

# SYMBIOTIC GROWTH

~CREATING MUTUALLY BENEFICIAL RELATIONSHIPS  
IN THE INTERNATIONAL COMMUNITY~



CITY OF YOKOHAMA

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## YOKOHAMA GROWING TOGETHER WITH THE WORLD

Since the opening of its port, Yokohama has developed into a vibrant international city, multiplying economic and cultural exchanges as Japan's gateway to the world.

In the continually more global and complex international context of today, we must learn from the dynamism of other countries. To ensure sustainable growth for Yokohama in the future, it is essential that we enrich our city by increasing opportunities to share diverse ideas and by creating new value through exchange activities overseas.

In this "Era of the City," where populations continue to concentrate in urban centers, local government diplomacy is more important than ever in solving policy questions by deepening cooperative efforts with cities abroad and with international organizations while mutually adding value to one another.

The city administration strives to work together with citizens, companies and related organizations to deploy international projects more strategically and make Yokohama the international city preferred by people and enterprises both domestically and internationally. In addition, by addressing global issues such as climate change, natural disasters and the promotion of women empowerment, the city wishes to contribute to the peace, stability and growth of the world.



Fumiko Hayashi  
Mayor of Yokohama

01

02



## OUR EXPERIENCE -CREATING THE PATH FOR THE FUTURE-

The experience accumulated over the years has shaped strengths unique to Yokohama.



1950

### A New Start as an International Port City

Japan enacts a law targeting Yokohama that brings great improvements to the port, transport network and industrial area to contribute to the country's effort toward cultural and economic development.

1963

### Establishment of an Office in Hamburg, Germany

Today, representative offices in Shanghai, Frankfurt and Mumbai conduct Yokohama's business overseas, encouraging tourism, foreign investment/expansion, and much more.



1987

### Foundation of CITYNET

The Regional Network of Local Authorities for the Management of Human Settlements (CITYNET), in which Yokohama has continuously taken leadership, has a record of achievements in solving urban issues.



1994

### Opening of PACIFICO Yokohama

A core component of Yokohama, PACIFICO Yokohama hosted the 10th International AIDS Conference in its inaugural year. Yokohama is now a prime destination for large conferences and this facility embodies our efforts as a MICE city.



2010

### Advocating Women Empowerment

Participating in every APEC Women and the Economy Forum, Yokohama has continuously promoted women empowerment through various measures.

03 1859 1950 1957 1963 1986 1987 1994 2002 2008 2010 2013 2015 04

1859

### Port Opening

Trade and cultural exchange in Yokohama become a driver of development for Japan, ushering it into the modern world.



1957

### Sister-city Agreement with San Diego, U.S.A.

Since then, friendship and mutual understanding efforts have prospered through citizen exchange with sister/friendship and partnership cities.



1986

### ITTO Headquarters in Yokohama

Yokohama has attracted and actively offers support to many international organizations, such as \*ITTO, \*WFP, and \*FAO, and works in close cooperation with them to tackle global challenges.



1987

### United Nations Peace Messenger City

Yokohama was proclaimed as a Peace Messenger City by the UN for its significant contribution to peace.



2002

### Yokohama Goes Global

Yokohama receives world recognition as the venue for the 2002 FIFA World Cup Final. It has since been host to countless international sports events.



2008

### TICAD Host City

After the resounding success of TICAD IV in 2008, Yokohama went on to host TICAD V as well in 2013. Yokohama has since continued to deepen its exchange and cooperation activities as the "Japanese city closest to Africa."



2015

### Y-PORT Center Starts Operation

Y-PORT Center solves urban issues faced by emerging nations and supports business opportunities for Yokohama enterprises through public-private partnerships.



\* ITTO : International Tropical Timber Organization  
 \* WFP : United Nations World Food Programme  
 \* FAO : Food and Agriculture Organization of the United Nations  
 \* TICAD : Tokyo International Conference on African Development  
 \* Y-PORT : Yokohama Partnership of Resources and Technologies

# OUR MISSION

To contribute to the growth of Yokohama and to solving global issues

## ANTICIPATED CHANGES IN THE FUTURE

### 1 Expansion of emerging and aging markets

The expansion of emerging markets and increasingly aging populations, including in Asia and Africa, offer broad business opportunities.



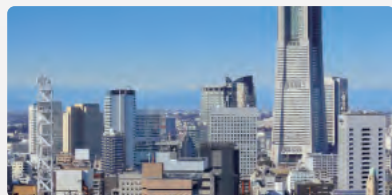
### 2 Shift to equal and mutual partnerships

Development cooperation in emerging nations is transitioning from one-sided assistance to equal and mutual partnerships. Conducting business may soon be regarded as an international contribution.



### 3 Increasing role of cities

With the concentration of populations, the role of cities is increasing. Yokohama can contribute more as Japan's 2nd largest city.



OUR  
**7**  
PRIORITIES

**The Strengths of Yokohama**

Yokohama is Japan's leader in city branding. It has expertise in urban infrastructure, experience in hosting international conferences and large sporting events, and an extensive and diverse history of foreign exchange. The city also combines exoticism, convenience and nature, which draws people from all over the world.

**The Opportunities of Yokohama**

There are countless opportunities in Yokohama. The tourism/MICE markets are expanding. The demand for infrastructure in emerging nations is rising. The city will host global-scale events such as the 2019 Rugby World Cup and the 2020 Tokyo Olympic and Paralympic Games.



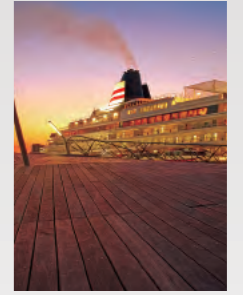
**1 Promotion to strengthen Yokohama's city brand**

Make full use of every means, such as media outlets and international conferences, to promote Yokohama.



**2 City-to-city cooperation through partnerships and networks**

Deepen cooperation efforts with partner cities, international organizations, embassies and academic institutions toward the development of international projects.



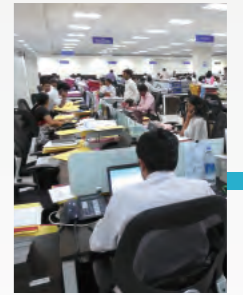
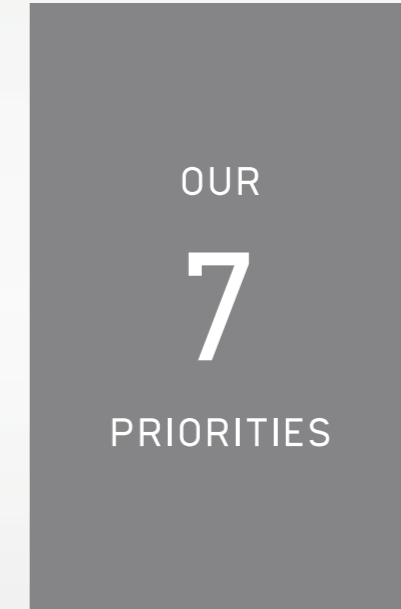
**3 Energize the city through tourism/MICE and large sporting events**

Provide an engaging environment to draw visitors and businesses from abroad and invite conferences and large sporting events to energize the city.



**7 Diversity for a creative society**

Aim to create a livable environment for the foreign citizens of Yokohama, a city that has readily blended diverse ideas and cultures with its development from the start.



**4 Creation of business opportunities that drive Yokohama's economy**

Attract foreign enterprises and support overseas expansion of local enterprises, promoting international business.



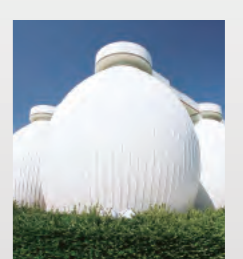
**6 Encouraging youth to think and act globally**

Make sure our youth, who are the leaders of tomorrow, have the tools they need to understand diversity and to work in synergy with the world by supporting mutual exchange and study abroad activities.



**5 International cooperation based on Yokohama's experience**

Apply Yokohama's experience to actively contribute to expeditiously solving urban problems around the world in the context of concentrating urban populations.



**Creation of business opportunities through international cooperation**

Promote the Y-PORT Program to assist emerging nations in overcoming urban challenges and to support local enterprises in seeking business opportunities overseas.



# OUR APPROACH WITH PARTNERS

Building on our long history and resources to develop projects with our partners

Historically important as Japan's First Port of Call, Yokohama has strong ties overseas, a large network with many cities and regions, and representations abroad. We must continue deploying international projects while deepening cooperation with our partners.

## YOKOHAMA'S OVERSEAS NETWORK

### Europe & North America

Yokohama shares many concerns with these regions, such as population aging and climate change. We can carry out international projects by supplying information and explore solutions to administrative challenges. We must also continue to attract new businesses and to deepen student exchange efforts.

### Other International Networks

Besides having bilateral agreements with partner cities, Yokohama shares its expertise with various networks such as ;

- Network of water suppliers
- C40 (Cities Climate Leadership Group)
- CITYNET (The Regional Network of Local Authorities for the Management of Human Settlements)
- Asia Smart City Conference

### Central & South Americas

Starting with Japanese immigration, these regions have close ties with Yokohama and are larger in economic scale than ASEAN. We must foster extensive business and exchange activities with a medium to long-term perspective.

### Africa & Middle East

These regions show high levels of economic growth and hold business potential. Building on Yokohama's experience of hosting the Tokyo International Conference on African Development twice in the past, we must intensify exchange activities, contributing to solving development issues and creating business opportunities.

### Asia & Oceania

Local enterprises in Yokohama have very high expectations for these regions as destinations for business expansion. These regions also represent high volumes of tourism to Japan, making them prime areas for tourism promotion. We must actively contribute Yokohama's expertise in city planning to fill the high demand for infrastructure, and encourage student exchange.

- Sister/Friendship Cities
- Partnership Cities
- Overseas Offices
- ⚓ Sister/Friendship/Trade Cooperation Port
- ◆ Proclamation of Exchange and Cooperation Cities
- ★ Y-PORT Partner Cities



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