

Section 2 / Industry and vitality

Creative strategy 4 | Creative strategy for industries distinctive to Sapporo – advancement of industries through the creation of new values

Vision for an ideal city 10 years from now

New values are created in the food and tourism fields that capitalize on the attractive resources of Sapporo, boosting the city's competitiveness in a variety of industrial fields. The environmental, health and welfare industries create new values by addressing various demands and issues arising from the realization of a low carbon society and the advent of a super-aged society, producing new businesses.

Paradigm shift

Changes for the realization of the vision

Strengthening of industrial power capitalizing on the attractive resources of Hokkaido

- ◆ Creation of new food values and the concentration of food-related companies
- ◆ Intensified efforts to attract MICE²²⁾ events by making the best of the strengths of Sapporo and Hokkaido



Major efforts

4-1. Advancement of industries capitalizing on attractive foods

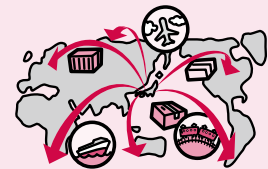
Strengthening of the foundation of food-related industries, and the promotion of collaboration among industries

- Further promotion of efforts to secure safe food, and the improvement of business proposal functions and support functions for testing and trial production
- Development of an industry-academia-government network to promote collaboration among food-related industries and between food-related industries and other industries in order to capitalize on mutual skills and strengths



Support for the creation of new values and the securement of sales channels outside Hokkaido

- Support for the research and development of medical and functional foods and the practical application of technology for preserving freshness
- Support for business expansion in Asia and other countries through the strengthening of international freight transportation, the formation of bases for food sales and information provision and the enhancement of promotional activities



Intensified efforts to attract food-related companies from Hokkaido and elsewhere to Sapporo

- Focused efforts to attract food-related companies, especially bottling or other businesses that are yet to be developed in Hokkaido, by using the tax benefits of the Hokkaido Food Complex International Strategy Comprehensive Special Zone initiative
- Promotional activities in collaboration with neighboring municipalities to attract companies in food and biotechnology fields, where the strengths of Hokkaido can be best utilized



²²⁾ MICE: a collective term for business events that attract large numbers of people

²³⁾ Smart factory: a factory that enables the effective use of energy by networking machines/instruments in the factory

4-2. Unified efforts for the development of an attractive city and tourism promotion

Creation of a new urban tourism unique to Sapporo

- Promotion of the development of an attractive city for residents and visitors alike by discovering, creating and utilizing attractive resources unique to Sapporo, such as nature, food, culture, art and sports, from the perspectives of various generations
- Promotion of information dissemination by residents, and the implementation of effective promotional activities tailored to individual countries and regions



Expanded tourism consumption and enhanced added values

- Creation and enhancement of attractive features that lead to tours and stays in collaboration with other municipalities in Hokkaido, and the improvement of the environment to host foreign visitors, including the wireless communication environment and multilingual services
- Shift in the quality of tourism-related services including the provision of high-end services for wealthy travelers, intensified efforts to attract inbound tourists and MICE events, and the improvement of tourism and MICE promotion



4-3. Creation of an environmental industry in line with changes in energy policy

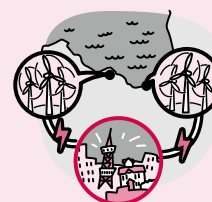
Promotion of the industrialization of energy-related technologies

- Support for the R&D and practical application of technologies for snowy cold regions through industry-academia-government collaboration
- Support for companies that are engaged in the development and practical application of technologies to create solar energy and other renewable energies and technologies to store such energies
- Promotion of energy management by the civilian sector and the introduction of systems and equipment related to smart factories²³⁾ by the industrial sector



Integration of energy-related technologies and efforts to attract related companies

- Support for the installation of large renewable energy systems and the implementation of demonstration tests relating to power generation efficiency and systems involving storage batteries
- Promotion of efforts to attract companies that are engaged in the R&D and manufacture of technologies related to renewable energies and smart grids in collaboration with municipalities in Hokkaido



4-4. Creation of health/welfare industries corresponding to the super-aged society

Promotion of health/welfare industries and R&D relating to functional food

- Support for the research and commercialization of manufacturing technologies related to nursing/medical care
- Development of new industries that integrate medical care, food and agriculture through IT technology
- Support for bio-related companies to conduct R&D on medical care, pharmaceuticals and functional food on the Hokkaido University Northern Campus



Creation of new values by utilizing cutting-edge medical technologies

- Support for companies focused on the R&D of medical materials and equipment, and the promotion of coordination between clinical practice, scientific research and industry



Creative strategy 5

Creative strategy for city branding

– creation of an approach and structure to increase local production, distribution and consumption of goods and services within Hokkaido and attract demand from outside Hokkaido

Vision for an ideal city 10 years from now

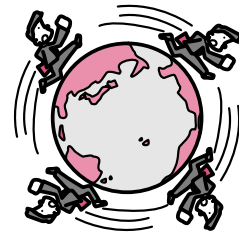
Creative industrial activities and strategic international city promotion increase local production, distribution and consumption of goods and services within Hokkaido and attract demand from outside Hokkaido. Along with these efforts, a structure to strengthen urban competitiveness is created through collaboration across Hokkaido.

Paradigm shift

Changes for the realization of the vision

Enhanced environment to attract vitality from home and abroad

- ◆ Promotion of international strategies to attract overseas demand
- ◆ Improved wide-area transportation networks



Major efforts

5-1. Active implementation of international strategies to attract vitality from overseas

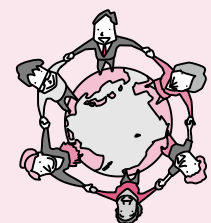
Promotion of marketing activities in Asia and cold climate regions and intensified efforts to attract MICE events

- Implementation of business matching using the overseas bases of Sapporo City and local financial institutions
- Promotion of international cooperation by hosting trainees from overseas in a variety of fields, including those relating to environmental conservation, education and health and hygiene, and by sending engineers to developing countries
- Intensified efforts to attract inbound tourists and MICE events and the promotion of tourism and MICE events
- Promotion of efforts to flexibly respond to international development, including the formulation of a global strategic plan that shows the direction future global strategies should take, the establishment of a public-private international working-level conference and the implementation of overseas city promotion through cross-sectoral collaboration



Creation of a structure to promote globalization among companies and residents

- Promotion of overseas experiences for young people and the provision of opportunities to experience diverse cultures in seminars and other events
- Efforts to attract international students, support for attracting recruits to Hokkaido and support for global-minded people to find employment by matching companies and Japanese students with overseas experience
- Promotion of an environment where people from overseas can enjoy living by strengthening livelihood, medical and educational support based on the needs of people from overseas living in Sapporo



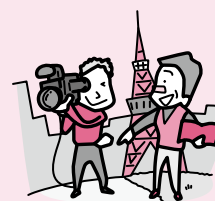
²⁴⁾ **Coworking**: a style of work in which individuals work independently while sharing a workplace to support business creation

²⁵⁾ **ICC**: an abbreviation for the Intercross Creative Center, a facility to support creative talent and companies in creating new businesses

5-2. Creativity for making innovation happen

Development of entrepreneurs engaged in creative manufacturing

- Support for coworking²⁴⁾ and other new work styles and the strengthening of the incubation function
- Promotion of efforts for industrialization by ICC²⁵⁾, Sapporo City University and other creative organizations and people for the development of creative industries and human resources



Promotion of creative activities and exchange among local industries

- Promotion of efforts to attract visitors and MICE events and to increase sales outlets for local products by using visual media
- Promotion of communication and collaboration between artists and various companies, including manufacturers, by means of the Sapporo International Art Festival and other events



5-3. Strengthening of wide-area collaboration networks and the improvement of the investment environment

Revitalization of the flow of people, products and information with other areas in Hokkaido and elsewhere

- Promotion of collaboration in Hokkaido in various industrial fields, including the sixth industry²⁶⁾ and stay-type tourism
- Promotion of efforts to bring forward the start of the Hokkaido Shinkansen, the improvement of arterial road networks, the expansion of overseas airline routes and the utilization of Okadama Airport, New Chitose Airport and Ishikari Bay New Port



Creation of attractive features in the center of Sapporo, the capital of Hokkaido

- Formulation of a basic improvement policy for the Sapporo Station Exchange Zone, an access point to other parts of Hokkaido, deliberations on the possibility of the improvement of the Kita 5 Nishi 1 area, and the redevelopment of Sapporo Subway Station and other areas



Promotion of an environment better suited to attracting companies

- Promotion of backup bases for national government agencies and the hosting of the headquarter functions of private companies for business continuity at the time of a disaster, the improvement of the Higashi-kariki distribution industrial zone, and deliberations on the possibility of new locations suited to attracting companies

5-4. Active implementation of city promotion strategies

City promotion to enhance the attractive features of Sapporo

- Effective worldwide promotion of the attractive features of a lifestyle unique to Sapporo using the SAPP_URO (Sapporo smile) symbol for city promotion and other means



Increase in the number of residents who have an awareness of the city's attractive features and take part in city promotion

- Enhancement of the attractive features of the Snow Festival and other existing winter events, hosting of the 2017 Asian Winter Games, and the promotion of efforts to attract international winter sport events to raise the city's international profile
- Promotion of exchanges and collaboration with the world and the attraction of creative human resources by participating in the Media Arts²⁷⁾ category of the UNESCO Creative Cities Network and regularly holding the Sapporo International Art Festival



²⁶⁾ **Sixth industry:** the idea of integrating the primary, secondary and tertiary industries to develop new industries

²⁷⁾ **Media arts:** a new artistic expression using digital technology, the concept of which has a positive impact on creative industries

Creative strategy 6

Creative strategy for industrial human resources

– development and utilization of human resources that support the future economy of Sapporo and Hokkaido

Vision for an ideal city 10 years from now

Creative human resources for the future of Sapporo and Hokkaido have been developed, and everyone is active in society. All residents, including women and senior citizens, fulfill their potentials, helping to solve diverse social issues and realize sustainable economic development.

Paradigm shift

Changes for the realization of the vision

Creation of an environment where women are active in society

- ◆ Support to help women make the most of their abilities by starting businesses and finding jobs
- ◆ Improvement of the convenience of various childcare services and after-school children's clubs

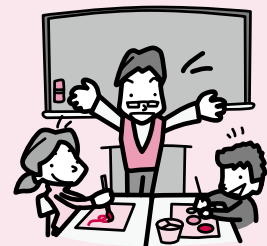


Major efforts

6-1. Development and utilization of creative human resources for the future

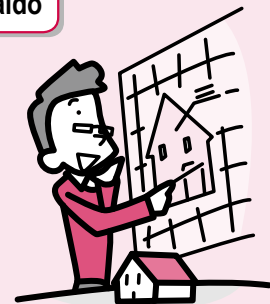
Creation of an environment suited to enriching the experiences of children

- Improvement of various educational programs including opportunities to learn about the nature and history of Sapporo, enjoy culture and art and become informed about food education, as well as developing scientific literacy²⁸⁾ and identifying ideal career paths
- Promotion of education to deepen international understanding, and to provide opportunities for international exchanges and overseas experiences for young people



Development of creative human resources for the future of Sapporo and Hokkaido

- Promotion of the production of sophisticated professionals by universities and other schools in the city, and the improvement of seminars and other events regarding the development of work abilities
- Promotion of human resources for art management²⁹⁾ through lectures to learn necessary theories at the Art Center (tentative name) and on-site training



²⁸⁾ **Literacy:** the ability to master and apply knowledge from a certain field

²⁹⁾ **Art management:** improvement of the quality of art resources (facilities, events, artists, residents) and coordination of collaboration among them

Utilization of the knowledge and experience of outstanding human resources

- Support for universities and other schools to attract international students, and the implementation of related promotional activities
- Provision of opportunities for residents to experience art by inviting artists from home and abroad, and the promotion of residency in two areas³⁰⁾ to attract creative people from outside Hokkaido and provide opportunities for them to be active in Sapporo
- Strengthening of support for matching outstanding people and companies, and the promotion of job-hunting seminars and employment matching for global-minded people including international students



6-2. Realization of a society where everyone can be active

Creation of a women-friendly environment

- Support for women to realize their potential to start businesses and find jobs, and assistance for women to re-enter the workforce by providing opportunities to improve their careers through public programs
- Improvement of authorized childcare facilities, the promotion of holiday childcare and community-based childcare such as employer-provided childcare, and the expansion of community child/childcare support programs including extended day care and temporary childcare, and support for changing the status of facilities to authorized childcare institutions
- Improvement of after-school children's clubs, and deliberations on the possibility of the parallel establishment of schools and kid's halls
- Promotion of the idea of work-life balance among residents and companies in the city, and the dispatch of advisors to companies that make efforts to achieve a better work-life balance



Promotion of activities to solve social issues

- Support for people to start social businesses³¹⁾ and the like by providing management consultation, loans and opportunities to meet other entrepreneurs and receive advice from seasoned entrepreneurs
- Support for senior citizens who have a wealth of knowledge and experience to work in companies and social businesses, and assistance for senior citizens to be engaged in subsistence agriculture on unused farmland or to become farmers



³⁰⁾ **Residency in two areas:** being based in the Tokyo metropolitan area and Sapporo

³¹⁾ **Social business:** an enterprise that applies business strategies to solve diverse social issues including environmental, medical care and welfare problems