

W h a t ' s U p , O I T A !

Bringing the latest from Oita, Japan to all those connected to Oita thriving all across the globe.



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Greetings! from Shunro Hori <hori-syunro@pref.oita.lg.jp>, the Head of the International Policy Division in the Oita Prefecture Planning Promotion Department

Two months have passed since the earthquakes in April, and due to gossip and hearsay, the amount of overnight visitors to Oita Prefecture has sharply decreased. To combat this, from July, there will be a “Kyushu Revival Discount” campaign. As well as travel products being temporarily sold with discounts ranging from 50% to 70%, convenience stores will also be selling overnight stay coupons worth a discount of 50%. There are also plans to sell discounted travel products from abroad, in order to encourage people to travel to Oita this summer.

Oita Goods & Tourism PR in Dalai City in Northeast China

Three provinces in northeastern China (Liaoning, Jilin, and Heilongjiang) have a population of one hundred million, occupy an area twice the size of Japan, and are focusing on commercial development. Above all, Dalian City in Liaoning Province has been pursuing active diplomacy. With a population of seven million and a historical background of being pro-Japan, there are many people there who speak Japanese and about 6,000 Japanese residents. The city has a deep relationship with Japan.

Our prefecture participated in the “Dailan Area Japanese Goods Roadshow” held in Dailan City from June 9th (Thurs.) to the 12th (Sun.) In addition to displaying yellowtail filet, seafood products, Japanese sake, and other Oita goods, PR for restoring tourism in Oita also took place. Around 250,000 people came to the venue across a span of 4 days. In addition to treating people by preparing yellowtail and making it into karaage, seven sake breweries from Oita promoted sales for 26 different varieties of sake; the “Swimming in Sync – Japanese Hot Springs” video was played, and, as the local media gathered, Oita’s charms were conveyed. **【Oita Brand Goods Promotion Division】**



Onsite reporting

Ambassador Visit

Ambassadors hailing from six different countries attended a conference pertaining to climate change in the Pacific held at APU. In addition to engaging with foreign students from APU and visiting OPAM and Yufu City, the ambassador to Japan from the Kingdom of Tonga and the ambassador to Japan from the Republic of the Marshall Islands both made courtesy visits to the governor.

During their meeting, the ambassadors and the governor confirmed the ongoing possibility for collaboration Between Pacific nations and Oita Prefecture.





Raise a Glass to Hita

Did you know that, despite the beer's name (Sapporo is in Hokkaido!), there is a large Sapporo brewery in Hita City, Oita Prefecture? Ninety per cent of beer is water, and so Hita's abundant water sources makes it the perfect location for a beer factory!

The Sapporo Beer Factory in Hita opened in March of 2000 and offers tours that boast roughly 200,000 visitors each year. The factory produces Sapporo Black Label beer and Yebisu, and so there are two tours visitors can take. The Sapporo tour lets visitors get a glimpse of the factory floor, while the Yebisu tour takes visitors back in time to discover the history of beer-production in Japan (there's also a light show)!

Both tours end with a taste-testing (don't worry – there's non-alcoholic beer for the designated drivers), and guests are also given free beer glasses. It was great to get to drink the delicious beer after learning about how it gets made!

If you don't speak Japanese, you can still go to the factory. Although there are only Japanese guides available for the tour, the majority of the signs are written in both English and Japanese, and pamphlets are available in English and other foreign languages. Besides, alcohol is an international language!

Guided factory tours have a 500 yen admission fee, but self-guided tours of the factory are free. For those interested in taking a guided tour, make sure to request a reservation as there are a limited number of spots per tour.



1,500 cans of beer are filled a minute!



Hita City is full of charming cafes and delicious food, so after your beer, why not go and buy a plate of delicious Hita yakisoba? Hita yakisoba has a crispier texture than regular yakisoba, and is a speciality of the region.



Fun facts!

The Sapporo Factory doesn't employ as many people as you might think. The vast majority of the work is performed by robots. The **automated packaging line** used for cans is 400 meters long!

After you recycle a can or bottle of Sapporo, it may come back to you. These cans may go through the recycling process and be **reused up to 24 times**. Save the planet and drink some beer!

Yebisu in Tokyo was named for the beer, not the other way around!

Yebisu joined together with Sapporo in 1906, and Yebisu beer was produced by what was then called Dai-Nippon Beer Company Ltd. Production of Yebisu ceased in 1943 due to postwar rationing and did not resume until 1971. In other words, there was a 28 year hiatus. Think about that as you wait for the next edition of Game of Thrones.

Sapporo Draft Beer Black Label beer is famous for its refreshing taste that goes well with good. Yebisu beer has a richer taste and is known for its *umami* – a way of describing a savoury Japanese taste.

“HAL FIT Tourism” – Participants from Abroad Arrive

Oita Prefecture is progressing with plans for the East Kyushu Medical Valley, and in the fiscal year 2015, Oita developed “HAL FIT Tourism,” a programme that combines the global cutting-edge walk training using Cyberdyne’s HAL® robot suits, with abundant nature and onsen (hot spring) tourism in Oita prefecture. From 29th May to 11th June, participants in the programme began to arrive from the USA, and spent two weeks training in the Oita Robot Care Centre in Beppu City. Participants were very complimentary of the programme, stating that: “Everyone I met was very kind and friendly. I was able to rest and rejuvenate following training by soaking in onsen, and the tourism and food was also great.” Oita Prefecture Medical Robot and Machinery Industry Council, which developed this programme, has produced PR videos in four languages and put information on their home page, in order to encourage even more people from abroad to come to Oita and participate in this programme in September 2016. We hope you are looking forward to it!

Industry Accumulation
Promotion Office



A participant training using HAL Fit

A Public Toilet System Has Been Selected by JICA Projects



At the “Small and Medium-Sized Enterprise (SME) Partnership Promotion Survey” implemented by The Japan International Cooperation Agency (JICA), TMT. Japan LLC (Oita City), who are aiming for overseas development of the “Bio Mikalet” composting toilet, have had their “construction of public toilet systems in areas with undeveloped sewage systems that use composting toilets” project selected, and they made a report to the governor.

This project links the capital city of Yaoundé with the University of Yaoundé I in order to construct a public toilet system as the infrastructure in Cameroon. With the ODA Project, which will take care of the local establishment and maintenance of the toilets, 20 toilets are planned to be built.

The “ex-ante evaluation,” the first step in the implementation of the project, took place from May 2015 to December 2015, and the project was selected as a “Public-Private Partnership in February 2016.

Demonstrations will continue until 2017, and local production, sale, and development are aimed to be begin by 2018.



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Editors’ Note

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We thank everyone for reading this issue of the English-language “What’s Up, Oita!” We’re still working on getting the style of things just right, but we’re happy that you’ve continued to read during the mean time!



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