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ASEAN-Japan Centre

ASEAN officials learned attractions of Fuefuki City, Yamanashi, Japan



Technical Visit to Fuefuki City, Yamanashi Prefecture, Japan,
by Embassy Officials of the ASEAN Member States on August 23, 2018

The ASEAN-Japan Centre (AJC), an intergovernmental organization of ASEAN and Japan based in Tokyo, organized a technical visit to Fuefuki City, Yamanashi Prefecture, Japan, for representatives from embassies of the ASEAN Member States and related agencies in Tokyo, as part of the AJC's inbound tourism promotion activities on August 23, 2018.

The program was planned with a support from Kanto District Transport Bureau, Ministry of Land, Infrastructure, Transport and Tourism of Japan, and hosted by Fuefuki City. Twelve officials of the embassies and related agencies based in Tokyo from Brunei Darussalam, Cambodia, Lao PDR, Malaysia, the Philippines, Thailand and Vietnam participated in the program, and visited various places in Fuefuki City including Oishi Park, Kofu and Kyoutou Regional Clean Center, Japan Agricultural Heritage site "Kajitsu-no-sato / Kin-ou-en", Japan Heritage site "Vineyard landscape", Winery "Lumiere" and Tourist Information Center at Isawaonsen station.

Upon their visit to the Kofu and Kyoto Regional¹ Clean Center, the participants were briefed about functions of the Energy Building as well as the Recycling Building, which was followed by a tour of the facilities, and learned the joint effort by Fuefuki City and neighboring three (3) cities towards a society committed to recycling. The participants showed keen interests in the waste management, which is becoming one of the growing concerns in the ASEAN Member States, and asked about the details of the operations of the facilities.

Meanwhile, the main industry of Fuefuki City is agriculture; and their original fruit-farming system² is certified as the Japan Agriculture Heritage³. Along with the Japan Heritage site “Vineyard landscape”, Fuefuki City materializes their historical fruit-farming and wine-making into effective tourism attractions. The participants visited those tourism sites, noting the popularity of Japanese high quality fruits in the ASEAN Member States.

The visit ended with a network gathering with the mayor of the Fuefuki City and its Council Members to discuss the future friendship and partnership between the ASEAN Member States and the City, also sharing some successful cases of Japanese inbound tourism promotions in the ASEAN Member States. The program served as an opportunity for the ASEAN government officials to explore attractions of Japanese local cities and learn their efforts for tourism development taking into account the local environment and community; and contributed to tightening their network with the Japanese local cities.

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The ASEAN Japan Centre is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

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¹ Kyoto region – Kofu city, Fuefuki city, Yamanashi city, Koshu city.

² Fruits-farming system in Kyoto Region: High quality fruits farming, processing, and the use into tourism promotion using the basin structure.

³ The Japan Agriculture Heritage: an agricultural system of the combination of traditional farming and its culture and scenery designated by the Ministry of Agriculture, Forestry, and Fisheries.