

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

2007,12,19

Kato Jun

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>

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>

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>

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>

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>

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.

Characteristics of the Tokai region (Gifu • Aichi • Mie prefectures) ①

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.

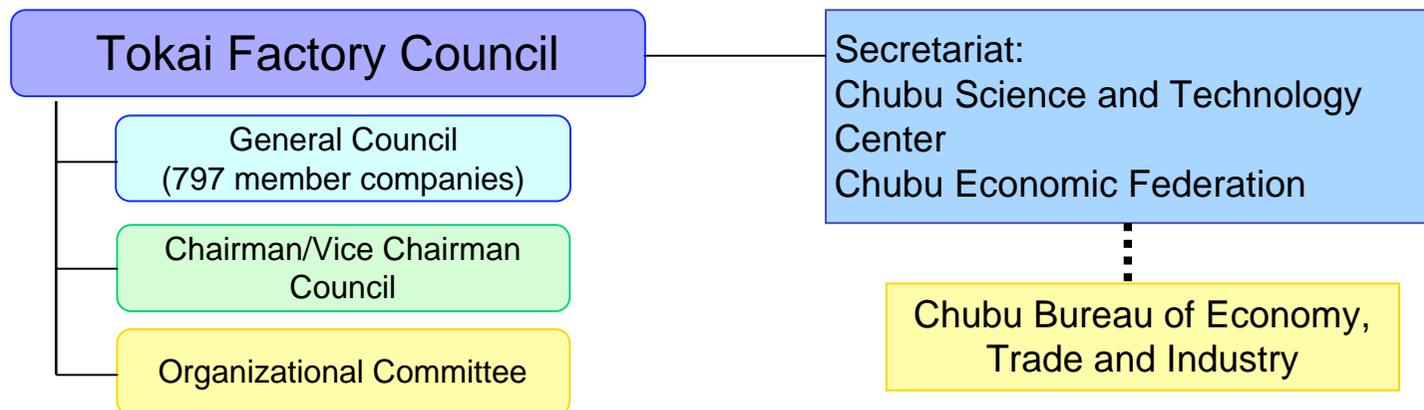
Passenger cars	44%
Auto parts	47%
Internal combustion engine • electronic equipment	58%
Catalyst carrier • ceramics filter	97%
Airplane • related parts	53%
Metal machine tools	49%
Memory	64%
Liquid crystal elements	50%

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



Members of the Chairman/Vice Chairman Council

[Chairman]

Shinichi Hirano, President, Nagoya University

[Vice Chairmen]

Fumio Kawaguchi,	Chairman, Chubu Economic Federation (Chairman/ CEO, Chubu Electric Power Company)
Tsuneo Ishimaru,	Special Advisor, Denso Corporation
Susumu Ushigome,	Chairman/CEO, TYK Corporation
Shinichi Kato,	CEO, Toyota Central R&D Labs., Inc.
Toshi Saeki,	Vice Chairman, Kojima Press Industry Co., Ltd.
Akira Sawaoka,	President, Daido Institute of Technology
Masaharu Shibata,	Chairman/CEO, NGK Insulators, Ltd.
Sachiko Suno,	Chairman/CEO, Medical & Biological Laboratories Co., Ltd.
Toshio Hayakawa,	Vice President, Nagoya Chamber of Commerce and Industry (Chairman/CEO, Toho Gas)
Nobuyuki Matsui,	President, Nagoya Institute of Technology
Yoshihiro Yasui,	Chairman/CEO, Brother Industries Ltd.
Yoshifumi Yamazaki,	Advisor, Taiyo Kagaku Co., Ltd.

Major project details ①

■ 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

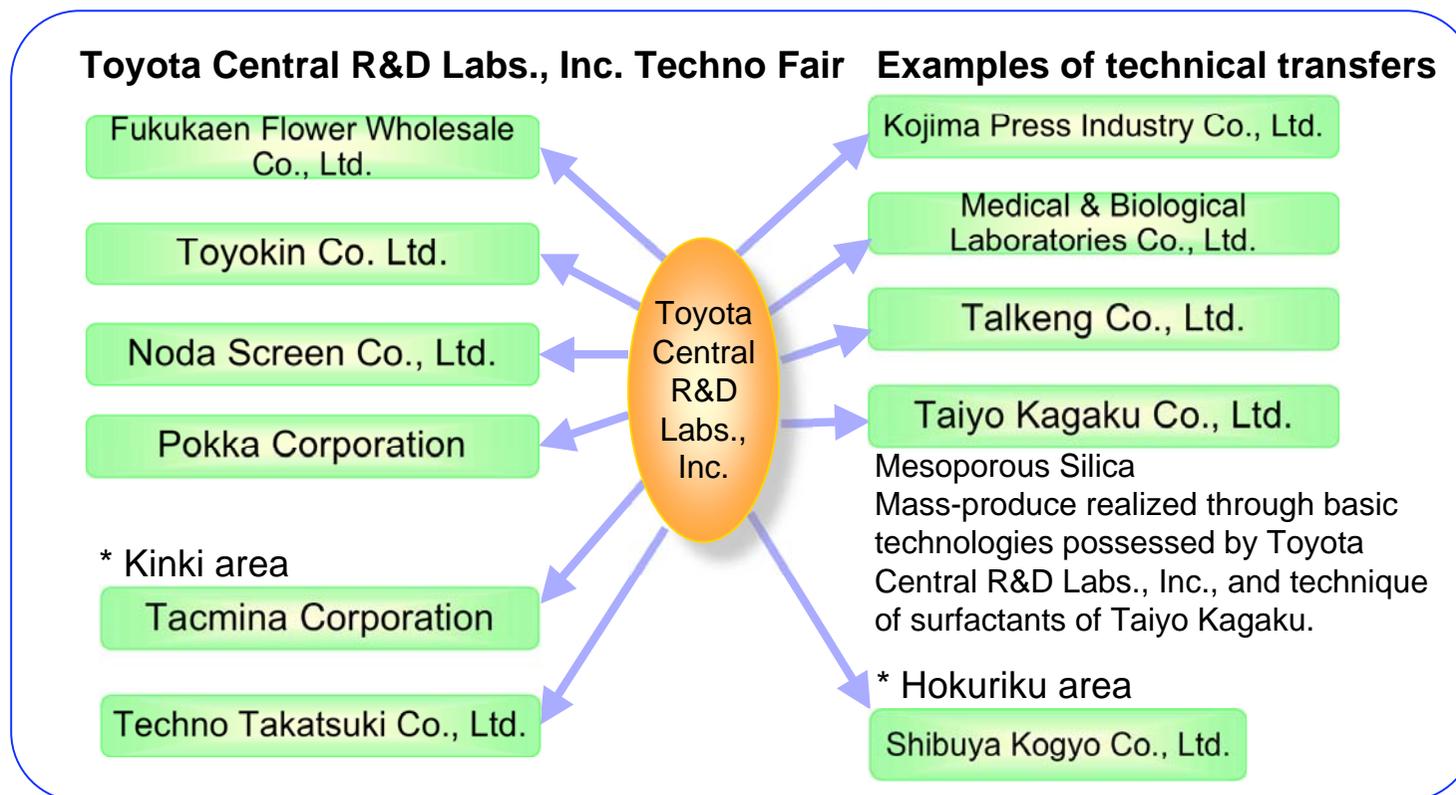
Industrial robot technology (IRT) cluster (newly established this fiscal year)

Automotive system forum (scheduled to be established)

Major project details ②

■ 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.



Major project details ③

■ 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.

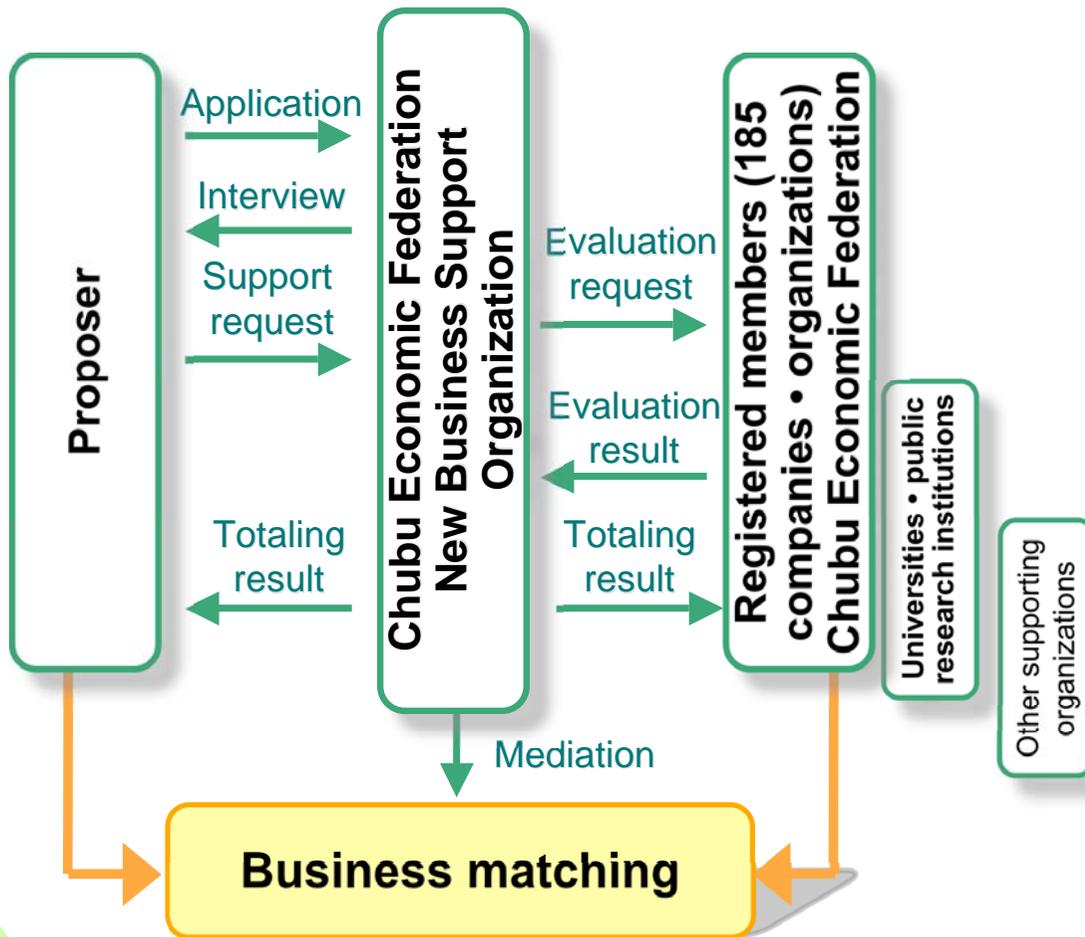
New efforts in the current fiscal year

■ 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.

Chubu Economic Federation New Business Support Organization • Information Support Net

Support scheme



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.

Tokai Factory Council Portal Site

<http://www.tokai-monodukuri.jp/>

- Enterprise Development Support Office, Chubu Bureau of Economy, Trade and Industry

Address: 2-5-2 Sannomaru, Naka-ku, Nagoya, Aichi

Tel: 052-951-0570 Fax: 052-950-1764

<http://www.chubu.meti.go.jp>

e-mail: qchbnp@meti.go.jp

- Chubu Economic Federation

Address: 5-1 Buhei-cho, Higashi-ku, Nagoya, Aichi

Tel: 052-962-8091 Fax: 052-962-8090

<http://www.chukeiren.or.jp>

- Industrial Cluster Project Support Office, Chubu Science and Technology Center

Address: 2-17-22 Sakae, Naka-ku, Nagoya, Aichi

Tel: 052-231-3043 Fax: 052-204-1469

<http://www.cstc.or.jp>