

# OITA PREFECTURE

Latest update: August 2013



Prefecture's Flag

**Main City:** Oita

**Population:** 1,179,000 people, ranking 33/47 prefecture (2013) [1]

**Area:** 6,339 km<sup>2</sup> [2]



## Geographical / Landscape description

Oita Prefecture is on the north-eastern section of the island of Kyushu. With many mountains, 70% of Oita is covered by forests, and the rivers and streams that flow from the mountain ranges give the prefecture rich water sources. Thanks to the Kirishima Range, a volcanic belt that runs vertically through the prefecture, Oita is the prefecture with the largest number of hot springs in the whole country (4538). [2]

## Climate

With a mild overall climate, the prefecture registers very little snowfall except in the mountainous areas. [2]

## Time zone

GMT +7 in summer (+8 in winter)

**International dialling code:** 0081

## Recent history, culture

Oita inhabitants have been close to hot springs from ancient time. The oldest report about local hot and mineral springs is the Bungo Fudoki (Oita Regional Topography) which was edited during the Nara Era (710-794). It is no surprise then that even today the culture of relaxing in a volcanic spring is one of the most praised activities for both locals and visitors. [2]

## Economic overview

Oita Prefecture is the scene of well-balanced advances by the steel, chemical, semiconductor, machinery, oil, automotive and other important industries. The expansion by solidly performing companies and other progress is creating a positive cycle in which industry concentrations spawn even greater clusters, leading to the clustering of cutting-edge businesses. [3]

Launched in March 2013, the "Oita industrial vitality Promotion Strategy 2013" plans to develop the prefecture with a strategy based on the following three points:

- Development of industrial clusters and energy policies
- Development and growth of local SMEs and strengthening of their competitiveness
- Improvement of business environment and education of human resources [4]

## Economic Indicators

	Oita Prefecture	All Japan
Population (2013) [1]	1,179,000	127,350,000
Unemployment rate (2012) [5]	4%	4.3%
GPD (2010) [6]	0.86% of Japan's	495 trillion Yen

## Infrastructure

### Road/railways

Well connected to various expressways. Almost every point in the prefecture can be reached within an hour from Oita City. [7]

### Shipping

Five main ports: Nakatsu Port, Beppu Port, Oita Port, Tsukumi Port and Saeki Port with international routes to China and Korea. [7]

### Civil Aviation

Oita Airport with connections to Tokyo, Osaka, Nagoya and Korea. [8]

### Living Environment

Registering the largest number of hot-springs in Japan, the prefecture is a popular touristic place. Although most of the hot-springs can be bathed in, some of them are cannot due to the very high temperatures or their specificity like the Blood Pond Hell in Beppu which provides an unforgettable image due to its blood-red coloured water. Thanks to the wide range of cultural experiences on offer, Oita Prefecture is a nice place to live. [2] [9]

## Major type of activities of the economy

### Agriculture, natural resources

The prefecture is known for its production of Shiitake mushrooms. [10]

### Manufacturing, construction

In 2011, the manufacturing industry's shipment value was principally composed of iron & steel (15.2%), petroleum and coal (13.2%) and nonferrous metals (12.2%). [11]

To support the automotive industry the Oita Automotive Industry Development Program was launched in 2006 to improve the manufacturing technology and cooperation of local companies operating in the sector. [12]

### R&D, Innovation, Scientific research

With a large concentration of semiconductors manufacturing companies in the region, the Oita LSI Cluster Promotion Council was established in order to develop and promote relations between private, public and academic entities in the semiconductor industry. [12]

Jointly managed with nearby Miyazaki prefecture, the East Kyushu Medical Valley Design supports the R&D of industrial products and technologies focusing on the blood vessel-related medical fields. [13]

## Opportunities for EU Investors / Exporters / Importers

### Promising sectors for cooperation

Long-established industries: agriculture, marine products, steel, petrochemical and chemical plants, electric and precision machinery industries, semiconductors, shipbuilding, traditional industries (breweries, cedar products, bamboo crafts). [3][14]

### Financial/logistic support

No recent and verified incentive-related information found in English-language web pages. Data is available only in Japanese.

More information: <http://www.ritti-oita.jp/yugu>

### Setting up a business in Oita

Promotion of Industrial Location Division, Commerce, Industry, and Labor Department

3-1-1 Ohte-machi, Oita 870-8501

TEL: +81(0)97-506-3246 FAX: +81(0)97-506-1755

<http://www.ritti-oita.jp/>

### Other contacts:

Oita Prefecture

<http://www.pref.oita.jp/english/>

East Kyushu Medical Valley Design

[http://www.pref.miyazaki.lg.jp/contents/org/shoko/kogyo/medical\\_ballet/index.html](http://www.pref.miyazaki.lg.jp/contents/org/shoko/kogyo/medical_ballet/index.html)

Oita Industrial Research Institute

<http://www.oita-ri.go.jp/>

Oita LSI Cluster Promotion Council

<http://www.oita-lsi.jp/en/>

Tourism Oita

<http://www.visit-oita.jp/index.e.html>

### Sources and footnotes

- [1] <http://www.stat.go.jp/data/jinsui/2.htm>
- [2] [http://en.wikipedia.org/wiki/%C5%8Cita\\_Prefecture](http://en.wikipedia.org/wiki/%C5%8Cita_Prefecture)
- [3] <http://www.jetro.go.jp/en/invest/region/oita/>
- [4] [http://www.pref.oita.jp/uploaded/life/9023\\_18243\\_misc.pdf](http://www.pref.oita.jp/uploaded/life/9023_18243_misc.pdf)
- [5] <http://www.stat.go.jp/data/roudou/pref/index.htm>
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- [7] <http://www.jetro.go.jp/en/invest/region/oita/infra.html>
- [8] <http://www.oita-airport.jp/en/>
- [9] <http://www.visit-oita.jp/index.e.html>
- [10] <http://www.pref.oita.jp/english/industries/agriculture.html>
- [11] <http://www.stat.go.jp/data/e-census/2012/sokuho/gaiyo.htm>
- [12] <http://www.jetro.go.jp/en/invest/region/saitama/oita/icinfo.html>
- [13] [http://www.pref.miyazaki.lg.jp/contents/org/shoko/kogyo/medical\\_ballet/index.html](http://www.pref.miyazaki.lg.jp/contents/org/shoko/kogyo/medical_ballet/index.html)
- [14] <http://www.pref.oita.jp/english/industries/transformation.html>

### Blood Pond Hell in Beppu City



### Kamado Jigoku in Beppu City



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