

復興に係る国際広報について（平成 29 年度）

平成 30 年 3 月 9 日
官邸国際広報室

1. 国際広報室制作・配信物

広報誌（We Are Tomodachi）

- ① Fukushima Today（Spring 2017 号） 【別添 1】
https://www.japan.go.jp/tomodachi/2017/spring2017/fukushima_today.html
- ② Festivals in Fukushima（Autumn 2017 号） 【別添 2】
https://www.japan.go.jp/tomodachi/2017/autumn2017/this_is_japan_festivals_in_fukushima.html
- ③ Fukushima Foods: Safe and Delicious（Autumn 2017 号） 【別添 3】
https://www.japan.go.jp/tomodachi/2017/autumn2017/fukushima_food.html

- （参考）広報誌「We Are Tomodachi」 <https://www.japan.go.jp/tomodachi/>
- － 「政府が伝えたいこと」と「読み物」の両側面を持った、理解しやすく、説明に使いやすい機内誌をコンセプトにした広報誌
 - － 発行言語： 英語、フランス語、スペイン語、ロシア語
 - － 累計発行号数： 29 号

動画

- Friends of Japan – Fukushima
- － 平成 29 年 8 月 JAL、ANA 国際線コンテンツとして配信
 - － 発信言語： 英語



<https://www.youtube.com/watch?v=y0xqhE-UsyM>



メディアを活用した広報（記事、映像配信）

- Nikkei Asian Review “Build Back Better in Tohoku”（10/23 号）【別添 4】
<http://ps.nikkei.co.jp/nartohoku/>
- Reuters 福島のを伝える報道映像配信（福島第一発電所、浪江町の食）
- － 3 月 8 日 国際プレス向け配信開始予定（750 の放送局、記者 40 万人に配信）
 - － 発信言語： 英語



2. 各省制作広報物の国際配信

<アメリカ、イギリス、フランス、ドイツに配信（英語）>

●Fukushima Today（経済産業省・国際広報室）



https://www.youtube.com/watch?v=Hi_afnXdNHs



●おかえり福島（経済産業省）



<https://www.youtube.com/watch?v=l3ysMPId720>



●Fukushima Diaries（環境省）



http://josen.env.go.jp/en/movie_publication/fukushima_diaries_digest.html

（参考：同動画は Discovery Asia にて制作、11/29 に配信した番組の短縮版）



●三陸鉄道- Symbol of Hope（外務省）



<https://www.youtube.com/watch?v=PmDzxy4oXY>



●Fukushima Today - Heading toward a Future of Revitalization and Creation, 2017（福島県）



<https://www.youtube.com/watch?v=sN3h5eNF1Co>



<アメリカ、イギリス、フランス、ドイツ、香港、台湾、韓国に配信（英語、繁体字中国語、韓国語）>

●Ensuring Food Safety: Recovering from the Great East Japan Earthquake（復興庁）



<https://nettv.gov-online.go.jp/eng/prg/prg5691.html>



Fukushima Today



▶ Related video
https://youtu.be/HL_ahixdWHs

Steady Progress on Decommissioning of the Fukushima Daiichi Nuclear Power Station

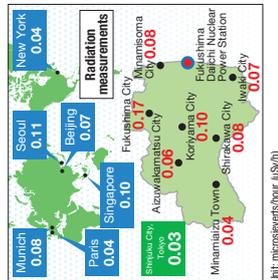
Overwhelmed by the tsunami caused by the Great East Japan Earthquake of March 11, 2011, the Fukushima Daiichi Nuclear Power Station lost its ability to cool the reactors, and overheating of the fuel caused a hydrogen explosion. Now the reactors are under continuous water-injection cooling, and stable conditions are being maintained.

The cooling water is purified and recycled, and multilevel protective measures are being taken to prevent water contamination and outflows of contaminated water, such as by pumping up groundwater, building an impermeable wall, and treating contaminated water with radioactive material removal equipment. Information about the status of these measures is constantly disclosed in Japan and internationally; for example, reports are regularly submitted to the International Atomic Energy Agency.

Currently, about 6,000 workers are proceeding safely and steadily with decommissioning work at the site of the power station. Initially they needed to wear protective clothing, but their workplace environment has improved, and now they can wear ordinary uniforms in about 90% of their work area.



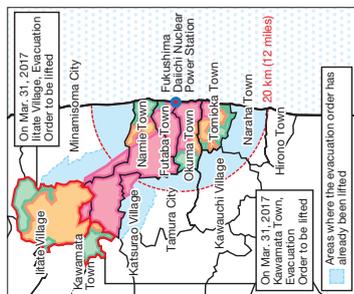
Thanks to decontamination efforts at the site of the power station, full-body suits and face masks are no longer mandatory in 90% of the site.
 Photo: Tokyo Electric Power Company Holdings, Inc.



Values for locations outside of Japan are as measured from July 13–15, 2016. Values for locations in Japan are as measured on December 1, 2016.

Source: Fukushima Prefecture, "Fukushima Iukko no awumi" (English version: "Steps for Revitalization in Fukushima"), 18th ed., based on Reconstruction Agency (Japan), "Basic Information on Radiation Risk," and materials from the Japan National Tourism Organization (JNTO), the U.S. Environmental Protection Agency (EPA), and France's Institut de radioprotection et de sûreté nucléaire (IRSN).

Areas subject to evacuation orders

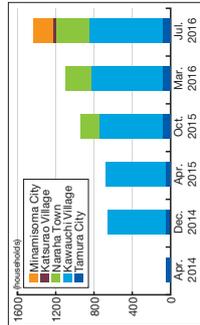


The Japanese government is aiming to lift evacuation orders in some areas in Tomioka and Maifu Town in spring 2017.
 Source: Fukushima Prefecture, "Fukushima Iukko no awumi" (English version: "Steps for Revitalization in Fukushima"), 18th ed.

Stepping Up Measures to Allow Residents to Return

After the earthquake, the Japanese government issued evacuation orders for severely affected areas of Fukushima Prefecture for the sake of residents' safety. Since then work has been progressing to restore electricity, gas, water, and other services and to decontaminate the areas. Now the evacuation orders are being lifted in one area after another as the necessary conditions are met, and people are moving back to their hometowns.

Number of households returning to hometowns after evacuation orders lifted



Source: Ministry of Economy, Trade and Industry, compiled from data collected by local governments.

Rigorous Efforts to Ensure Food Safety

Fukushima Prefecture is one of Japan's leading farming regions and produces delicious food, including the country's second-largest crop of peaches and fourth-largest rice harvest. All of Fukushima's agricultural produce is subject to thorough monitoring for radioactive substances and is only shipped after clearing strict standards. In other words, it is completely safe to eat. The *Codex Alimentarius* Commission of the WHO and the United Nations Food and Agriculture Organization (FAO) have set a guideline level of 1,000 becquerels per kilogram (Bq/kg) for food safety, but Fukushima's standards are much stricter—100 Bq/kg for general foods and 10 Bq/kg for drinking water—and have won high appraisals from the WHO and FAO.

Food group	Limit (Bq/kg)	
	Japan	Codex*
General foods	100	1000
Infant foods	100	1000
Milk	50	1000
Drinking water	10	1000

The guidelines for the levels of radioactive substances in food set by Japan's Food Sanitation Act are extremely strict even by international standards.
 * International Food Standards

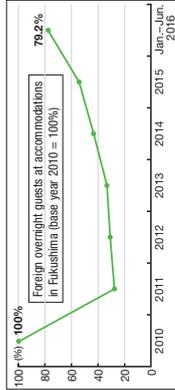
Rapid Restoration of Transportation Infrastructure

Transportation infrastructure in the disaster-affected areas is being restored at a rapid pace. North-south arteries such as National Route No. 6 and the Joban Expressway have completely reopened, and train services have been restored on most of the JR Joban Line, with restoration of the entire line to be completed no later than March 2020. The flow of people has been restored, and many foreign tourists are visiting Fukushima, which is endowed with many sightseeing attractions.



On December 10, 2016, Prime Minister Abe attended a ceremony to celebrate the reopening of a section of the JR Joban Line.

Source: Japan Tourism Agency, "Statistical Survey on Overnight Travel."
 Note: Figures are based on the number of guests staying at accommodations with 10 employees or more.



Innovating and Creating New Industries for the Future

In addition to conducting recovery efforts, the Japanese government is implementing the Innovation Coast Scheme, which aims to develop Fukushima as a base for creating new industries. This scheme has already started to produce results, as seen in the opening in rapid succession of hubs for development of cutting-edge technologies. These include the Fukushima Hama-Dori Robot Test Zone and Remote Technology Development Center to promote development of drones and other robotic devices. In January this year, a demonstration test was conducted in a section of the robot test zone along the seashore, and it achieved the world's first successful long-distance air freight shipment by a fully autonomous drone. Meanwhile, a floating wind turbine for generating electricity, the largest of its kind in the world, is being installed off the coast.

Rebounding from the disaster, the people of Fukushima are now striding vigorously toward the future.



A 7-megawatt floating wind turbine has been constructed off the coast of Fukushima under a project commissioned by the Ministry of Economy, Trade and Industry. The blades reach a height of 200 meters (about 660 feet) above the ocean.
 Photo: Fukushima Offshore Wind Consortium.

This
is
Japan

Festivals in Fukushima

All over Japan, countless festivals big and small known as *matsuri* are held each year, with estimates putting the number of events between 100,000 and 300,000. Fukushima, too, has *matsuri* with a long history, fulfilling the important role of connecting people.



Aizu Festival — September 22-24, 2017

Centered around Aizuwakamatsu's landmark Tsuruga Castle, the festival consists of various events such as traditional dances, processions of lanterns, and a parade with local elementary school marching bands. For the main event, a total of around 500 people dressed up as warriors and nobles march through town in the Aizu Feudal Lords' Procession.



Soma Nomaoi Festival — scheduled for July 2018

The festival's origins are thought to date back a millennium, beginning as a military exercise of catching a wild horse and a ceremony dedicating the horse to Shinto gods. More than 500 armored warriors on galloping horses ride during the festival, creating an impressive spectacle. The festival is scheduled to be held next year at the end of July.

Nihonmatsu Lantern Festival — October 4-6, 2017

A festival with a tradition dating back about 370 years. On the first night of the festival, seven parade floats adorned with about 300 *chochin* paper lanterns each are marched through the town, accompanied by music and cheers. The festival was held even in 2011, the year of the Great East Japan Earthquake, uniting the hearts of people praying for recovery from the catastrophe.



Fukushima Prefecture Overview

- Population: Approximately 1.88 million
- Total Area: 13,780 km² (5,320 mi²)
- Prefectural Capital: Fukushima City
- Access: Approximately 300 km (186 mi) from Tokyo to Fukushima; 90 minutes by Shinkansen.



Fukushima Foods: Safe and Delicious

Six years have passed since the 2011 Great East Japan Earthquake, and the prefecture of Fukushima is making steady progress in its reconstruction and revitalization. Fukushima has long been famous for its agriculture, known since old times as one of Japan's premier rice-growing regions, and also earning the nickname "The Fruit Kingdom." Fukushima's agriculture suffered drastically after the earthquake and the nuclear power accident that followed, but as a result of thorough safety measures implemented through national efforts, foods produced in Fukushima have been recognized as safe by the FAO (Food and Agriculture Organization of the United Nations), as well as by many individual countries, and the prefecture's exports are increasing. Japan hopes that more and more people will enjoy the safe and delicious foods from Fukushima in the years to come.

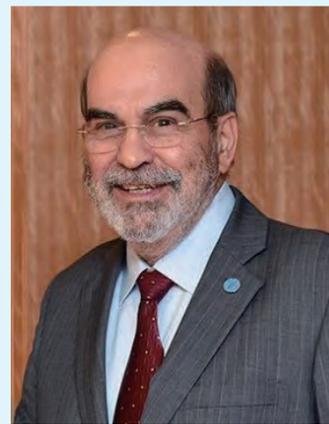


• Fukushima Reconstruction Mascot: Kibitan
A mascot designed based on a bird known as *kibitaki* (narcissus flycatcher), local to Fukushima Prefecture. Kibitan has been a mascot character representing Fukushima Prefecture since 1995, and since 2011, he has been a symbol of the region's reconstruction.

Director-General of the Food and Agriculture Organization of the United Nations (FAO) supports Japan's efforts to ensure food safety in Fukushima

The latest assessment of the food safety situation in Fukushima by the Joint FAO/IAEA Division* (May 2017) reports that "measures [taken by the Japanese authorities] to monitor and respond to issues regarding radionuclide contamination of food are appropriate, and that the food supply chain is controlled effectively by the relevant authorities." In support of this assessment, Dr. José Graziano da Silva, Director-General of FAO, who participated in the Fukushima Sweets Tasting Event held publicly in Tokyo on 10 May 2017 during his visit to Japan, commended the Government of Japan for being "very supportive and very transparent in the face of this situation" and reassured that "we don't see any reason to raise concern about the safety of food [from Fukushima]."

*FAO and IAEA have the Joint FAO/IAEA Division, which regularly assess the food safety situation in Fukushima, based on the information provided by the Government of Japan.



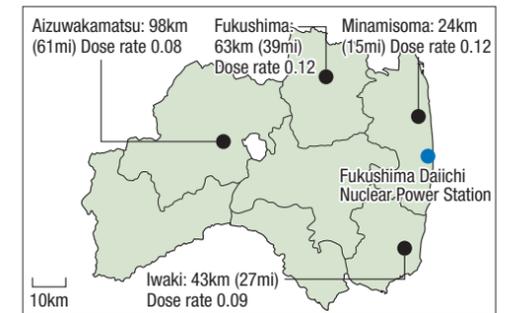
Dr. José Graziano da Silva
Director-General, FAO

Q&A

Q In 2011, Fukushima experienced a nuclear power accident. Is it safe to eat foods from Fukushima?

A Yes, it's safe. To ensure the safety of foods produced in Fukushima Prefecture, Japan conducts multi-layer examinations for radioactive substances at each phase of production and distribution and publicizes the results. The safety of these foods is evaluated highly by the FAO. It should also be noted that the area around the Fukushima Daiichi Nuclear Power Station has been restricted as a No-entry Zone, and the atmospheric radiation dose rate in populated and agricultural areas is roughly at the same level of major cities abroad (see below for details).

City	Dose rate (μSv/h)	Measurement date
New York	0.044	Dec. 18, 2016
London	0.109	Dec. 18, 2016
Berlin	0.075	Dec. 19, 2016
Hong Kong	0.080-0.150	Dec. 19, 2016
Seoul	0.119	Dec. 19, 2016
Fukushima	see right map	Dec. 19, 2016



Q What is the scientific basis for asserting that food from Fukushima is safe to eat?

A There is an international standard for radionuclides in foods known as CODEX. Japan conducts examinations using CODEX-based standards that are far stricter than those used by other countries. All Fukushima foodstuffs that are sold on the market and consumed have cleared these standards (see below for details).

Unit: Bq/kg

Nuclide species: Radioactive cesium (sum of ¹³⁴ Cs and ¹³⁷ Cs) CODEX (international standard) — Infant foods: 1,000 / General foods: 1,000		
Japan standard	EU standard	U.S. standard
Drinking water: 10 Milk: 50 Infant foods: 50 General foods: 100	Drinking water: 1,000 Dairy products: 1,000 Infant foods: 400 General foods: 1,250	All foods: 1,200

Q Are people eating foods from Fukushima?

A Yes, high-quality foods from Fukushima are sold in supermarkets all over Japan and are quite popular. At the same time, as the safety of Fukushima foods is being acknowledged internationally, import restrictions by individual countries are being lifted step by step. The EU's European Commission is also currently considering lifting its import restrictions on rice and other foodstuffs this autumn.

[Status of Import Restrictions on Fukushima Foodstuffs]

(As of July 25, 2017)

Content of restrictions and number of countries / regions		Country / region
Import restrictions imposed after accident: 81	Complete lifting of import restrictions: 23	Canada, Myanmar, Serbia, Chile, Mexico, Peru, Guinea, New Zealand, Colombia, Malaysia, Ecuador, Vietnam, Iraq, Australia, Thailand, Bolivia, India, Kuwait, Nepal, Iran, Mauritius, Qatar, Ukraine
	Reinforced examination at time of import: 3	Pakistan, Israel, Turkey
	Inspection certificate required at time of import in some cases: 46	Indonesia, Argentina, French Polynesia, Oman, Saudi Arabia, Bahrain, Egypt, Democratic Republic of the Congo, Morocco, Brazil, EU (28 countries), EFTA (Iceland, Norway, Switzerland, Liechtenstein), Brunei, New Caledonia, United Arab Emirates, Lebanon
	Fukushima foodstuffs can be imported, except for items that have shipment restrictions within Fukushima Prefecture: 2 (Inspection certificate required at time of import in some cases)	USA, Philippines (Philippines only restricting some marine products)
Fukushima foodstuffs can be imported, but imports of some foodstuffs are suspended: 5 (Inspection certificate required at time of import in some cases)	Republic of Korea, Singapore, Hong Kong, Macau, Russia	
All Fukushima foodstuff imports suspended: 2	People's Republic of China, Taiwan (Taiwan's restrictions do not apply to alcohol)	

Note: The Thai government has lifted restrictions, but requires inspection certificates for some wild animal meats.

FOOD EXAMINATION



Through multi-layer examinations for radioactive substances at each phase of production and distribution, Japan is enforcing a system in which only agricultural products that are confirmed to be safe are shipped.

During the production phase in particular, the Fukushima Agricultural Technology Centre conducts thorough and detailed examinations of agricultural products to be shipped and distributed, with 11 staff operating 11 germanium semiconductor detectors at full capacity. Furthermore, for rice, the staple food of the Japanese

people, all volume and all bags of rice are swiftly examined using approximately 200 belt conveyor-type radioactive cesium concentration detectors installed in the various production districts throughout the prefecture.

In all examinations of Fukushima Prefecture rice, fruits, and vegetables in the 2016 fiscal year, none exceeded the standard level of 100 Bq/kg established by the Japanese government.



MESSAGES FROM FARMERS



Rice:

"Fukushima is a beautiful place, known as the 'land of water.' Because of its rich supply of excellent water, the land produces great rice and great sake! Please visit, eat and discover Fukushima! Our rice is delicious! And safe, of course!"

The Goto family grows rice in Motomiya City, Fukushima, and they experienced a drastic decline in sales after the earthquake. They found that they could no longer rely on their old way of thinking, that "Fukushima rice is so good that it needs no advertising," so they started a website to publicize the various safety measures they're taking to reassure customers. The Goto family also welcomes everyone to visit and see the safety of its rice in person, offering hands-on farm tours and operating a farm-inn, which are receiving highly favorable reviews from customers.



Fruits:

"To reassure people around the world that our fruits are safe, we've earned JGAP and Global G.A.P. safety certifications. Come visit our orchard and pick some fruit for yourself!"

The Sato family orchard is located in Iizaka, Fukushima City. After the earthquake, the Sato family participated in numerous seminars regarding food safety and has made many efforts to demonstrate the safety of its fruit. For example, they put their focus on earning JGAP certification, which is only given to those who undergo yearly third-party evaluation of food safety and environmental protection and meet the necessary criteria. At present, the Sato family's entire farmland is JGAP certified. Their apples and persimmons have also achieved international "Global G.A.P." certification, and they are preparing to acquire this certification for their peaches, grapes, and pears in time for the 2017 fall harvest as well.



Vegetables:

"Please try our delicious cucumbers! They're grown in a safe environment in greenhouses in the spring and fall, and they're juicy on the inside and crunchy on the outside."

The Saito family grows cucumbers in Okajima, Fukushima City. Before the earthquake they also grew other vegetables, which were so highly regarded that they were even sold at high-end grocery stores in Tokyo. But after the quake, the family decided to focus on cucumbers exclusively, in order to better manage their cultivation. Using information gathered all over Japan, the Saito family is actively exploring new farming methods, including soil improvement. They are also ensuring the utmost safety by taking measures such as only purchasing fertilizer that has been examined for radioactive cesium and other hazards.

CONTRIBUTED MESSAGES

Mr. Malcolm Crick, Secretary, United Nations Scientific Committee on the Effects of Atomic Radiation (UNSCEAR):

The United Nations Scientific Committee on the Effect of Atomic Radiation (UNSCEAR) is a committee of the United Nations composed of scientific experts nominated by 27 Member States. Following the accident at the Fukushima Daiichi nuclear power plant, the Committee decided to initiate a two-year assessment of the levels and effects of exposure to radiation resulting from the accident. Its findings were published in April 2014 as the UNSCEAR 2013 report.

In general, because the doses following the accident were low, cancer rates are accordingly not expected to be significantly elevated due to radiation exposure of the population affected by the accident. One of the reasons seems that prompt precautionary restrictions on foodstuffs at the accident have contributed substantially to reduction of internal exposure.

While more information will become available in the future and some details may change, the Committee does not expect the overall picture to change dramatically. The results of the reviews of relevant scientific literature published by the end of the year 2016 will be published as the 2017 white paper on the Committee's website at www.unscear.org.



Mr. Malcolm Crick
Secretary, UNSCEAR

Mr. Juan Carlos Lentijo, Deputy Director General of the Department of Nuclear Safety and Security, International Atomic Energy Agency (IAEA):

The IAEA has conducted several missions related to the Fukushima Daiichi NPS accident at the request of Japanese authorities. On food, based on the information that has been made available, the IAEA and the FAO understand that measures to monitor and respond to issues regarding radionuclide contamination of food are appropriate, and that the food supply chain is controlled effectively by the relevant authorities. Our assessment is that the measurements of caesium radionuclide levels in foodstuffs, together with appropriate regulatory action and public communication such as the publication of monitoring results, help maintain confidence in the safety of the food supply. The revisions and updates of food restrictions in line with the results of food sampling and monitoring indicates the continued vigilance of the authorities in Japan and their commitment to protecting consumers and trade.

The close cooperation between Japan and the IAEA has contributed to Fukushima's ongoing recovery. The IAEA is ready to continue supporting Japan and Fukushima Prefecture at the request of Japanese authorities.



Mr. Juan Carlos Lentijo
Deputy Director General, IAEA

Fukushima Foods: Safe and Delicious

Fukushima has long been famous for its agriculture, known since old times as one of Japan's premier rice-growing regions, and also earning the nickname "The Fruit Kingdom." Fukushima's agriculture suffered drastically after the earthquake and the nuclear power accident that followed, but as a result of thorough safety measures implemented through national efforts, foods produced in Fukushima have been recognized as safe by the FAO (Food and Agriculture Organization of the United Nations), as well as by many individual countries.

As a result, import restrictions by individual countries are being lifted step by step. The EU's European Commission is also currently considering lifting its import restrictions on rice and other foodstuffs this autumn.



Status of Import Restrictions on Fukushima Foodstuffs

(As of July 25, 2017)

Content of restrictions and number of countries / regions		Country / region	
Import restrictions imposed after accident: 81	All Fukushima foodstuff imports allowed: 72	Complete lifting of import restrictions: 23	Canada, Myanmar, Serbia, Chile, Mexico, Peru, Guinea, New Zealand, Colombia, Malaysia, Ecuador, Vietnam, Iraq, Australia, Thailand, Bolivia, India, Kuwait, Nepal, Iran, Mauritius, Qatar, Ukraine
		Reinforced examination at time of import: 3	Pakistan, Israel, Turkey
		Inspection certificate required at time of import in some cases: 46	Indonesia, Argentina, French Polynesia, Oman, Saudi Arabia, Bahrain, Egypt, Democratic Republic of the Congo, Morocco, Brazil, EU (28 countries), EFTA (Iceland, Norway, Switzerland, Liechtenstein), Brunei, New Caledonia, United Arab Emirates, Lebanon
	Fukushima foodstuffs can be imported, except for items that have shipment restrictions within Fukushima Prefecture: 2 (Inspection certificate required at time of import in some cases)	USA, Philippines (Philippines only restricting some marine products)	
	Fukushima foodstuffs can be imported, but imports of some foodstuffs are suspended: 5 (Inspection certificate required at time of import in some cases)	Republic of Korea, Singapore, Hong Kong, Macau, Russia	
All Fukushima foodstuff imports suspended: 2	People's Republic of China, Taiwan (Taiwan's restrictions do not apply to alcohol)		

Note: The Thai government has lifted restrictions, but requires inspection certificates for some wild animal meats.

For more information :

https://www.japan.go.jp/tomodachi/2017/autumn2017/fukushima_food.html

We Are Tomodachi

Autumn 2017

The official magazine of the Government of Japan



William McMichael



FUKUSHIMA

Extending from the woodland to the sea, Fukushima has fertile land and diverse climatic conditions that enable us to enjoy delicious seasonal products. I especially recommend the peaches: international visitors who have eaten them all say they are the best in the world! My personal favorite is *wappa meshi*, a steamed rice dish, from the Aizu region. It combines great-tasting local vegetables and seafood with mouth-watering Fukushima rice, giving you the luxury of savoring the best ingredients Fukushima has to offer in a single dish. Japanese sake from Fukushima has been voted the best in Japan for five consecutive years. I can confidently state that food safety levels are world-class.

I hope that residents of the prefecture, no matter where they originally come from, will unite to reinvigorate Fukushima so that the disaster becomes a springboard for regeneration and people recognize Fukushima as one of the most beautiful, resilient, and lively places in the world.

Assistant Professor, Faculty of Economics and Business Administration International Programs Coordinator, Fukushima University International Center

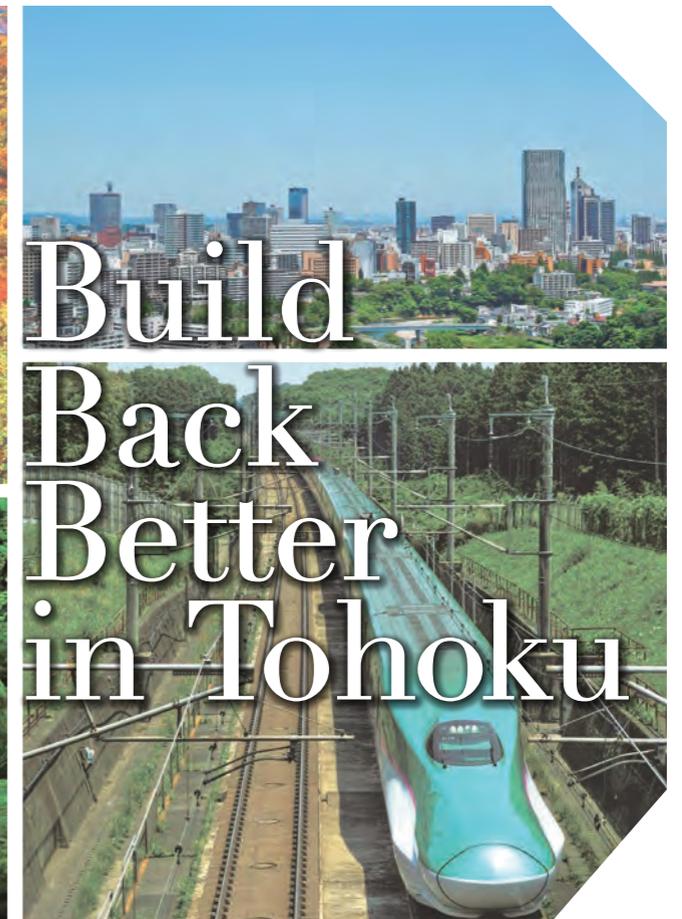
He came to Fukushima in 2007 on the JET program as a coordinator for international relations. In 2010 he was employed by Fukushima University.



JAPAN GOV
THE GOVERNMENT OF JAPAN



Japan. Sharing tomorrow.



Situated in the northeast of Honshu, Japan's main island, the Tohoku region comprises the six prefectures of Aomori, Iwate, Miyagi, Akita, Yamagata, and Fukushima. The 2011 Great East Japan Earthquake caused an extensive damage to the Tohoku region. Six years have passed since then, and Tohoku is making remarkable progress in its reconstruction and revitalization. Here we share the comments we received from people who love and support Tohoku. Let's find how attractive the region is!



Chris Broad



WHOLE TOHOKU AREA

The big attraction of Tohoku is that no matter where you go in the six prefectures that make up the region, you can easily discover local festivals and scenic spots. You also come across great-tasting food wherever you go, such as *wankosoba* noodles in Iwate, beef tongue in Sendai, and cherries in Yamagata. There are things to enjoy in every season: chilling at the beach or hiking in the mountains in summer, and skiing at some of Japan's best resorts and unwinding at fantastic hot springs nearby in winter.

Tourists tend to head to western Japan, but by living in Sendai I get to enjoy the convenience of the city and the ease of the countryside.

Sendai, the largest city in the Tohoku region, is just

90 minutes from Tokyo on the Shinkansen! I have met numerous young business people and entrepreneurs who are working to regenerate the region. Tohoku is facing population decline, but I feel hopeful that creativity and business acumen will resolve this issue.

Creator of the vlog "Abroad in Japan"

He came from Britain to Yamagata Prefecture as an assistant language teacher. He started making YouTube "Abroad in Japan" clips as a hobby. But the vlog soon attracted a wider global audience and grew into a popular YouTube channel, which now has over 600,000 subscribers and has been viewed over 60 million times.



Visit, Eat, Invest in Tohoku

VISIT



Elaine Chen

AOMORI

So many people in Aomori are honest and kind; I love talking in the local dialect. Traditional Japanese culture is still practiced in Aomori, and the traditional festivals are really fantastic. I hope Aomori and the entire Tohoku region becomes vibrant and full of life.

Junior Proprietress, Ajigasawa Onsen Hotel Grand Mer Sankaiso
She first came from Taiwan to Aomori, as part of an international cultural exchange program in 2009. After her marriage, she has been assisting in management of the hotel.



Sebastien Etievant

IWATE

I want people from other countries to know all about the many local specialties, power spots, and tourist attractions Tohoku has to offer. I hope that many people from other countries come to visit Tohoku.

Corporate Planning Dept., Choeikan Hotel
Sebastien Etievant took a trip to Tohoku in 2013. He graduated Japanese Language School in 2017. He started working at Choeikan (meaning long prosperity in Japanese) Hotel, he is promoting the charms of the inn and Iwate to those outside Japan.



Derek Yamashita

YAMAGATA

The people are kind and open, the seafood is great, and each season is distinctly different, bringing something new every day as they change. The experiences I've had in Tohoku and my life in Yamagata have been amazing, and I plan to continue living here.

Creator, The Hidden Japan
Derek Yamashita first visited the Tohoku region two months after the Great East Japan Earthquake for volunteer work in Ishinomaki City. Drawn by the natural beauty of the region and its people, he decided to live in Yamagata Prefecture.

INVEST



Vivek Mahajan

MIYAGI

The people of Tohoku have tremendous affection and pride for their region. I am proud to work with the people who love their *Furusato* (meaning hometown in Japanese). IBM Japan established its Sendai Client Innovation Center in December 2016. We offer our Japanese customers leading-edge value in IT infrastructure services. By setting up the Sendai Client Innovation Center, I hope that the Sendai area will become an attractive region for such specialists.

General Manager, Global Technology Services, IBM Japan, Ltd.
He first visited Sendai in 2012. He thought that the Sendai area would be ideal for hiring staff, since it has so many talented IT specialists. Ease of access from Tokyo was another attraction.



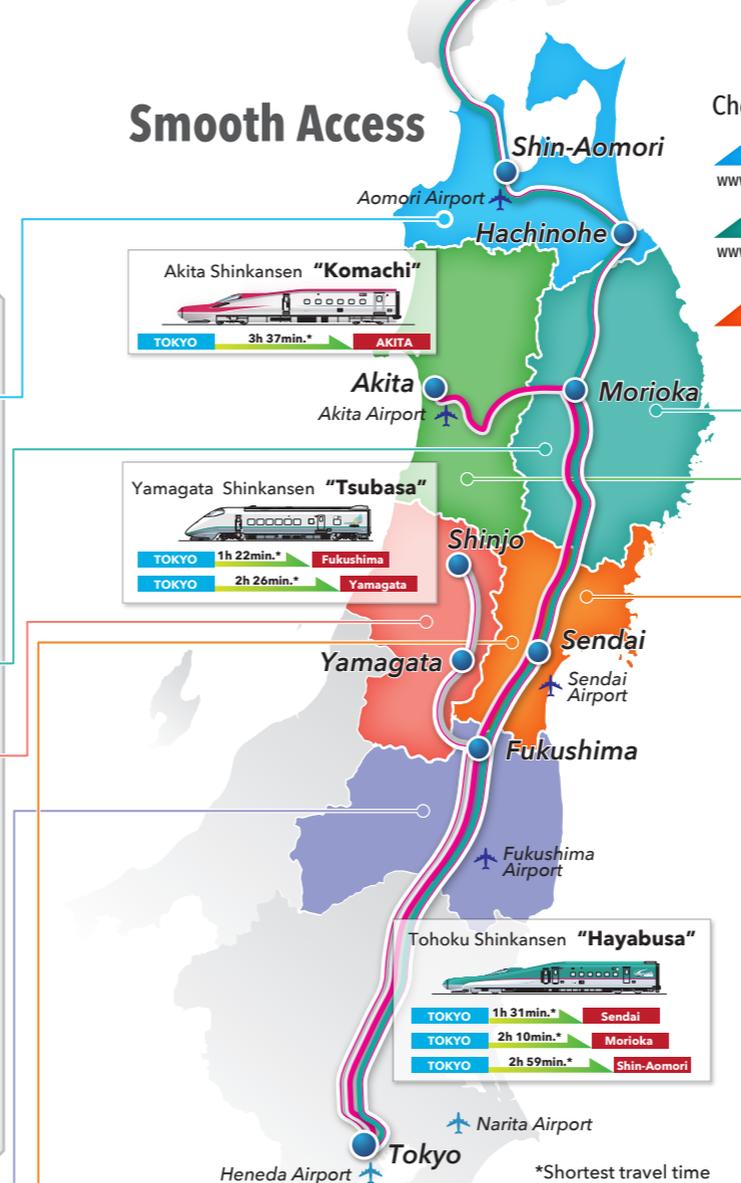
Nguyen Thu Hang

FUKUSHIMA

The natural surroundings in Aizu (western Fukushima region) are fantastic, especially for families with small children like ours. The people here are very kind, and it is really peaceful and enjoyable to live in Aizu. Recently, the city of Aizuwakamatsu has been actively promoting ICT in the development of its community. I hope that the Tohoku region will have more employment opportunities for foreign workers with high expertise and skills like my job at Accenture.

Accenture Center for Innovation in Fukushima
Nguyen Thu Hang has been living in the city of Aizuwakamatsu, Fukushima, since 2005. She currently works for Accenture, analyzing data for a variety of clients, including companies, governments and universities.

Smooth Access



Check out the following websites for more information on each prefecture!

- AOMORI** shinkanko@pref.aomori.lg.jp www.pref.aomori.lg.jp/foreigners/index.html
 - YAMAGATA** www.pref.yamagata.jp/extra/extra02/foreign_language.html
 - IWATE** www.pref.iwate.jp/kokusai/27900/028865.html
 - AKITA** www.pref.akita.lg.jp/
 - FUKUSHIMA** www.tif.ne.jp/lang/en/
 - MIYAGI** kokusai@pref.miyagi.lg.jp www.pref.miyagi.jp/kokusai/investmiyagi
- Please contact for more information about Investment.

EAT



Amya Miller

IWATE

The water, rice, and vegetables are all amazing, and my husband has completely fallen in love with Tohoku's sake—he even goes on "sake tours" by himself. Seafood is great wherever you go in Japan, but I was so surprised when I had the scallops and oysters here—they were the biggest I'd ever seen.

Director, Vigor Japan
Born and raised in Japan, Amya Miller was in the US when she saw the Great East Japan Earthquake on the news. She became the city's Director of Global Public Relations and later Special Adviser and Consultant.



Michael Taberski

AKITA

My goal is to keep revolutionizing the sausage industry, and as part of these efforts I'd like to raise the profile of the "made in Akita" label. Akita is closely associated with the countryside image, and I'd like to link this to the image of good people making delicious food in an easy-going place with clean air.

President, IMI Polmeat Co., Ltd.
After meeting his wife in Poland, he moved to her hometown of Omagari in Akita in 2003. Then he resolved to study Polish sausage-making from scratch and to produce and sell traditional sausages.



Martina Umemura

MIYAGI

If there were more attractive workplaces throughout Tohoku where young people would want to work, I think it would revive the region. It would make me very happy if my company could play a part in this.

Umemura Martina Kesenuma FS Atelier Co., Ltd
Opal yarn is magical, fun wool yarn from Germany. In 2011 she sent Opal yarn to evacuation shelters. In 2012 she founded a company that imports and sells wool in Kesenuma, and moved there to get her business running.



To read full messages : <http://ps.nikkei.co.jp/nartohoku/>