Industrial Cluster Project
Project to Create Manufacturing Industries in the Tokai Region

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New Business Promotion Division
Chubu Bureau of Economy, Trade and Industry
Project to Create Manufacturing Industries in the Tokai Region

**Promotion organization**

**Tokai Factory Council**
- Secretariat: Chubu Science and Technology Center, Chubu Economic Federation
- Targeted region: Gifu Prefecture • Aichi Prefecture • Mie Prefecture
- Targeted field: Entire manufacturing industry (including IT-related industries)

**Core organization**
- Manufacturing expanding from Sweet Valley
  - Related new IT business support project
    - Secretariat: Softopia Japan
    - Targeted region: Gifu Prefecture • Aichi Prefecture • Mie Prefecture
    - Targeted field: Fields integrating IT and manufacturing

**Core organization**
- Mie Sophisticated Material Industry Cluster
  - Secretariat: Mie Industry Enterprises Support Center
  - Targeted region: Northwest region of Mie Prefecture
  - Targeted field: High function material field

**Core organization**
- Industry, academia, government network for Owari • Tono manufacturing
  - Secretariat: Kasugai Chamber of Commerce and Industry, Nagoya Institute of Technology
  - Targeted region: Eastern Owari • Western Tono
  - Targeted field: New material field, e.g., new ceramics, non-ceramics

**Core organization**
- Aichi Health and Long Life Industry Cluster Formation Project
  - Secretariat: Aichi Science and Technology Foundation
  - Targeted region: Aichi Prefecture
  - Targeted field: Manufacturing field centered on health and welfare

**Core organization**
- Higashi Mikawa Industry Creation Network Support Project
  - Secretariat: Higashi Mikawa Industry Support Project Promotion Committee
  - Targeted region: Higashi Mikawa region
  - Targeted field: Precision processing field, etc.
Roughly 10% is an economic bloc, with the manufacturing industry prominent.

Area 5.7%
Population 8.7%
Total production value of region 9.7%
Of which, primary industry 6.3%
Secondary industry 13.9%
Tertiary industry 8.2%
Shipment value of manufactured products, etc. 18.2%
Characteristics of the Tokai region (Gifu • Aichi • Mie prefectures) ②

For the fields (“coordination style,” e.g. automobile, auto parts, metal machine tools) where the Japanese manufacturing industry is highly competitive, more than 40% to 50% of these products are manufactured in the Tokai region.

- Passenger cars 44%
- Auto parts 47%
- Internal combustion engine • electronic equipment 58%
- Catalyst carrier • ceramics filter 97%
- Airplane • related parts 53%
- Metal machine tools 49%
- Memory 64%
- Liquid crystal elements 50%
Promotion organizations and targets of the project to create manufacturing industries in the Tokai region

**Project targets**
In addition to maintaining and strengthening the competitiveness of current “coordination style” industrial clusters, a new network will be developed among companies in different fields as well as among companies, academia, and research institutions, etc., and through the promotion of industrial creation and venture businesses, new technologies and businesses will be created.

**Promotion organization**

- **Tokai Factory Council**
  - General Council
    - (797 member companies)
  - Chairman/Vice Chairman Council
  - Organizational Committee

- **Secretariat:**
  - Chubu Science and Technology Center
  - Chubu Economic Federation

- Chubu Bureau of Economy, Trade and Industry
# Members of the Chairman/Vice Chairman Council

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<tr>
<th>[Chairman]</th>
<th>Shinichi Hirano, President, Nagoya University</th>
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<tr>
<td>[Vice Chairmen]</td>
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<tr>
<td>Fumio Kawaguchi,</td>
<td>Chairman, Chubu Economic Federation</td>
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<td>(Chairman/CEO, Chubu Electric Power Company)</td>
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<tr>
<td>Tsuneo Ishimaru,</td>
<td>Special Advisor, Denso Corporation</td>
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<td>Susumu Ushigome,</td>
<td>Chairman/CEO, TYK Corporation</td>
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<td>Shinichi Kato,</td>
<td>CEO, Toyota Central R&amp;D Labs., Inc.</td>
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<tr>
<td>Toshi Saeki,</td>
<td>Vice Chairman, Kojima Press Industry Co., Ltd.</td>
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<tr>
<td>Akira Sawaoka,</td>
<td>President, Daido Institute of Technology</td>
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<td>Masaharu Shibata,</td>
<td>Chairman/CEO, NGK Insulators, Ltd.</td>
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<tr>
<td>Sachiko Suno,</td>
<td>Chairman/CEO, Medical &amp; Biological LaboratoriesCo., Ltd.</td>
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<td>Toshio Hayakawa,</td>
<td>Vice President, Nagoya Chamber of Commerce andIndustry (Chairman/CEO, Toho Gas)</td>
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<td>Nobuyuki Matsui,</td>
<td>President, Nagoya Institute of Technology</td>
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<tr>
<td>Yoshihiro Yasui,</td>
<td>Chairman/CEO, Brother Industries Ltd.</td>
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<tr>
<td>Yoshifumi Yamazaki</td>
<td>Advisor, Taiyo Kagaku Co., Ltd.</td>
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Major project details

Information to be provided

Information on assistance measures, seminars and exhibitions will be provided via e-mail magazine and portal site.

Study group activities

In line with the needs of members, study groups based on fields will be established with timely themes through cooperation between industry and academia.

- Plasma technology application study group
- Digital contents business study group
- New technology study group
- Tokai nano process, material study group
- Wood quality industry material study group
- Industrial robot technology (IRT) cluster (newly established this fiscal year)
- Automotive system forum (scheduled to be established)
Staging techno fairs

With collaboration between major companies, universities, etc., exhibitions and fairs will be staged to introduce their patents and technologies. Assistance for new business development and technical improvement is provided through technical transfers to member companies.

**Examples of technical transfers**

- Kojima Press Industry Co., Ltd.
- Medical & Biological Laboratories Co., Ltd.
- Talkeng Co., Ltd.
- Taiyo Kagaku Co., Ltd.
- Shibuya Kogyo Co., Ltd.

*Kinki area*
- Fukukaen Flower Wholesale Co., Ltd.
- Toyokin Co. Ltd.
- Noda Screen Co., Ltd.
- Pokka Corporation
- Tacmina Corporation
- Techno Takatsuki Co., Ltd.

*Hokuriku area*
- Toyota Central R&D Labs., Inc.
- Toka Central R&D Labs., Inc.
- Shibuya Kogyo Co., Ltd.

Mesoporous Silica
Mass-produce realized through basic technologies possessed by Toyota Central R&D Labs., Inc., and technique of surfactants of Taiyo Kagaku.

*Kinki area*
Dispatch advisors
Based on requests from companies, advisors will be dispatched to assist with problem solving. Project making, e.g., study group activities, coordination for business matching, e.g., techno fairs and business negotiation sessions.
Number of registered advisors: 57

Hold cluster forums, etc.
By collaborating with related organizations, opportunities for business matching will be provided.
Greater Nagoya Cluster Forum 2008
January 23 & 24, 2008
Exhibition (roughly 150 booths), individual interviews, lectures, etc.
Venture Expo 2007 in Nagoya
Shinkin Business Fair 2007, etc.
New efforts in the current fiscal year

Enhancement of assistance to develop sales channel, business creation

1. Assist business creation, sales channel expansion of the technologies and products developed through the cluster activities of the “technical evaluation, marketing support project” of the Chubu Economic Federation and the Economic Federation New Business Support Organization.

2. Collaborate with projects in other areas
   E.g.: Utilization of the “information home appliance business partners project” and “sales channel matching navigation project” in the Kinki area.

3. Secure outstanding advisors in the field of sales channel development in order to promote the above efforts.
Support scheme

Chubu Economic Federation New Business Support Organization • Information Support Net

Support details

**Evaluation of new technologies, new products**
Member company engineers evaluate based on user needs.

**Develop sales channel for new products**
Along with evaluation, PR for a diverse range of industries and sales channel development are possible.

**Introduction of business partners**
Introduce corporate partners and various support information and events.

Proposer → Chubu Economic Federation New Business Support Organization
- Application → Support request
- Interview → Totaling result

Registered members (185 companies • organizations) → Chubu Economic Federation
- Evaluation request → Evaluation result
- Totaling result → Totaling result

Universities • public research institutions → Other supporting organizations

Business matching
- Mediation
- Application → Support request
- Interview → Totaling result

Registered members (185 companies • organizations)

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Tokai Factory Council Portal Site
http://www.tokai-monodukuri.jp/

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