

Wisdom
for
FUTURE



The Essence of
KYOTO'S Economy

From Kyoto to the World ————— Wisdom for Humanity

Wise Manufacturing for Innovative Change in Kyoto



Yoshio TATEISI
Yoshio TATEISI
Chairman of the Kyoto Chamber of
Commerce and Industry

I believe that Kyoto is an extraordinary world city because it has been able to develop a global perspective. The people of Kyoto know what they must preserve and remember while at the same time pursuing new, creative lifestyles or business models.

Kyoto was the capital of Japan for over 1,100 years and is the center of Japanese history, culture, religion and the spiritual home of the Japanese people. As a result, Kyoto attracts as many as 50 million domestic and international visitors a year. It is a city of tremendous power built up over centuries. This driving force has resulted in a cycle of “creation and utilization of wisdom” which promotes the fusion of old and new, and the creation of new forms of industry and lifestyle innovations.

We call this 21st-century style industry “Wisdom Industry”. This is a Kyoto-style industry that is highly suited to the local characteristics of the city.

Based on the traditions our ancestors have created in the form of “wisdom for life”, or “wisdom for the local community, it is necessary to create new values that relate to modern consumers. Breaking away from the model of conventional mass production systems, we have to listen to each customer carefully and understand what they want. In this new stage, Kyoto’s practical “wisdom” in “science and technology”, “traditional crafts” and “design” will be a great advantage in realizing more business opportunities.

I believe that Kyoto’s strengths in the area of “Wisdom Industry” will play an important role not only in the domestic industry but also on a global level where “wisdom” is taken for granted as a key factor in adding value to new products.

The keyword of this pamphlet is “wisdom” in all its forms. We hope this pamphlet will provide a deeper understanding of Kyoto as a city of intellectual industry. Finally, based on this understanding, we sincerely hope that you will be able to successfully establish meaningful business relationships in Kyoto.

W i s d o m
f o r

Wisdom creating **F**rontier industry

Wisdom for **U**niverse

Wisdom based on **T**radition

Wisdom with **U**niqueness

Wisdom born from **R**espect for history and culture

Wisdom for **E**cology

KYOTO, a city of innovation in the arts, traditional and modern technology, and in wisdom for the future

Kyoto, which became the capital of Japan in 794, is, more than any other city in Japan, symbolic of the ideal essence of Japanese culture. Moreover, the city is without question one of the world's most famous tourist centers. Over the past 1,200 years, however, it has also been a powerful and productive economic center. Today, Kyoto has the highest market share of any Japanese city related to creativity and the wisdom for a better future: ecologically, artistically, and in the changing world of high technology.

Wisdom for **F**rontier industry

In Kyoto, there are many high-technology industries which developed from the precision techniques and unique management methods of the city's many traditional industries. A long history of innovative business approaches has led to the successful foundation of many new businesses. Cutting-edge industry and traditional industry exist side by side in Kyoto. When Kyoto's "wisdom" is added to Kyoto's unique industry structure, new business models are developed. Often these business models focus on the small lot production of a variety of products characterized by high added value. These cutting edge industries compete on a global level and are the center of Kyoto's economy today.



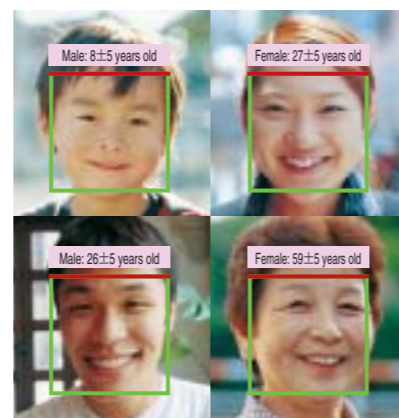
MURATA BOY® MURATA GIRL™
© Murata Manufacturing Co., Ltd.



Spindle motors for HDD
© NIDEC CORPORATION



"Wii" home video console/
"Nintendo DS Lite" portable game system



Determine gender and age accurately.
© OMRON Corporation



Center for cell and gene therapy
© TAKARA BIO INC.

Wisdom for **U**niverse

Today, many companies based in Kyoto are actively involved in business with nearly 50 countries worldwide. In total these companies have more than 1,000 business bases outside of Japan and through this international network they are able to further develop their business worldwide. Though some companies started out as small venture business, they have grown dramatically based on a wide range of "wisdom" and high standard intellectual heritage with creative mind of Kyoto, and become large companies that are global leaders in their field of business. Kyoto is also known as an international convention city. Many important international conferences are held in the city every year. New knowledge and information is developed in Kyoto and sent around the world.



2008 G8 Foreign Ministers Meeting
© SUMMIT PHOTO/JAPAN



Tea ceremony utensils

Wisdom based on **T**radition

Kyoto can be proud of its excellent traditional craft industries including world famous Nishijin textiles and Kiyomizu ceramics. Based on tradition and culture, local crafts people have improved their products using their "wisdom" in life. New forms of science, technology, skill and design have developed from the foundations of the city's traditional industries. When traditional elements and new "wisdom" are combined, new lifestyle products for clothing, eating and living are created that are sophisticated, beautiful and unique.



Weaving Nishijin textile



Closeup of Nishijin textile





Seasonal Japanese sweets



Togetsu-kyo Bridge in Arashiyama



Kyoto Higashiyama Hanatouro, night-time illumination



Clear stream in Kamigamo Shrine



Filtration of vegetable extracts
© Pharma Foods International co.,Ltd.



Kansai Science City
Seika-Nishikizu District of Kansai Science City
(picture taken in summer 2007)



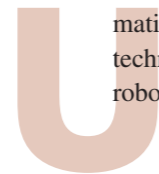
Five-story pagoda of To-ji Temple



Chroino Robot
© ROBO GARAGE

Wisdom with Uniqueness

Kyoto has many universities and academic institutions. In close cooperation with other organizations, these centers of learning have produced original technological development methods and high-value added products or services for society. Kansai Science City, located in the southern part of Kyoto, plays an important role as a center for a wide range of academic research. “Wisdom” from universities and other academic institutions are here for the development of technologies for information communication, the environment, biotechnology, new materials and light photon, robots, etc.



Wisdom born from Respect for history and culture



Kyoto, with its 1,200-year history and its abundant natural surroundings, has created a wide range of culture and tradition. Kyoto is a treasure house of the “wisdom” of its citizens that includes many World Heritage Sites, festivals and traditional entertainment forms. Kyoto welcomes more than 50 million visitors from Japan and the world every year. It is our task to preserve and nurture the city's historical scenery and traditional culture and to promote this ancient city's attractions to the world.



Grand parade in the Gion Festival

Third Conference of Parties to the UN Framework Convention on Climate Change in Kyoto (COP 3)



Wisdom for Ecology



Kyoto hosted the Third Conference of Parties to the UN Framework Convention on Climate Change (COP 3) in 1997 and the city is the place where Kyoto Protocol was adopted. There are a number of businesses in Kyoto that are globally active in the environmental industry. These businesses are actively developing technologies for a better environment. Innovations in this field include environmental measurement, analytical equipment, solar batteries, CO2 absorbing material and efficient energy management. All kinds of “wisdom” accumulated in Kyoto has resulted in the creation of a “model city for a sustainable society” which is environmentally advanced and where the environment and the economy exist in harmony.



Japan's first velo taxi started in Kyoto
© VELOTAXI JAPAN



Japanese Umbrella Table Lamp
© KYOTO PREMIUM



Kyocera Photovoltaic Modules
© KYOCERA Corporation



Access

From Osaka

- 75 min. by JR Haruka Limited Express from Kansai International Airport
- 90 min. by other JR lines from Kansai International Airport (60 min. from Kansai International Airport to Osaka, 30 min. from Osaka to Kyoto)
- 105 min. by airport limousine from Kansai International Airport
- 55 min. by airport limousine from Osaka International Airport (Itami)

From Tokyo

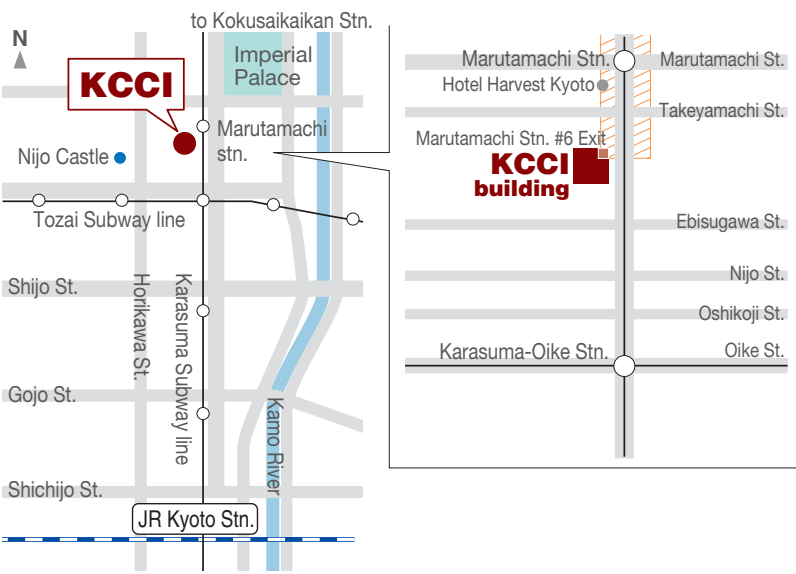
- 80 min. by air from New Tokyo International Airport (Narita) to Osaka International Airport (Itami)
- 140 min. on the Nozomi bullet train (shinkansen)
- 155 min. on the Hikari bullet train (shinkansen)

From Nagoya

- 37 min. on the Nozomi bullet train (shinkansen)
- 50 min. on the Hikari bullet train (shinkansen)
- 150 min. by JR highway bus

From Hakata (Fukuoka)

- 165 min. on the Nozomi bullet train (shinkansen)
- 180 min. on the Hikari bullet train (shinkansen)



The KCCI offices are located a 10-min. drive from Kyoto Station, or a 10-min. subway ride from the station (take the Karasuma subway line north to Marutamachi Station; leave the station from Exit #6).

The Kyoto Chamber of Commerce and Industry

Location: Karasuma Ebisugawa, Nakagyo-ku, Kyoto 604-0862, JAPAN
Telephone: 81-75-212-6432 (Policy Planning and Public Relations Division)
Fax: 81-75-255-1985
E-mail: kokusai@kyo.or.jp
URL: <http://www.kyo.or.jp/kyoto/e/>