

Let's experience Japan's New Growth Strategy

The Government of Japan is endeavoring to realize the "New Growth Strategy: Blueprint for Revitalizing Japan" * that was adopted by the Cabinet on June 18, 2010. In particular, such growth areas as "Green Innovation," "Life Innovation" and "Deployment of Integrated Infrastructure Systems" identified in the strategy are undertakings that are directly related to the formulation of "growth strategy," which is one of APEC's main themes.

Listed below are projects – examples of Japan's strengths above – suggested for hands-on experience by many media representatives and government officials visiting Japan during the APEC Leaders Week.

Those who wish to visit these facilities are advised to follow the procedures below:

For the facilities under 1. and 4. below, there is the "Tech & Sight-Seeing Tours In Yokohama" program available, provided by the City of Yokohama. For details, please see a leaflet distributed in the International Media Center (IMC) or visit the relevant website listed below.

For the other facilities, please use the contact information on the list by themselves for direct arrangements. If you need assistance, please call the Foreign Press Liaison Team of the Government of Japan inside the International Media Center (phone: 045-661-9530), or Foreign Press Center/Japan (phone: 03-3501-3405 or 03-3501-5070).

Government of Japan
November 2010

* For more information on the "New Growth Strategy", visit the following websites.

<http://www.npu.go.jp/en/policy/policy04/index.html>
<http://edition.cnn.com/SPECIALS/2010/ilist/> (13th Nov. – 22nd Nov.)

* "Tech & Sight-Seeing Tours in Yokohama" website:

<http://apec2010yokohama.com/english/yokohama/taizai/tour.html>

1. Yokohama Smart City Project (YSCP) (Yokohama)

A demonstration project in the environment/energy sector launched by Yokohama, an environmental model city, together with 7 private-sector partners. Drawing attention as a civic-participation experiment designed to achieve the dual purpose of saving energy/reducing CO2 emissions and realizing economic growth by introducing cutting-edge technology such as the smart grid and electric vehicles.

The City of Yokohama offers tour services to those having ID cards of APEC (including ABAC, SME & CEO). Three tours will be conducted per day (at 10:00, 13:00 & 15:00) from Nov. 7th to 12th. To apply, visit the website below or see a leaflet available at Yokohama City Information Desk inside the IMC.

Contact : Tech & Sight-Seeing Tours In Yokohama (hosted by City of Yokohama)

<http://apec2010yokohama.com/english/yokohama/taizai/tour.html>



2. ENEOS SOENE House (Yokohama)

A model residence for a project aimed at slashing CO2 emissions from the household sector. Complete with state-of-the-art equipment such as home-use fuel cell and photovoltaic generation systems, the project seeks to reduce CO2 emissions by 50% from 1990 levels and thus realize a carbon-free residence (without any CO2 emission).

Contact : JX Nippon Oil & Energy Corp.

Mr. Tomonari KOMIYAMA, Mr. Eiichi HACHISU
Tel. 03-6275-3515, 3519

Facility tour will be available on Nov. 8th (afternoon), 9th (all day)

Reservations in advance required

創エネハウス



3. Isogo Thermal Power Station (Yokohama)

This is a coal-fired, ultra-supercritical (USC) thermal plant boasting one of the world's highest levels of heat efficiency and environmental performance. An urban power station located in the city of Yokohama, the plant has adopted one of the world's most advanced environmental technologies minimizing pollutant emissions such as soot dust, sulfur/nitrogen oxides and wastewater as well as achieving a high level of heat efficiency.

Contact : Electric Power Development Co.

Mr. Hitoshi KANNO

Tel. 03-3546-9623



4. Kohoku Wastewater Treatment Plant, Northern Sludge Treatment & Recycling Center (Yokohama)

The Wastewater Treatment facility treats sewage from homes and factories in a sophisticated manner to keep up the quality of water in public areas. Part of treated water is reused for such purposes as supply to streams. The Sewerage Center (Sludge Treatment & Recycling Center) incinerates sludge produced in the treatment process. Gases generated by microorganisms in that process are used as energy for electrical generation and incinerated ash is put to use as a cement material, thus recycling all waste completely.

The City of Yokohama offers the following tour services to those having ID cards of APEC (including ABAC, SME & CEO):

- Nov. 8th (9:00-12:30)

(Kohoku Wastewater Treatment Plant, Nissan Stadium & Yokohama Smart City Project)

- Nov. 9th (14:30-17:00)

(Northern Sludge Treatment & Recycling Center & Yokohama Smart City Project)



To apply, visit the website below or see a leaflet available at Yokohama City Information Desk inside the IMC.

Contact : Tech & Sight-Seeing Tours In Yokohama (hosted by City of Yokohama)

<http://apec2010yokohama.com/english/yokohama/taizai/tour.html>

5. Nakoso IGCC Demonstration Plant (Iwaki, Fukushima Pref.)

IGCC (integrated gasification combined cycle) is a power generation system that has achieved a higher level of generating efficiency than that of the conventional coal-fired system by combining the best of related technologies such as coal gasification. High hopes are pinned on it as a generation system contributing to reducing greenhouse gas emissions and improving environmental performance by boosting the efficiency of coal-based thermal power both at home and abroad.

Contact : Clean Coal Power R&D Co.

Mr. Akira FUJII

Tel. 0246-77-3111



6. MAMIZU PIA (Sea Water Desalination Center) (Fukuoka)

Launched to address a stringent water shortage in an urban area where population and industry are concentrated, this seawater desalination project is designed to ensure stable water supply irrespective of weather. The amount of seawater desalinated per day is up to 50,000 cubic meters, equivalent to water used by some 250,000 people at home.

Contact : Fukuoka District Waterworks Agency

Mr. Hidemi TAGOMORI

Tel. 092-552-1731



7. Kashiwazaki-Kariwa Nuclear Power Plant (Kashiwazaki, Niigata Pref.)

Located in Niigata Pref. facing the Sea of Japan, the nuclear power plant sits on a 4.2 million-sq-meter tract of land. The combined output of its 5 boiling-water reactors (BWRs) and 2 advanced BWRs (ABWRs) is 8212 MW, making it among the world's largest for a single power plant. Nuclear power generation, which plays a central role in realizing CO2 emissions free power generation, is a system superior in safety, environmental friendliness and economic efficiency. Nuclear power generation is a forte for Japan, which has been involved in the development of an advanced BWR (ABWR) since its initial stage and which has a track record of its construction and operation.

Contact : Tokyo Electric Power Co. (TEPCO)

Mr. Shinichirou KENGAKU

Tel. 03-6373-1111



8. Kameda Medical Center (Kamogawa, Chiba Pref.)

A mainstay hospital in the south of Chiba Pref. It seeks to offer high-quality medical services tailored to the needs of individual patients and to improve their quality of life, accepting patients not only from across Japan but also from abroad.

Kameda Medical Center is the only hospital accredited by JCI in Japan.

JCI, Joint Commission International, is a leading international non-profit accrediting body in healthcare based in U.S.

Contact : Kameda Medical Center

Ms. Motoko SANO

E-mail: m.sano@kameda.jp

*Facility tour will be available on the 8th and 12th November. Details to be confirmed by email.



9. New International Terminal, Tokyo International Airport (Tokyo)

A new international terminal building opened at Haneda airport on Oct. 21, 2010, as part of Japan's open skies policy, linking Tokyo with 17 overseas cities as well as 49 domestic ones and raising hope for a greater number of foreign travelers and for revitalization of economic activities in the regional areas concerned.

Contact : Tokyo International Air Terminal Co.

Mr. Youichi HIRAI

Tel. 03-6428-5901

Tokyo International Airport Terminal Information
Tel.03-6428-0888

