

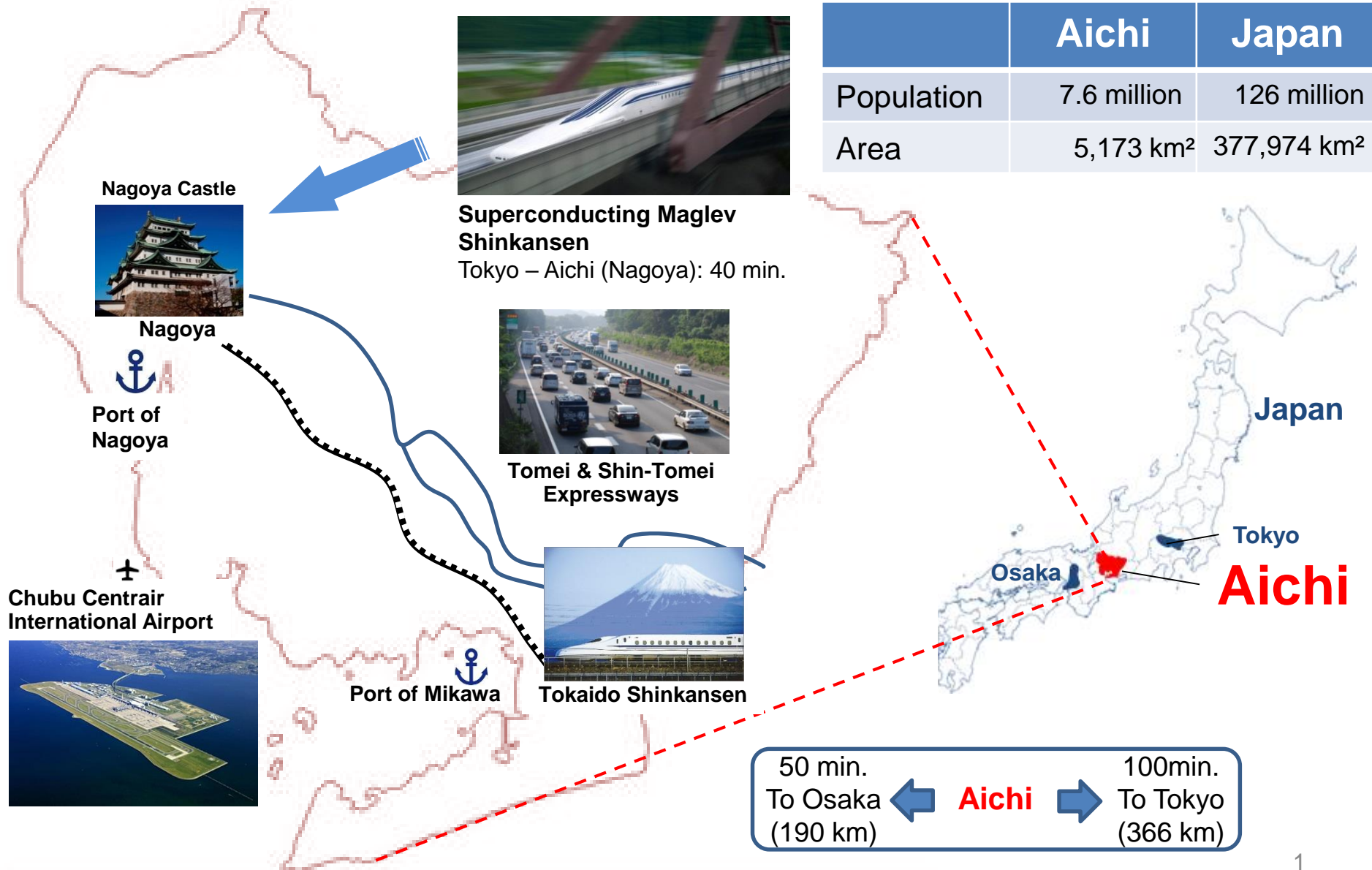
TOYOTA
FCV



Driving Innovation in Aichi



Aichi Prefecture Overview













Japan's No. 1 Industrial Cluster

- Gross Regional Product of **\$403 billion**, 2nd largest in Japan after Tokyo (2017)
- **\$487 billion** in manufactured goods shipments, first in Japan for 42 consecutive years (2018)
- Largest domestic market share in **10 product categories**, including transportation equipment (cars, etc.) (2018)
- **\$160 billion** export value, largest in Japan (2019)
- **\$87 billion** trade surplus, compared with a \$17 billion deficit nationally (2019)

Top 5 Prefectures by Gross Regional Product:

2010				2017				
		Gross Regional Product	Domestic Market Share			Gross Regional Product	Growth Rate	Domestic Market Share
	National	\$4.99 trillion	—		National	\$5.48 trillion	9.6%	—
1	Tokyo	\$981 billion	19.6%	1	Tokyo	\$1.06 trillion	8.3%	19.4%
2	Osaka	\$370 billion	7.4%	2	Aichi	\$403 billion	19.0%	7.4%
3	Aichi	\$339 billion	6.8%	3	Osaka	\$401 billion	8.3%	7.3%
4	Kanagawa	\$328 billion	6.6%	4	Kanagawa	\$356 billion	8.6%	6.5%
5	Saitama	\$210 billion	4.2%	5	Saitama	\$234 billion	11.4%	4.3%

Categories in which Aichi Holds the Largest Domestic Market Share (2018):

Transportation equipment 38.4% \$269 billion 	Electrical machinery, equipment & supplies 15.6% \$29 billion 
Business oriented machinery 13.9% \$10 billion 	Iron and steel 13.5% \$25 billion 
Rubber products 12.9% \$4 billion 	Plastic products 12.5% \$16 billion 
Ceramic, stone & clay products 11.3% \$9 billion 	Production machinery 10.9% \$24 billion 
General-purpose machinery 10.2% \$13 billion 	Textile mill products 9.9% \$4 billion 

Status of Import and Export (2019):

	Export Value	Domestic Market Share	Import Value	Domestic Market Share	Balance of trade
National	\$769 billion	—	\$786 billion	—	-\$17 billion
Tokyo	\$62 billion	8.0%	\$127 billion	16.2%	- \$65 billion
Aichi	\$160 billion	20.7%	\$72 billion	9.2%	+ \$87 billion
Osaka	\$95 billion	12.3%	\$102 billion	13.0%	- \$7 billion

10 product categories in total

\$1 = 100 JPY

Headquartered in Aichi

TOYOTA

DENSO

AISIN

NGK **NTK**
SPARK PLUGS TECHNICAL CERAMICS

At your side.
brother®

Noritake

⌘ NIPPON SHARYO

Mazak
Your Partner for Innovation

Thakita

Specific Approach for Europe

Aichi Economy and Labor Vision 2021-2025

- ◆ Promote the next-generation industries and drive innovation.
- ◆ Boost this region as global industrial hub.

○ Specific approach for Europe 1

↪ Promotion of Aerospace Industry

Develop of Sustainable Aerospace Industry



○ Specific approach for Europe 2

↪ Support Start-up Business

Aim to form a World-Leading Startup Ecosystem



Promotion of Aerospace Industry - Partnership with Occitanie -

MEMORANDUM OF UNDERSTANDING ON FRIENDSHIP AND MUTUAL COOPERATION BETWEEN THE OCCITANIA REGION, FRENCH REPUBLIC AND AICHI PREFECTURE, JAPAN

The Occitania Region of the French Republic and Aichi Prefecture of Japan (hereafter “the parties”) hereby express their sincere desire to establish a relationship with the goals of encouraging friendship and increasing prosperity in both regions, and contributing to further development of favorable relations between the French Republic and Japan. This memorandum is based on the principle of equality and mutual benefit and seeks to accomplish the following:

- I. The parties will strive to establish a close friendship based on respect and mutual trust.
- II. The parties will cooperate in all fields recognized by both parties to be mutually beneficial, such as the aerospace industry, the automobile industry, and tourism.
- III. In the interest of the development of both regions, the parties will work to promote private-sector exchange in a wide range of areas including the fields identified above.

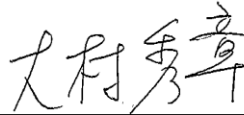
This memorandum of understanding is solely an expression of the parties’ desire to establish a mutually beneficial relationship and creates no legally binding rights or obligations.

Signed in Nagoya, Aichi, on June 5, 2018, in recognition of the above articles.

Copies of this memorandum will be made in English and Japanese. All texts are of equal authenticity.



Carole Delga
Former Minister
Governor
Occitania Region
French Republic



Hideaki Ohmura
Governor
Aichi Prefecture
Japan

● Occitania regional governments and Aichi prefecture concluded MOU on June 5th, 2018

【Contents】

- ① The parties will strive to establish a close friendship based on respect and mutual trust.
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MOU Conclusion

Promotion of Aerospace Industry - Exhibiting at Air / Trade Shows -

AICHI-NAGOYA AEROSPACE CONSORTIUM



AICHI PREFECTURAL GOVERNMENT



CITY OF NAGOYA



Central Japan Aerospace Industrial Technology Center



AICHI INDUSTRY PROMOTION ORGANIZATION



Nagoya Industries Promotion Corporation



Chubu Bureau of Economy, Trade and Industry



CITY OF KOMAKI



Nagoya Chamber of Commerce & Industry



Japan External Trade Organization(JETRO)
JETRO NAGOYA



Greater Nagoya Initiative Center



NAGOYA UNIVERSITY



CHUBU UNIVERSITY



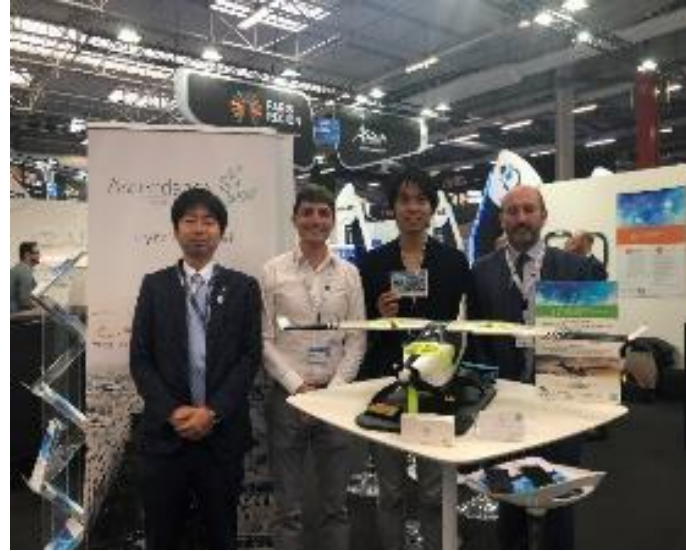
愛知県立大学
Aichi Prefectural University

Recent Exhibitions

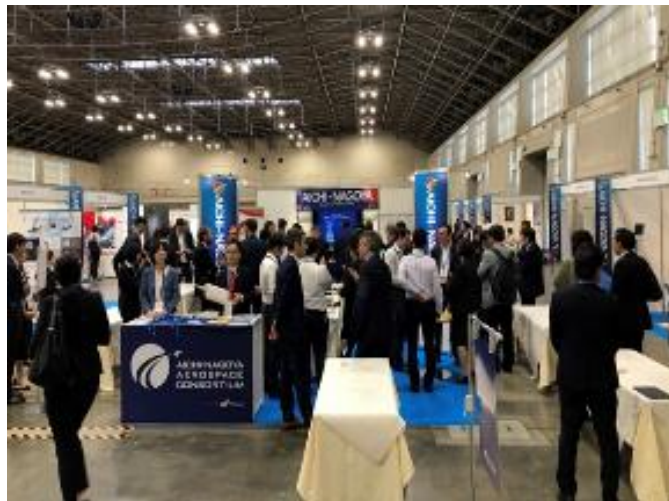
FY	Outside of Japan	In Japan
2018	AEROMART TOULOUSE	JA2018 TOKYO
2019	PARIS AIR SHOW SINGAPORE AIR SHOW	AEROMART NAGOYA
2020	ILA BERLIN (canceled) AEROMART TOULOUSE	ENGINE FORUM KOBE

Promotion of Aerospace Industry - Exhibiting at Air/ Trade Shows

PARIS AIR SHOW 2019 – from June 17th to 20th

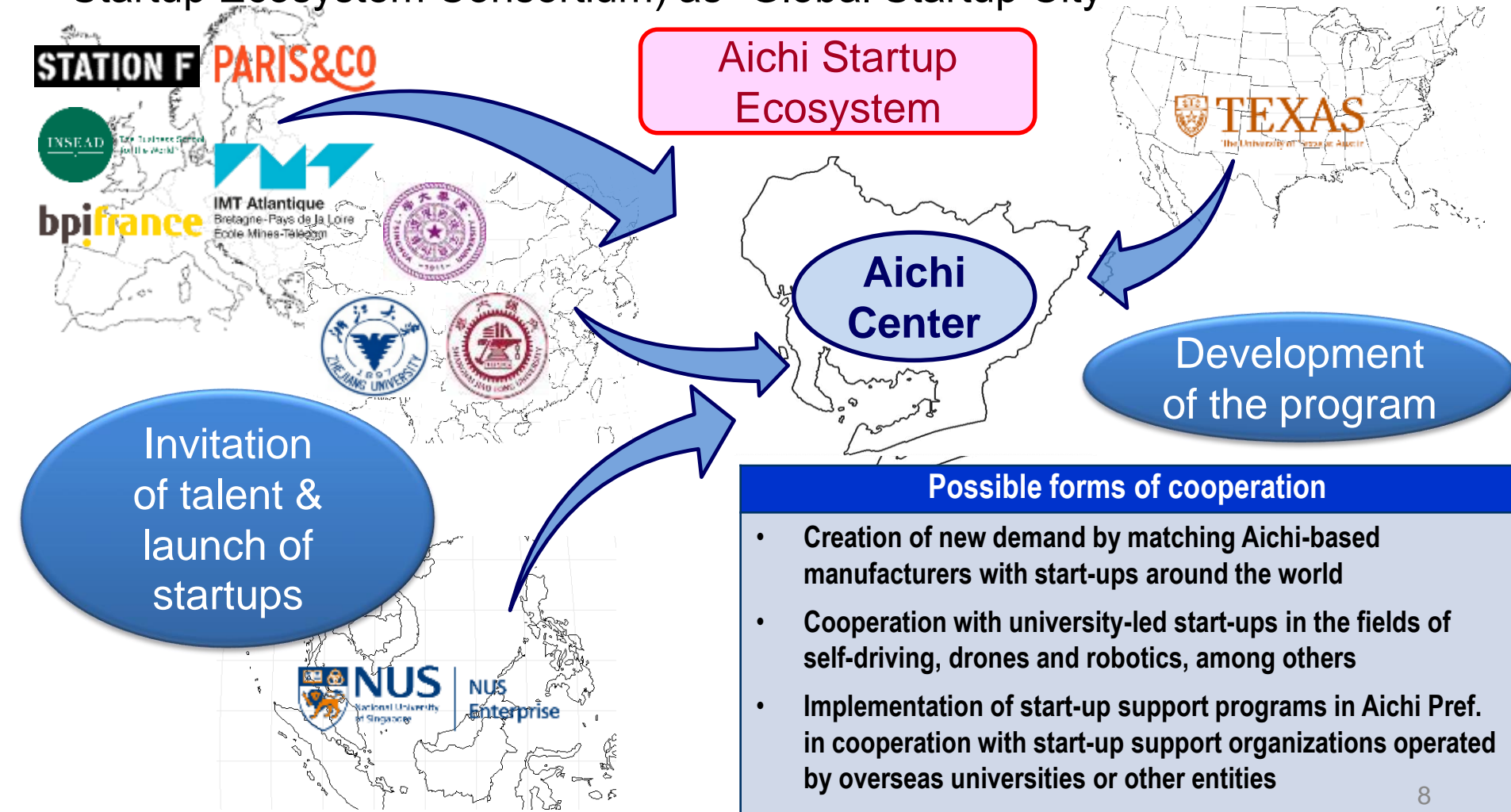


AEROMART NAGOYA 2019 – from September 24th to 26th



Support Startup Business - Collaboration with Overseas Universities -

- Startup support center to be established in Aichi, aiming to attract startups and talent in cooperation with influential universities around the globe.
- Cabinet Office appointed Aichi-Nagoya and Hamamatsu (Central Japan Startup Ecosystem Consortium) as “Global Startup City”



Support Startup Business - Collaboration with Overseas Organizations -

Collaborative projects with French startup support organizations (INSEAD, etc.)
(FY 2020~)

■ Target

Startup professionals in Aichi who want to benefit from the expertise of French startup support organizations.

■ Contents

1. Collaboration with INSEAD, 2. Collaboration with Paris&Co,
3. Collaboration with IMT Atlantique



Visit to INSEAD
Fontainebleau Campus
(August 2019)



INSEAD Innovation Program
(December 2020)



Support Startup Business - Station Ai -

Facility details

- **Oct, 2024** will be opened
- Accommodation and training facility
- **Japan's largest incubator facility.** Total floor area: about **30,000m²**
- Annual total number of tenants: **1,000 companies**
- Offices for startups and partner companies etc.
- Function of Tech Lab (Production of prototypes and assessment)



A nighttime photograph of the Aichi Prefectural Sports Center, featuring a large, curved, illuminated roof structure with a grid of blue and purple lights. In the background, the Aichi TV Tower is visible, illuminated with warm yellow lights. The scene is set against a dark night sky.

Thank you for your attention !

Hiroyuki Ito

**Director-General, Bureau of Economy and Industry
Aichi Prefectural Government**