

# Fukuoka D.C.

Fukuoka Directive Council



# 01 What is the FDC?

The Fukuoka Directive Council (FDC) is an industry-academia-government-citizen unified think-and-do tank committed to the entire process of designing a new future vision for Fukuoka and establishing and implementing growth strategies for reinforcing the region's international competitiveness. Centered on the Fukuoka metropolitan area, we ensure cooperation with the rest of Kyushu and also neighboring Asian countries to proceed with promising business projects.

# 02 Establishment Prospectus

- Globalization of the regional economy (strengthening international competitiveness)
- Industry-academia-government-citizen unified platform
- Prompt implementation of strategies (e.g. new business creation)
- Contribution to the development of Kyushu, Japan and humanity by disseminating regional growth models from Fukuoka to the world

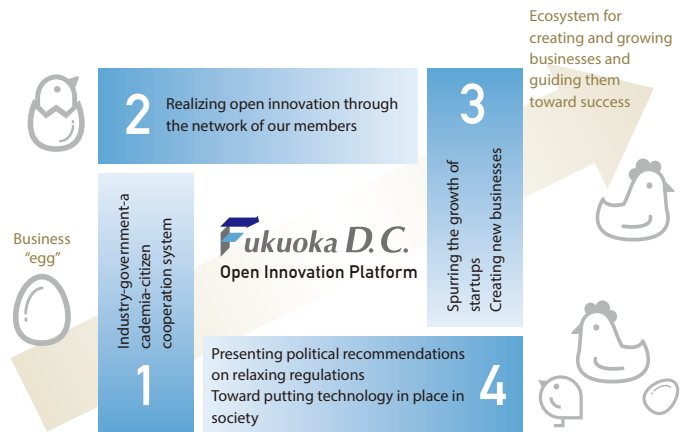
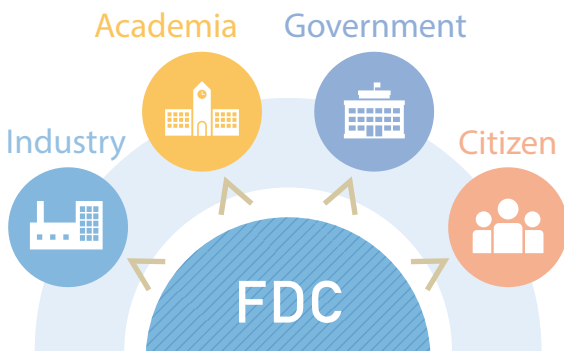
Toward growth with a focus on quality

# 03 Starting Points

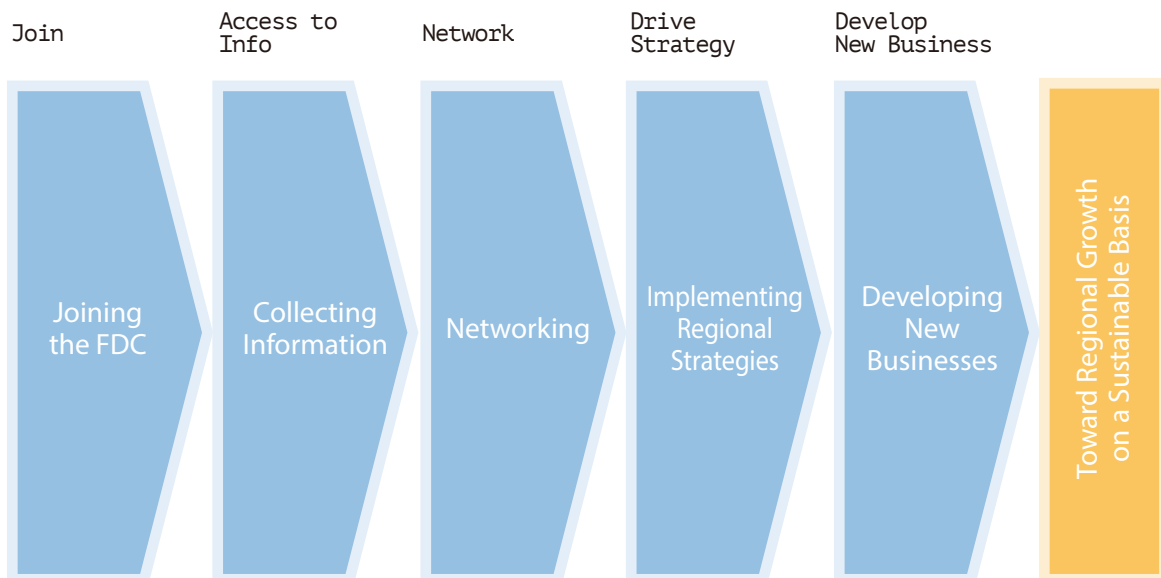
- 1) Gained common recognition regarding the importance of industry-academia-government-citizen cooperation in urban areas by participating in the International Regions Benchmarking Consortium (IRBC)
- 2) Gained common recognition through the Project of Community Development under the Lead of Key Players of Industry-Academia-Government-Citizen Cooperation so that public-private partnership and the private sector's commitment to policy processes would lead to regional revitalization on a voluntary basis

# 04 Vision

We function as an open innovation platform through cooperation mainly among our more than 200 members and also with global cities and international institutions. By doing so, we would like to promote projects in tandem with public policies, help member companies create new businesses, stimulate the growth of startups, and ultimately ensure that new services and technology are put in place in society.



# 05



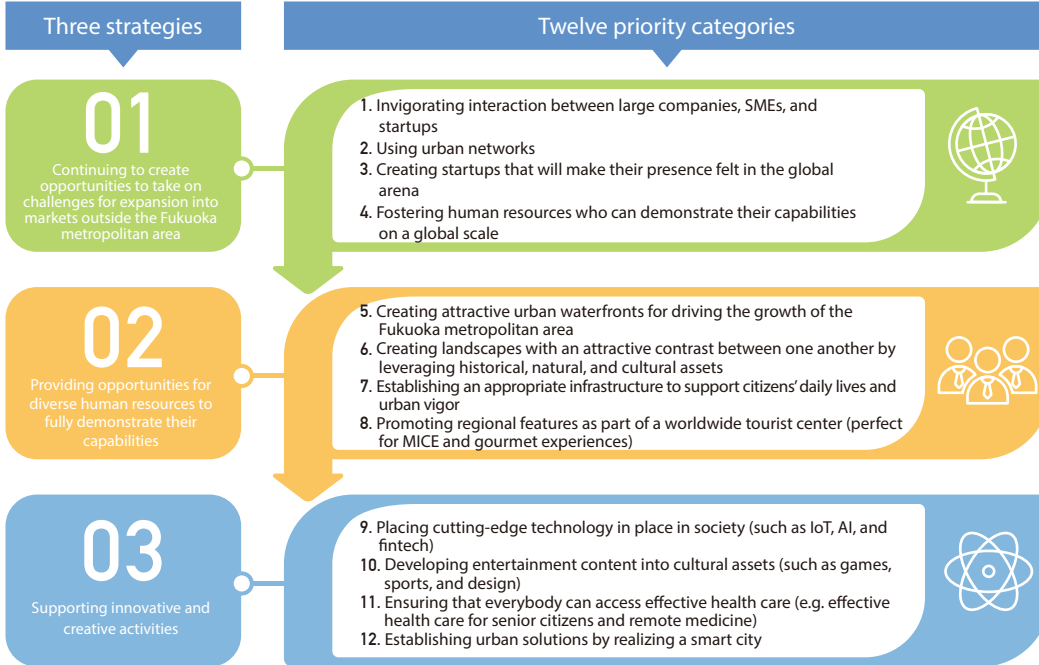
### Future vision

Business hub of East Asia

### Strategy principle

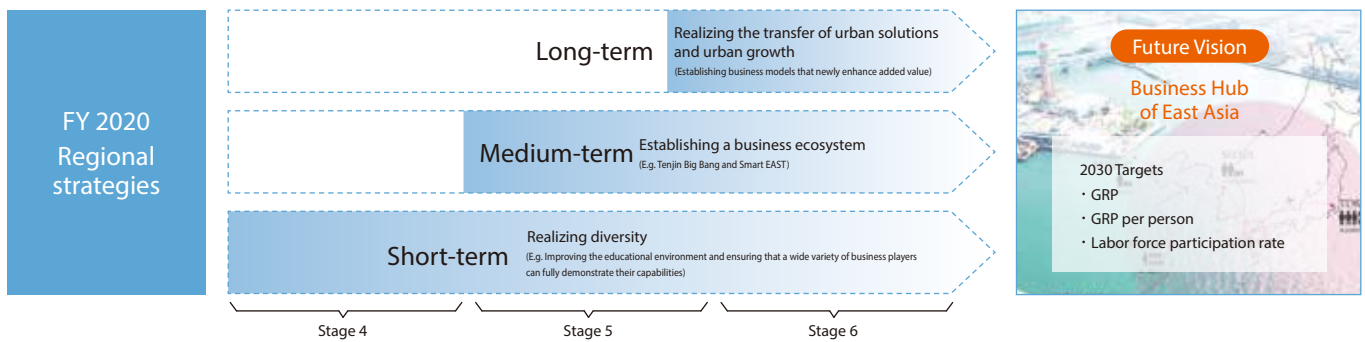
Raise the quality of interaction and ensure an excellent cycle of urban growth and better quality of life

– Shift the focus from “comfortable living” to “sustainable growth (SDGs)” –



## Process (Short-, Medium-, and Long-term)

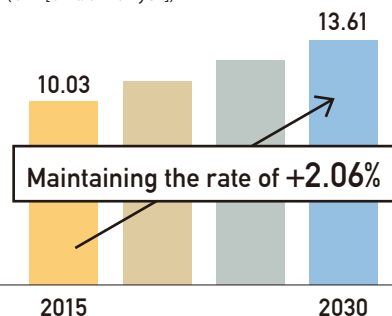
We implement regional strategies based on the following process.



## KPI

### 1. Consolidating the economic foundation

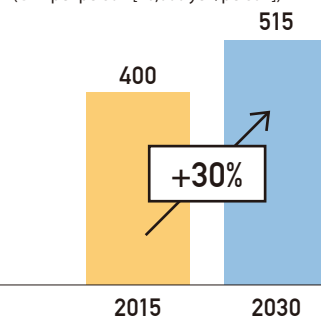
Gross Regional Product (GRP)  
Maintaining the annual growth rate of 2.06%  
(GRP [Unit: trillion yen])



Source: National Institute of Population and Social Security Research, Economic Calculations of the Citizens of the Cities, Towns and Villages of Fukuoka Prefecture

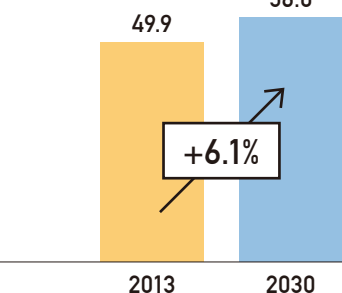
### 2. Maximizing each individual's capability

Striving to improve productivity  
by approximately 30%  
(GRP per person [10,000 yen/person])



### 3. Establishing a social structure for underpinning growth

Raising the labor force participation rate  
of women and senior citizens  
(Labor participation rate [%])



Source: OECD, M/A Data (2013)



# 07 The FDC's Support for Business Launches

Our support systems are roughly categorized into two types. As a platform for creating businesses, we provide support for the development of businesses and the growth of companies transferring their expertise, services, information, etc., while ensuring that such growth and development are based on regional strategies.

## Two Support Systems

**Groups** Under the lead of the group director, each group presents a rough direction to be taken for the Fukuoka metropolitan area based on regional strategies through industry-government-academia-citizen cooperation, and establishes and implements a wide variety of policies. These groups have been designed to proceed with various efforts in tandem with public policies.

**FDC Launch Program (FLaP)** As our measures for business launches and consortium support, FLaP underpins project operation, open innovation, business development, corporate globalization, attraction of foreign enterprises to the Fukuoka metropolitan area, and business expansion. FLaP has been designed to support business launches.

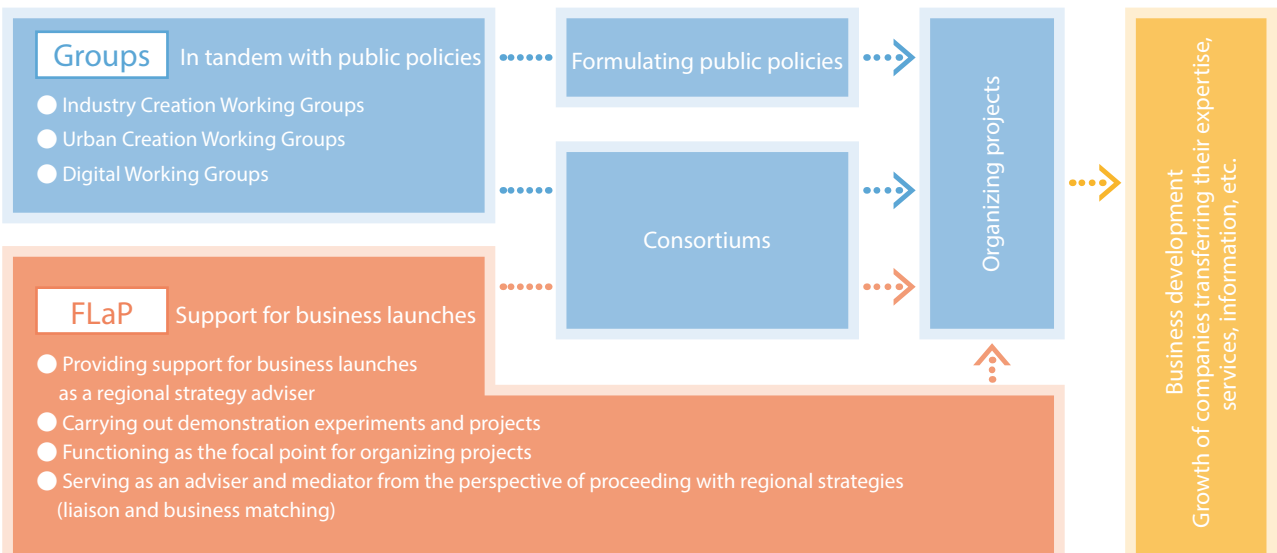
## Consortiums

The consortiums are used as opportunities for volunteer teams from our groups and FLaP to examine business feasibility (detailed F/S\*).

\*F/S: Feasibility study to research and examine project feasibility in advance



## The FDC's Structure as a Platform for Creating Businesses







# 08 FLaP – The FDC’s Business Launch Support System

Taking the Fukuoka metropolitan area as a platform for innovation, we accelerate the development of Fukuoka-based businesses by, for example, realizing open innovation centered on the more than 200 members of the FDC, developing new businesses, helping companies expand into overseas markets, and attracting foreign enterprises to the Fukuoka metropolitan area.

## Vision of the FDC Launch Program (FLaP)

We operate FLaP through the network of the more than 200 members of the FDC and through cooperation with governments and international agencies. Of the entire process for establishing businesses, the phases that we focus on when providing support for business launches are as follows: establishing business models by understanding target markets and devising measures to acquire prospective customers; formulating business plans by examining services and business models in detail and establishing practical measures; and thereby launching businesses.



### ● FLaP – Main Menu Items for Business Launch Support

1. Business matching (for finding business partners, forming business alliances, and expanding sales channels)
2. Funding (e.g. from financial institutions, venture capital firms, and accelerator funds)
3. Demonstration experiments (by supporting the development of prototypes, providing opportunities and venues for demonstration experiments, and making local arrangements)
4. Providing advice (e.g. regarding business development and promotion)

### ● Features of FLaP

In addition to the support listed on the left, we administer many business creation programs designed by using the network of our members, thereby realizing a multi-layered business support system that is not available anywhere else.

1. Fukuoka Mirai Incubation Program
2. Open Network Lab FUKUOKA
3. New Business Creation Program

## Membership Service

### Full Members: Six units or more (at least 300,000 yen in total)

- Voting rights at the general assembly
- Participation in the FDC’s groups
- Access to download the groups’ documents
- Formation of consortiums
- Participation in the FDC salon, network, and interaction events
- Use of the FDC’s intellectual property ● FLaP support in general

### Supporting Members: One unit or more (at least 50,000 yen in total)

- Access to download (some of) the groups’ documents
- Participation in the FDC salon, network, and interaction events

### Advantages of FDC Membership

- Becoming an important part of regional strategies
- Establishing a network with key players of Fukuoka and foreign countries
- Using the FDC for developing new businesses
- Gaining access to information on regional strategies



①

## Become an important part of regional strategies!

Our members can participate in our groups and projects and serve as an important part of regional strategies and business schemes by being actively involved in their implementation. The range of our activities is very extensive, including presenting political recommendations and examining business feasibility through consortiums and projects.

\*Our groups and projects can be participated in by full members only.

②

## Use the FDC for developing new businesses!

We have the FDC Launch Program (FLaP) as a business launch support system designed to accelerate the creation of new businesses. Please make use of FLaP, which enables you to seek alliances with FDC members and outside institutions, leading you to new business development.

③

## Establish a network with key players from both Fukuoka and foreign countries!

We provide opportunities to establish networks with the directors of our groups, who play an important role in proceeding with business in Fukuoka, and also with our members and overseas organizations. In addition, we organize interaction events for our members at appropriate timing.

④

## Gain access to information on regional strategies!

We have four groups (Tourism Working Group, Food Working Group, Smart City Working Group, and Urban Regeneration Group) and a wide variety of projects, where our members actively engage in various discussions. You can utilize information on regional growth strategies for establishing your future business plans and sales plans.

## Leaders



Industrial Sector

Chairperson



Yutaka Aso

Honorary Chairperson  
Kyushu Economic Federation

Despite the current sluggish growth of the Japanese economy, Fukuoka and its surrounding areas have good conditions for growth, making the region's development potential, mission, and responsibilities even more significant. Located adjacent to the rest of Asia, the region features airports and ports that are now highly developed, as well as excellent leaders in the government sector. We would like to realize the growth of the region under the leadership of the FDC.



Academic Sector

Vice-Chairperson



Tatsuro Ishibashi

President, Kyushu University

Today, with society changing rapidly, it is truly important for a university as an academic institution to contribute to regional growth in cooperation with companies and local governments. The FDC is an entity embodying that concept, and we would like to contribute to further growth of the organization.



Government Sector

Vice-Chairperson



Soichiro Takashima

Chairperson, Greater Fukuoka Administrative  
Promotion Council (Mayor, Fukuoka City)

The FDC has been designed to create new businesses and projects through industry-academia-government-citizen cooperation. Now that the FDC has developed into an entity that is integral to the development of the Fukuoka metropolitan area, and the organization is invaluable to the local governments in the area. We would like to continue to take on a wide variety of bold challenges.

## Fukuoka Directive Council

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