



Summit venue, Kashikojima  
(Kashiko Island, Shima-shi, Mie)

Ise-Shima Summit 2016

# CLOSE UP MIE



Special website

The 42nd G7 Summit  
May 26 and 27, 2016



Mie Prefectural Citizens' Conference  
for Ise-Shima Summit



# Our Best Hospitality to Satisfy Ise-Shima Summit Attendees from around the World



Kashikojima, Shima-shi



Chosen to host the Ise-Shima Summit (the 42nd G7 Summit), Mie Prefecture is famous for the Ise-jingu Grand Shrine, which enshrines the guardian spirit of the Japanese people. Over 10 million visitors come to offer prayers here every year. Mie is called the home of the Japanese people and the source of their spiritual nature.

The Ise-Shima region, the summit venue, is set in a magnificent natural environment—a stunningly beautiful coastline consisting of intricately-formed and deeply indented bays facing a scattering of large and small islands, with a backdrop of vividly green mountains. This area is designated the Ise-Shima National Park.

Blessed with abundant marine products including spiny lobster, abalone and oyster, this region boasts the highest number of female fishing divers, ama, in the country. Known for *miketsukuni* (paying food tribute to emperors) in the 8th century, the tradition of catching fish by ama continues to be passed down to successive generations.

The Sacred Sites and Pilgrimage Routes in the Kii Mountain Range, including Kumano Kodo Iseji, were registered collectively as a UNESCO World Heritage Site in 2004. Kumano Kodo Iseji, one of the few roads registered as UNESCO World Heritage Sites, epitomizes Japanese spiritual culture, passed down in the form of worship of Shinto and Buddhist deities in mountains and forests.

On the other hand, companies with advanced technologies are also drawn to Mie. It has the only production site in the country for NAND-type flash memory, which supplies 40% of global demand.

A new factory for manufacturing parts and materials for the Mitsubishi Regional Jet will start operation in 2016, and the world-famous Formula One Japanese Grand Prix is held at the Suzuka Circuit. Mie also plays a role in innovation and advanced technologies.

With its combination of tradition and innovation, Mie is truly a microcosm of Japan.

I hope this event will prompt ever more people to visit Mie Prefecture and experience for themselves our mixture of tradition and innovation, ama and ninja culture, the beauty of our pearls, Banko pottery and Iga pottery, not to mention our exquisite cuisine, including Matsusaka beef.

The spirit of hospitality has been handed down for generations among the people of Mie Prefecture. We are delighted to extend our warmest hospitality to you.

**Eikei Suzuki**

Chairman of the Mie Citizens for the  
Ise-Shima Summit  
Mie Prefectural Governor



# Ise-Shima

## Area

### Hospitality at Oise-san (Ise-jingu Grand Shrine)

Ise-jingu Grand Shrine is open to visitors from 5 a.m. throughout the year. Akafuku main store, located in the shrine town of the Grand Shrine, lights the fire in its oven at around 4 a.m. and starts boiling water to serve tea at the storefront to welcome early worshippers. The warm reception found at Akafuku, which has always been open every day, comes from a heartfelt admiration for the worshippers and the wish to welcome them with the best possible hospitality. We'd like to share, with everyone in the world, this caring attitude that respects other people and delights in pleasure afforded to them.

**Local specialty loved  
by worshippers at the  
Grand Shrine: Akafuku  
Mochi (pounded rice  
cake confection  
topped with a sweet  
bean paste)**



In Mie Prefecture, you can sample various local mochi delicacies savored by travelers to the Grand Shrine, including Akafuku Mochi, enjoyed by worshippers for more than 300 years. The 27th National Confectionery Exposition at Mie will be held from April to May 2017.



We always welcome you with warm thanks, *Okage-sama* (our debt to others).

CLOSE UP

Iseshima

Naiku, Ise-jingu Grand Shrine



Ise tea



Me-oto Rocks (Wedded rocks)





# Ise-Shima

## Area

### Respect for Nature

Mie Prefecture has 761 women divers, or ama, (based on the survey by Toba Sea-Folk Museum, 2014) the largest number in a single prefecture in Japan. The prefecture has designated their traditional free diving fishing method in Toba and Shima as a Prefectural Intangible Folk Cultural Asset, and is further seeking UNESCO Intangible Cultural Heritage Status for this living tradition. Ama culture respects the blessings of nature and understands the need to protect resources by not over-exploiting marine products. Their belief in the need to treasure and protect the natural world is a philosophy we'd like to share with everyone.

**Listening to the amas' stories, constantly accompanied by laughter, in an ama hut**



Ama divers gather abalones, turban shells, and other seafood without using any special equipment. You can enjoy heart-warming interactions with the immensely cheerful amas during an ama hut experience, where you can listen to fascinating talks on traditional ama fishing.



Ama fishing takes only what is necessary, since we want to protect our beautiful sea and its blessings forever.

CLOSE UP

Ise-Shima

Daiozaki Lighthouse



Ise lobster



Ise bluefin tuna





# Ise-Shima

## Area

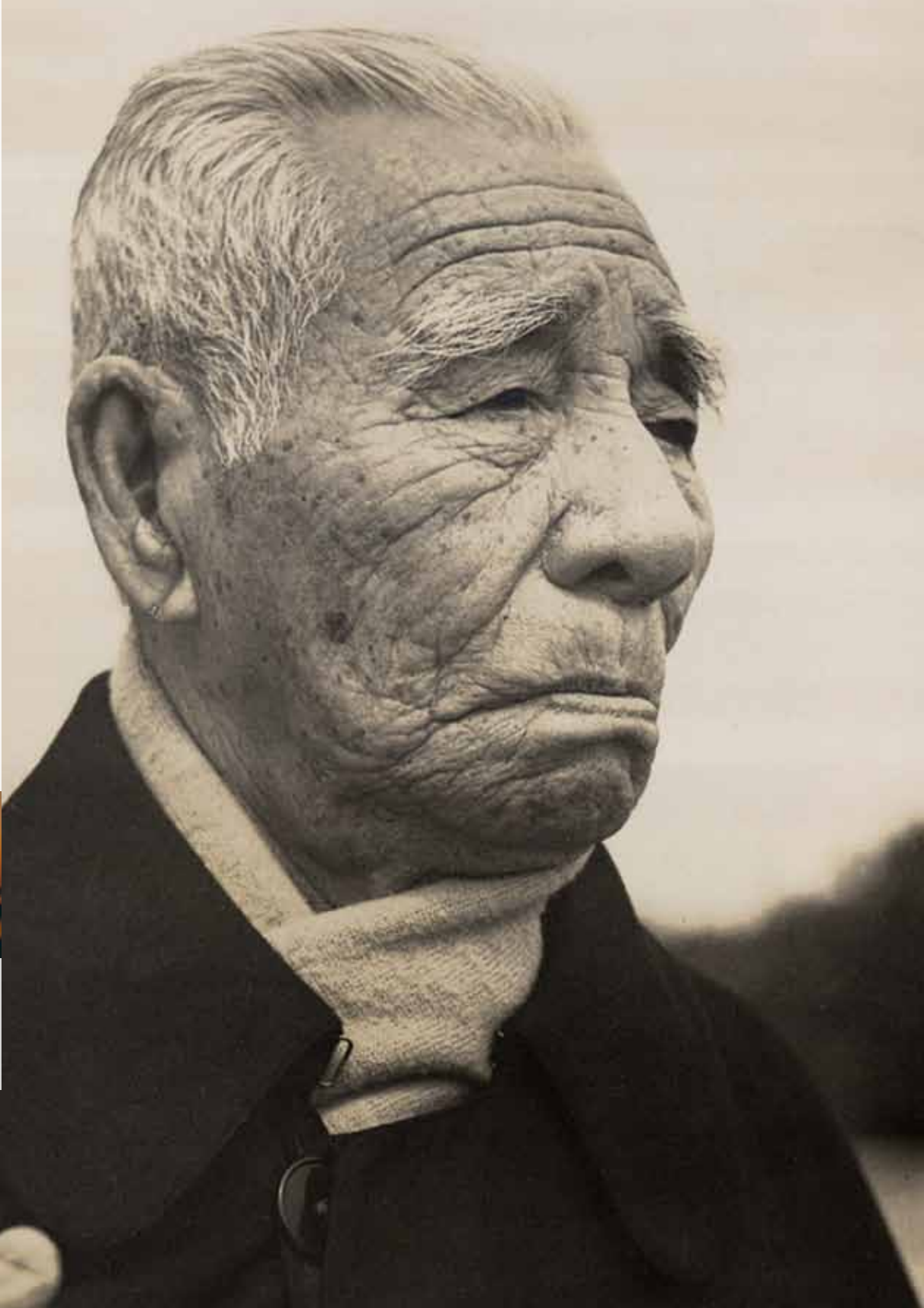
### The Adventurous Spirit of the "Pearl King"

Kokichi Mikimoto (1858-1954) succeeded in cultivating pearls for the first time in the world. During his 96-year lifetime, he made many philosophical and forward-looking observations. One of these was that an industrially developed society needs to move on to tourism. The management philosophy and rules of life formulated by Kokichi, whose dream was to adorn all the women around the world with pearls, reflect the resilience and creativity with which he tackled difficulties of any kind. This is a spirit we'd like to share with everyone in the world.

**The superb view that Kokichi loved: Tomoyama Park at sunset**



Kokichi invited his house guests to view the superb panoramas of Toba Bay, which the house overlooked, and of Ago Bay, where his pearls were cultivated.



Japan will need to invest in tourism in the future.  
I want to make Japan full of parks.

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CLOSE UP

Ise-Shima

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Toba Aquarium



Oyster



Pearl





# Chunansei

Area

## The Food Culture of Matsusaka Beef, the Finest *Wagyu* (Japanese Beef)

Matsusaka beef is revered as the finest wagyu in Japan. It began to gain its reputation when it won the Honorary Award, the highest award, at the National Beef Cattle Exposition held at Tokyo Shibaura Market in 1935. We'd like everyone in the world to try, at least once, its traditional taste, refined by the efforts of fattening farms who take close care of each cow for an average of 31 months, or 41 months for cows whose meat is labeled "Special Grade Matsusaka Beef," which is defined as coming from calves born in Hyogo Prefecture fattened for at least 900 days.

In Matsusaka-shi there are several well-established restaurants specializing in Matsusaka beef, opened around the Meiji Era when the beef-eating food culture was born in Japan.

**The Matsusaka beef brand continues to develop through competition, acquiring an ever more refined quality**



Every year in November, 50 Matsusaka cows, lovingly raised at the fattening farms for a period greater than 900 days, are entered in the Matsusaka Beef Cattle Fair, at which the Queen of Matsusaka cows is chosen. In a past fair, the first-prize winning cow was valued at the substantial sum of 50 million yen.



The attractions of Matsusaka beef include its tenderness and the sweetness of the fat called *shimofuri* (marbled fat), which melts at room temperature.

CLOSE UP

Chunansei

Saiku  
(Ancient imperial residence)



Eel



Matsusaka cotton







## Iga Area

### Ninja Fascinating and Terrifying People around the World

Iga (currently Iga-shi and Nabari-shi), in Mie Prefecture is the birthplace of Igaryu (Iga clan) ninjas, who are well-known, even abroad. Ninja-related places of interest, historic spots, and events attract people from all over the world. The Ninja Museum of Igaryu exhibits all kinds of materials on ninja skills; the Ninja Show describes the skills that ninja are trained in; and the Akame 48 Waterfalls are thought to have been a training camp for the Iga ninja.

### The Ninja Museum of Igaryu shows us the "real" ninja



*Kunoichi* (female ninja) and ninjas guide visitors through the Ninja House, showing and demonstrating the tricks it contains, including "revolving trapdoors" and "places for hiding swords." In thrilling Ninja Shows, ninja tools such as Japanese swords, *shuriken* (concealed weapons for throwing) and *kusarigama* (chain-sickles) are used. Visitors from both Japan and abroad find it all very exciting.

Welcome to the home of Igaryu ninja. We hope everyone around the world will appreciate the wisdom and skills of Iga's mysterious ninja.

CLOSE UP  
Iga

Akame 48 Waterfalls



Iga-gyu



Iga pottery





# Hokusei

Area

## International Racing Course Producing Exciting Drama

Mie Prefecture boasts a world-class international racing course called the Suzuka Circuit, which is host to the Formula One Japanese Grand Prix, the pinnacle of single-seater auto racing, the Suzuka 8 Hours for motorcycles, and other races that capture global attention. The Suzuka Circuit also has an amusement park area with a wide variety of attractions, some of which can be operated by small children, and offers accommodation and traffic education facilities. This mobility-themed park shows how enjoyable motorsports can be, helping to increase their popularity in Japan.

## Home to motorsports in Japan —Unforgettable exciting races



Every year, the Suzuka Circuit hosts races and events that convey the wonder or excitement of motorsports, including the Formula One Japanese Grand Prix.



We hope that more people will become familiar with and experience the pleasure, joy, and exhilaration of motorsports at the Suzuka Circuit.

CLOSE UP

Hokusei

Sekijuku



Clam



Ise-katagami (Paper stencils)





## The Road to Revival from the Yokkaichi Pollution Generates Hope

In the 1960s, when Japan was in its rapid-growth period, huge factories were built one after another around the country, leading to severe local environmental degradation. Yokkaichi-shi in Mie Prefecture was one of the first towns in Japan to face and overcome its severe pollution problems and to help people afflicted with asthma caused by air pollution. Citizens, companies, and the local administration worked together on this project. The Yokkaichi Pollution teaches important lessons we'd like to share with the world at large and to protect the environment for the future.

**Passing down our  
lessons to the next  
generation:  
The Yokkaichi  
Pollution and  
Environmental  
Museum for Future  
Awareness**



The museum offers a broad survey of approaches to solving environmental issues. Exhibits include the history of the Yokkaichi Pollution, which opened the door to solving pollution problems in Japan and which served as a turning point leading to a better balance between industrial development and environmental conservation. Storytellers also pass down accounts of past times.

No one imagined that industrial pollution would be so devastating.

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CLOSE UP  
Hokusei

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Gozaisho Ropeway



Pork steak



Banko pottery





# Higashi- kishu

Area

## Sacred Sites and Pilgrimage Routes in the Kii Mountain Range Where Multiple Religions Coexist

Kumano Kodo Iseji, the beautiful stone-paved mountain path, was registered as a UNESCO World Heritage Site in 2004 as part of the Sacred Sites and Pilgrimage Routes through the Kii mountain range. Since its registration, many tourists from home and abroad have visited Iseji. In 2014, the number of visitors reached about 430,000, indicating that Iseji can still attract people. Iseji guides walk with visitors along the path, where old sign posts and stone pavement keep the ancient atmosphere. Their mission is to hand down the history and culture related to Kumano Kodo, where pilgrims walked toward Kumano Sanzan, a local sacred site, and the ancient Japanese tradition of nature worship.

## Mie Prefectural Kumano Kodo Center, an information hub



This newly-opened visitor center serves as an information hub for the Higashikishu Area where you can learn about the nature, history and culture of Kumano Kodo and the surrounding region through various exhibitions, and also study and enjoy the use of Owase *hinoki* (Japanese cypress) and other natural materials collected in the area.



Kumano Kodo Iseji is the only route that connects the Ise-jingu Grand Shrine with Kumano Sanzan, another sacred site.

CLOSE UP  
Higashikishu

Nanki orange



Saury sushi



Owase hinoki  
(Japanese cypress)





# Advanced Technology

## MRJ Domestic Regional Jet

The Mitsubishi Regional Jet (MRJ) is a next generation 70 to 90-seater passenger aircraft developed by Mitsubishi Aircraft Corporation. Mitsubishi Heavy Industries (MHI) and Mitsubishi Aircraft Corporation have now reached the stage of verification tests before the delivery of the initial aircraft planned in 2017.

In parallel with the development work, the establishment of a domestic mass production hub is in progress. We will launch the mass-production of tail surfaces (vertical and horizontal tails) for MRJ at the Matsusaka Plant of Mitsubishi Heavy Industries located within the Matsusaka Core Industrial Park in Matsusaka-shi, Mie Prefecture.

The Aircraft Parts Manufacturing Cooperative, which is located in the neighborhood, is getting ready to manufacture small and medium-sized parts for commercial aircraft. Multiple small and medium-sized domestic companies with excellent capabilities work together to promote networking in Matsusaka in order to incorporate effective mass production technologies, production management, IT methodologies, etc. in part manufacturing of the auto industry to achieve high quality, price-competitiveness, delivery date compliance, and a highly flexible production hub. The MHI Group fully supports these manufacturing companies, which constitute the foundation of the Japanese aircraft industry so that they will be able to collectively compete in the global market.

In addition to our role in the aviation industry, we will continue to devote ourselves to the success of the MRJ Project and the further advancement of the concept of being the "Special Zone to Create Asia No.1 Aerospace Industry Cluster," which is intensively promoted in this area.

## For both environmental compatibility and passengers' convenience



Image provided by Mitsubishi Aircraft Corporation

Through the application of cutting edge aerodynamic design and noise analysis technologies as well as the adoption of the latest engine, we will achieve a significant reduction in fuel consumption, noise and exhaust gas. With low operating cost and overwhelming environmental compatibility, we will also make a significant contribution in the improvement of airlines' competitiveness and earning capacity. Furthermore, thanks to the layout consisting of four seats per row and the adoption of large overhead bins, etc., we will provide a comfortable passenger space that no previous regional jets could offer.

We are preparing for the mass production of tail surfaces for MRJ in Matsusaka.

CLOSE UP  
"MRJ"

Running test



Image provided by Mitsubishi Aircraft Corporation

Check in a hangar



Image provided by Mitsubishi Aircraft Corporation

Vertical and horizontal tails



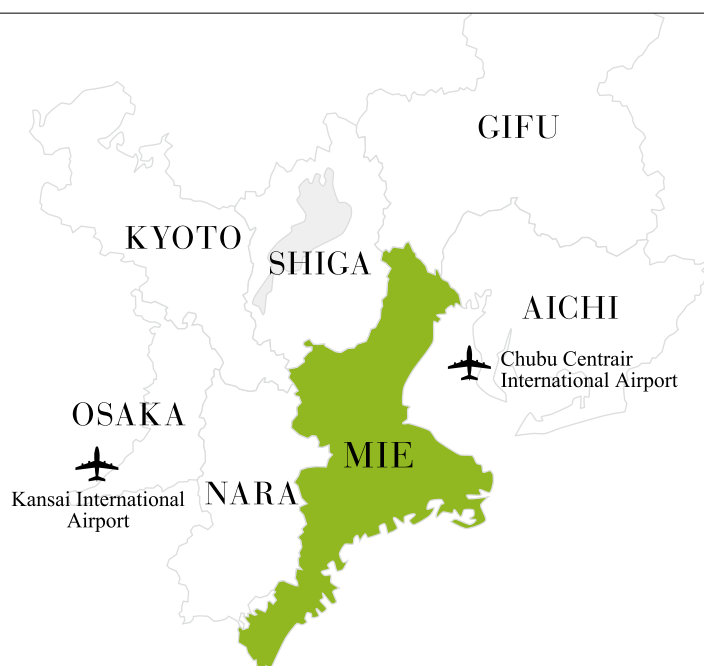
Image provided by Mitsubishi Aircraft Corporation





Mie Citizens Council  
for the Ise-Shima Summit

## A R E A M A P



Mie Prefecture has a total of 29 municipalities, specifically 14 cities (shi) and 15 towns (cho) and is divided into five areas: Hokusei, Chunansei, Ise-Shima, Iga, and Higashikishu.

**Hokusei area:** Inabe-shi, Kuwana-shi, Yokkaichi-shi, Suzuka-shi, Kameyama-shi, Kisosaki-cho, Toin-cho, Komono-cho, Asahi-cho, Kawagoe-cho

**Chunansei area:** Tsu-shi, Matsusaka-shi, Meiwa-cho, Taki-cho, Odai-cho

**Ise-Shima area:** Ise-shi, Toba-shi, Shima-shi, Tamaki-cho, Watarai-cho, Taiki-cho, Minamiise-cho

**Iga area:** Iga-shi, Nabari-shi

**Higashikishu area:** Owase-shi, Kumano-shi, Kihoku-cho, Mihama-cho, Kiho-cho

Mie Citizens Council for the Ise-Shima Summit

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