

MIYAGI PREFECTURE

Latest update: August 2013



Prefecture's flag

Main City: Sendai

Population: 2,327,000 people, ranking 15/47 prefecture (2013) [1]

Area: 7,285km²[2]



Geographical / Landscape description:

Miyagi Prefecture is in the central part of Tohoku region, facing the Pacific Ocean, and contains Tohoku's largest city, Sendai. There are high mountains in the west and along the northeast coast, but the central plain around Sendai is fairly large. [2]

Climate:

Generally a mild climate but western areas may register a higher quantity of snowfall compared to the rest of the prefecture. [2]

Time zone:

GMT +7 in summer (+8 in winter)

International dialling code: 0081

Recent history, culture

Without any doubts, Miyagi Prefecture recalls in the minds of the Japanese the image of Date Masamune (1567-1636): one of the most powerful daimyo (territorial lords) of Japan at that time and founder of the city of Sendai. Thanks to his strong personality and record of successful battles he has been a recurrent character in many movies, writings and even video games. He was easily recognizable by his crescent-moon-bearing helmet. Known for his high level of ethics, a still-quoted aphorism is, "*Rectitude carried to excess hardens into stiffness; benevolence indulged beyond measure sinks into weakness*". [3]

Economic overview

The automotive industry is well developed in the prefecture and Miyagi is expected to become the auto industry's third largest regional base in Japan after the Aichi/Shizuoka area and Kyushu region. Since a leading global semiconductor manufacturer established its manufacturing site and research and development centre in the area the prefecture has also gained importance in this area.

Reconstruction after the 2011 earthquake and tsunami is proceeding smoothly and there are various incentives for companies establishing themselves in the area have been put in place by the prefectural government. [4] [5]

Economic Indicators

	Miyagi Prefecture	All Japan
Population (2013) [1]	2,327,000	127,350,000
Unemployment rate (2012) [6]	4.7%	4.3%
GPD (2010) [7]	1.6% of Japan's	495 trillion Yen

Infrastructure

Road/railways

With the Tohoku Shinkansen (bullet train), travel between Sendai and Tokyo takes little more than an hour and a half. The Tohoku Jukan Expressway runs through the middle of the prefecture and provides good connections within the prefecture. [8]

Shipping

After suffering damages from the 2011 tsunami, Sendai Shiogama Port is recovering and should achieve fully resume its operations in 2014. It is a major hub for the import and export of goods. [8]

Civil Aviation

Sendai Airport operates domestic flights to major Japanese cities and various international routes to China, Korea, Taiwan, USA and Thailand. [9]

Living Environment

Miyagi Prefecture became the first prefecture in Japan to enact the ordinance pertaining to the Promotion of Multicultural Society Formation, and is aiming to realize a multicultural society in which people of different nationalities, ethnic groups and cultures coexist in mutual acceptance and harmony. [10]

Major types of economic activities

Agriculture, natural resources

The prefecture is known for its production of rice and strawberries cultivated in greenhouses. The prefecture is also famous for the high quality level of its local beef. [2]

Manufacturing

Automotive, semiconductors and food processing industries are the engine of the prefecture. In 2011, the manufacturing industry's shipment value was principally composed of electronic components (15%), food and related products (14.5%) and transport machinery (9.8%). [11]

R&D, Innovation, Scientific research

Tohoku University is involved in many R&D projects with local private and public entities, and according to the 2012 World University Rankings and the Thomson Reuters ranking of Japanese research institutions, is one of Japan's largest and most influential research institutions and a leader in many scientific fields including materials science, physics, and applied sciences.

The Industrial Technology Institute, a leading technological research facility of the prefecture, provides technical support to local SMEs. [12][13]

Opportunities for EU Investors / Exporters / Importers

Promising sectors for cooperation

Long-established industries: automobile industry, high-tech electronics, ICT, aerospace R&D and manufacture, food-related industries, shipping, lumber, life science/medical equipment.

Emerging industries: renewable and clean energy industries. [4][5]

Financial/logistic support

Subsidies for establishment of new facilities within the “special zones for reconstruction”:

- *Subsidies on fixed asset investments
- *Subsidies on rent
- *Subsidies on number of new job creations
- *Subsidies for the installation of facilities and smart energy systems

Incentives for establishment of new facilities outside the “special zones for reconstruction”:

- *Subsidies on fixed asset investments
- *Several tax relief measures (Corporate Enterprise Tax; Real Estate Acquisition Tax; Fixed Asset Tax)
- *Competitive land prices
- *Promotion of renewable energy and smart communities (a feed-in tariff system for the renewable energy industry)

One-stop business support service:

- *Support for international investors
- *Details on incentives and government services
- *Up-to-date and accurate information, sector-by-sector analysis and comparative data
- *Business location services and detailed information on green-field sites

More details:

<http://www.pref.miyagi.jp/kokusai/investmiyagi>

Setting up a business in Miyagi

Miyagi Prefectural Government International Affairs Division

3-8-1 Honcho, Aoba-ku, Sendai, Miyagi 980-8570 JAPAN

Tel: +81(0)22-211-2972

Fax: +81(0)22-268-4639

E-mail: investmiyagi@pref.miyagi.jp

<http://www.pref.miyagi.jp/kokusai/investmiyagi>

Other contacts:

Miyagi Prefecture

<http://www.pref.miyagi.jp/>

Industrial Technology Institute, Miyagi Prefectural Government

<http://www.mit.pref.miyagi.jp/>

Miyagi Organization for Industry Promotion

<http://www.joho-miyagi.or.jp/>

Tohoku University

<http://www.tohoku.ac.jp/english/>

Miyagi Tourism Federation

http://www.miyagi-kankou.or.jp/tourist_infomation/en/index.htm

Sources and footnotes

- [1] <http://www.stat.go.jp/data/jinsui/2.htm>
- [2] http://en.wikipedia.org/wiki/Miyagi_Prefecture
- [3] http://en.wikipedia.org/wiki/Date_Masamune
- [4] <http://www.jetro.go.jp/en/invest/region/miyagi/>
- [5] <http://www.pref.miyagi.jp/kokusai/investmiyagi/why/rd.html>
- [6] <http://www.stat.go.jp/data/roudou/pref/index.htm>
- [7] http://www.esri.cao.go.jp/jp/sna/sonota/kenmin/kenmin_top.html
- [8] <http://www.jetro.go.jp/en/invest/region/miyagi/infra.html>
- [9] <http://www.sdj-airport.com/english/>
- [10] <http://www.jetro.go.jp/en/invest/region/miyagi/living.html>
- [11] <http://www.stat.go.jp/data/e-census/2012/sokuho/gaiyo.htm>
- [12] <http://www.tohoku.ac.jp/english/>
- [13] <http://www.mit.pref.miyagi.jp/>

Tanabata festival in Sendai



Matsushima bay



Pictures copyright: Wikipedia under the GNU Free Documentation License

Disclaimer

Neither the EU-Japan Centre for Industrial Cooperation, nor any person acting on its behalf is responsible for any consequences which may arise from the use by third parties, whether individuals or organizations, of the information contained in this report, or any possible errors which, despite careful checking of the text, could remain. The authors retain the copyright of the information published in this report. Reproduction is authorized except for commercial purposes, provided the source is acknowledged. All logos and figures published in this report are copyrighted and cannot be reproduced without the full consent of their respective author.