

# EHIME PREFECTURE



Prefecture's Flag

**Main City:** Matsuyama

**Population:** 1,407,000 people, ranking 28/47 prefecture (2013) [1]

**Area:** 5,676 km<sup>2</sup> [2]

Latest update: August 2013



## Geographical / Landscape description

Located in the northwestern part of Shikoku, Ehime faces the Seto Inland Sea to the north. The prefecture includes both high mountains in the inland region and a long coastline with many islands in the Seto Inland Sea. The westernmost arm of Ehime, the Sadamisaki Peninsula, is the narrowest peninsula in Japan. As of 1 April 2012, 7% of the total land area of the prefecture was designated as natural parks. [2]

## Climate

Generally mild climate. Dry winters with low rainfall and rainy, humid summers. [2]

## Time zone

GMT +7 in summer (+8 in winter)

**International dialling code:** 0081

## Recent history, culture

The oldest existing hot spring in Japan, Dogo Onsen, is located in Matsuyama. It has been used for over two thousand years. It was also a source of inspiration for Studio Ghibli's successful animation movie Spirited Away that won the Academy Award for Best Animated Feature and is, as of today, the most successful movie in Japanese history. [3]

## Economic overview

In recent years, the prefectural government has been revitalizing the local economy by increasing missions overseas in order to promote economic exchanges with the prefecture, holding international exhibitions and helping local companies to attend trade shows overseas. Strong ties have been established with countries like Panama, China, Indonesia, Saudi Arabia and South Korea. [4]

## Economic Indicators

	Ehime Prefecture	All Japan
Population (2013) [1]	1,407,000	127,350,000
Unemployment rate (2012) [5]	4%	4.3%
GPD (2010) [6]	0.96% of Japan's	495 trillion Yen

## Infrastructure

### Road/railways

Good infrastructure of both express ways and railways place the prefecture within a three hour drive from Hiroshima and slighter longer by train from Osaka. [7]

### Shipping

There are 51 ports and harbours in Ehime Prefecture, six of which have been classified as designated ports. There are regular routes to the main Asian countries. [7]

### Civil Aviation

Matsuyama Airport has international flights to China and Korea. [8]

### Living Environment

The prefecture records a low cost of living and a high rate of home ownership in comparison with nationwide averages. A good climate and pleasant natural surroundings make the prefecture a comfortable place to live. [9]

## Major types of economic activities

### Agriculture, natural resources

The prefecture is mainly known in Japan for its production of citrus fruit (iyokan, mikan) and kiwis. [2]

### Manufacturing

Ehime Prefecture is the largest manufacturer of all Shikoku and accounts for about 40% of Shikoku's total shipment value of manufactured goods. In recent years the shares of petroleum products and nonferrous metals like copper, gold, and nickel increased while historically implemented paper, chemical and shipbuilding industries declined. [10]

In 2011 the manufacturing industry's shipment value was principally composed of petroleum and coal (16.6%), nonferrous metals (15.4%), and transport machinery (13.8%). [11]

### R&D, Innovation, Scientific research

Various research centres managed by the prefecture and mostly operating in the agricultural, fishing, paper, ceramic and textile sectors are located in the prefecture. [12]

## Opportunities for EU Investors / Exporters / Importers

### Promising sectors for cooperation

Long-established industries: shipbuilding, chemicals, pulp and paper, textiles, non-ferrous metals, machinery, oil refineries, electronics, agriculture, forestry, fisheries.

Growing industries: electronics-related high-tech industries, fine chemicals, biotechnology. [10]

## Financial/logistic support

- \*Subsidies and grants to manufacturing industries according to fixed assets investments for factory construction and to newly generated employment
- \*Subsidies for venture businesses
- \*Special support measures for small and mid-size businesses locating in the Toyo Industrial Park
- \*Subsidies for IT and communication-related businesses
- \*Leasing support programs; low-interest loans for new and addition facilities
- \*Employment promotion grants
- \*Various tax incentives
- \*Special tax incentives for businesses involved with agriculture, forestry and fisheries

More information: <http://www.pref.ehime.jp/h30100/global/invest/index.html>

## Setting up a business in Ehime

Ehime Prefectural Government, Economy and Labor Department, Administrative Sub-department, Industrial Policy Division

4-4-2, Ichiban-cho, Matsuyama, 790-8570

TEL: +81(0)89-912-2465 FAX: +81(0)89-933-2554

E-mail: [sangyoseisaku@pref.ehime.jp](mailto:sangyoseisaku@pref.ehime.jp)

## Other contacts :

Ehime Prefecture

<http://www.pref.ehime.jp/index-e.html>

Ehime International Business Association

<http://www.ehime-sanbokyo.jp/topics/english/>

Link to various research centres

<http://www.pref.ehime.jp/h30100/global/invest/research.html>

Ehime Tourism Information

<http://iyokannet.jp/english/index.htm>

## Sources and footnotes

- [1] <http://www.stat.go.jp/data/jinsui/2.htm>
- [2] [http://en.wikipedia.org/wiki/Ehime\\_prefecture](http://en.wikipedia.org/wiki/Ehime_prefecture)
- [3] <http://www.iyokannet.jp/english/spot/index.html>
- [4] <http://www.pref.ehime.jp/h30100/global/industry/trade.html>
- [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](http://www.esri.cao.go.jp/jp/sna/sonota/kenmin/kenmin_top.html)
- [7] <http://www.jetro.go.jp/en/invest/region/ehime/infra.html>
- [8] <http://www.matsuyama-airport.co.jp/index.shtml>
- [9] <http://www.jetro.go.jp/en/invest/region/ehime/living.html>
- [10] <http://www.pref.ehime.jp/h30100/global/industry/munufacture.html>
- [11] <http://www.stat.go.jp/data/e-census/2012/sokuho/gaiyo.htm>
- [12] <http://www.pref.ehime.jp/h30100/global/invest/research.html>

## Matsuyama Castle



## Kurushimakaikyo Ohashi Bridge



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