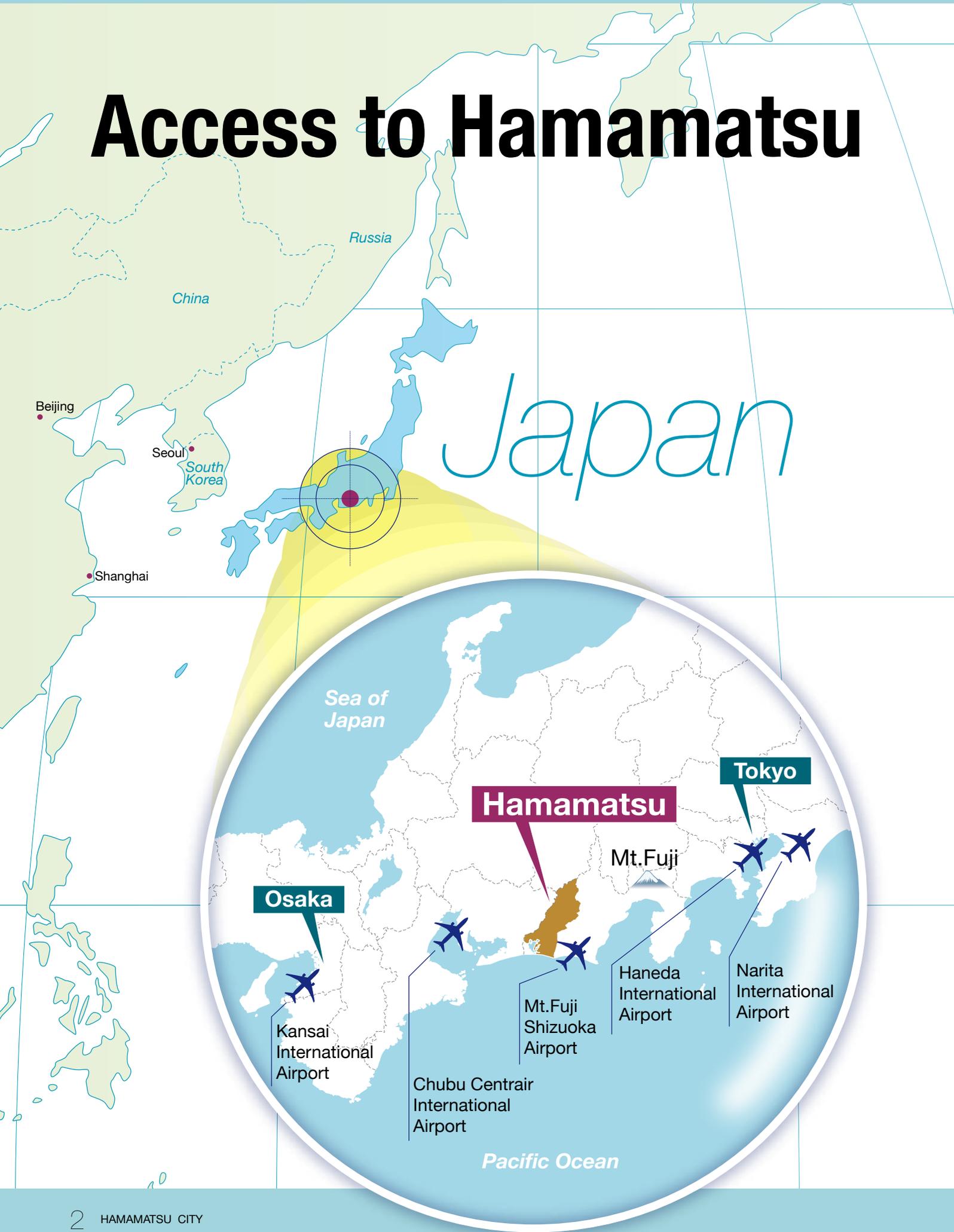


# Creative City



HAMAMATSU CITY

# Access to Hamamatsu



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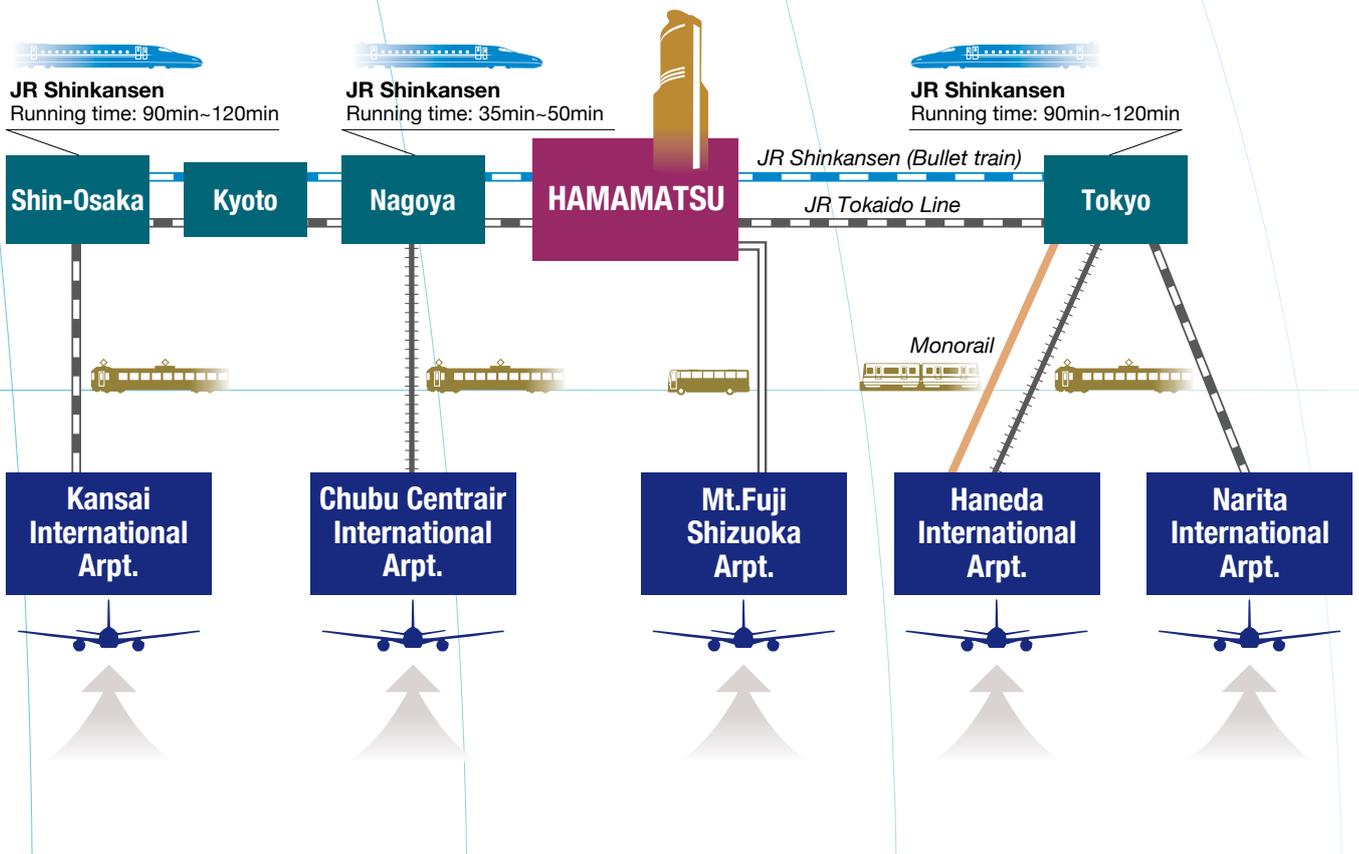
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# City Vision

## Creative City Hamamatsu

Hamamatsu strives to develop sustainably as a city through its vision “‘Creative City Hamamatsu, shining into the future’ built on civil collaboration” and living in balance with the natural environment.

Hamamatsu has produced famous entrepreneurs, as well as advanced technologies and industries that contribute to the development of industry around the globe.

We also utilize Hamamatsu’s musical instrument industry to develop the city through the universal language of music. The Hamamatsu International Piano Competition

in particular has received high praise from both domestic and international musical circles as a gateway to success for young pianists.

Hamamatsu, as both an industrial and cultural city, continues to generate new value, talent, technology, and culture, and develop as a Creative City where people of the world come together to share knowledge.

## City Data



City Flower  
Mikan  
(Mandarin orange blossom)



City Tree  
Matsu  
(Japanese pine)



City Bird  
Uguisu  
(Bush warbler)

**Population** 799,966

※ As of Jan. 1, 2021

**Area** 1558.06km<sup>2</sup>

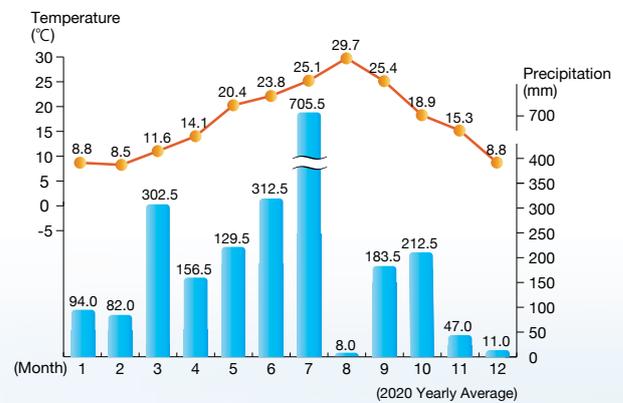
※ Second largest city in terms of land area in Japan

### City Budget By Account (Unit:Yen)

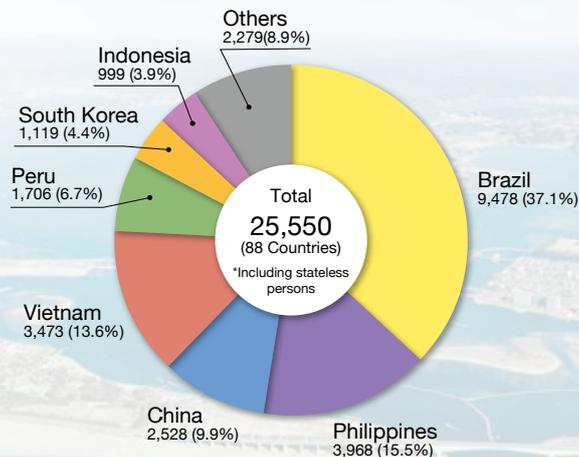
Category	
General Account	¥349.5B
Special Account	¥214.3B
Corporate Account	¥70.4B
All Accounts	¥634.2B
Overlapping Accounts	¥ 85B
Total Budget	¥549.2B

(Fiscal Year 2020)

### Average Temperature and Precipitation by Month



### Registered Foreign Residents in Hamamatsu by Nationality

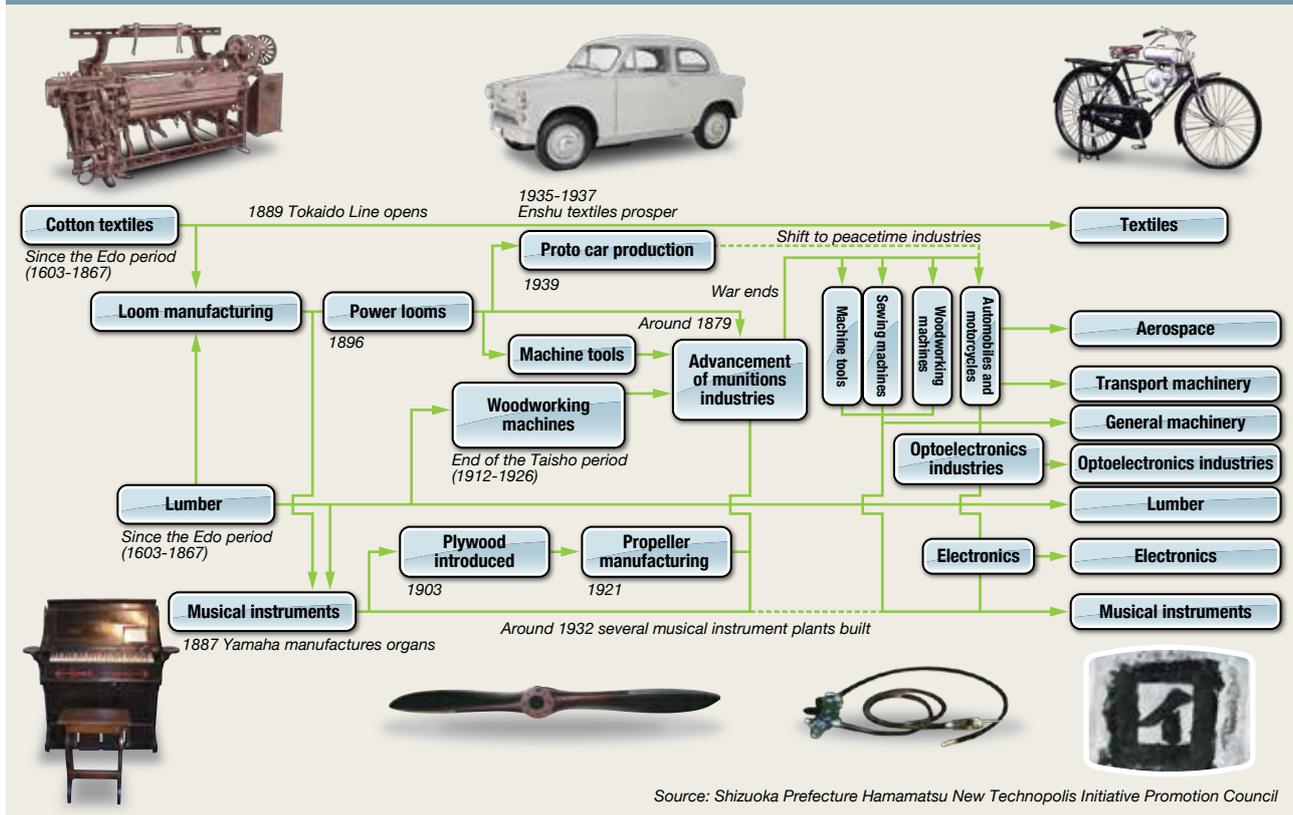


(As of Jan. 1, 2021)

# City of Industry



## Outline of Hamamatsu's Industrial Development



Source: Shizuoka Prefecture Hamamatsu New Technopolis Initiative Promotion Council

## Hamamatsu: The Birthplace and Modern-Day Center of Japan's Manufacturing Tradition

Numerous world-famous companies currently based in Hamamatsu were actually founded, developed and reached their current level of success here. What is it about Hamamatsu, seemingly an ordinary regional city, that facilitated their development? The answer is that all the factors necessary for business growth are present in Hamamatsu. Hamamatsu is located in the center of Japan, close to large cities like Tokyo and Osaka. It has the *yamaika* spirit, the local mentality which encourages people to challenge themselves. This supports the development of new businesses. Hamamatsu also has available technologies for every industry, and strong support networks for businesses thanks to ties between industry, academia, government and funding sources. Hamamatsu's story is one of industrial growth and success.



## Home to World-Class Companies

Hamamatsu has developed into a center of manufacturing, led by the city's three major industries: textiles, musical instruments and motorbike production. More recently, the automobile, optic and electronic industries have rapidly developed, and strong networks comprising of big businesses, small and medium-sized companies, and start-ups, which possess unique or outstanding technology in their fields have been created. Besides efforts to speed up the development of cooperation between the engineering industry and fields such as aerospace, medicine and agriculture, leading global technology clusters are also being developed in fields such as optics, electronics and transportation vehicles. In order to remain world-leaders in their fields, these clusters have adopted a global approach in all their activities, ranging from research and development to skills training and market expansion. Leading global manufacturers Toyota and Honda, began in the Hamamatsu area. Other Hamamatsu-based companies that have developed into global enterprises include Suzuki, Yamaha, Kawai, Roland, and Hamamatsu Photonics. Hamamatsu city continues to provide the world with motorcycles, automobiles, pianos, electronic musical instruments, and optical technology.

# City of Industry - Interactive -



Suzuki Plaza

## Industrial Tourism

Industrial tourism draws on the unique industrial resources of Hamamatsu to offer visitors the chance to learn about the growth of different industries in the city through hands-on experience and on-site observation.

Feel the *yamaika* spirit of the Hamamatsu's inhabitants, which has led to the production of numerous new industries and global companies.

In addition to our famous manufacturing industries, Hamamatsu is also home to thriving agricultural and fishing industries.

Witness first-hand how Hamamatsu's specialty products are made, and taste the delectable results for yourself!

## Suzuki Plaza



Suzuki Plaza

The headquarters of Suzuki, famous throughout the world as a producer of two-wheeled and four-wheeled vehicles, is located in Hamamatsu, and next to it is the Suzuki Plaza.

The plaza has many products that were made since the company's establishment in 1909 as a weaving machine factory and the current car making process is also on display in various exhibitions.

## Takayanagi Memorial Hall



Takayanagi Memorial Hall, Shizuoka University

In 1926, TAKAYANAGI Kenjiro became the first person to successfully produce an electronic image using a CRT picture tube while working at Hamamatsu Technical High School (currently the Faculty of Engineering of Shizuoka University). The first image was the hand-written Japanese character “イ”. The memorial hall is located at the Hamamatsu campus of Shizuoka University, the birthplace of television.

## Honda Soichiro Craftsmanship Center

HONDA Soichiro is the founder of global transportation equipment manufacturer, Honda. This great entrepreneur was born in what is now Tenryu ward in Hamamatsu City. The Craftsmanship Center set up in HONDA Soichiro’s hometown introduces visitors to his character and spirit of craftsmanship, and displays anecdotes from his childhood days and early motorcycles.



Honda Soichiro Craftsmanship Center

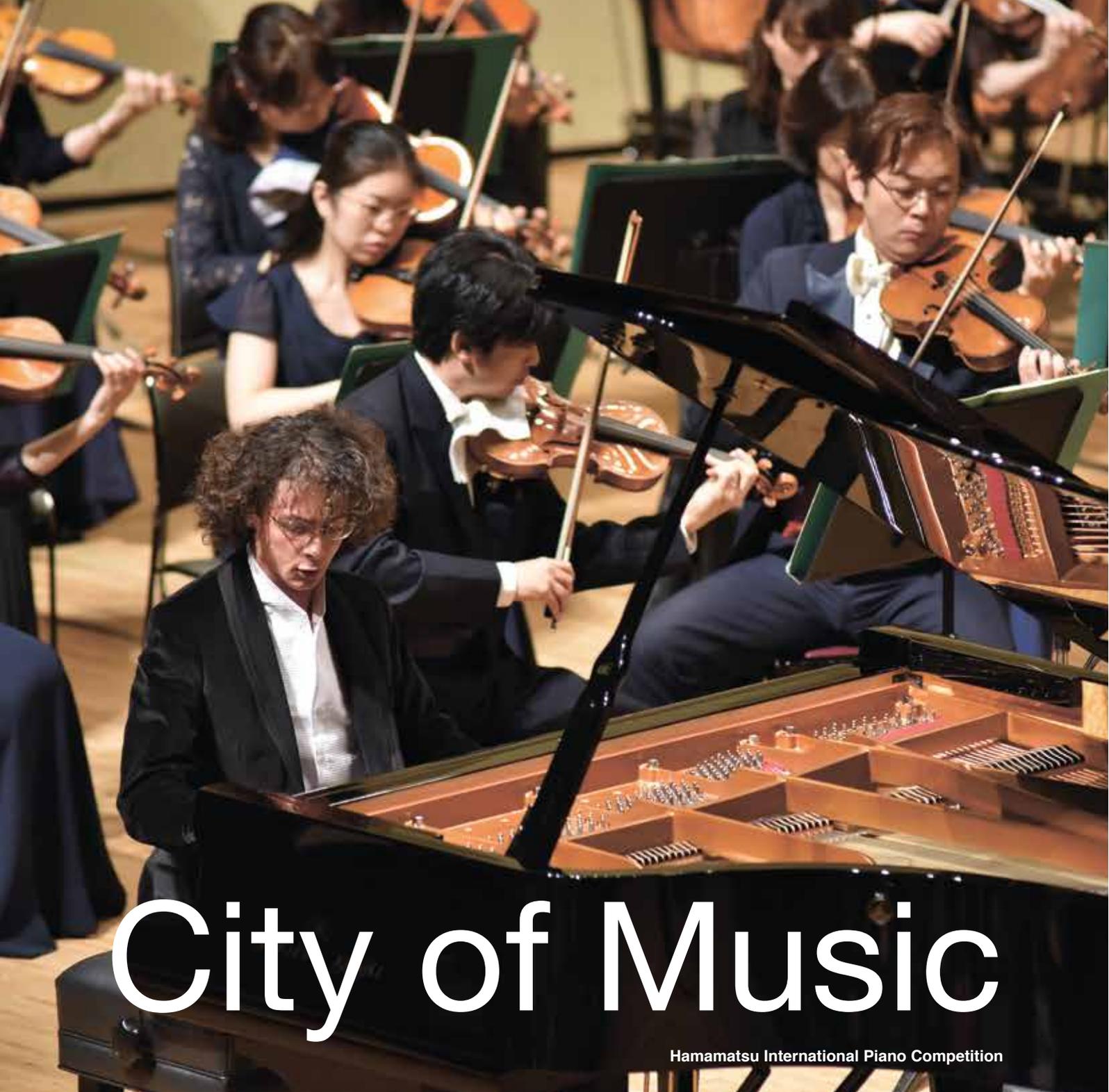
## Yamaha Innovation Road

Yamaha’s history as a musical instrument manufacturer started in 1887 with Reed Organ Repairs. Innovation Road is an exhibition which displays the history of the company and the challenges faced until now. It also offers a glimpse into future projects.



Yamaha Innovation Road





# City of Music

Hamamatsu International Piano Competition

## Home to World-Class Musical Instrument Companies

Hamamatsu has come to be known as one of Japan's prime industrial centers for the production of textiles, motorcycles, and powerboats, but it is also a leader in the musical instrument industry, especially for pianos. We have great pride in the excellence of our technology which is recognized not only by the nation, but by the entire world. Since Hamamatsu is known as the home of several of the world's leading instrument manufacturers such as Yamaha, Kawai and Roland, the city is ideally suited to be a city of music.

## The “City of Music” Movement

The “City of Music” movement has given rise to a number of policies and cultural projects since its inception in 1981. Some examples include international competitions and public performances of the highest caliber, the establishment of ACT City and the Museum of Musical Instruments, and various activities initiated by the residents.

This musical culture is an irreplaceable treasure fostered by the residents. Hamamatsu is determined to realize its goals as “a city of music” in which tradition, the arts and lifelong learning are balanced with our other achievements.



## Museum of Musical Instruments

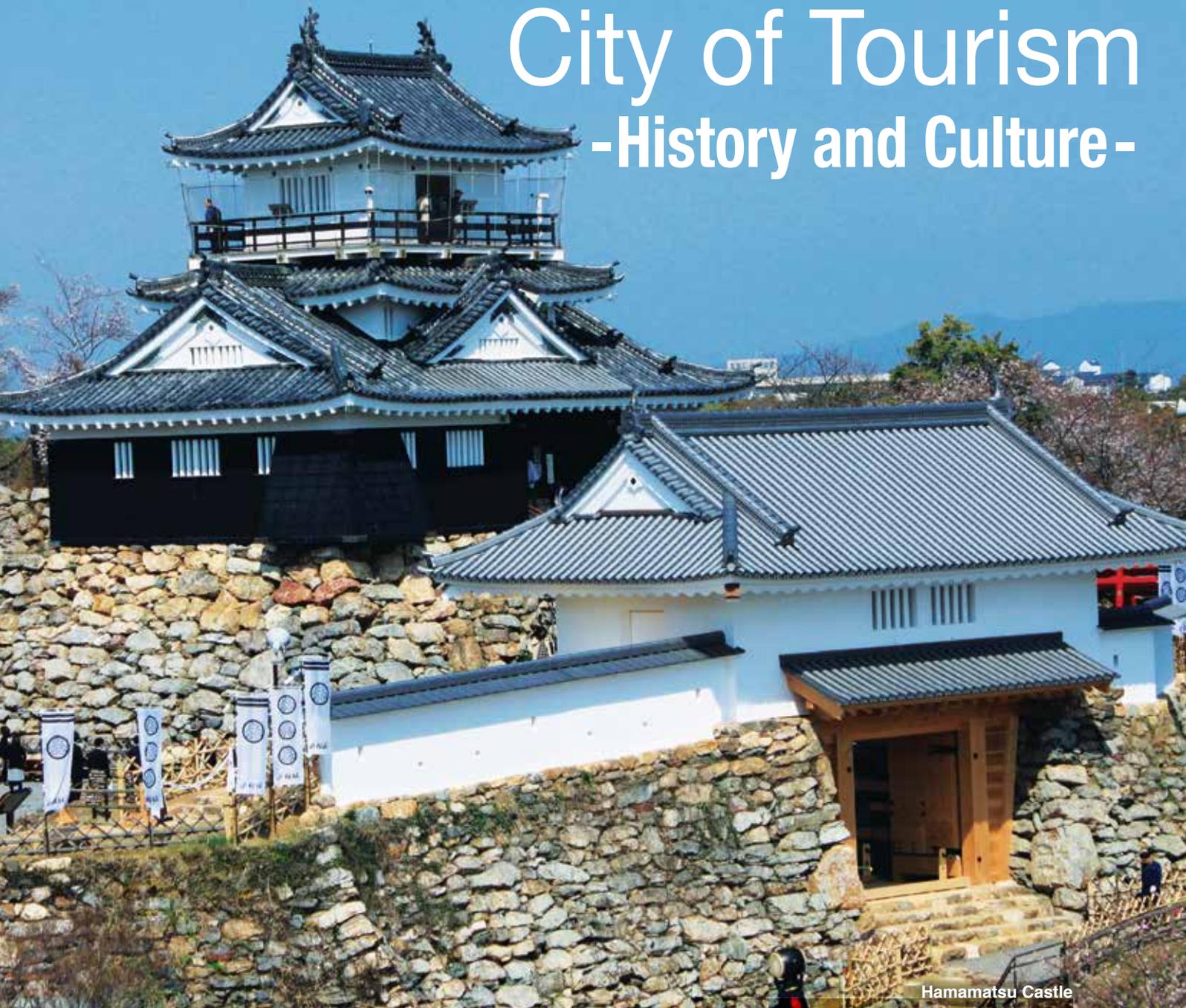
Japan’s only municipally -owned musical instrument museum is located conveniently by ACT City near Hamamatsu station. Besides exhibits focusing on period instruments, the museum also offers various lectures and concerts throughout the year.



Hamamatsu Museum of Musical Instruments

# City of Tourism

## -History and Culture-



Hamamatsu Castle

### Our Unique History and Culture

Hamamatsu abounds with unique historic sites and cultural treasures such as Hamamatsu Castle and Takane Castle. Experience traditional Japanese culture first-hand by taking part in a tea ceremony at the Shointei teahouse or by visiting the Japanese garden of Ryotanji Temple which was designated as a place of outstanding beauty by the national government.



## Hamamatsu Castle

The young TOKUGAWA Ieyasu built Hamamatsu Castle and used it as his initial base for various battles. He eventually became the ruler of all of Japan. The castle became known as the Castle of Success as many of its lords were appointed to high ranks by the Tokugawa Shogunate later in the Edo period. It is also known for its nozurazumi-style stone walls.



Statue of Tokugawa Ieyasu



Akiha Shrine



Takane Castle



Shuyoji Temple



Shointei Teahouse

## Kohokugozan (Five Temples North of Lake Hamana)

Located close to the center of the Tokaido road, the northern area of Lake Hamana is a historic area which played an important role as a bridge between the east and west of Japan, both culturally and historically. There are five temples in the area known as the Kohokugozan, which are famous for their beautiful gardens and status as designated national cultural assets.



Shosan Horinji Temple



Ryotani Temple

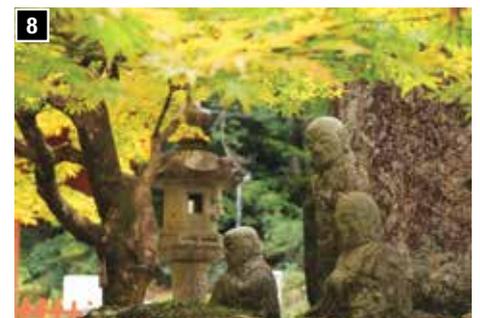


Makayaji Temple



Daifukuji Temple

You can immerse yourself in the history of the temples and enjoy their changing scenery throughout the four seasons.



Hokoji Temple

# City of Tourism

## - Festivals -



Hamamatsu Festival

### Our Unique Local Festivals

Hamamatsu is home to a diverse array of unique cultural assets including many festivals and events rooted in the surrounding area and lives of the people. These assets emerged and were passed down as part of the locals' lives, contributing to Hamamatsu's unique culture and the individuality of the region.





## Hamamatsu Festival

A dynamic and vibrant festival where roughly 170 kites dance wildly in kite battles in the skies above the Nakatajima Sand Dunes, while elaborate portable shrines and floats are paraded through the streets of downtown to the sounds of bugles and taiko drums. The atmosphere of the city is transformed by the festival which attracts many participants and spectators alike. It is held during the national holidays from May 3rd to May 5th called Golden Week.



Kawai Hananomai Dance



Akiha Fire Festival



Hiyondori Fire Dance

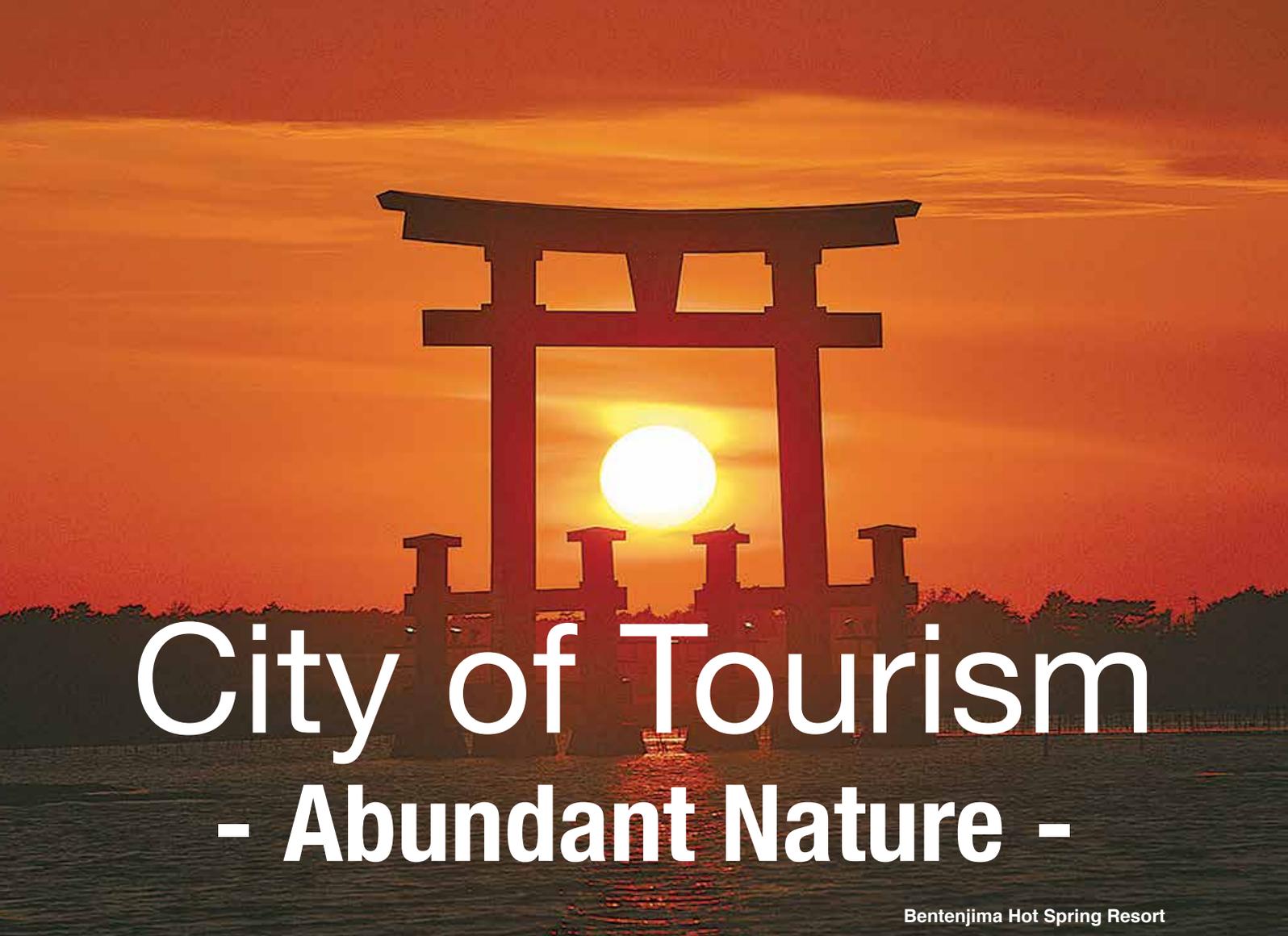


## Diverse Musical Festivals

In Hamamatsu, the city of music, there are many musical events. Besides promenade concerts performed by both student and local brass bands on street corners, there are also events such as “Jazz Week”, a local jazz festival, and the Yaramaika music festival by the local residents. Everyone can play and enjoy music together.



Princess Road Procession



# City of Tourism

## - Abundant Nature -

Bentenjima Hot Spring Resort

### Nakatajima Sand Dunes

The Nakatajima Dunes is one of the three largest sand dunes in Japan. The dunes are also well-known for the beautiful wind patterns in the sand, which constantly change depending on the strength and direction of the wind. Every year from early summer to fall, loggerhead turtles come here to lay their eggs.



Enshunada Coast



Tenryu River

### An Expansive City With Abundant Nature

Hamamatsu is surrounded by a variety of natural environments – the Akaishi Mountains in the north, the Enshunada coast in the south, the Tenryu River in the east and Lake Hamana in the west. Breathtaking natural beauty can be enjoyed at scenic locations throughout the city.

As well as being a vibrant and industrial city, Hamamatsu also co-exists in harmony with its abundant natural surroundings such as the forests that cover 66% of the city area.

## Hot Springs

Hamamatsu's hot springs include the nationally renowned Kanzanji, as well as Bentenjima, Yuto and Mikkabi. Each hot spring provides a unique experience with different views of Lake Hamana and famed local hot spring waters.



Mikkabi Hot Spring



Kanzanji Hot Spring Resort

## Outdoor Sports

Enjoy outdoor activities such as water sports, cycling, hiking or fishing in the beautiful natural surroundings of the Enshunada Coast, Lake Hamana, the Tenryu River and the Akaishi Mountains.



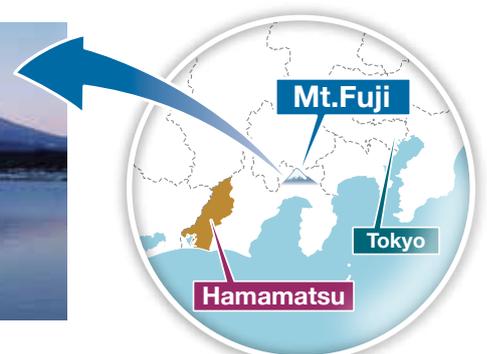
## Mount Fuji

When Japan is mentioned, there are many who think of Mount Fuji. Located in Shizuoka prefecture, the same prefecture as Hamamatsu, it is Japan's biggest mountain. When the weather is clear, Mount Fuji can be seen from Hamamatsu.

As an object of worship since ancient times, it has been the subject of many works of art, such as the ukiyo-e paintings that have influenced the work of even foreign artists. Recognized for its influence, Mount Fuji was designated a World Heritage Cultural Site in June 2013.



Mount Fuji





# Specialty Products

## “Hamamatsu Brand” Specialty Products

Blessed with abundant natural resources from the sea, lake and mountains surrounding the city, Hamamatsu boasts one of the highest agricultural production values of any Japanese city. Tenryu Forest is one of the few man-made forests in Japan created by plantations of cedar and cypress trees. Many different types of flowers are grown in the region, notably gerbera daisies and chrysanthemums. Hamamatsu also has a thriving fishing industry and Lake Hamana is renowned for its eel production.

## Lumber and Tea

The Tenryu River has a plentiful supply of clear water flowing in from the mountains. Forests, accounting for 66% of Hamamatsu’s total area, stretch protectively around the river. Most of this forest has received a Forest Management certification from the Germany-based Forest Stewardship Council (FSC) and is used as a supply of high-quality lumber.

The tea cultivated in the midst of such a magnificent natural environment has a flavor that perfectly harmonizes both the umami and the astringency of the tea, making it one of the products that Hamamatsu takes pride in.

## Eel

Hamamatsu is best known throughout the country for its eel which is sourced from Lake Hamana. Eel production in Lake Hamana began in earnest during the Meiji Era (1868 - 1912). Eel fry are also caught locally during the winter. Strolling around town, you will come across many shops selling grilled eel straight from local fish farms.



## Mandarin Oranges

The coast of Lake Hamana is known for its warm climate and abundant sunshine, ideal conditions for mandarin orange cultivation. Aoshima mandarin oranges are praised throughout the country for their characteristic sweetness and juiciness that sets them apart from other varieties.

## Gerbera Daisies

Hamamatsu has a flourishing flower industry and locally produced gerbera daisies, which are available all year round, account for the highest market share in Japan.

The flowers are grown mainly in Shonai and Kanzanji near Lake Hamana, and are sent all over the country, particularly to Kansai and the Tokyo metropolitan area. Gerbera daisies come in many different shapes and colors, and are used for a wide variety of purposes such as wedding displays and gift bouquets.



# 浜松宣言 Hamamatsu Declaration



## Global City

Hamamatsu International Summit on Intercity Collaboration 2019

### Global City - Hamamatsu

#### **Characteristic 1** Home to International Corporations and Talent

Hamamatsu is home to both international corporations such as Honda, Yamaha, Suzuki and Hamamatsu Photonics, and talented individuals. It has also given rise to a wide range of advanced technologies and industries that contribute to the global development of industry.

#### **Characteristic 2** Cultural Diversity

In Hamamatsu, there are many opportunities to come into contact with and learn about other cultures due to many citizens having experience working overseas, and the diversity of foreign residents who live and work here.

#### **Characteristic 3** The City of Music Movement

Making the most of Hamamatsu's musical instrument industry led by the musical instrument companies of Yamaha, Kawai and Roland, we have consistently devoted our efforts to developing the city through the universal language of music. Among these efforts, the Hamamatsu International Piano Competition has received high praise from both domestic and international musical circles as a gateway to success for young pianists.

# Cooperation with World Cities and International Organizations

Hamamatsu is a member of the United Cities and Local Governments (UCLG) network. Through its participation in UCLG, it is engaged in solving challenges facing cities of the world while also broadening its personnel and information network as it aims to solve many of its own challenges.

In 2017, Hamamatsu joined the Intercultural cities programme organized by the Council of Europe with the aim of cooperating with other countries to build a community that can take advantage of diversity.

The city has also made use of its advantages as a city of music and became affiliated with the UNESCO Creative Cities in the Field of Music. Through cooperation with other cities in the network, Hamamatsu aims to create a new music culture while spreading Hamamatsu's music culture to the world



Intercultural Cities and Utilizing Diversity in City Development 2017 Hamamatsu

## Social Cohesion – City Development Through Diversity –

In Japan, due to the enactment of the Revised Immigration Control and Refugee Recognition Act in 1990, the number of “newcomers”, i.e. resident foreigners, such as Nikkeijin (people of Japanese descent who emigrated from Japan and their descendants) from South America has risen quickly. These newcomers gather in industrial cities like Hamamatsu and work towards becoming permanent residents.

Recently, with the increased acceptance of foreign workers by the national government, there has also been an increase in the number of Asian immigrants in Hamamatsu from countries such as Vietnam.

There are currently over 20,000 foreign residents living in Hamamatsu, and the population of the Brazilian residents in the city is the biggest in the country.

Both Japanese and foreign residents of Hamamatsu work together for the realization of an intercultural city based on mutual understanding and respect.



Foreign Residents Study Support Center U-ToC



Hamamatsu Cup “Samba Festival 2019”

# Facilities for Events

## **A City for International Conventions and Tourism**

Hamamatsu is located roughly midway between Tokyo and Osaka and is easily accessible by the Tokaido Shinkansen (bullet train) and Tomei Expressway, both of which pass through the city.

Hamamatsu is also home to ACT City, a large convention center which hosts numerous events and international conventions held by a variety of organizations.

The city's unique tourist attractions are a perfect complement to any convention or event.

## **Convention and Event Support**

The Hamamatsu and Lake Hamana Tourism Bureau Foundation are available to help ensure your convention or event is a success.

Contact: Hamamatsu and Lake Hamana Tourism Bureau

Email: [info@hamacon.net](mailto:info@hamacon.net)

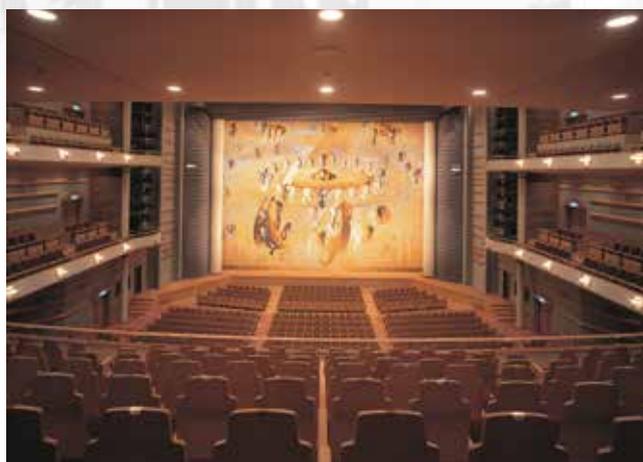
# ACT City Hamamatsu

- Symbol of Our City -

ACT Tower is the 212m tall building located in front of JR Hamamatsu Station. ACT City is the complex around ACT Tower and consists of a hotel and shopping center. ACT City also has facilities available to host international conventions.



Exhibition and Event Hall



Main Hall



Concert Hall

## Facilities for Sports Events

Hamamatsu has two facilities that are capable of hosting international sporting events such as basketball and volleyball tournaments, and satisfying both athletes and spectators: the Hamamatsu Arena which has the capacity to hold up to 8000 people and the ToBiO swimming facility which is equipped with an internationally recognized 50m pool and diving pool.



Sports Event at ToBiO



Sports Event at Hamamatsu Arena

# SDGs Action

## Towards the Realization of the Hamamatsu City Vision and SDGs

Hamamatsu is promoting urban management by effectively combining administrative resources and local resources while cooperating with diverse local stakeholders.

The Hamamatsu City Future Vision (Basic Conception), the comprehensive plan describing the ideal future for the city in the next 30 years starting from 2015, was created in line with the goals and ideals of the SDGs.

Hamamatsu is working toward the realization of the goals in the City Vision through a 3-Stage plan while promoting initiatives to solve the common problems put forth by the SDGs. The city's efforts in the fields of forestry, energy and interculturalism were also recognized by the government and Hamamatsu was selected as a SDGs Future City in 2018.

The Annual Hamamatsu Strategic Plan contains the budget and responsibilities of different departments, as well as related SDGs goals and targets. In 2020, the plan consisted of 113 policies and 840 projects.

The Hamamatsu SDGs Promotion Platform was established in May 2019 to promote various activities through mutual exchange, information exchange, and collaboration among members. Stakeholders from various fields such as businesses and NPOs joined as members. In September 2019, we also undertook the Voluntary Local Review (VLR), showing our deep commitment to the realization of the SDGs.

### Vision For The Future: “ ‘Creative City Hamamatsu, Shining Into The Future’ Built on Civil Collaboration”

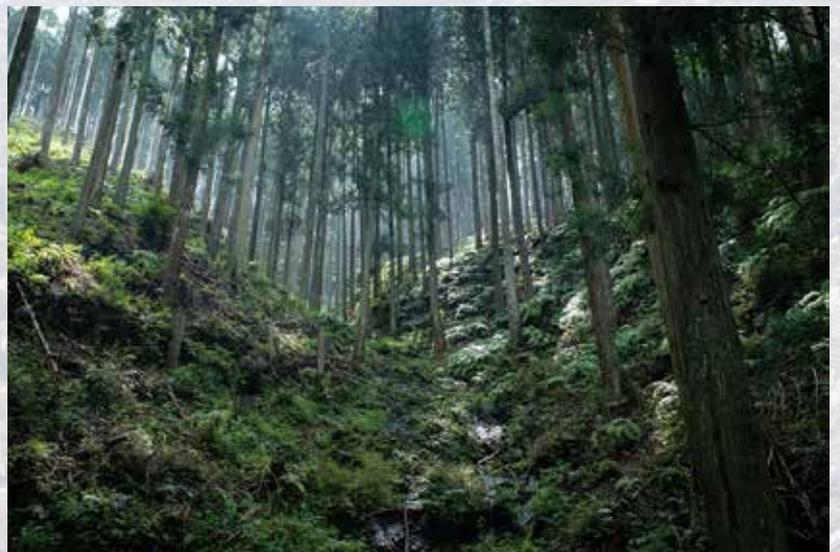




Solar Panels near Lake Hamana

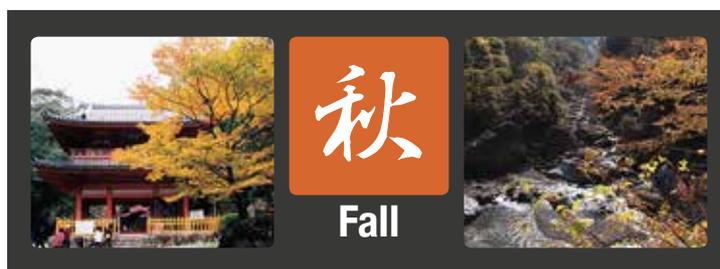
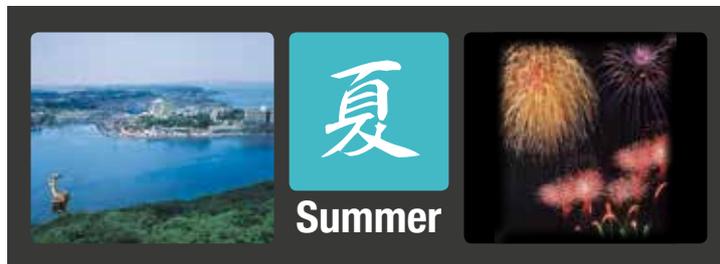


Intercultural Inclusion



Tenryu Forest

## Four Seasons of Hamamatsu



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