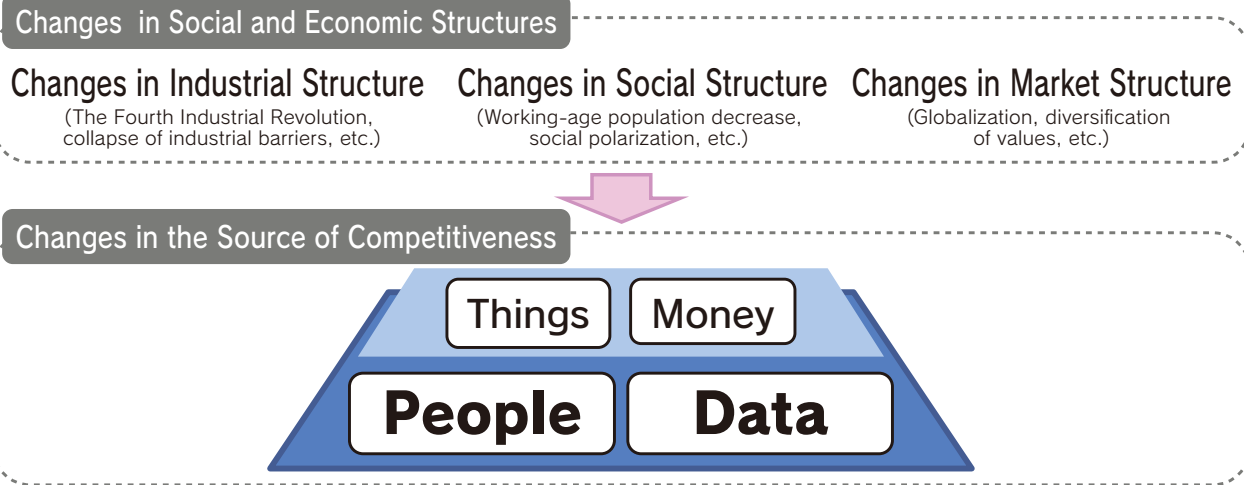


Committee Projects

For various issues facing Tochigi Prefecture, we create committees for each problem area, promote research activities, and collect and publish the results in proposals and reports in order to contribute to the development of Tochigi Prefecture and the growth of vibrant industry. So far, we have made more than 50 policy proposals and research reports that have been incorporated into government policies.

2019–20 Committee Activity Guideline

(Public Corporation) Tochigi Prefecture, the Japan Association of Corporate Executives



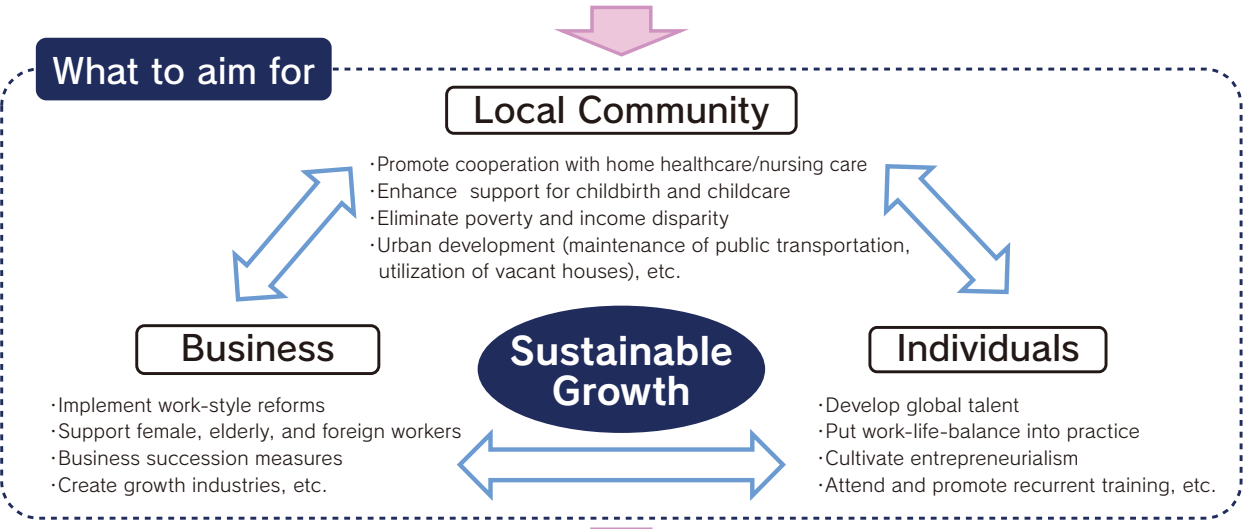
We need to recognize that we are at a turning point and take bold action

2019–20 Committee Activity Guideline

Creation of New Value at a Major Turning Point

Moving toward creation of a sustainable society leading to the next generation

Utilize cutting-edge technology such as AI and IoT to create new value. Improve regional value by discovering the local resources of Tochigi Prefecture, polishing them, and presenting them to the world.



Development of Tochigi, and cultivation of vibrant industry

Committee Projects

Activity themes of committees and study groups in 2019–2020

Standing Committees

Industrial Policy Committee

This era will undergo rapid development and changes toward the futuristic society that the government is advocating, such as Society 5.0 and Connected Industry 5.0. Accordingly, it will also be necessary to make major changes to the current industrial structure, and existing business models may be unable to keep up. The Industrial Policy Committee researches what needs to be done to address future changes for sustainable development of industry and proposes policies for achieving a Tochigi Prefecture that is vibrant even in a futuristic society.

Regional Development Committee

The prefecture is near the Greater Tokyo Area and is centrally located between three Kita-Kanto prefectures at the entrance of the Tohoku region. Tochigi Prefecture includes the intersection of the Tohoku Expressway and Kita-Kanto Expressway and is close to Fukushima, Ibaraki, and Narita airports. By utilizing the prefecture's superior location and convenient transportation network, we aim to strengthen cooperation in the region to create new sight-seeing areas. We are conducting research in order to enrich extended-stay tourism that takes advantage of local sightseeing resources, to offer tourism with appealing themes and stories, and to develop new, hitherto unknown sightseeing tour routes based in Tochigi Prefecture.

Management Affairs Committee

Succession of small and medium-sized businesses and small-business owners is a very serious problem in modern Japan. Furthermore, cultivation and employment of human resources is important for sustainable growth of businesses, and we think it is imperative that each business owner tackles these issues with the future of business in mind. Thus, we are considering how we should respond in order to develop human resources and successors who will lead the next generation. We are conducting research on policies that will be required for sustainable development of Japanese businesses in the future.

Social Affairs Committee

It is said that we have reached the age where people live 100 years. The average life span in Tochigi Prefecture in 2015 was 80.10 years for men (ranked 42nd in the nation) and 86.24 years for women (ranked 46th in the nation) and has stagnated at a low rank nationally. This trend has not changed for a long time. To compensate for this situation, we are conducting research on preventive medicine and health promotion in order to achieve "Tochigi, the prefecture of health and longevity" by focusing on the health of people, who are the source of everything.



Observing progressive businesses

Internationalization Promotion Committee

Although the government has announced that it will hire more foreign workers to deal with the current severe labor shortage, concerns are also being voiced about the current hiring system. Therefore, we are looking into how we should develop an environment where global human resources, including foreign workers, can fulfill their potential, not only to increase the number of hired foreign workers, but also to improve quality from various perspectives in order to achieve an inclusive society. We are conducting research in order to further develop business in Tochigi Prefecture while using the creative power, knowledge, and technology of human resources with diverse values and perspectives.

Social Contribution Activity Promotion Committee

Along with the need to create a sustainable society, there is a need to cultivate a robust younger generation that can solve problems independently so that Tochigi can develop into a more prosperous prefecture, and there is an urgent need to create a consistent career-education support system for this purpose. Furthermore, in order to create an effective education system, it is necessary to develop more effective education programs and cultivate and utilize core human resources such as coordinators who are responsible for coordinating industry, universities, and government. Accordingly, in order to nurture a robust younger generation to lead in the development of Tochigi Prefecture, we are coming up with a more concrete ideal for an education system to be achieved through cooperation of industry, universities, and government, and we are also examining training of coordinators, etc. At the same time, we are examining social contribution measures that should be implemented by this committee.

Administrative and Financial Reform Committee

In Japan, the birthrate is declining, the population is aging, and we are approaching a full-blown population decline. A sharp decline in the working generation is causing a shortage of people who can support society, and there is a lack of tax revenue. As problems like these become more apparent, society will be forced to make major changes. Under these circumstances, there is a need to further increase efficiency and optimization of administration and public finance. Therefore, we are analyzing the current state of administration and public finance and conducting research on increasing efficiency, etc.



Committee meeting

Study Groups

Future Management Study Group

In recent years, it has been difficult for local companies to secure labor because of the decreasing population. In Tochigi Prefecture, many manufacturers are proudly presenting themselves as "Made in Tochigi" companies. We think we can publicize this appeal to build brands for businesses in Tochigi Prefecture in the future. Taking this into account, we are considering what should be done so that Tochigi Prefecture businesses will be chosen by a wide array of people. We actively conduct visits to gain strength, and we learn what is needed in order to build our corporate brand.

Tochigi Cultural Exchange Study Group

In addition to researching Tochigi Prefecture's history, culture, sightseeing, local businesses, etc., we are using the mass media, etc., to publicize the appeal of Tochigi from the viewpoint of people outside of the prefecture.



Nasushiobara Visit



Australia Visit



Vietnam Visit