

There are over 10 missions a year, many of them sectoral. A high-tech investment mission travelled to Singapore, a construction mission went to Canada (September 1989), an import mission to the U.S. is being organized, several investment-promotion missions have been slated for Europe, and a variety of development missions are dispatched to the newly industrializing economies (NIEs) of Asia (see Table 7). In co-operation with other economic organizations, the Chamber also hosts incoming missions, and every year sponsors seminars related to international investment.

Nagoya recently completed a new trade fair and convention centre, the Nagoya International Exhibition Hall, which will allow for larger trade fairs, especially international ones. Two major fairs are held each month, alternating between industrial and consumer goods.

The major industrial goods fairs each year include the Fine Ceramics Fair, the International Construction Exhibition, a packaging fair called "Chubu Pack," the Chubu Medical Goods Fair and the Chubu Electronics Show. Nagoya is hosting 17 major fairs in 1991, as well as numerous conventions (see Tables 8 and 9).

Major Projects

The "Central Japan 21st Century Sophia Plan" of June 1989 outlined the nature of development for the Chubu region through to the next century. Many of the projects aim at diversifying the region's industrial base and, in particular, at promoting knowledge-intensive industry. Quality of life programs and plans dealing with internationalization figure prominently in the proposals, as they do in almost every similar plan in Japan.

Projects with futuristic names like "technopolis," "teleport," "new media community," "intelligent city" and "teletopia" predominate. "Technopolis" is perhaps the best-known term, since it was MITI's first major project to promote high-tech R & D.

The technopolis of Hamamatsu is considered one of the most successful of the government-designated technopolis zones. Its achievements can most likely be attributed to the proximity of manufacturing industries. Other projects were designed to draw high-tech industry into predominantly agricultural areas.

A boom in public works projects centred in the Tokai region will ensure that the region keeps pace with Tokyo in economic growth well into the next century. The principal objective seems to be an improved transportation infrastructure:

- The Chubu International Airport, to be opened by 2000-2005 in eastern Ise Bay, is expected to cost between ¥600 million and ¥670 million;
- The Ise Bay highway, part of the second Tomei-Meishin Expressway project, is already under construction;
- The Linear Chuo Shinkansen project linking Tokyo, Nagoya and Osaka got under way with the construction of a test track in Yamanashi prefecture. The line is expected to be operational by the year 2004 and will be linked to a local line in Nagoya.

Resort development is another potential growth sector for Tokai and the entire Chubu district. Over 200 golf courses and 160 onsen (hot spring) resorts dot the Tokai area, together with a relatively large number of natural harbours suitable for marine resort development. Fifty-six marinas already offer 1 400 slips in Aichi alone. A number of other marinas, theme parks and other recreational developments are now in the planning stages.

4 Summary and Recommendations

The outlook for the Nagoya region is bright. Aichi prefecture is targeting an average of 4.3 per cent in real economic growth through the year 2000. The Nagoya Chamber of Commerce predicts major growth in the aerospace and other high-tech industries, as well as in the service sector. Chubu Electric Power has also forecast expansion in the aerospace industry and in machine tools, stating its belief that Nagoya will continue to be the manufacturing heartland of Japan.

The Ministry of International Trade and Industry is another believer in the future of Tokai's aerospace industry, predicting growth in the region's aerospace sector in the next century, as well as in its automotive-related microelectronics business. The mechatronics and ceramics industries are also said to have tremendous growth potential.