

Key message

Challenge for Change

~ Use the assets we've inherited and give them new worth together, for the next generation ~

The world is getting more complicated and seeing the future clearly is becoming a challenge. In a society filled with possibilities and choices, we inherited what was established while making changes where they were due, and created "new worths". Accordingly, we learned from the history of the Omi merchants' Sanpo-Yoshi (Three-Way Satisfaction) philosophy and created a sustainable society while making the best use of new technology and services. We continue creating a more suitable society through increased collaboration, learning from our mistakes and never giving up trying.

Concepts

Mission

Through the borderless relationships between people and things, Shiga will suggest solutions to the world's social problems, and contribute to developing industries that build a sustainable society.

Vision

(Our goals for 2030)

Shiga aims to be the prefecture where social issues are fixed through business, and where new challenges are met through evolving infrastructure, active collaborations and newly created technologies and services.

Values

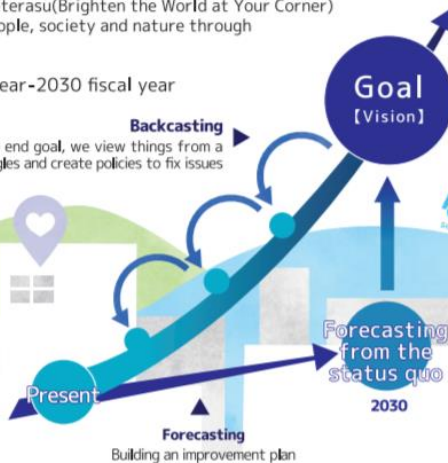
(we hold dear)

- A circular economy that exists in harmony with nature, starting with Lake Biwa
- Philosophies passed down through generations, like Sanpo-Yoshi (Three-Way Satisfaction), Mo-Ko-Ri-Ta (It is ultimate form of compassion to forget self and benefit others) and Ichigu-wo-terasu (Brighten the World at Your Corner)
- The pursuit of the happiness of people, society and nature through sustainable economic activity

Validity period after revision 2020 fiscal year-2030 fiscal year

Backcasting from our 2030 goals

We chose to promote industries that encourage challenges as our key concept after using backcasting from our 2030 goals in addition to traditional forecasting methods for policy-making to plan the realization of the basic concept and goals for Shiga's Vision.



Shiga's Features (Our strengths)

There are 6: keeping people at our core, Lake Biwa, accumulating industrial infrastructure, health, geography and the middle-aged.

We intend to understand "industry" as a wide concept, staying away from the usual primary, secondary and tertiary sector division, and to aim toward the fusion of different fields and new industries. We want to emphasize the 4 perspectives and encourage the new 9 challenges, based on the joint development of various actors. In addition, we will work on strengthening the industrial infrastructure of small- and medium-sized enterprises.

Key Concept: Industry Promotion

4 perspectives

- ① A Shiga where innovative people and companies gather
- ② A Shiga where demonstration tests happen
- ③ A "Healthy Shiga" put in practice through business
- ④ A Shiga chosen by the world

9 challenges

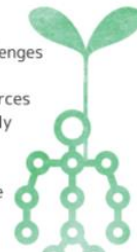
1. Nurture, secure and encourage people who embrace challenges
2. Support networking with people and organizations who embrace challenges
3. Create places and opportunities to embrace challenges
4. Support tackling local issues while making the best use of local resources
5. Support people and organizations to spread their wings internationally
6. Support mergers in the industrial sector
7. Building a system to call in and involve a variety of people
8. Gather information, skills and services that open a path to the future
9. Call in new revolutionary investments



self-driving

While working on strengthening the management base of small and medium-sized enterprises, we will promote local businesses and companies that contribute to the region, regardless of their size, type or sector. We support those companies to take advantage of new technologies, services, infrastructure and networks.

* From the perspective of small- and medium-sized enterprises, which are the key players of Shiga's industry, this means developing the prefecture's economy in combination with the stimulation aimed for by the ordinance regarding the promotion of Shiga's small- and medium-sized enterprises.



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