

Connecting the Region's Power to the Future

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Table of Contents

Mission, Vision, and Values of Chubu Bureau of Economy, Trade and Industry	2
The Chubu Region in Statistics	4
SME Policy	6
<ul style="list-style-type: none"> ■ Enhancing the Business Environment for SMEs ■ Promoting Cost Pass-Through and Fair Transactions ■ Toward the Creation of Innovation that Leverages Regional Strengths ■ Supporting the Research & Development and Commercialization of SME Manufacturers ■ Exploring New Markets Through Business Strategies Utilizing Standardization ■ Promoting New Businesses Through the Utilization of Intellectual Property 	
International Relations Policy	10
<ul style="list-style-type: none"> ■ Aiming to Further Strengthen the Global Competitiveness of the Chubu Region ■ Initiatives for Economic Security and Export Management to Protect the Future and Technologies of Industries 	
Regional Economic Policy	12
<ul style="list-style-type: none"> ■ 2025: The First Year of Reconstruction ■ Building a Disaster-Resilient Manufacturing Hub in the Chubu Region to Enhance Industrial Resilience and Prepare for Risks such as Natural Disasters ■ Promoting the Traditional Crafts Industry ■ Fostering Regional Economic Development by Supporting Growth-Oriented Enterprises ■ Addressing the Once-in-a-Century Reform in the Automotive Industry ■ Support for Nurturing Human Resources in the Semiconductor Industry ■ Towards the promotion of aerospace and next-generation industries ■ Supporting Businesses in Their Pursuit of Digital Transformation ■ Securing and Utilizing Diverse Human Resources ■ Addressing Human Resource Challenges in the Hokuriku Region ■ Promotion of collaboration in the Hokuriku region 	
Distribution and Service Policy	18
<ul style="list-style-type: none"> ■ Support for the development of attractive cities and towns ■ Initiatives to Address Distribution Challenges in 2024 	
Energy and Environment Policy	20
<ul style="list-style-type: none"> ■ Promoting Carbon Neutrality in the Manufacturing Sector ■ Initiatives toward the Social Implementation of Next-Generation Energy Sources such as Hydrogen and Ammonia, and CCU/Carbon Recycling ■ Towards the Promotion of Energy Conservation ■ Towards the Promotion of New Energy Adoption ■ Promoting the 3Rs and Acting Toward a Circular Economy 	
Safety and Security	24
<ul style="list-style-type: none"> ■ Ensuring an Environment Where Consumers Can Live Safely and Securely ■ Securing Product Safety ■ Securing Stable Energy Supply Supporting the Social Foundation ■ Ensuring a Stable Supply of Resources and Fuels that Support the Activities and Livelihoods of Local Communities ■ Proper Monitoring of Electricity and Gas Transactions 	
Organization	26

Mission The role we endeavor to fulfill

Connecting the Region's Power to the Future

Vision The direction our organization aims to pursue

We, the Chubu Bureau of Economy, Trade and Industry, aim to contribute to the sustainable growth of the regional economy and industries, which continue to be faced with changes and transitions, by anticipating the evolving landscape and designing regional strategies and initiatives, and swiftly disseminating and implementing them. Through these efforts, we aspire to earn the trust of the community as a dependable organization capable of meeting their expectations.

Values The values we share as an organization

Hands-on Approach

We are committed to the community and carry out the necessary measures to promote regional economic development.

Open-mindedness

We respect diversity and unite our individual strengths as a team to respond flexibly and swiftly to the changing times.

Challenge and Execution

We relentlessly pursue difficult challenges, taking them on without fear of failure and following through with determination.

In April 2025, the Expo 2025 Osaka, Kansai, Japan opened under the theme of bringing people and goods from around the world together, uniting diverse cultures and technologies, and addressing global challenges. Many companies from the Chubu region are participating in this international event, showcasing their advanced technologies and products, attracting widespread attention.

Recognizing this global stage as an opportunity, traditional crafts making use of regional resources, products and cultures from local industries are being promoted.

On the other hand, the Noto Peninsula Earthquake and the heavy rains in Oku-Noto in 2024 (Reiwa 6) drastically changed the lives of many residents and business owners. In order to ensure access to sustainable social services that maintain quality of life for people in the affected areas, we are committed to supporting a “creative reconstruction.” This includes closely engaging with disaster-stricken communities, listening to the diverse voices of local industries, and working in partnership with municipalities and related organizations to steadily support the recovery of livelihoods in the Noto region.

The Chubu region is home to one of the world's leading manufacturing industries, centered on the automobile sector, and plays a key role in driving the Japanese economy. This strong industrial cluster is supported by major set manufacturers and a network of medium-sized and small enterprises, which together underpin the region's technological capabilities.

In an increasingly uncertain global environment, we will continue to enhance the industrial competitiveness of the Chubu region while promoting structural transformation. The Chubu Bureau of Economy, Trade and Industry (METI-Chubu) will act as a hub to foster innovation and support ambitious businesses working to create new value, by advancing initiatives that bring industry, academia, government, and financial institutions together.

To further develop the Chubu region, we will focus on strengthening foundational growth areas such as research and development, human resource development, internationalization, digital transformation (DX), and green transformation (GX). By capturing growth markets and addressing social challenges, we aim to create new markets, promote regional revitalization, and stimulate the local economy.

In addition, we are committed to promoting investment and wage increases, addressing key issues such as proper price pass-through and fair business practices, and supporting smooth business succession and enhanced resilience for small and medium-sized enterprises.

As a national government agency working on the frontlines of economic and industrial policy, the Chubu Bureau of Economy, Trade and Industry will continue to walk hand-in-hand with the region under the mission of “Connecting the Region's Power to the Future.” We will undertake bold and ambitious challenges in collaboration with local businesses, individuals, and organizations, unlocking the region's full potential and contributing to its long-term development.

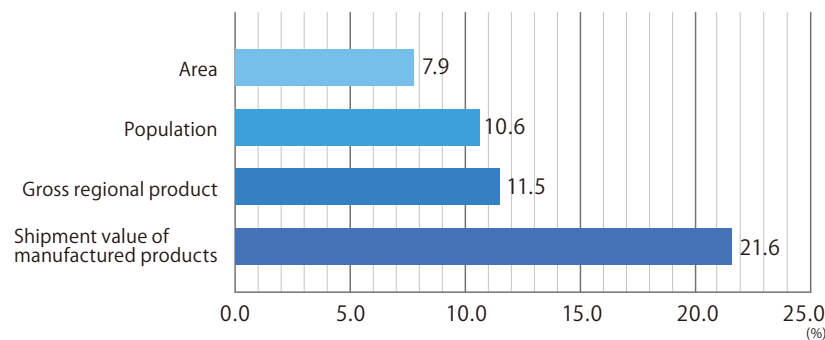
The Chubu Region in Statistics

The Chubu region (Toyama, Ishikawa, Gifu, Aichi, and Mie Prefectures) accounts for approximately 10% of Japan's total area, population, and gross regional product. However, it is one of Japan's leading manufacturing regions, accounting for 20% of the nation's total shipment value of manufactured products.

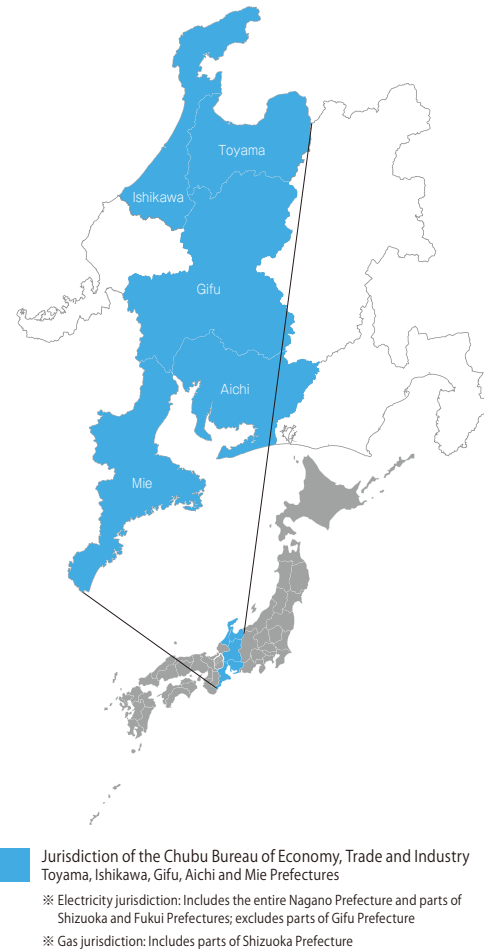
Renowned as a leading manufacturing hub in Japan, the region is home to a high concentration of manufacturers that possess outstanding technological prowess in a variety of fields, including transportation machinery used in the automotive and aerospace industries, general production machinery such as metalworking machines, and electrical machinery.

Where the Chubu Region Stands

The Chubu region accounts for 20% of the nation's total shipment value of manufactured products.

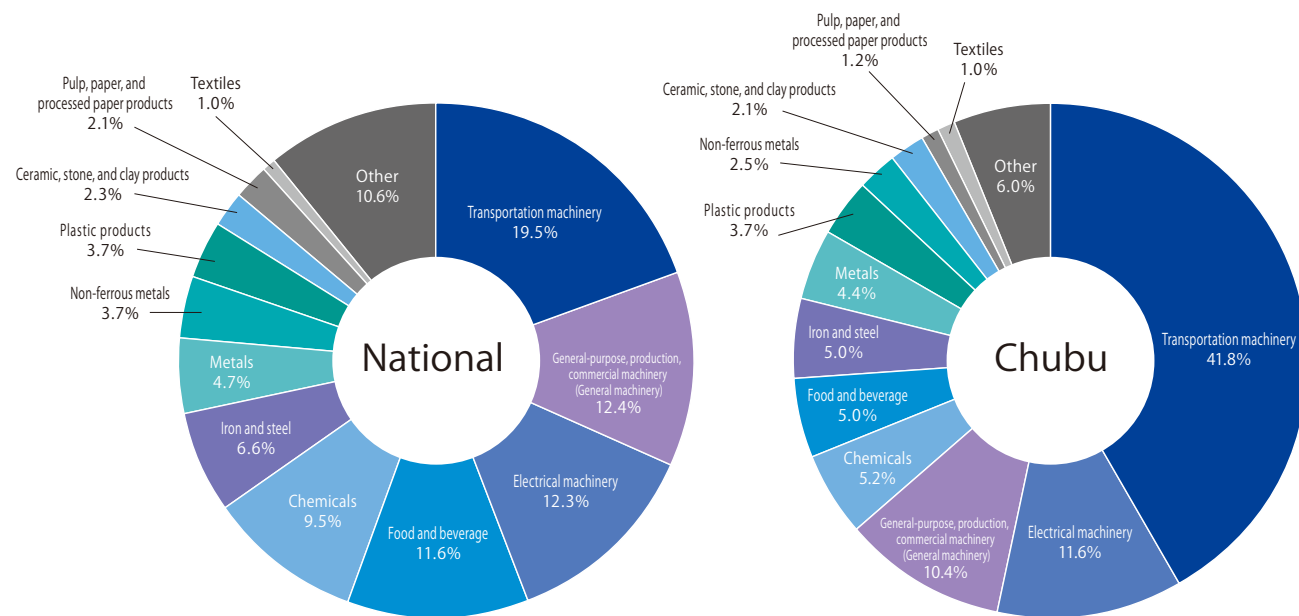


Sources : Geospatial Information Authority of Japan "Areas by Prefecture, City, Ward, Town, and Village" (as of January 1, 2025), Ministry of Internal Affairs and Communications "Population Estimation" (as of October 1, 2024), Cabinet Office "2021 Prefectural Economic Calculation," Ministry of Economy, Trade and Industry "2023 Economic Conditions Survey of Manufacturing Operators (Statistical Table Data by Region)"



Shipment Value of Manufactured Products by Industry (National and Chubu Region)

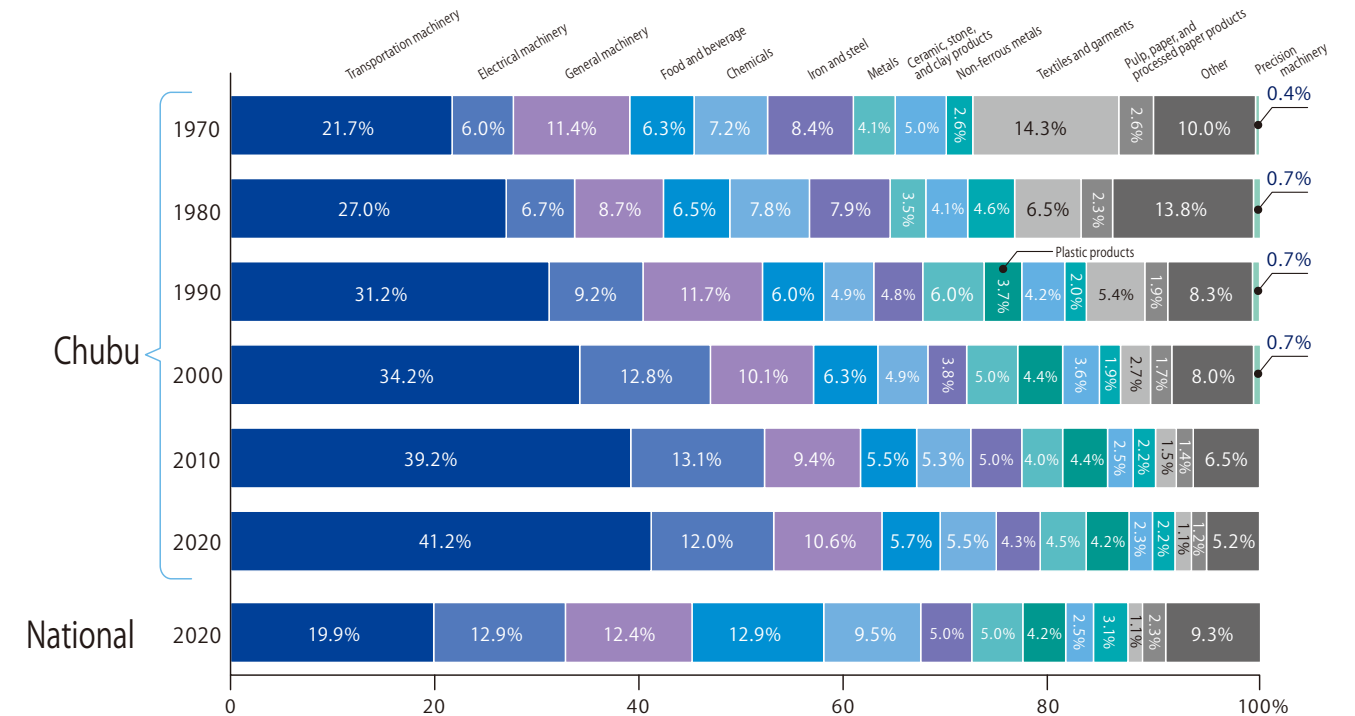
The Chubu region has a high concentration of a wide range of industries centered around transportation machinery.



Sources : Created by the Chubu Bureau of Economy, Trade and Industry based on the Ministry of Economy, Trade and Industry "2023 Economic Conditions Survey of Manufacturing Operators (Statistical Table Data by Region)"

Trends in Shipment Value of Manufactured Products by Industry

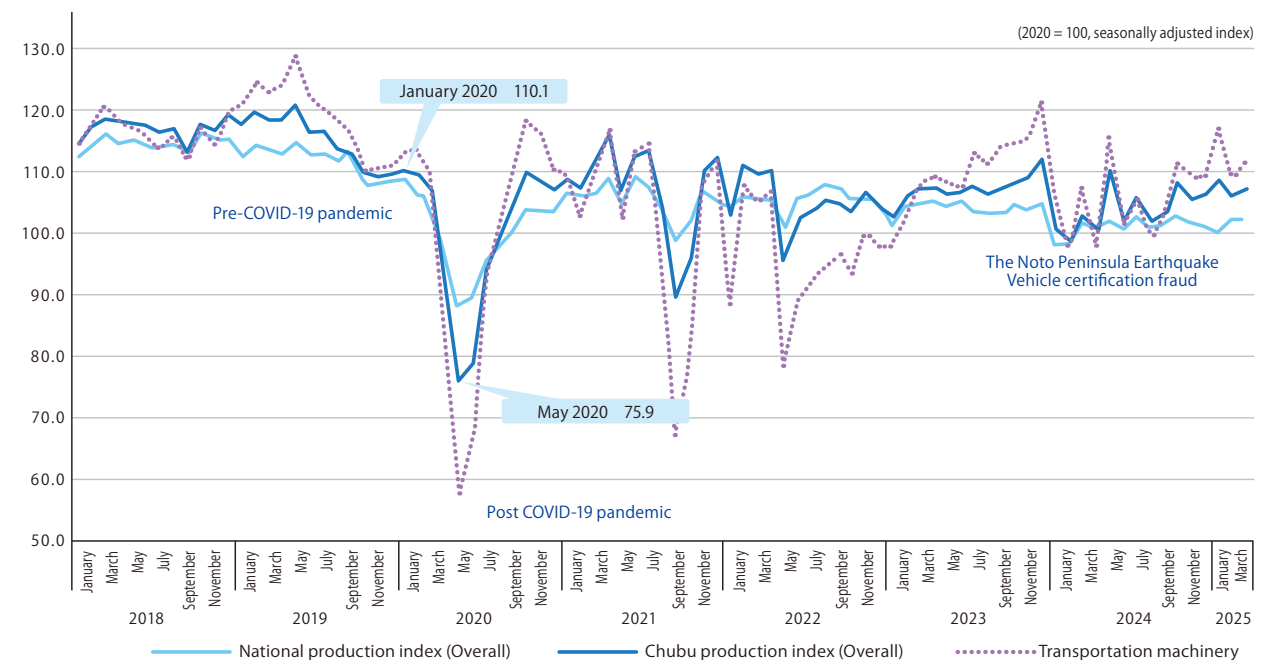
The percentage of the Chubu region's transportation machinery industry is on the rise.



Sources : Created by the Chubu Bureau of Economy, Trade and Industry based on the Ministry of Economy, Trade and Industry "2020 Economic Census for Business Activity (Confirmed Report)"

Industrial Production Index of the Chubu Region vs. National Average

In the assessment of its production activities through the Indices of Industrial Production (IIP), the Chubu region, known for its transportation machinery industry, was heavily affected by the COVID-19 pandemic. Recently, it has also faced challenges from the Noto Peninsula Earthquake and Vehicle certification fraud.



Sources : Ministry of Economy, Trade and Industry; Chubu Bureau of Economy, Trade and Industry

※Indices of Industrial Production (IIP): A representative index that shows the overall movement of the mining and manufacturing industries. It is a quantification of the monthly production, shipment, and inventory of the mining and manufacturing industries, calculated as the monthly average of the base year being 100.

SME Policy



Small and Medium Enterprise Division

Enhancing the Business Environment for SMEs

Small and medium-sized enterprises (SMEs) and micro businesses face various challenges such as rising raw material and energy costs, labor shortages, and changing international trade conditions. To support their growth and development, we offer tailored assistance including business consultations, support for utilizing tax incentives and subsidies, financial aid and business revitalization for companies facing difficulties, smooth business succession, and specialized support centers.

In addition, we actively collaborate with local governments, support organizations, and financial institutions to understand regional needs and realities. Based on this information, we promote and spread effective support measures that meet the diverse needs of SMEs.



▲ Shinkin Business Matching Opening Ceremony



▲ Business succession report session

Fair Transaction Promotion Office

Promoting Cost Pass-Through and Fair Transactions

The Japanese government is promoting fair trade practices, including appropriate price pass-through, to support sustainable wage growth amid rising energy, material, and labor costs. To encourage regular price negotiations, March and September have been designated as “Price Negotiation Promotion Months.”

After each period, follow-up surveys are conducted with SMEs to assess negotiation outcomes. The Small and Medium Enterprise Agency compiles data on pass-through rates and provides guidance, where needed, under the Minister’s name, based on the Act on the Promotion of Subcontracting SMEs.

To improve value across the supply chain and foster mutual growth between large companies and SMEs, the government promotes the “Declaration of Partnership Building,” encouraging companies to commit to fair practices. These efforts are supported through cooperation with local governments and relevant organizations.

Further measures include on-site surveys by transaction inspectors, audits under the Act against Delay in Payment to Subcontractors, and investigations based on the Act on Ensuring Proper Transactions Involving Specified Entrusted Business Operators, effective from November 2024. These initiatives aim to improve transaction conditions across the supply chain.



▲ Declaration of Partnership Building logo



▲ Seminar on fair transaction practices

Toward the Creation of Innovation that Leverages Regional Strengths

We promote innovation and support startup growth by fostering collaboration among local companies, startups, universities, and support organizations. Our initiatives include facilitating partnerships, helping startups develop intellectual property strategies, and building support systems for women entrepreneurs.

We operate the open innovation platform “MEET UP CHUBU” as a continuous venue to find collaboration partners for implementing cutting-edge technologies and new joint projects.

In cooperation with local governments, universities, and support organizations, we hold pitch events twice a month. Sharing technology seeds, challenges, and collaboration needs and connecting participants, these events allow research institutions and companies including startups to continuously generate new collaborative projects.



▲ MEET UP CHUBU logo



▲ The signing ceremony for the collaboration agreement between the Chubu Bureau of Economy, Trade and Industry, Gifu University, and Ogaki Kyoritsu Bank to promote open innovation among local companies



▲ At the business plan presentation by female entrepreneurs

Supporting the Research & Development and Commercialization of SME Manufacturers

In response to the rapid advancement of digital technologies, including generative AI, as well as global trends such as the Circular Economy and Carbon Neutrality, it is essential to embrace innovative thinking that goes beyond traditional frameworks and to develop technologies with a flexible perspective adapting to societal changes.

To strengthen the international competitiveness of Japan's manufacturing and service industries, we support SMEs through the Go-Tech Program. This program encourages collaboration with universities, public research institutions, and other R&D organizations to conduct high-potential research and development, prototype creation, and market expansion efforts that may lead to commercialization.

Additionally, in fiscal year 2025, we will provide further support aimed at commercialization of developed outcomes. This will involve close collaboration with relevant agencies and fostering innovation through partnerships with large corporations and business partners.

Exploring New Markets Through Business Strategies Utilizing Standardization

Standardization is the process of creating and promoting agreed-upon rules among stakeholders to unify definitions, testing, and evaluation methods for product compatibility, quality, performance, and safety. By defining official testing methods and criteria, companies can objectively demonstrate their new products' performance, build customer trust, and expand their markets. To promote standardization as a business strategy, support programs help raise awareness and assist small and medium-sized enterprises in proposing new standards.



▲ Carbon fiber composite cables and construction example of seismic retrofitting (Photo courtesy of KOMATSU MATERE Co., Ltd.)

◆ Example of JIS Established Through the Utilization of Support Programs ◆

JIS A 5571 Tension member for seismic reinforcement-- Carbon fibre composite strand wires
Overview: Due to its light weight, high tensile strength, resistance to corrosion, low risk of condensation, and excellent handling characteristics, the material enables easy and efficient installation. Furthermore, as it allows for shorter construction periods without the use of heavy machinery, its application is expected to expand as a seismic reinforcement material in the construction field. Accordingly, the wire has been established as a JIS standard.

Promoting New Businesses Through the Utilization of Intellectual Property

We are committed to supporting co-creation and collaboration, exploring the potential of intellectual property (IP), and disseminating information through initiatives such as IP seminars, sharing best practices, and providing hands-on support for IP management and design management. These efforts are carried out in accordance with the "Chubu Intellectual Property Strategy Promotion Plan," developed by experts from IP-related organizations in the Chubu region.

Starting in fiscal year 2025, we will strengthen our support for startups, non-profit organizations, and individuals who have traditionally found intellectual property to be distant. Our focus will be on exploring the potential of IP, disseminating relevant information, and fostering collaboration and co-creation to solve societal challenges.



▲ "Assessment cases of AI-related technologies" seminar



▲ Design management seminar for creators

International Relations Policy



International Affairs Division

Aiming to Further Strengthen the Global Competitiveness of the Chubu Region

Through the Greater Nagoya Initiative (GNI), we collaborate with local industries, universities, governments, and financial institutions to attract leading global companies, technologies, and talent. At the same time, we support local companies to create new business in overseas markets.

Our activities include providing business information and supporting their on-site activities in key countries such as India, as well as promoting the successful entry and settlement of foreign companies in the region.

We also work with financial institutions through the Support Network for the Companies Expanding Overseas by the Financial Institutions in the Chubu Region to accelerate global business development. These efforts aim to enhance the international competitiveness of the Chubu region through both inward investment and overseas expansion.



▲ Promoting the Greater Nagoya region at an exhibition in India



▲ Automotive seminar in Bayern, Germany



▲ The meeting of the Chubu Region Overseas Business Support Network



What is the Greater Nagoya Initiative (GNI)?

The Greater Nagoya Initiative (GNI) is a project by a collective of industry-academia-government entities that is working toward the dissemination of information overseas, promotion of foreign investments in Japan, and creation of new business opportunities under the "Greater Nagoya" brand, an economic zone stretching at a radius of approximately 100 km, with Nagoya City at its center.

International Affairs Division

Initiatives for Economic Security and Export Management to Protect the Future and Technologies of Industries

Amid increasing international tensions such as the U.S.-China confrontation and Russia's invasion of Ukraine, the global industrial sector faces challenges caused by the economic measures of other countries. Companies are working to reduce excessive dependence on specific countries, diversify supply chains, and restructure their businesses regionally. To protect and strengthen Japan's industries against threats and risks in this competitive global environment, the Ministry of Economy, Trade and Industry has formulated the "Action Plan for Strengthening the Foundation of Industries and Technologies Related to Economic Security." This initiative promotes the enhancement of Japan's economic power as a national strength through collaboration between the public and private sectors.

In addition, the Ministry has published a "Best Practices Guide on Addressing Economic Security Issues," which compiles successful voluntary measures taken by companies. This guide aims to encourage further proactive efforts within the industrial sector.

Because some advanced products and technologies carry the risk of military conversion, Japan regulates exports and transactions under the Foreign Exchange and Foreign Trade Act. The Chubu region, known for its advanced manufacturing technologies such as metal processing, is home to many companies. To prevent the outflow of products and technologies that could threaten peace and security, strict reviews are conducted based on the Foreign Exchange and Foreign Trade Act. Furthermore, the Ministry supports companies, universities, and research institutions in strengthening their security trade management by assisting them in building robust export control systems.

Japan's Vision

Advancement toward independence

Establishment of a supply system to avoid excessive dependence on other countries

Securing dominance and indispensability

Possessing the strength to become indispensable on the global stage

Maintenance and enhancement of international order

Foreign partnerships based on fundamental values and rules

Promotion

Economic Security Promotion Act

- 1 Enhance the supply chain of key supplies and raw materials
- 2 Secure the safety and reliability of essential infrastructure through pre-screening and other means
- 3 Develop advanced critical technologies through public-private partnerships
- 4 Ensure non-disclosure of patents related to national security

▲ Economic security framework promoted by the government under the Economic Security Promotion Act (enacted in May 2022)

Regional Economic Policy



Promotion Office for Reconstruction・Hokuriku Branch General Affairs Division

2025: The First Year of Reconstruction

The government is dedicated to supporting businesses affected by the 2024 Noto Peninsula Earthquake and Oku-Noto Heavy Rainfall, aiming to revitalize the affected communities.

A Disaster Response Headquarters was established immediately after the events to carry out emergency measures. Recovery efforts then shifted to reconstruction with the launch of the "Noto Creative Reconstruction Task Force," which coordinates closely with national, prefectural, and municipal authorities based on Ishikawa Prefecture's Reconstruction Plan. This task force addresses on-site challenges to support rebuilding in the six cities and towns of Noto.

The Small and Medium Enterprise Agency offers the "Subsidy for Restoration of Specified Facilities for SMEs" to promote business recovery, and establishes the "Noto Industrial Reconstruction Consultation Center," which assists with debt issues, business revitalization, management challenges, and financial advice.

Ishikawa Prefecture has designated this year as the "First Year of Reconstruction." The Chubu Bureau of Economy, Trade and Industry remains committed to providing tailored support by collaborating with various organizations, aiming for the swift recovery and revitalization of the Noto region.



▲ Wajima Morning Market right after the earthquake in 2024



▲ Case study on the use of subsidy programs for facility restoration (Left: Before/Right: After) (Photo courtesy of HAKUSAN Inc.)

General Affairs Division

Building a Disaster-Resilient Manufacturing Hub in the Chubu Region to Enhance Industrial Resilience and Prepare for Risks such as Natural Disasters

Manufacturing companies in the Chubu region face various risks, including the expected Nankai Trough Earthquake—which has an 80% chance of occurring within 30 years—as well as increasing severe natural disasters due to climate change, geopolitical risks, cyberattacks, and infectious diseases.

The Nankai Trough Earthquake is expected to cause major damage, impacting globally through supply chains. To protect the local economy and jobs, and to ensure quick recovery after disasters, it is vital to strengthen the resilience of manufacturing companies.

However, many companies say, "We have a Business Continuity Plan (BCP), but are unsure if it works," or "We don't know where to start," especially among small and medium-sized businesses.

In response, the Chubu Bureau of Economy, Trade and Industry is working closely with government agencies and local authorities to support disaster preparedness and recovery.

After the 2024 Noto Peninsula Earthquake, the bureau provided quick recovery support and interviewed 16 manufacturing companies that recovered rapidly. Their experiences were summarized in the "Step-Up Guide for Enhancing Resilience."

The key to quick recovery was the focus on people, building strong relationships with employees, coordinating with partner companies, and managing employee absences.

The guide explains how companies can prepare by focusing on these areas. The bureau will continue sharing this knowledge to help build a disaster-resilient manufacturing industry in the Chubu region.



▲ Step-Up Guide for Enhancing Resilience



Promoting the Traditional Crafts Industry

The Chubu region is home to 42 "traditional craft" production areas designated by the Minister of Economy, Trade and Industry. These crafts are produced using techniques and methods that have been developed over many years, influenced by the unique climate and culture of the region. As both the foundation of Japan's world-renowned craftsmanship and a significant part of its historical heritage, these industries are something we want to preserve for future generations.

However, like many traditional craft and local industries across the country, the production areas in the Chubu region are facing structural challenges such as the shrinking domestic market, the aging of craftsmen, a lack of successors, and issues within the supply chain. To address these challenges, the "Shitetsusai" Project, which symbolizes the commitment of craftsmen and various stakeholders to pass on their traditions to the future, has been launched. This project organizes discussions and workshops on the potential of traditional crafts, with a continuous focus on finding solutions for these issues.

Additionally, in response to the 2024 Noto Peninsula Earthquake, the Ministry of Economy, Trade and Industry (METI) established the Traditional Craft Industry Support Subsidy Program to facilitate the swift restoration and recovery of the affected areas.



▲ Wajima lacquerware, one of the designated traditional crafts of Japan
(Photo courtesy of the Wajima Lacquerware Industry and Commerce Cooperative Association)



▲ Shitetsusai logo



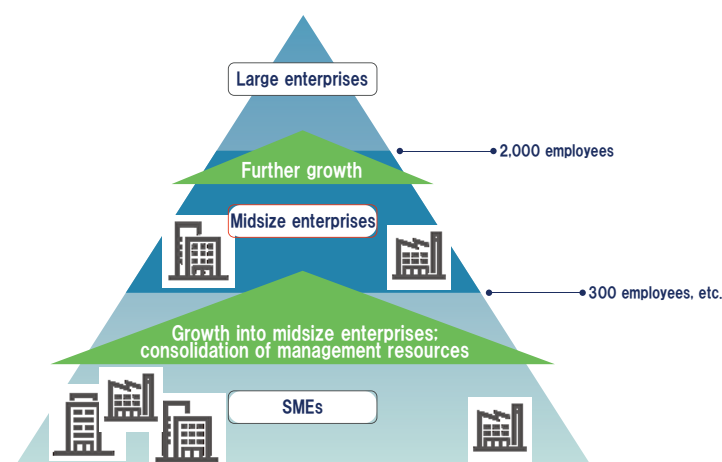
▲ Shitetsusai 2024 in Kanazawa
~Traditions for the future~

Fostering Regional Economic Development by Supporting Growth-Oriented Enterprises

To foster regional economic development, it is essential to secure human resources through wage increases and actively promote investment, thereby creating companies that lead the regional economy. One type of company drawing attention in this regard is the "mid-sized company." Mid-sized enterprises play a significant role in driving Japan's economic growth by expanding their domestic and international businesses and investments. They also serve as key contributors to creating quality employment opportunities and driving wage increases in local areas. Additionally, small businesses that transition to the growth stage of mid-sized companies are crucial for the regional economy.

The Ministry of Economy, Trade and Industry (METI) has introduced the concept of "10 Billion Yen Companies," targeting companies aiming for annual sales of around 10 billion yen. These companies are expected to have a regional economic impact comparable to that of mid-sized companies. Various measures have been implemented to further support the growth of these key regional economic players.

Specifically, the government is offering subsidies and tax incentives to promote large-scale capital investment and wage increases for growth-oriented mid-sized and small businesses, as well as concentrated support for new business development and overseas expansion. The Chubu Bureau of Economy, Trade and Industry works diligently to ensure that growth-oriented mid-sized and small businesses can effectively utilize these measures. Additionally, the Bureau engages in discussions with various related organizations to build a supportive environment for the further growth of these businesses.



▲ Definition of Midsize Enterprises

Addressing the Once-in-a-Century Reform in the Automotive Industry

The Japanese automotive industry, often regarded as the backbone of the manufacturing sector, is facing a period of significant transformation amidst high levels of uncertainty due to global conditions and disaster risks, making future predictions difficult. In addition to the progress of CASE (Connected, Autonomous, Shared, and Electric vehicles) and MaaS (Mobility as a Service), there is an increasing demand for the automotive industry to address carbon neutrality across the entire vehicle lifecycle.

For mid-sized and small automotive parts suppliers in the Chubu region, it is essential to navigate this transformation by adapting their existing businesses while simultaneously preparing for a shift in demand. This includes transitioning from manufacturing traditional automotive parts such as engines and transmissions, where demand is expected to decrease, to producing electric vehicle components, where demand is expected to grow.

To achieve this, companies must focus on strategic business planning, capital investment, workforce development, and technological innovation to ensure their long-term competitiveness.



▲ Promotion video about the case study on the accompanied support



In light of these, we are taking the following initiatives to support regional businesses that are taking aggressive actions to convert and restructure their businesses, such as shifting to the manufacturing of electrical automotive components or adapting their technologies following vehicle transformations brought about by electrification.

- ▶ Accompanied support based on the supplier's business status
 - └ Consultations through helplines, and dispatch of specialists
 - └ Hosting seminars and hands-on training
- ▶ Establishment of a regional support network system
- ▶ Dissemination of information on CASE, MaaS, and the latest trends on technological advancements
- ▶ Support for facility investments and technology development

We also aim to resolve mobility-related issues and promote regional revitalization through the social implementation of new mobility services. To achieve this, we take part in raising awareness and promoting solutions by supporting MaaS demonstrations within the region and hosting tours of experimentation sites.

Support for Human Resource Development in the Semiconductor Industry

Semiconductors are a crucial foundation supporting the digital society, including 5G, big data, AI, IoT, autonomous driving, robotics, smart cities, and DX. They are also positioned as a key strategic technology directly linked to economic security. The Ministry of Economy, Trade and Industry is working on measures to secure Japan's semiconductor production and supply capabilities.

In the Chubu region, many semiconductor-related factories are located, playing an important role. However, challenges related to human resources, such as low recognition of the semiconductor industry, difficulty in securing talent, and insufficient educational content in academic institutions, are being identified. To address these issues, the "Chubu Region Liaison Council for Human Resource Development in Semiconductors" has been established with the participation of semiconductor-related companies and educational institutions in the region, working together to solve these problems.

Specifically, efforts are being made to create an environment that increases the number of science and engineering students interested in the semiconductor industry and promotes the expansion of human resource output into the semiconductor industry. Activities include factory tours, internships, special lectures, and joint industry briefings through industry-academia collaboration.



▲ Hands-on training in wafer manufacturing process
(Photo courtesy of Toyohashi University of Technology)



▲ Joint industry briefings
(Photo courtesy of Kanazawa Institute of Technology)

Towards the promotion of aerospace and next-generation industries

Aircraft field

The Chubu region is one of the leading hubs for the aerospace industry in Japan. In the rapidly growing aircraft sector, efforts will be made to transform suppliers, enhance productivity through workforce development and automation, and support international expansion. These initiatives aim to strengthen the supply chain, enabling it to meet the high-rate production demands expected in the future.

Healthcare field

In response to social challenges in the healthcare, medical care, and wellness sectors, driven by the ongoing aging population, we aim to strengthen the network of industry, academia, government, and financial institutions. At the same time, we seek to create innovative products and services by incorporating the advanced manufacturing technologies and digital innovations that are a hallmark of the Chubu region. This will help address social issues and expand the market for these new solutions.

Next-generation air mobility field

In the emerging mobility industry, such as drones and flying cars, we aim to leverage the potential of the Chubu region, which is home to a strong concentration of the automotive and aerospace industries. By collaborating with local governments and other stakeholders, we will focus on creating use cases and promoting the participation of local companies in this next-generation air mobility sector.

Space field

We will promote the entry of new players and encourage collaboration in the manufacturing sector, including satellites and rockets, within the rapidly growing space industry. This will also involve facilitating the utilization of space-related services, which is expected to see significant expansion in the near future.



▲ Related event of Aeromart Toulouse 2024



▲ Rendering of the utilization of next generation air mobility



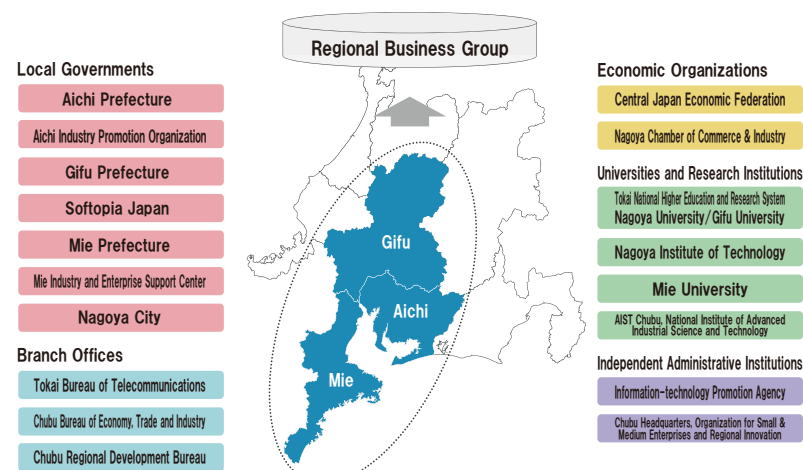
▲ Mini seminar & workshop on the theme of manufacturing small satellites

Supporting Businesses in Their Pursuit of Digital Transformation

The "Chubu DX Promotion Community" was established in March 2022 to promote the digital transformation (DX) of businesses in the Chubu region, through collaboration between industry, academia, and government DX promotion organizations. The community disseminates information through a portal site showcasing advanced DX cases and support services offered by participating organizations. It also engages in discussions on key issues and themes related to DX promotion, contributing to regional DX support and advancement.

Additionally, the "SME × DX Challenge Project" is being implemented in the Chubu and Hokuriku regions to support small and medium-sized enterprises (SMEs) in building strategies for DX and securing and developing talent. This initiative provides tailored support based on the level of DX adoption in participating companies.

Furthermore, in response to the growing concern over cyberattacks targeting supply chains, the Chubu Economic and Industrial Bureau is strengthening regional cybersecurity measures. In collaboration with other government agencies, we organize seminars, tabletop exercises, and workshops to enhance cybersecurity awareness and preparedness in the region.



▲ The Chubu DX Promotion Community

Securing and Utilizing Diverse Human Resources

Aiming towards sustainable development and increased value of SMEs in the Chubu region, we promote the understanding of the importance of formulating and implementing human resource strategies in conjunction with management strategies. We also promote the "Regional Human Resources Division" to support the region as a unified entity and engage in initiatives to secure diverse talents who contribute to the resolution of management challenges for SMEs.

Moreover, through the "Next-Generation Female Leader Training Course (Chubu WIN)," which promotes female contributions within companies and encourages the formation of networks of potential female leaders, and the dissemination of "Case Studies of Diverse Human Resource Contributions and Worker-Friendly SMEs," we aim to establish an employee-friendly work environment where diverse talents, including women, can actively participate.



▲ The 6th Next-Generation Female Leader Training Course [Chubu WIN] Completion Ceremony

Addressing Human Resource Challenges in the Hokuriku Region

The Hokuriku region is experiencing severe population decline faster than the national average due to factors such as accelerating aging population and the outflow of young people to urban areas. In order for the regional economy to grow and develop sustainably, it is essential to address local issues and cultivate human resources capable of driving the regional economy forward.

To this end, in February 2025, the Hokuriku branch of the Chubu Bureau of Economy, Trade, and Industry, with its strong network of economic organizations and businesses, and the University of Toyama, which has the capability of a think tank for regional collaboration, signed a comprehensive partnership agreement. They are jointly developing a practical, recurrent education program aimed at training human resources to lead the regional economy, with plans to launch the program in the 2026 academic year.



▲ Signing ceremony of the comprehensive partnership agreement with University of Toyama

Promotion of collaboration in the Hokuriku region

Efforts are being made to foster and secure human resources for the growth of the Hokuriku economy and the sustainability of regional communities, as well as to promote the recovery and reconstruction of the Noto region, advance carbon neutrality, and encourage the spread of digitalization to improve productivity.

In addition, the three Hokuriku prefectures (Toyama, Ishikawa, and Fukui) and related organizations are working together to efficiently and effectively promote industrial policies. In March 2025, a Collaboration Meeting of Hokuriku Three-Prefectures was held, bringing representatives from the three prefectures, the Ministry of Economy, Trade and Industry, the Small and Medium Enterprise Agency, the Hokuriku Economic Federation, the Organization for Small & Medium Enterprises and Regional Innovation, and various other ministries together to exchange opinions on common issues and matters of interest in industrial policy.

Moving forward, we will continue to act as a connector between the three prefectures and related organizations, engaging in policy planning and information sharing to promote the future development and growth of the regional economy.



▲ The Collaboration Meeting of Hokuriku Three-Prefectures

Distribution and Service Policy



Distribution and Service Industries Division

Support for the development of attractive cities and towns

To address population decline and aging, revitalizing key areas like city centers, shopping streets, and production hubs is essential. By highlighting local strengths, we aim to boost regional appeal and foster growth.

Town Development Through Tourism Industry Promotion

In response to the full recovery of inbound tourism and the diversification of tourism needs, we are working to revitalize the local economy through collaboration with local governments and relevant organizations to promote the development of attractive cities and activate the tourism-related industry. In particular, we view the Expo 2025 Osaka, Kansai, Japan as a significant opportunity to promote the tourism-related industries of the Chubu region. Through initiatives such as hosting symposium, we are advancing the dissemination of sustainable city development centered around tourism. Additionally, by leveraging the diverse regional resources of Chubu, we aim to create new experiences that stimulate intellectual curiosity and allow visitors to deeply immerse oneself in the history and culture. These experiences are being developed as "Authentic Experiences of Central Japan," with support for creating unique tourism content and promotional activities targeted at domestic and international affluent tourists.

Through these efforts, we aim to encourage the circulation of tourism spending within the region and contribute to the development of a sustainable tourism industry, thereby revitalizing the local economy.



▲ Authentic Experiences of Central Japan logo



▲ The Grand Ring of the Expo 2025 Osaka, Kansai, Japan



▲ The exhibition of the Authentic Experiences of Central Japan at the Expo 2025 Osaka, Kansai, Japan

Support for improving the value of the area

To revitalize central urban areas and shopping streets, we are providing support tailored to the specific circumstances of each region by dispatching experts. These efforts aim to enhance the economic vitality and overall value of the area. Following the Noto Peninsula Earthquake in the 6th year of Reiwa, we have been supporting the restoration of damaged facilities such as arcades and streetlights in shopping districts. Additionally, we are helping promote vibrant activities in these areas by utilizing subsidies and other forms of financial assistance.



▲ "Ipponsugi Reconstruction Marche" hosted by the Ipponsugi Street Promotion Association in Nanao City

Distribution and Service Industries Division

Initiatives to Address Distribution Challenges in 2024

Logistics is a vital social infrastructure that supports the daily lives and economy of the nation. With the implementation of the relevant laws for promoting work style reform starting in April 2024, there are concerns about disruptions in logistics due to insufficient transportation capacity, particularly affecting truck drivers. To address this, measures are needed to review business practices, improve logistics efficiency, and promote behavioral changes among shippers and consumers.

In the Chubu region, concrete efforts have been underway since 2023 in collaboration with relevant administrative agencies. By April 2025, amendments to the law on the efficiency of material distribution will be enacted, highlighting the duties of shippers and logistics companies. To support the regional economy, it is essential to foster communication and information exchange between shippers and logistics businesses, aiming to establish a sustainable and efficient logistics system.

Energy and Environment Policy



▲ Hekinan thermal power plant (Photo courtesy of JERA Co., Inc.)

Carbon Neutrality Promotion Office

Promoting Carbon Neutrality in the Manufacturing Sector

Achieving carbon neutrality (CN) has become an urgent global issue. Governments and private sectors in Japan and overseas are accelerating their efforts, causing rapid changes in the business environments surrounding companies. Various stakeholders, like client companies, consumers, financial markets, government, requires to reduce greenhouse guses (GHG) emissions not only from one company but the entire supply chain. This call of action extends not only to large companies but also to SMEs in the Chubu region. Moreover, SMEs, which make up 70% of Japan' s employment, account for approximately 20% of the nation' s total CO2 emissions, so it imperative for SMEs to take measures to achieve CN by 2050.

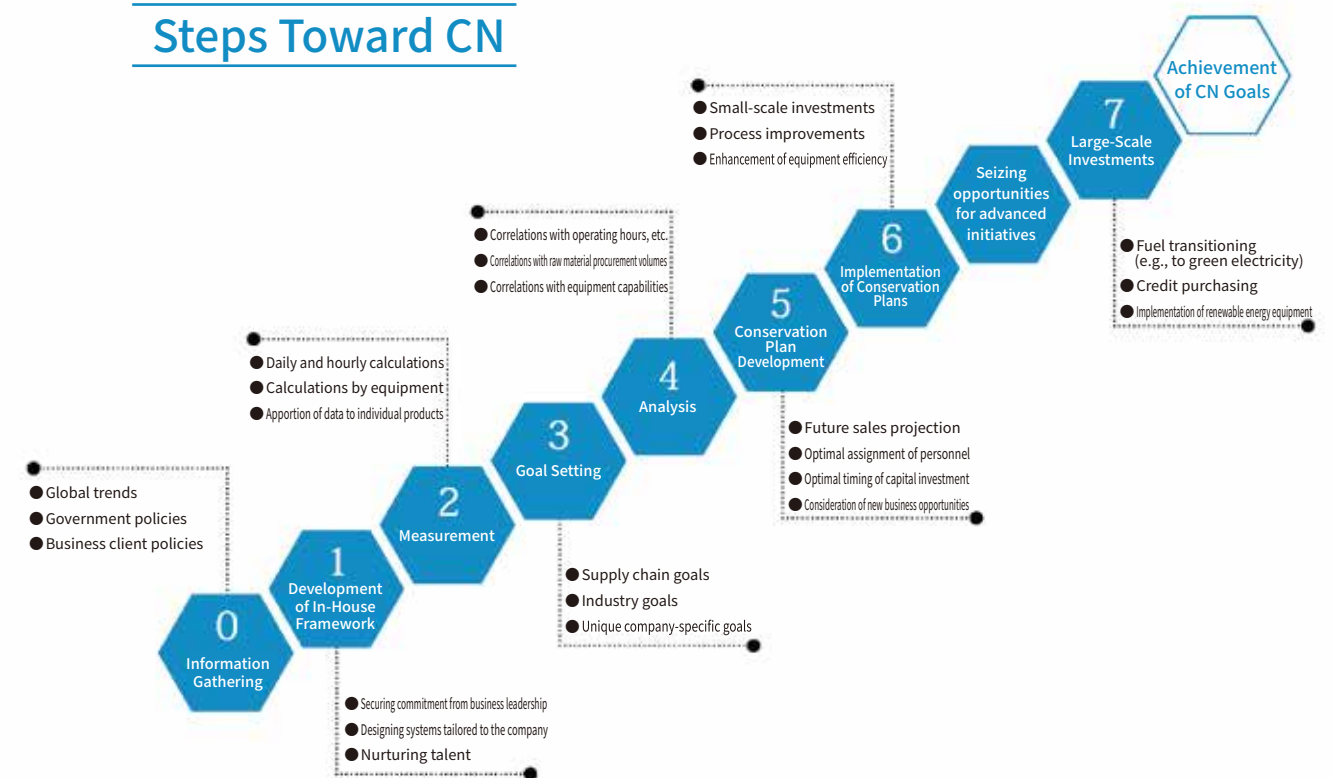
The Chubu Bureau of Economy, Trade and Industry is working in collaboration with local governments and support organizations to promote the carbon neutrality efforts of businesses, while examining the best approaches to advancing regional carbon neutrality. In addition, in partnership with the Organization for Small & Medium Enterprises and Regional Innovation, Japan, the Bureau has created a "Guideline for Carbon Neutral Initiatives for the Manufacturing Industry" to serve as a catalyst for SMEs to start addressing carbon neutrality. Moreover, with a focus on high-impact businesses across the entire supply chain, the Bureau supports efforts aimed at visualizing

CO₂ emissions and implementing reduction measures, helping regional companies to achieve their carbon neutrality goals. Furthermore, the Bureau introduces stakeholders who are proactively working toward carbon neutrality and promotes the dissemination of their advanced practices as examples for others to follow.



◀ Carbon neutral guide for the manufacturing industry

Steps Toward CN



Initiatives toward the Social Implementation of Next-Generation Energy Sources such as Hydrogen and Ammonia, and CCU/Carbon Recycling

To achieve carbon neutrality by 2050, it is essential to expand the use of decarbonized power sources in the electricity sector, and to promote decarbonization efforts in the industrial, residential, and transportation sectors through the electrification of power, and the utilization of hydrogen, ammonia, and other new energy sources for heat use.

In line with this, the Hydrogen Society Promotion Act was passed in May 2024, paving the way for the early promotion of hydrogen supply and utilization, along with necessary infrastructure development. In the Chubu region, known as one of the world's leading manufacturing hubs, there is significant potential for the use of hydrogen and ammonia across various industries, including power generation, petroleum refining, steel production, chemicals, and automotive-related industries in the Ise Bay industrial complex area. This also extends to commercial applications in the mobility sector. The Chubu Bureau of Economy, Trade and Industry is working with a wide range of companies, local governments, and related organizations to realize these goals.

Additionally, in sectors where decarbonization is challenging through electrification or hydrogen use, Carbon dioxide Capture and Utilization (CCU) and carbon recycling technologies are promising options. To promote the societal implementation of CCU and carbon recycling, efforts are being made to support information dissemination, collaborative projects, and the creation of opportunities for domestic and international public-private partnerships.



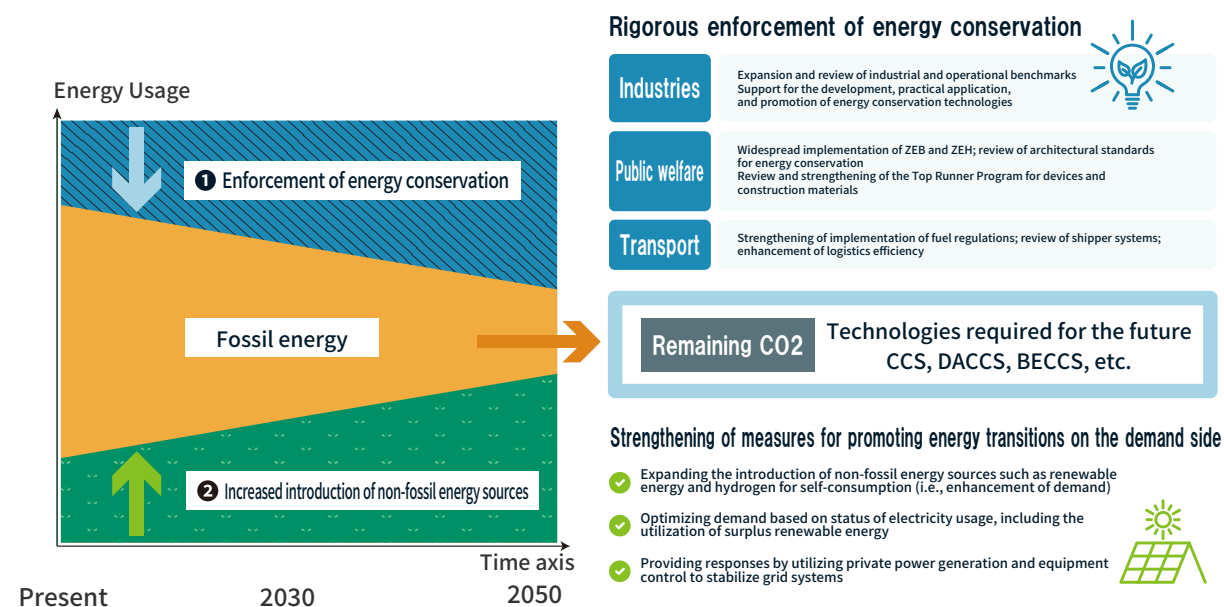
▲ A fuel-cell-powered truck (Photo courtesy of Aichi Prefecture)

Towards the Promotion of Energy Conservation

In response to the 2020 carbon neutrality declaration, the amended Act on Rationalizing Energy Use, effective April 2023, mandates the rationalization of energy use and optimization of electricity demand, including the use of non-fossil energy. This comprehensive approach supports both energy conservation and the transition to non-fossil energy sources, ensuring proper enforcement of related laws.

Energy conservation has become a key step in decarbonized management, attracting attention for its role in ESG investments and recruitment. Through initiatives like symposiums, case study creation, and collaboration between financial and energy conservation support institutions, we are promoting "Community Partnership for Energy Conservation" to help SMEs with energy savings.

These efforts are essential for improving corporate value and advancing carbon neutrality.



▲ Conceptualizing the achievement of carbon neutrality on the demand side and its approaches

Towards the Promotion of New Energy Adoption

In February 2024, the Japanese government approved the Seventh Strategic Energy Plan, which aims for renewable energy sources such as solar and wind to make up 40–50% of the electricity mix by fiscal year 2040. To support this, Japan introduced the Feed-in Tariff (FIT) system in 2012 and the market-linked Feed-in-Premium (FIP) scheme in 2022 to better integrate renewables into the electricity market.

While renewable energy has expanded rapidly, concerns have grown in local communities about safety, environmental impact, and facility disposal. To address this, from fiscal year 2024, project certification now requires prior notification to nearby residents to ensure proper communication.

The Chubu Bureau of Economy, Trade and Industry is promoting awareness of region-specific renewable energy initiatives and holding meetings with local governments to share information and address concerns. These efforts aim to support the continued introduction of renewable energy in ways that respect and benefit local communities.



▲ Municipal Collaboration meeting in FY2024

Promoting the 3Rs and Acting Toward a Circular Economy

Japan has been working proactively toward the transition to a circular economy since the late 1990s, with key initiatives such as the Circular Economy Vision in 1999 and the Basic Act on Establishing a Sound Material-Cycle Society in 2000. Various recycling laws have been introduced, promoting the 3Rs: Reduce, Reuse, and Recycle.

The Chubu Bureau of Economy, Trade and Industry supports the proper implementation of these laws through business guidance and public awareness campaigns.

In recent years, growing global resource demand and geopolitical risks have made the shift to a circular economy even more urgent. In response, we have established the Growth-Oriented Resource-Autonomous Economy Strategy in March 2023. As part of this strategy, we established the Industry-Government-Academia Partnership for a Circular Economy (Circular Partners) in December 2023 to bring businesses, academia, and local governments together to explore effective circular economy policies. Legal reforms are also underway, including a Cabinet-approved revision to the Law for the Promotion of Effective Utilization of Resources, which introduces measures such as mandatory use of recycled materials and eco-friendly design.

Leveraging the strengths of the Chubu region—including a strong manufacturing base and advanced recycling industries—the Chubu Bureau of Economy, Trade and Industry is promoting collaboration between production and recycling sectors, while sharing the latest developments in circular economy policies and practices.



▲ A promotion activity of the Act on Promotion of Recycling of Small Waste Electrical and Electronic Equipment



※1: Bottles, plastic bottles, paper and plastic containers and packaging ※2: Refrigerators-Freezers, Air Conditioners, TVs, Washing Machines, Dryers

※3: Provides for the establishment of a voluntary collection and recycling system by manufacturers

▲ The overall picture of the waste measures and recycling systems

Safety and Security



Consumer Affairs Division

Ensuring an Environment Where Consumers Can Live Safely and Securely

With the advancement of digitalization, the expansion of e-commerce, the early independence of younger generations, and the aging of the population, the environment surrounding consumer lifestyles is becoming increasingly diverse. In response to these societal changes, relevant laws and regulations are continuously being revised. Based on these legal frameworks, we provide advice in response to consumer inquiries, conduct educational and awareness-raising activities, and impose administrative penalties on those who violate the law. Through these efforts, we are committed to protecting consumers and contributing to the realization of a safe and secure society.

Product Safety Office

Promotion of Product Safety

In order to ensure the safety of consumer life, we engage in activities such as raising awareness and providing guidance on legal frameworks to manufacturers and importers of electrical and consumer products. We also conduct outreach programs to educate consumers on product safety. Additionally, we recognize companies with excellent product safety initiatives through the "Best Contributors to Product Safety Awards (PS Awards)" and promote a labeling system, "Plus Safety," which honors products designed to reduce the risk of accidents caused by misuse or negligence. Through these efforts, we are working to establish a strong "product safety culture" in society.



▲ A enlightenment course for new recruits (Photo courtesy of HEKINAN CHAMBER OF COMMERCE & INDUSTRY)



▲ A steamed bun ignited due to overheating by microwaving (Photo courtesy of National Institute of Technology and Evaluation)

Electricity and Gas Industry Division

Securing Stable Energy Supply Supporting the Social Foundation

We aim to properly execute the Electricity Business Act and secure a stable supply of electricity in order to protect the interests of electricity users and ensure the healthy development of electricity businesses. In order to do that, we have joined hands with local municipalities to establish a response system during critical shortages of power supplies. At the same time, we engage in regional promotional activities that aim to foster understanding of local communities regarding the installation and operation of power plants.

Moreover, to protect the interests of gas users and ensure a healthy development of gas businesses, we strive to foster mutual understanding with local gas businesses and communicate information on compliance with the Gas Business Act while executing proper approval procedures.



▲ The Hida Converter Station, which converts electric power frequency (Photo courtesy of Chubu Electric Power Grid Co.,Inc.)



▲ A gas holder used for balancing supply and demand (Photo courtesy of TOHO GAS NETWORK Co., Ltd.)

Natural Resources and Fuel Division

Ensuring a Stable Supply of Resources and Fuels that Support the Activities and Livelihoods of Local Communities

To ensure quality assurance and the stable supply of petroleum products and to properly conduct rational development of mineral resources, we monitor and provide guidance to relevant stakeholders and endeavor to contribute to the improved welfare of residents near petroleum-related facilities. Moreover, to achieve a smooth supply of fuel during large-scale disasters, we participate in emergency drills and hold working groups in partnership with other ministries and agencies, municipalities, and relevant organizations.

In addition, we are working to revitalize the management of gas stations (service stations), which are essential and integral social infrastructures for the community, in an effort to maintain a continuous and stable fuel supply. More specifically, we are working to strengthen and maintain the SS (service station) network by organizing forums to emphasize the importance of fuel supply during disasters and sharing successful examples of business diversification. These efforts aim to enhance the industry's image.



▲ The refueling and transporting training with The Japan Ground Self-Defense Force 10th Division at "NANKAI RESCUE 2024"

Electricity and Gas Market Surveillance Office

Proper Monitoring of Electricity and Gas Transactions

With the complete liberalization of electricity and gas retailing, we are dedicated to implementing appropriate monitoring practices through audits and report collection imposed on operators to ensure fair and free competition.

Organization

General Coordination and Policy Planning Department

- General Affairs Division
 - Information Disclosure and Public Relations Office
- Policy Planning and Research Division
- Budget and Accounts Division
- Electricity and Gas Market Surveillance Office

Economic Policy Department

- Economic Policy Division
 - Competition Enhancement Office
 - Information Policy Office
- Regional Development and Human Resources Policy Division
 - Investment in the Regional Future Promotion Office
- Aerospace and Next Generation Industry Division
- Innovation Promotion Division
 - Intellectual Property Office
- International Affairs Division

Industries Department

- Industrial Promotion Division
 - Alcohol Office
 - Financial Inspection Office for Small and Medium Enterprises
 - Promotion Office for Reconstruction
- Consumer Affairs Division
 - Consumer Advice Office
 - Product Safety Office
- Manufacturing Industries Division
 - Automobile-Related Industry Office
- Distribution and Service Industries Division
 - Commerce Promotion Office
 - Advisory Office for Large-Scale Retail Stores Location Law
- Small and Medium Enterprise Division
 - Fair Transaction Promotion Office
- Business Support Division
 - SME Business Capabilities Enhancement Office

Natural Resources, Energy and Environment Department

- Natural Resources, Energy and Environment Division
 - Public Relations Office for Comprehensive Energy Policy Planning
 - Carbon Neutrality Promotion Office
- Environmental Protection, Resource Efficiency and Circular Economy Division
- Energy Policy Division
- Electricity and Gas Industry Division
 - Gas Industry Office
- Natural Resources and Fuel Division

Hokuriku Branch of Electricity and Gas Industry

- General Affairs Division
 - Hokuriku Economic Planning and Research Office
- Regional Economic and Industrial Division
- Electricity and Gas Industry Division
 - Public Relations Office
- Electricity and Gas Market Surveillance Office

Ministry of Economy Trade and Industry Chubu Bureau of Economy, Trade and Industry

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