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About Aichi-Nagoya

Attractive features of Aichi-Nagoya

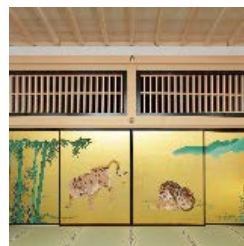
Aichi Prefecture is the center of the auto industry in Japan, including Toyota Motor Corporation. The aerospace industry has been booming through the manufacture of Boeing 787 components and H-IIA rockets, among others. In addition to serving as a manufacturing hub in Japan, Aichi prefecture is also one of the largest agricultural producers. Blessed with abundant nature and water resources, this region is characterized by harmony between industry and the environment.

Nagoya City, which serves as the venue, features convenient public transport, enabling visitors to easily enjoy sightseeing (historical and industrial tourism), shopping, and dining.

On the occasion of the opening of the UNESCO World Conference on ESD, the attractive features of Aichi-Nagoya will be publicized to participants from all over the world.

History

In the 16th century, Aichi-Nagoya produced three great feudal warlords — Oda Nobunaga, Toyotomi Hideyoshi, and Tokugawa Ieyasu — who led Japan toward unification. As a result, this region has many historic sites. Tourist attractions include Nagoya Castle (Nagoya's symbol with a pair of golden shachi ornaments on the roof ridge), Inuyama Castle (a national treasure built in 1537 featuring Japan's oldest extant castle tower), Atsuta Jingu (a shrine originally founded about 1,900 years ago), and Tokugawaen (a large Japanese garden that represents a microcosm of the natural landscape).



Culture and Art

Aichi-Nagoya retains many traditional festivals that have been celebrated for centuries, including Hana Matsuri (designated as an important intangible folk cultural property by the



Japanese government), Owari Tsushima Tenno Matsuri (one of the three largest river festivals in Japan), and Handa Dashi Matsuri (a festival parade of up to 31 exquisite floats). New events designed to disseminate the culture of young people include World Cosplay Summit and Nippon Domannaka Matsuri. Aichi-Nagoya is also home to Aichi Arts Center (which serves as the main venue of the Aichi Triennale, an international arts festival that started in 2010) and Aichi Prefectural Ceramic Museum (the largest museum specializing in ceramics in Japan).



Nature

Aichi-Nagoya is blessed with a diverse natural environment, ranging from green mountains rising over 1,000 meters high in the north, fertile plains through which large rivers flow such as the three Kiso rivers and the Yahagigawa and Toyogawa Rivers, to coastal areas along the calm Mikawa Bay with its rich marine resources. Visitors can enjoy beautiful nature, such as Fujimae tidal flat (a Ramsar site), Yanami wetland, Korankei (a ravine famous for its beautiful fall colors), and scenic hot springs.



Manufacturing



Industrial tourism has been booming in Aichi-Nagoya, which is the hub of manufacturing in Japan. It is recommended to experience the manufacturing culture that underpins Japan's economy by joining a plant tour at Toyota Motor Corporation (which has advanced environmental technologies such as those built into the Prius), the TOYOTA Commemorative Museum of Industry and Technology (where visitors can learn about the history of manufacturing technologies in this region), the Toyota Automobile Museum (where about 140 classic cars manufactured in and outside Japan are on display), Noritake Garden (where visitors can take a look at the manufacturing process of Noritake's world-class bone china), and Tokoname City (one of the largest pottery producing areas in Japan).



Local food (Nagoya-meshi dishes)

Aichi-Nagoya has prospered as a traffic hub since ancient times and so has developed a unique food culture, as exemplified by aka-miso (reddish fermented bean paste). Popular Nagoya-meshi dishes include miso-katsu (fried breaded pork cutlet served with miso), miso-nikomi udon (noodle cooked in miso broth), hitsumabushi (grilled eel on rice), tebasaki (chicken wings), kishimen (flat noodles), and ankake spaghetti (spaghetti with a spicy and sticky sauce).



Shopping



Aichi-Nagoya has many shopping areas primarily in Nagoya City, which is the fourth largest city in Japan. Notably, the Ekimae area around the JR Nagoya Station and the Sakae area around the Sakae subway station are home to large department stores and a number of shops. The Osu area around the Osu Kannon subway station is home to about 1,200 shops and facilities, old and new, selling fashion items and PCs. Visitors of all ages can enjoy shopping here.



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