

# Diplomatic Action Plan to bring local areas to the world, and the world to local areas

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Plan for the expansion of market channels for local goods

Plan for the promotion of tourism to Japan

Plan for the promotion of international exchange

Under the action plan, we will utilize various diplomacy tools to convey the attraction of local areas to the world.

# Plan for the expansion of market channels for local goods

## -Selling local products to the world-

- \* I will take the lead to raise the profile of the best products from local areas in Japan to the world.
- \* Utilizing diplomatic missions abroad as a hub for enhancing public awareness of local products, we will also conduct promotion activities at “Japan House” which will be opened next year.
- \* Through the ODA, we will support local companies to provide products and technologies abroad and assist developing countries.

# Plan for the expansion of market channels for local goods

## -Selling local products to the world-

Joint reception with  
leaders of local  
municipalities at Iikura  
Guest House



Demonstration of  
regional cuisine using  
oysters from Miyagi  
Prefecture



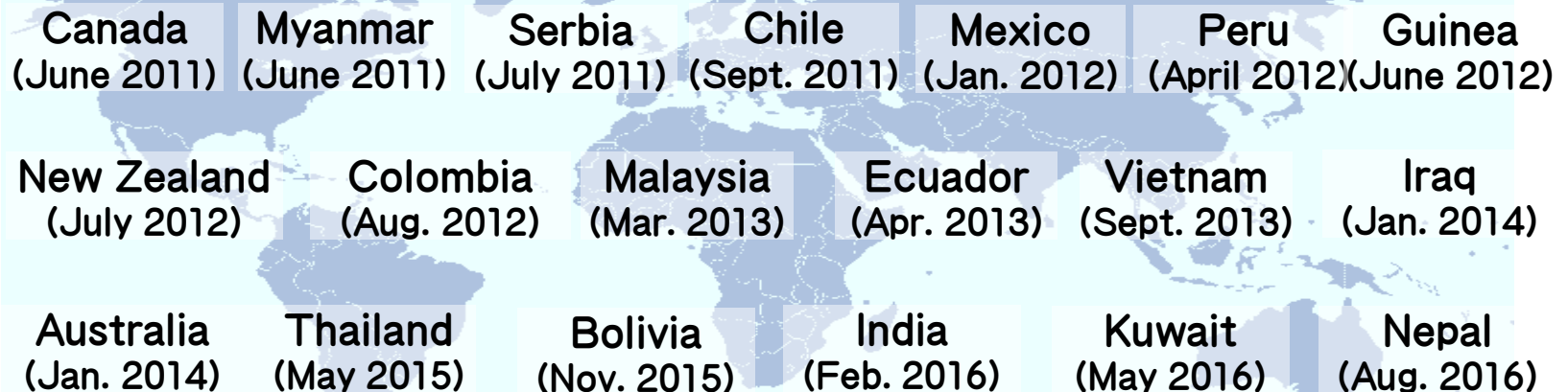
ODA support of GRA  
Inc. in India to grow  
and sell strawberries



# Import restrictions on Japanese foods after the accident of Fukushima Daiichi Nuclear Power Station

- \* Using every opportunity, such as through VIP visits and diplomatic missions abroad, we have requested to lift or ease these restrictions.
- \* Since the accident, a total of 19 countries have removed import restrictions.

## Countries that have lifted import restrictions



Canada (June 2011)	Myanmar (June 2011)	Serbia (July 2011)	Chile (Sept. 2011)	Mexico (Jan. 2012)	Peru (April 2012)	Guinea (June 2012)
New Zealand (July 2012)	Colombia (Aug. 2012)	Malaysia (Mar. 2013)	Ecuador (Apr. 2013)	Vietnam (Sept. 2013)	Iraq (Jan. 2014)	
Australia (Jan. 2014)	Thailand (May 2015)	Bolivia (Nov. 2015)	India (Feb. 2016)	Kuwait (May 2016)	Nepal (Aug. 2016)	

# Plan for the promotion of tourism to Japan

## -Convey the attraction of places from all over Japan-

- \* We will strategically loosen visa restrictions, and increase repeat visitors of local areas.
- \* We will invite foreign news media to local areas, and convey the appeal of local tourist areas through foreign TV and newspapers.
- \* We will utilize foreign missions abroad, as well as “Japan House”, to convey the diverse attraction of local areas, including tourism resources.

# Plan for the promotion of tourism to Japan

## -Convey the attraction of places all over Japan-

Providing opportunities for foreign journalists to directly experience the charms of the Tohoku Region



Event in Shanghai to promote tourism and the cuisine of East Japan



Japan Tourism Exhibition in Dalian, China (Miyagi Prefecture Booth)



# Plan for the promotion of international exchange -A bridge to connect local areas and the world-

- \* We will promote visits to local areas by foreign students from high schools and through exchange programs.
- \* We will promote the exchange between local areas and the world through sports.
- \* We will pass on the experiences and skills of local areas by taking in workers from developing countries.
- \* We will support and invigorate sister cities programs.



# Plan for the promotion of international exchange -A bridge to connect local areas and the world-

Exchange between young Americans and students from Tohoku University (Kakehashi Project)



The Vietnam Para Swimming team stayed and trained in Miyagi Prefecture



Sharing the recovery experience of Higashi Matsushima City with developing countries to increase their disaster prevention capabilities



# Diplomatic Action Plan to bring local areas to the world, and the world to local areas

You are playing a leading role as local residents in conveying the attraction of local areas.

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Through this action plan, we support your affection for your hometown.

We will be by your side as we move forward in implementing Japan's diplomacy.