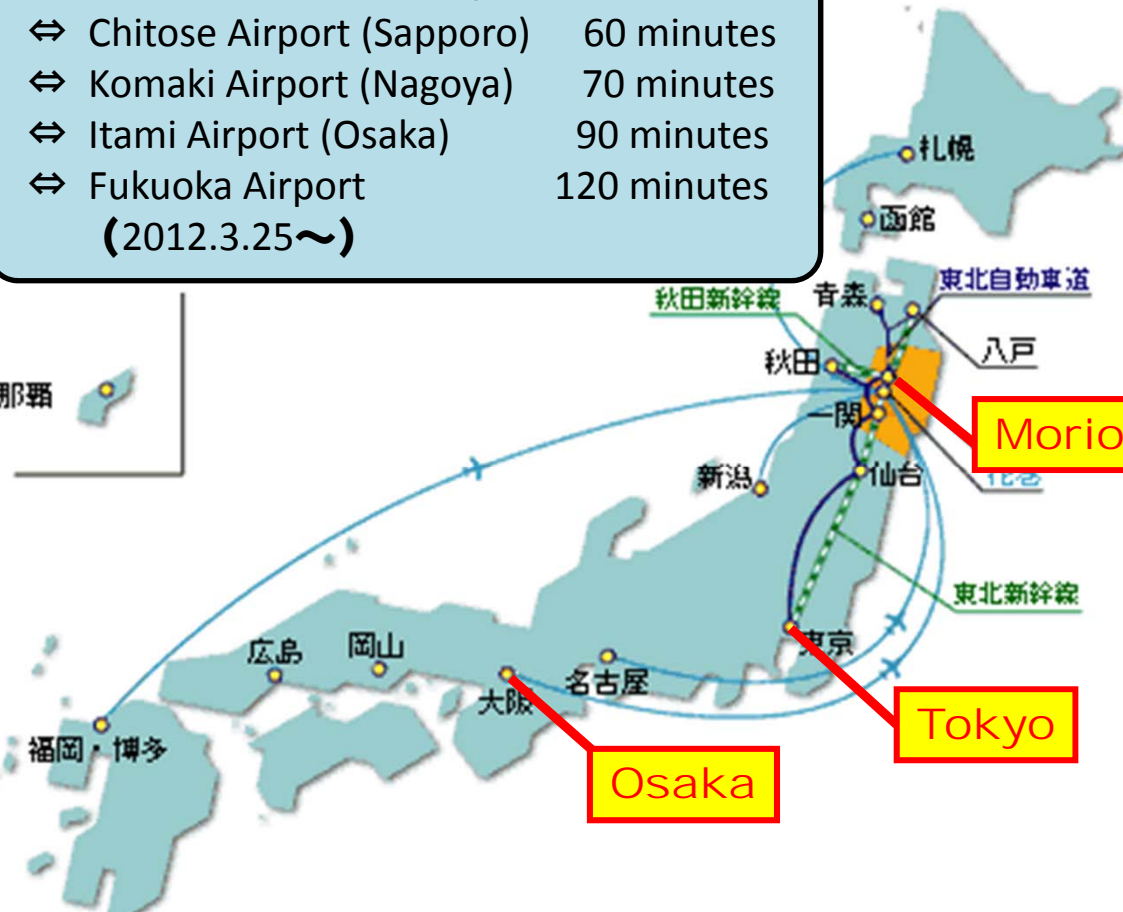
# Where is Iwate ? Too far? Too cold?

## Good Access

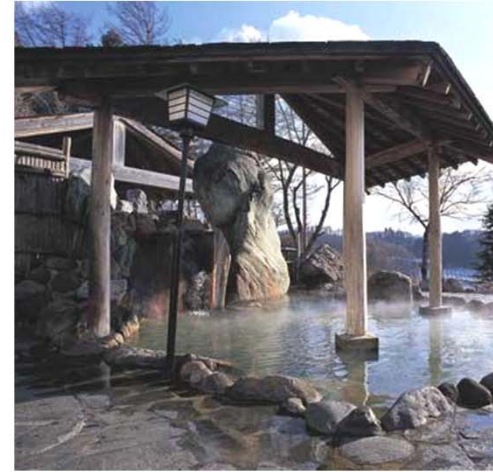
### Airway

#### Iwate hanamaki Airport

- ⇔ Chitose Airport (Sapporo) 60 minutes
- ⇔ Komaki Airport (Nagoya) 70 minutes
- ⇔ Itami Airport (Osaka) 90 minutes
- ⇔ Fukuoka Airport 120 minutes (2012.3.25~)



## Comfortable Living Environment



Hot springs



Golf courses



Skiing grounds



Festivals

### Tohoku Shinkansen Express

- Tokyo ⇔ Morioka 2 hours and 20 minutes
- Sendai (Miyagi) ⇔ Morioka 43 minutes





# Who invested in Iwate so far?

Toyota's newest HV, AQUA, are being produced in Iwate plant



Automobile


**Kanto Auto Works**  
TOYOTA Car assembler 

**Aisin Tohoku Co.,Ltd**  
Electronics parts 



Semi conductor

**Iwate Toshiba Electronics Co.,Ltd.**  
System LSI 

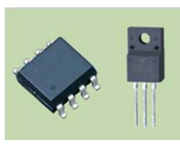
**Tokyo Electron Ltd.**  
Semi conductor equipments 

**Fujitsu semiconductor Ltd.**  
System LSI 

Electronics Devices

**Ricoh Optical Industries**  
Optical Devices 

**Tohoku Hirose Electric Co., Ltd**  
Connectors 



Pharmaceutical

**Shionogi & Co.,Ltd**  
Medical supplies 

**Fuji Film Techno Products**  
X-ray films system 

**Astellas Pharma Inc.**  
Medical supplies 

ICT


**Aisin comCruise**  
Embedded software 

**Osaki electric Co.,Ltd.**  
Software 



Foods and drinks

**Morinaga Milk Industry Co.,Ltd.**  
Liquid foods 

**Yakult Co.,Ltd.**  
Fermented milk drink "Yakult" 



Others

**Nippon Steel Corporation**  
Steel products 

**3 M Company**  
Adhesive tapes, fasteners 



# Is Iwate really able to revive?

It is vital for reconstruction to promote industrial development and create stable employment opportunities for the residents.  
We are seeking partners to assist us.



## Inland Region

Support affected coastal area by creating a new industry

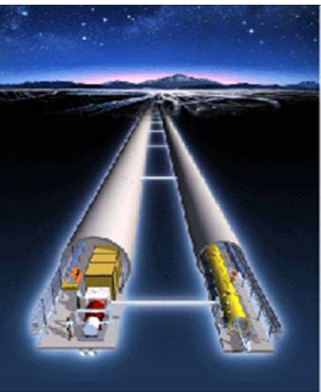


## Coastal Region

Making effort to rebuild affected industries as fast as possible

Facilities that we are planning to establish

**International Particle/Energy Hub**



**International Oceanic Research Hub**



**International Disaster Prevention Hub**



# Is Iwate any better than other places?

When you set up a manufacturing plant or start software business in Iwate, various supports will be provided by prefectural or municipal government.

\*Conditions to receive these aids may vary depending your industry or place. Please contact us for further information.



## Best assistance

Iwate government ranked the second best in Japan in customer satisfaction survey 2010.

## Low interest financing

- Up to 80% of investments per a plant, and up to 2 billion yen

## Subsidy

- Up to 10%(max 30%) of eligible costs, and up to 300 million yen per a plant
- You may receive more when making a large investment

## Tax relief measures

- Tax exemption or deduction of fixed asset tax, corporate tax
- Tax exemption when establishing a new research facility

## Special zone for reconstruction

Application for additional tax relief measure is under processing

## Superior human resources

- Universities and Junior colleges in Iwate have a reputation for educating good engineers.  
e.g. Iwate University (Faculty of Engineering)  
Iwate Prefectural University (Faculty of Software and Information Science)
- People are patient , willing to make efforts and contribute to better product quality.  
TOYOTA group automobile Iwate Plant received the top plant award by J.D.Power Associates.

J.D. Power Associates is an international organization that researches customer satisfaction



# Visit us in Iwate !

On June 26, 2011, the Cultural Heritage of Hiraizumi was designated as UNESCO World Heritage Site

16<sup>th</sup> designation in Japan, and the first UN World Heritage Site in Tohoku region



Paradise garden, Moutsuji temple



Kanjizaio-in remains

## Iwate Destination campaign Starting from April 1st

イーハトーブ  
いわて物語  
~そういう旅に私はしたい。

いわてデスティネーションキャンペーン  
2012年4月1日~6月30日

い わ て 復 興 元 年

温泉  
こくち  
食  
とふっち  
文化  
おもち  
うにっち  
そばっち



Our work for reconstruction will go on  
Every victims' soul will be with us  
forever.

**TOHOKU Requiem mass 2012**

to be held in Iwate from May 26 to 27

# Message from Governor

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One year has passed since the March 11, when we were faced with the scenery which was too catastrophic that we couldn't believe what we were seeing was really happening.

We in Iwate would like to sincerely thank everyone throughout the country and overseas that sent us such warm encouragement and support. With your support, we regained the strength to recover from the extreme situation and hope for reconstruction.

We would appreciate if you will remember us and keep watching us until the day we will achieve the full reconstruction.

Please come and visit us in Iwate, and watch the present situation of coastal region that is starting to move forward. And please visit the Cultural Heritage of Hiraizumi, which was built wishing long lasting peace after the devastating calamities of civil wars, and enjoy various attraction of Iwate.

We will keep strive step by step towards reconstruction.



岩手県知事 達増拓也

Takuya Tasso  
Governor of Iwate

