

MIE PREFECTURE

Latest update: August 2013



Prefecture's Flag

Main City: Tsu

Population: 1,830,000 people, ranking 22/47 prefecture (2013) [1]

Area: 5,777 km² [2]



Geographical / Landscape description

Mie Prefecture forms the eastern part of the Kii Peninsula, and borders on Aichi, Gifu, Shiga, Kyoto, Nara, and Wakayama. It is well located between Nagoya, Osaka and Kyoto making the three cities in easy reach. It has a varied landscape that includes mountains, plains and coastline. Nearly one third of the total area of the prefecture is designated as nature reserves and parks, one of the highest rates in Japan. [2]

Climate

The climate is warm with an average annual temperature of 14 to 15 °C. The north features snow falls, while the southern region is known as one of the rainiest areas in Japan. [2]

Time zone

GMT +7 in summer (+8 in winter)

International dialling code: 0081

Recent history, culture

The prefecture is home of the Ise Jingu shrine. It is the supreme shrine where Amaterasu Omikami, the ancestral goddess of the Imperial Family and the overall patron goddess of Japan, worshipped nearly 2000 years ago. One of the peculiarities of Ise Jingu is the renewal ceremony that takes place every 20 years during which the old shrine is demolished and rebuilt nearby using the same construction techniques used in past centuries. [3]

Economic overview

Mie Prefecture contains one of Japan's foremost petrochemical complexes and maintains a strong concentration of advanced material manufacturing technology companies. In addition, the prefecture boasts well developed automotive, semiconductor, liquid crystal, medical and health and welfare industries. Thus, Mie Prefecture offers a concentration of industrial and research facilities in everything from materials and parts to manufacturing and assembly, meaning that there is tremendous potential for foreign firms looking to expand their business opportunities. [4]

Economic Indicators

	Mie Prefecture	All Japan
Population (2013) [1]	1,830,000	127,350,000
Unemployment rate (2012) [5]	3.4%	4.3%
GPD (2010) [6]	1.5% of Japan's	495 trillion Yen

Infrastructure

Road/railways

Good access both by train and express way to nearby major cities: Nagoya, Kyoto and Osaka. [7]

Shipping

There is one main port in Yokkaichi (designated as Super Central Port) which also has good connections with the nearby port of Nagoya. There are regular routes to Asia and America. [7]

Civil Aviation

Although Mie Prefecture is without a local airport, there is easy access to Nagoya's Chubu Centrair International Airport.

Living Environment

The natural and cultural assets of the prefecture such as its beaches, extensive natural landscape (one third of the land area is registered as natural parks), the Ise Jingu Shrine and other beauties make the prefecture a pleasant place to live. [8]

Major types of economic activities

Agriculture, natural resources

Some local agricultural products are well known such as Ise green tea and nanki-mikan oranges. Matsusaka beef is also considered to be top quality. [9]

Manufacturing

In 2011, the manufacturing industry's shipment value was principally composed of transportation machinery, mainly vehicles and ships, (23.6%), electronic components such as semiconductors, (14.7%), and chemicals (12%). The manufacturing sector is the most important in the prefecture and is well ahead of the services sector. [10][8]

R&D, Innovation, Scientific research

A project called Mie Valley Project has been promoted in recent years. It covers three specific frameworks: medical valley, crystal valley and silicon valley.

The Medical Valley Project aims to create an active region in which private, public and academic entities operate joint researches aiming to the development of medical, health and welfare industries.

The Crystal Valley Project aims to develop the flat-panel display (liquid crystal, etc.) industries.

The Silicon Valley Project aims to develop IT (semiconductor, etc.) industries.

Also located in the prefecture, the Advanced Materials Innovation Center brings companies from the materials and assembly industries together with scientists in universities and research labs, supporting innovation in areas such as high-performance materials and fuel cell technology. [11]

Opportunities for EU Investors / Exporters / Importers

Promising sectors for cooperation

Long-established industries: agriculture, forestry, fisheries, food, handicraft, textile products, transportation machinery and equipment, electronic components, chemical and pharmaceutical industries.

Growing industries: semiconductors, liquid crystal industry. [4] [11]

Financial/logistic support

*Various subsidies for innovative new projects (related to knowledge intensive industries, R&D facilities, core industries, "Valley Projects" and advanced industries, etc.)
*Larger subsidies provided for the development of industrial clusters with greater capital and human resources needs
*Full and on-going one-stop service support related to administrative procedures, investment opportunities, logistics, infrastructure, transportation, information on potential sites for future facilities or offices, etc. *Potential business matching and industry-academia collaboration to foster innovation; several research institutes and universities already working with companies

More information: <http://www.invest.pref.mie.lg.jp/why>
<http://www.invest.pref.mie.lg.jp/download/invest-in-mie.pdf>

Setting up a business in Mie

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Other contacts:

Mie Prefecture
<http://www.pref.mie.lg.jp/ENGLISH>
Advanced Materials Innovation Center
<http://www.miesc.or.jp/amic/>
Greater Nagoya Initiative
<http://www.greaternagoya.org>
Mie Industry and support Center
<http://www.miesc.or.jp/>
Mie Medical Valley Project
<http://www.mvp.pref.mie.lg.jp/e/>
Mie Prefecture Tourism Association
<http://tourismmiejapan.com/>

Sources and footnotes

- [1] <http://www.stat.go.jp/data/jinsui/2.htm>
- [2] http://en.wikipedia.org/wiki/Mie_prefecture
- [3] http://en.wikipedia.org/wiki/Ise_Shrine
- [4] <http://www.JETRO.go.jp/en/invest/region/mie/>
- [5] <http://www.stat.go.jp/data/roudou/pref/index.htm>
- [6] http://www.esri.cao.go.jp/jp/sna/sonota/kenmin/kenmin_top.html
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- [11] <http://www.invest.pref.mie.lg.jp/why/?advanced-1>

Meoto Rocks in Ise Bay, Ise



Ise Shrine



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