

2019 ~ 2020

Activity Introduction



Public Interest Incorporated Association
Tochigi Association of
Corporate Executives

Creation of a Vibrant "Tochigi"



Chief Executive Director
Masashi Nakatsu
Toyota Woodyou Home Corp.
Member of the Board
Senior Adviser

Since its foundation in February 1988, the Tochigi Association of Corporate Executives has proposed various policies and conducted various business activities to achieve the objective "Contribute to the development of our home, Tochigi prefecture, and to the growth of vibrant industry."

During this time, we became an incorporated association in April 2003. Since April 2012, we have taken a new step forward by becoming the second association of corporate executives in Japan to become a public interest incorporated association.

Our association is unique in that its members consist of representatives of locally founded and steadily developing medium-sized businesses as well as representatives and managers of large businesses that are firmly rooted in the prefecture and rapidly advancing in the world. These members join the association in a private capacity, polish their individual qualities through active discussions in an environment of unprecedented friendship and diversity, and demonstrate creativity and private-sector dynamism to contribute to the development of Tochigi Prefecture.

Through committee projects that are the core activities of our association, we collect solutions to various financial and social issues of communities, publish them in proposals and reports, and promote them as much as possible to the people of the communities through the government and related organizations, the news media, etc., in order to promote industry in Tochigi Prefecture and create vibrant communities.

Starting in 2019, our committees and the associations will be researching new topics for the next two years.

In addition, we are working hard to revitalize Tochigi prefecture, cultivate human resources, and carry out social contribution projects in order to achieve an enriched community.

Our association is conscious of our mission as a public-interest incorporated association. We strive to make further improvements for the public interest, and we continue to develop proactive activities for creating a vibrant Tochigi.



Executive Director
Masanao Matsushita
THE ASHIKAGA BANK,LTD.
President

Tochigi Association of Cooperate Executives

The 5 Pillars of Activity

Committee Projects

Social Contribution Projects

Lecture Projects

Member Training Projects

Social Gathering Projects

Tochigi Association of Cooperate Executives

Prospectus

The basic trends of socioeconomic changes for the 21st century include internationalization, an advanced information society, an increased service economy, and an aging society. It is now our duty to create a vibrant Tochigi Prefecture that can respond appropriately to these changes, and to pass it on to the next generation.

The economy of Tochigi Prefecture has made great progress as a result of advances in industrialization since the early 1960s. However, if we are to expect steady growth in the future as well, it is essential to strengthen industrial infrastructure through close cooperation and exchange among all industries. This is our most important task today, because as Japan's industrial structure changes along with the globalization of its economy, there is a pressing need for a solution to the contradictory challenges of cooperation and competition among regions.

Tochigi Prefecture is favorably located for playing a part in the economy of the Tokyo metropolitan area, and that advantage continues to increase. Now that revitalization of regional economic development is expected in the 21st century, our industries, whose activities are based in Tochigi Prefecture, need to do their best to improve the quality of businesses in order to fulfill that responsibility in the region. At the same time, it is necessary to unite local businesses, emerging businesses, industrial economic organizations, etc., to become a leading force for regional economic development.

Based on these points, our association was established by volunteers as a mechanism for promoting regional economic development. These volunteers include companies and industrial economic organizations whose business is based in Tochigi. Our association demonstrates creativity and private-sector dynamism to make various policy proposals, carry out projects, etc., and is expected to contribute to the development of our home, Tochigi prefecture, and to the growth of vibrant industry. We assert that our association is politically a completely neutral organization that is based on the principle of good faith. (February 1988)

Tochigi Association of Cooperate Executives

Organization Chart



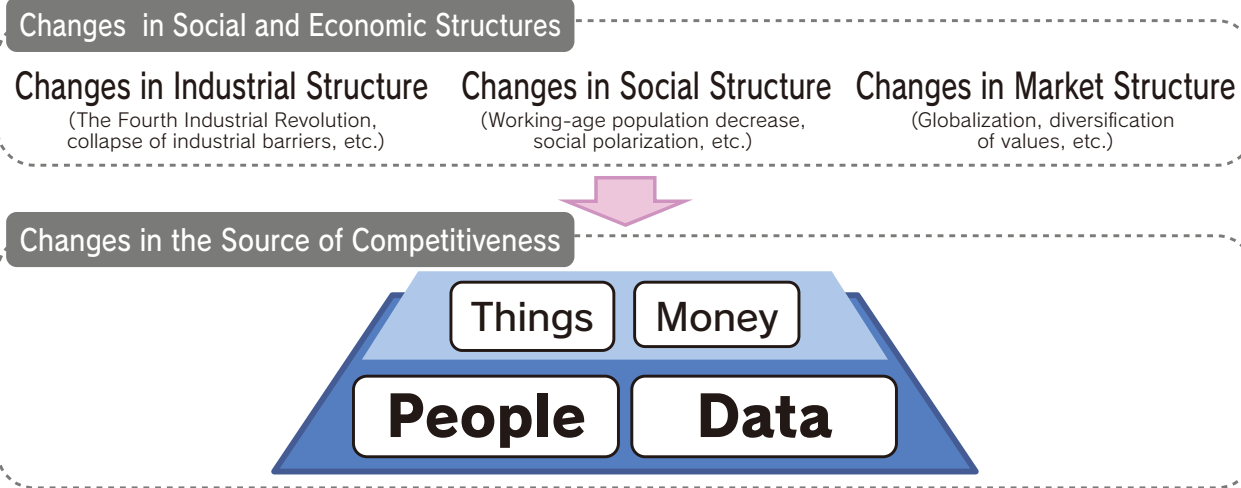
Standing Committee				
 Chairman Yasushi Naito Terra Creation Co.,Ltd CEO	 Chairman Yuichi Gunji Kantoh Nosan KK CEO	 Chairman Kazuaki Hirano Seibu Namakon K.K. CEO	 Chairman Gen Yoshida Kanto Transportation, Inc. Senior Managing Director	 Chairman Hisako Ishikawa Orion Computer CEO
Standing Committee		Research Workshop		
 Chairman Akira Tamura AID co., Ltd CEO	 Chairman Takashi Iwami Hamayagumi Co., Ltd President and CEO	 Chief Organizer Yuji Koguchi Koguchi Kougyo Co.,Ltd. CEO	 President Keiichiro Omagari Taisei Corporation Kanto Branch Store Utsunomiya Business Office Director	

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



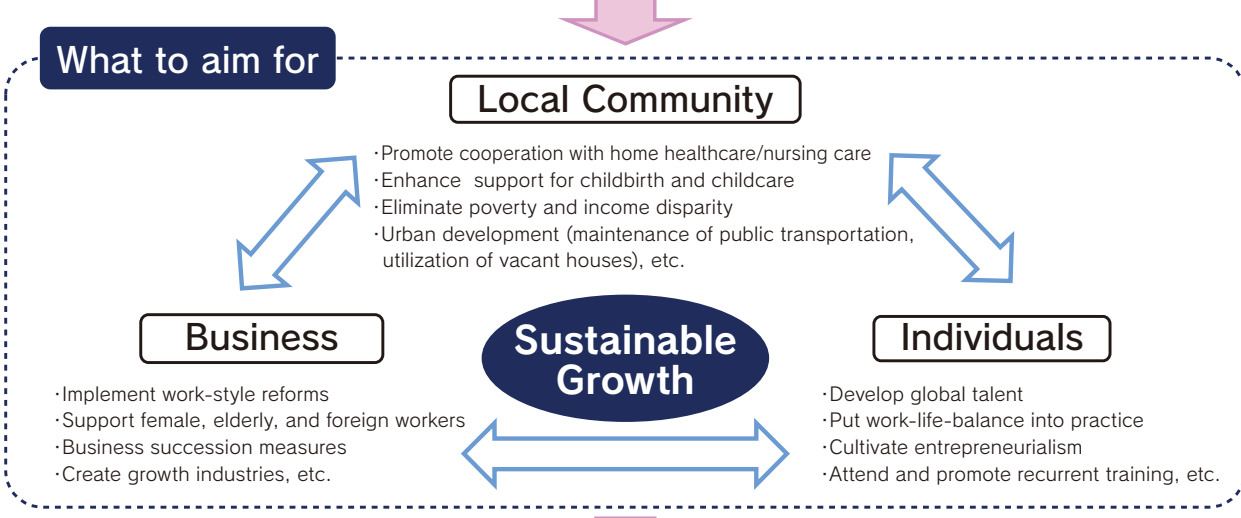
We need to recognize that we are at a turning point and take bold action

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

Social Contribution Projects

As a public interest incorporated association that is closely tied to our community, we have cooperated with local residents and various organizations to establish the cooperation and support system that is required for an economic organization, and we have provided support and subsidies for Tochigi Prefecture.

Main Activities

Volunteer Professors Project

Members of the Association of Corporate Executives visit universities as instructors and lecture to students about our management philosophy. We created a system for dispatching instructors to all higher education institutions in the prefecture by entering the "Agreement Regarding the Dispatching of Instructors" with the Consortium of Universities in Tochigi in 2011. So far, we have dispatched over 200 instructors to six universities: Utsunomiya University, Utsunomiya Kyowa University, Sakushin Gakuin University, Sano College, Hakuoh University, and Bunsei University of Art.

Project for Dispatching Instructors to Middle Schools and High Schools

In cooperation with the Tochigi Prefectural Board of Education, we dispatch managers in our association to middle schools and high schools in the prefecture, where they teach on-site classes and give lectures. These managers are active at the forefront of society. This project enables students to think about what kind of person they should be and how they should live their lives, and it cultivates the skills and attitudes that are necessary for participating in society in the future.



Volunteer Professors Project



Project for Dispatching of instructors to Middle Schools and High Schools

Hosting of Teachers for Work Experience Training

Member companies host teachers from the Tochigi Prefectural Board of Education as on-the-job trainees for one year to broaden their perspectives as members of society and cultivate their management skills.

Dispatching of Committee Members for Teacher Hiring Interviews

Multifaceted character evaluation from a broad perspective is important in employment interviews of teachers who will be responsible for future education in Tochigi Prefecture. Therefore, we dispatch members and leaders of member companies from the Association of Corporate Executives as committee members for interviews for hiring new public school teachers.

Awards Presentation Project

We have established four awards: Outstanding Operations Manager Award, Outstanding Entrepreneur Award, Social Contribution Activity Award, and Beautiful Town Development Award. Recommendations for candidates are received from the general public and examined by a selection committee, and awards are presented at general meetings.

2018

Outstanding Operations Manager Award
Mr. Otowa Kazunori
 Auberge Inc. Representative Director

Outstanding Entrepreneur Award
Mr. Maruyama Shuuichi
 Washo Corporation Inc. Representative Director

Social Contribution Activity Award
Authorized Nonprofit Organization Survivalnet Life

Beautiful Town Development Award
Koisago Village Council



2018 Award Presentation Project

Lecture Projects

Experts and academics specializing in economic and social issues are invited to give lectures and seminars to citizens of the prefecture to promote industry and form vibrant communities in the prefecture. These events are held about three times per year.



Mr. Sanyutei Takasuke
 Rakugo Performer



Mr. Kentaro Oyama
 Chairman and Executive Director, Iris Ohyama Inc.



Mr. Akira Matsumoto
 Director, RIZAP Group Inc.

Member Training Projects

The primary appeal of the Association of Corporate Executives is the diversity of our members. We hold various events to promote exchanges and contact among members (projects for members only).

New Year Regular Meeting

Every January, the Chief Executive Director expresses his sentiments about the new year and introduces the year's initiatives to all members.



New Year Regular Meeting

Morning Seminar

To broaden our views, we host lectures by experts with the theme "Now is the Time to Speak: Tochigi Pride!" The lectures are held every month except January and August and are covered by membership dues.



Morning Seminar

Participation in Seminars of Associations of Corporate Executives throughout Japan

We participate in seminars cosponsored by 44 Associations of Corporate Executives from all over the country, and each of our attending members studies at the seminar venue.



31st Seminar of the Japan Association of Corporate Executives

Social Gathering Projects

Golf Tournament

This event is held about twice a year to cultivate friendship among members.



Golf Tournament

Summer Seminar

Every July, we hold overnight training and seminars for all of our members. On the second day, we conduct field studies, etc.



Summer Seminar

Professional Sports Outing

We watch professional sports about three times a year to cultivate friendship between members.



Professional Sports Outing

2017 - 2018 Proposal List

These proposals are a compilation of the results of the FY2017-2018 research activities of the Regional Development Committee, the Social Affairs Committee, the Internationalization Promotion Committee, the Social Contribution Activities Promotion Committee, and the Administrative and Financial Reform Committee.

Regional Development Committee

Create a sustainable "connected travel-destination Tochigi Prefecture"

- Toward a Tourism Strategy after the 2020 Tokyo Olympics and Paralympics -

Proposal 1: Establish a "Tourism Bureau" (tentative name) in the prefectural office

Proposal 2: Create a promotion system

Social Affairs Committee Meeting

Use vacant homes to reestablish local communities

Proposal 1: Create local support systems and organizations to address the problem of home vacancies

Proposal 2: Promote measures for utilizing vacant homes

Internationalization Promotion Committee

Cultivate local human resources

- For cultivation of human resources who will lead the next generation of Tochigi -

Proposal: Utilize an endowment system, etc., to ensure stable financial resources and continually train global talent into the future.

Design a Tochigi-specific support system for studying abroad that enables dispatching of more students in the future.

Social Contribution Activity Promotion Committee

Develop robust Tochigi leaders

Proposal 1: A plan for a more effective policy for promoting career education

Proposal 2: Establish a new "Career Education Promotion Conference" (tentative name) through collaboration of industry, university, and government

Administrative and Financial Reform Committee

Create the ideal public-private partnership for regional revitalization

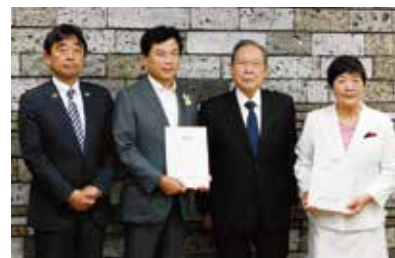
- Create a Foundation that Stimulates Proposals, Reciprocity, and Participation -

Course of action 1: Create a mechanism to stimulate proposals from the general public

Course of action 2: Gain knowledge that generates profits for government, businesses, and residents

Course of Action 3: Create a framework that enables participation of local businesses

Concrete Measure: "Create a Regional Platform"



**For details about these proposals, please see the website of the Tochigi Prefecture Association of Corporate Executives*



Public Interest Incorporated Association
Tochigi Prefecture Association of Corporate Executives

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