



Regional revitalization symposium in Kakegawa (December 19, 2015)

ARAMAHOSHI Inc. is a new venture established this year. Founded by 29-year-old Mr Yuya Toda in Kakegawa after his resignation from Mitsubishi UFJ Research and Consulting, the company engages in IT consulting in addition to its original wholesale tea business (aramahoshi.jp).

This symposium, supported by the local business community, financial institutions and media in response to Mr Toda’s call, addressed the challenge of establishing a regional revitalization model in Kakegawa. The deputy mayor and other Kakegawa city officials took part. Outlook Chairman Yoshio Ishizaka and Director General Oe also participated as symposium sponsor representatives.



The keynote lecture by Professor Ryohei Nakamura of Okayama University Graduate School of Humanities and Social Science was titled “Power to earn and power to employ in regional business – redesigning regional economic structures”.

Professor Nakamura is an energetic debater in the regional economic and environmental fields, with extensive experience including positions at the Center for Spatial Information Science, University of Tokyo; the Department of Urban Studies, University of Glasgow; and the University of California at Berkeley. His spirited lecture outlined in a plain manner the process of establishing a model regional economic infrastructure. It was fortunate that participants from the municipal government, local businesses, financial institutes, and media could share this opportunity.

The lecture was reviewed in the ensuing panel discussion by Mr Masatoshi Hirano, owner of Kiwi Fruits Country Japan, which grows the largest variety of kiwis in the world, and Mr Takahiro Kubota of Shizuoka Shimbun and Shizuoka Broadcasting System, who is also the leader of FAAVO Shizuoka.



Left: Students of Tokoha University in Hamamatsu. Their simulated corporation, Jinrikisha Tokohagumi, contributes to Kakegawa’s regional revitalization effort by manning jinrikisha.

Right: Symposium moderators Ms Sakuraba and Ms Mochizuki, members of Marble-Maple, a volunteer idol unit in Kakegawa.



Left: The four members of an AISA project, a new axis for the town's revitalization. One member, Mr Yuzo Yamamoto, enthusiastically spoke about their plans for providing WiFi over the entire city and foreign-language menus at all restaurants.

Right: Deputy Mayor Imura explains that it is his job to always think how he can serve the city residents, who hire him with their tax money. Young people can be local revitalization drivers with moral support from city officials like Mr Imura.

