

Industry of Ichinomiya



English Version



Mayor
Masayasu Nakano

Greetings from the Mayor

Ichinomiya City, located in the northwest corner of Aichi Prefecture, roughly in the center of Japan, situated between the Nagoya City and Gifu City, is blessed by the clean waters of the Kiso River and a mild climate, and it has flourished as the economic center of northwest Owari since ancient times, making a vast contribution to the development of the textile industry.

Ichinomiya gained prosperity as a traditional textile town from olden times. It was well known that colorful silk fabrics were already being produced during the Heian Era (8th-12th Centuries). By the Edo Era (17th-19th Centuries), the region was well known as production area of striped cotton textiles, such as Yuuki and Kandaiji stripes, and of silk textiles.

The textile industry had been industrialized since the Meiji Era, it progressed rapidly also as a production center of woolen fabrics used mainly for clothing, and become famous around the world as a city for the general textiles industry, where various stages of textile production are integrated, such as spinning, twisting, dyeing, tailoring and sewing.

Furthermore, based in the Ichinomiya Fashion Design Center, Ichinomiya City has active operations in anticipation of future textile industry, including training human resources, providing trend information, developing new products as well as organizing the Japan Textile Contest.

In addition, events are held to attract tourists such as the "Ichinomiya Tanabata Festival", associated with the deep roots of cowherds and female weavers in fabrics and nature, as well as the "Nobi Fireworks" which showcases the Owari region's premier size 20 firework ball which creates a 500m diameter flower.

The city has the Ichinomiya Junction and 4 interchanges which connect with the Meishin and Tokai Hokuriku Expressways, and the Ichinomiya Interchange also connects with the Nagoya Highway 16 Ichinomiya line, giving the city an important location as a nodal point for Japan's main highway network.

The Kiso River runs through the area for 18km (11 miles) from the north to the west of the city, and provides us with a rich, natural environment. Combining natural surroundings with its accumulated history and culture, and living under the basic principles of safety, energetic lifestyles, and cooperation, we are aiming to create an Energetic Ichinomiya City," situated prominently beside the clean flow of the Kiso River, and a place where people's hearts may interact with one another.

Ichinomiya City at a Glance

35°18' north latitude

136°48' east longitude

113.82km² Area

386,486 Population

As of Feb. 1, 2015



Ichinomiya had been thriving as a shrine town of Masumida Shrine since ancient times. The name Ichinomiya itself came about when, during the Heian Period, the Masumida Shrine became ichinomiya" (which means the first shrine) in the Owari province. Against this historical background, traditional industry of weaving has developed into the modern textile industry of which the city is now so proud, and by continuing to attract cutting edge technology, Ichinomiya aims to deepen and expand its industry and leap ahead into the future.

In addition, the i-BUIL adjacent to the JR Owari-Ichinomiya station was completed in November 2012, as a new gateway to Ichinomiya, and this created a bustling community center through a transport hub which takes advantage of rail and bus transportation.



Commerce

The so-called san-pachi ichi (literally 3-and-8 market), held before the gates of Masumida Shrine on any day whose date has a three or eight in it, first began in the 18th Century. It grew to become a quintessential commercial event for the whole of Owari, and continues to this day. The mercantile quarters and shopping districts throughout the city which have supported that growth play a central role in the activity of the region, holding seasonal events, organizing cooperative ventures and so on. However, as the transportation network developed, business in Ichinomiya has become increasingly assimilated into the commercial sphere of Nagoya City, and accordingly the business environment for Ichinomiya's companies grows ever tougher and more competitive. An increasingly important theme is lively town planning which the city's status as the commercial center in western Owari.

●i-BUIL (Building in front of Owari-Ichinomiya Station)



●Honmachi Shopping Street

A total of 500m in length, in July this street is busier than ever with shoppers consolidating and expanding on features befitting and sightseers come to experience "the Textile Festival - Ichinomiya Star Festival."

Development of Commerce in Ichinomiya (Number of Businesses / Number of Employees / Annual Sales)

Year of Survey	Total			Wholesale Distributions		Retailers		
	No. of Businesses	No. of Employees	Annual Sales (¥10,000)	No. of Businesses	No. of Employees	No. of Businesses	No. of Employees	Shop Area (m ²)
1970	4,402	19,522	22,920,983	977	7,484	3,425	12,038	—
1979	4,804	22,438	56,576,998	1,093	8,050	3,711	14,388	253,994
1991	5,344	29,276	130,026,539	1,573	11,782	3,771	17,494	298,411
1999	4,643	31,313	101,445,430	1,203	9,379	3,440	21,934	377,607
2007	3,642	27,465	89,883,102	857	6,918	2,785	20,547	412,494

Festivals Fusing Commerce and Local Color

Businesses and various residents' organizations cooperate to hold festivals such as Carp streamer Festival which add seasonal color to the city and are popular among citizens as events which represent the culture of the region.



●Carp streamer Festival

Manufacturing Industries



●Hagiwara Industrial Estate, Ichinomiya

Since March 1999, five leading edge companies have begun operations at the Hagiwara Industrial Estate.

Development of Industry in Ichinomiya

(Number of Businesses/Number of Employees/Annual Value of Products Shipped)

Year of Survey	No. of Businesses	No. of Employees	Annual Value of Products Shipped (¥10,000)
2006	1,075	23,235	75,190,292
2007	1,104	24,787	58,269,803
2008	1,105	24,190	57,466,853
2009	973	21,668	41,305,845
2010	926	20,751	40,680,725
2012	884	20,726	46,624,515

*In order to make the conditions for each year the same, the comparison has been made using data for businesses with 4 or more employees.

Types of Industries in 2012 (Number of Businesses / Number of Employees)

Type of Industry	No. of Businesses	No. of Employees	Type of Industry	No. of Businesses	No. of Employees
Food	57	4,364	Ceramic, Stone and Clay Products	7	144
Beverages and Feed	2	13	Iron and Steel	10	156
Textile Mill Products	308	5,418	Non-ferrous Metal Products	7	230
Lumber and Wood Products	10	131	Fabricated Metal Products	76	1,488
Furniture and Fixtures	17	179	General-purpose Machinery	19	382
Pulp, Paper and Paper Processing Products	14	215	Production Machinery	86	1,268
Printing and Allied Industry	42	577	Business Oriented Machinery	13	652
Chemical and Allied Products	8	160	Electronic Parts, Devices and Electronic Circuits	6	148
Petroleum and Coal Products	1	37	Electrical Machinery, Equipment and Supplies	37	741
Plastic products	97	2,281	Information and Communication Electronics Equipment	1	4
Rubber Products	15	453	Transportation equipment	35	777
Leather Tanning, Leather Products and Fur Skins	2	17	Miscellaneous Manufacturing Industries	14	891
Total			Total		
			884		
			20,726		

*The figures for Number of Businesses and Number of Employees only include businesses with 4 or more employees.

General machinery



●Amusement Equipment-related Production Plants

Foods

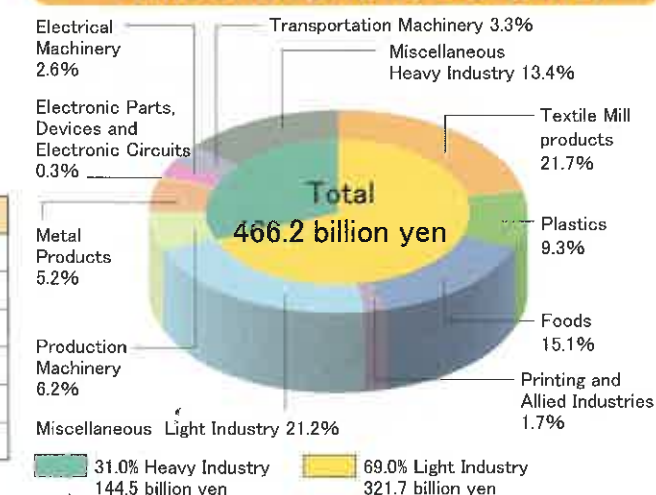


●Food plant

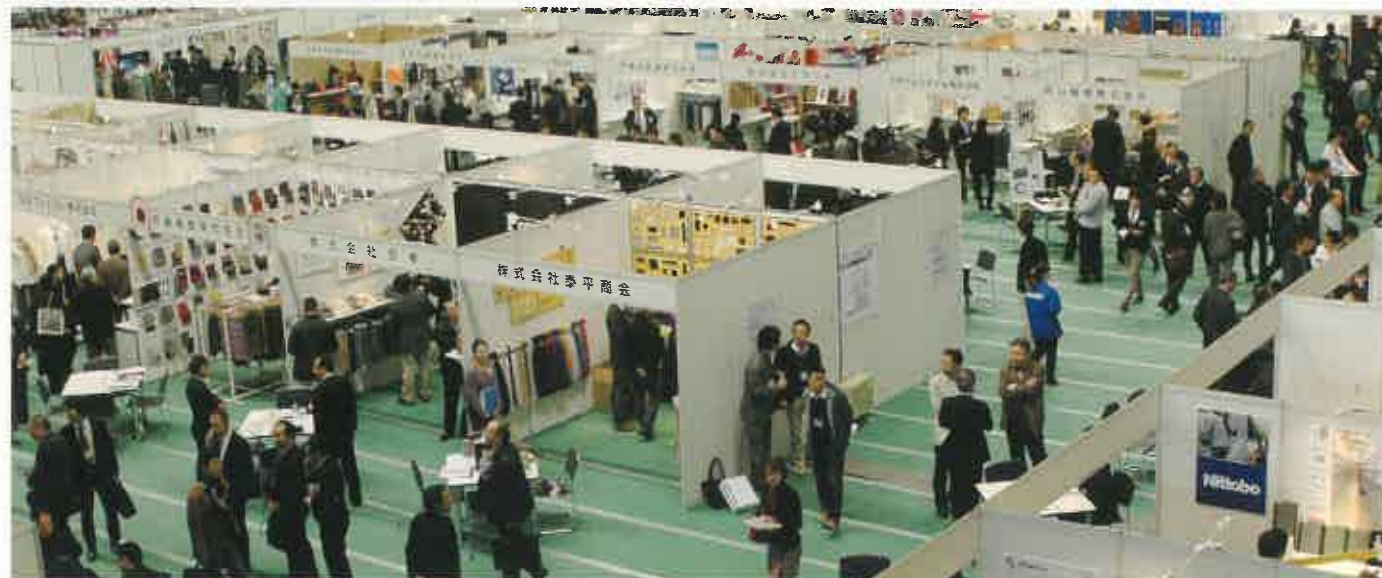
According to the 2012 Census (published September 2014), in terms of number of establishments, number of employees and product shipments, the textile industry was the leading local industry, followed by the general machinery and equipment manufacturing, plastic products manufacturing, and food goods production industries.

Currently, Ichinomiya, with a location which is highly convenient for traffic, aims to attract composite industries and advanced technology industries.

Value of Shipments Etc. (2012)



The western Owari region is home to all kinds of textile related industries, dealing with fabrics at every stage, from spinning to sewing and apparel to interiors. At the core of the modern techniques on which these industries rely is the silk and cotton weaving know-how accumulated since ancient times, and the wool weaving tradition developed during the Meiji Era. While maintaining high potential, each industry remains organic, and has the flexibility to answer every need.



● "Japan Yarn Fair & General Exhibition 'The Bishu'" to be held in Ichinomiya is expected to attract business and general public visitors from all over the country.

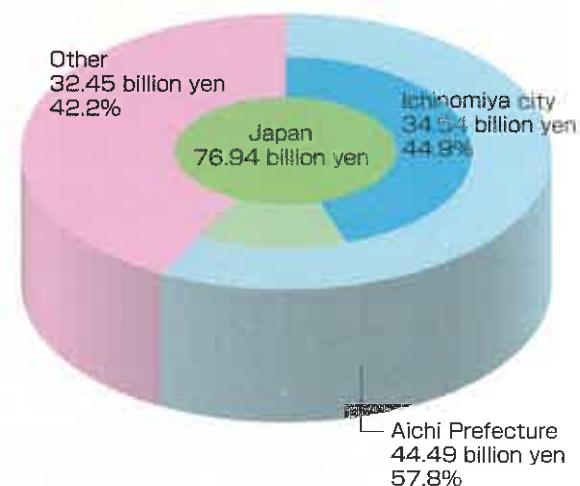
The textile industry

Blessed with the abundant waters of the Kiso River and the fertile Nobi Plain, Ichinomiya has been witness to industrial development since ancient times.

The history of production in the Bishu region goes back to ancient times. The area was recognized as early as the Nara Period as a flourishing source of silks and hemp woven fabrics, as recorded for example in the Englishiki. The Edo Period saw the cultivation of cotton and the beginning of cotton weaving, and the region became a distinguished producer at the national level. Through the alternation of hemp, silk and cotton as materials, the region continued to develop and accumulate techniques and knowledge. In the middle of the Meiji Era, the Bishu region was the first to recognize the potential of wool weaving. It was at this that industrialization began in earnest. Subsequently, as life in Japan continued to Westernise, the region enjoyed rapid development, and by the beginning of the Showa Era had come to be known throughout the country as "woolen fabric kingdom".

Currently, this is the largest integrated textile producer in Japan, combining the textile industry with spinning, twisting, dyeing, retouching and sewing etc., and also accounts for a share of more than 40% of wool product shipments nationwide.

Total National Value of Shipments of Wool Products etc.(2012)



A place to Get Together, Supporting Bishu's Industry



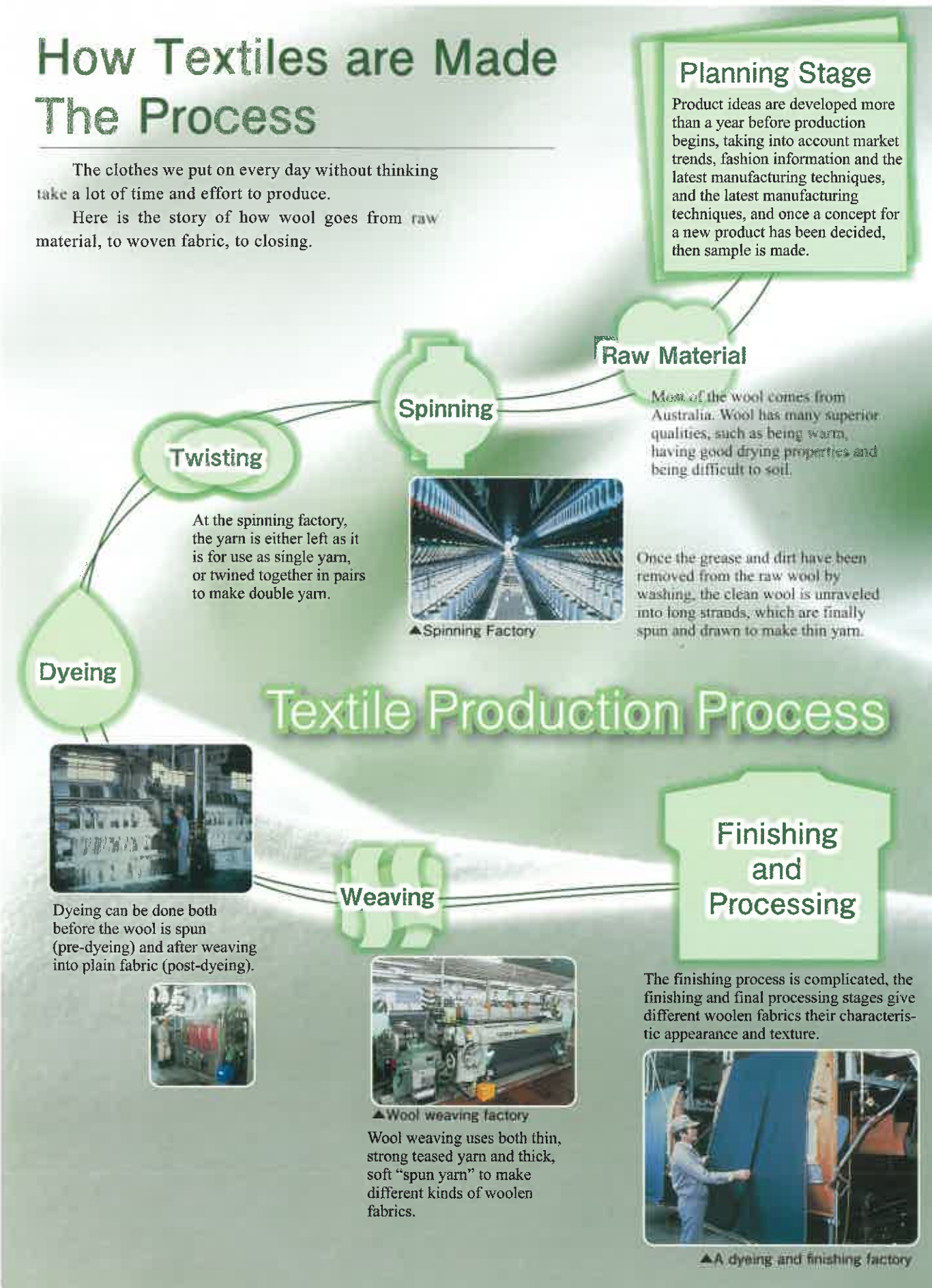
● Exterior of the FDC

The Ichinomiya Fashion Design Center (or FDC) was founded in 1984 with the support of local municipal and industrial organizations, Aichi Prefecture, and the Japanese Government, in order to promote industry in western Owari. The building adjoins the Owari Textile Research Center, AITEC, and its main function is as a base for exchange providing support for the textile industry in terms of both technical know-how and information. Since its foundation, the FDC has played an important role in promoting new products, the training of personnel, etc., and in particular as a place to gather fashion information.

How Textiles are Made The Process

The clothes we put on every day without thinking take a lot of time and effort to produce.

Here is the story of how wool goes from raw material, to woven fabric, to closing.



Japans textile industry remains an extremely competitive environment, what with consumers' changing life styles and their ever-diversifying needs, the increase in imported products, etc. In 2003, to mark the twentieth anniversary since opening, the Ichinomiya Fashion Design Center (henceforth, FDC) came up with the slogan Change, Challenge, New FDC, a statement of its new resolve to respond to the changing times. The idea is to direct more energy into project development and emphasize the discovery of regional manufacturing and fashion projects which can Create Clients, with a view to a more business-oriented industry which will "Revitalize the Area".



Developing New Products Creating Beauty, Keeping up with the Times

The textile industry in the Bishu Area has continued to develop by keeping up with changing materials, and has always produced its woollen fabrics while making good use of the considerable strength of having, within the same area, systems of production consistent with the accumulation of high-end technology. This superior technical know-how, cultivated over long years, makes possible the manufacture of products with high added value. The regional textile industry is rising to many challenges in the quest for new product development, in order to respond to value diversification and realize "lucrative" manufacturing.

The FDC promotes efforts for product development and research and development into technologies, as well as novelty, originality and excellence fit for the current times.

Japan Textile Contest



The context takes place every year aiming both to expand business chances and nurture people who will carry the textile industry into the next age with the area. In addition to the contest, many people from businesses and the general public have the opportunity to view award-winning works.



Euro-Textile Project



The EuroTextile Project offers the latest trend information in collaboration with Nelly Rodi, a company based in Paris, France that specializes in international trend information. By giving access to accurate trend information suited to each kind of manufacture, the event helps to further the development of original products which can meet international standards.

Japan Yarn Fair & General exhibition "The Bishu"



Yarn is a major factor in the planning and development of any new product. As Japans only general yarn exhibition, the Japan Yarn Fair is held at the FDC every year to give yarn and fabric companies an opportunity to get together, exchange information and create business chances. Since 2012, in conjunction with the Japan Yarn Fair, "The Bishu" has been held as a comprehensive exhibition for FDC businesses, with the Syo-kobo (craft center), the exhibition of works, and the JTC Excellence Exhibition etc.



PERSON Manufacturing Stars with Creating People

In the fashion business, individual ability often leads directly to achievement, and it can be said of the Bishu area that whether its businesses thrive comes down to human resources. The FDC works to develop seminars to train people.

Bishu Impanna School



A collaboration between the industries world and local universities, Bishu Impanna School helps to provide the nucleus of the industry, its human resources. Students at the school learn the full range of skills necessary to be able to develop products with high added value which could not be made anywhere else, and then manufacture those products efficiently, using the high-level techniques in production and fabrication, etc., which form the regions heritage.

Seminars on Every Theme

Fashion trends are always changing. In order to train human resources who can react rapidly to shifts in the market, the FDC invites lecturers who are active at both the domestic and international



front lines to hold seminars throughout the year, on every theme from "Fashion Trends" to "The Market". Also, the Center holds a "Technology Seminar" to discuss themes relating the Bishu area's high-level techniques for weaving, dyeing, apparel, interiors, etc. Also held at the Center are informative events aimed at the younger generation, who will carry the fashion world into the future, such as students and new staff from regional companies. For example, the fundamentals of weaving are carefully explained at the "Seminar for New Employees" and students are trained at the "production area" and "Syo-kobo(craft center)".

PROMOTION Creating Business Chances

Various promotional projects continue to be undertaken to help create business chances. Considerable effort is invested in the transmission of information, so that Bishu weavings proud reputation for high quality and beauty, and the reputation of its businesses, products and services for excellence, do not stop at the domestic level, but are widely known throughout the world.



Bishu Material Exhibition



The FDC held an exhibition and seminar twice a year in Tokyo, the center of fashion business. This exhibition is an opportunity for Bishu businesses in Ichinomiya to showcase their high value-added and attractive products to a wide audience and to expand their markets. With the display in the Index Corner in center of the venue of textiles and garments based on trend information from Nelly Rodi, apparel companies are able to directly appeal to the fact that their products are "Made-in-Bishu".

Located at the center of the Nobi Plain and nurtured by a mild climate as well as the clear waters of the Kiso River, one of Japan's most distinguished rivers, Ichinomiya flourished during the Edo Era as a staging town on the Minoji Road, which connected the Tokaido Road and Nakasendo Road. Blessed by an abundance of nature, the city holds numerous festivals and events celebrating local history, culture and industry, such as the Star Festival and the traditional Nobi Fireworks Festival. The region has also produced many notable historical and cultural figures.

Sightseeing

Gorgeous Splendor: Japan's Three Big Star Festivals

Textile Festival - Ichinomiya Star Festival

Held over four days every July, with the finale on the last Sunday of the month



The patron god of Masumida Shrine, Amenohookari-no-mikoto, is revered as the guardian god of the Ichinomiya City. Amenohookari-no-mikoto's mother was the goddess of textile, Yoro-zuhata-toyoakitushihime-no-mikoto, and according to tradition, it was through her benevolence that the region's textile industry developed and flourished. A story of love between the stars Altair and Vega is at the center of the Japanese tanabata star festival. Like the city and its gods, these stars have also been intimately associated with textiles since ancient times, and with that connection firmly in mind, the whole city celebrates its "Textile Festival - Ichinomiya Star Festival" over four days every July, with the finale on the last Sunday of the month. First held in 1956, Textile Festival - Ichinomiya Star Festival has now become firmly established as the city's number one summer event. For its sheer splendor and ornamentation, sightseers acknowledge it as one of Japan's Big Three Star Festivals, along with those in Sendai and Hiratsuka. The event draws crowds of well over a million. The Onzo great dedication procession reaches some 300 meters in length. There are also "Rickshaw Star Festival Parade," "Big Folk Dancing Parade," "Bon Dance Festival", and "Wassho Ichinomiya", and many other events besides.



Onzo great dedication procession

The Greatest in Owari: Setting the Night Sky Ablaze

Nobi Fireworks Festival

August 14th

On August 14th, the Nobi Fireworks show is held in conjunction with Hashima city in Gifu prefecture. With fantastic colors on the accompanying ships which float down the Kiso River, the show concludes with massive power, with the region's only nishaku (size 20) large firework balls.

The Nobi Fireworks Festival has a long history, and traces its beginnings to the Okoshi River Festival of 1893 (held on July 15th in the Chinese calendar), at which there were ground and aerial fireworks and a floating display on the Okoshi ferry. The Okoshi Ferry River Festival had been organized by 31 young river transport workers who came to be known as Okoshia-kigumi (literally "The Bright Okoshi Team"). They went on to organize the festival for the next fifty years. Since 1993, Bisai City (now a part of Ichinomiya) and Hashima City, which lie on opposite banks of the Kiso River, have organized the Grand Fireworks Display jointly; the event has developed into a spectacle whose scale surpasses that of any which has gone



Nobi Fireworks Festival

The First Shrine in Owari

Masumida Shrine

Ichinomiya City, Masumida 1-chome



The shrine name of Masumida comes from the fact that the region is blessed by the clear waters of the Kiso River, to which the region owes its fertile rice fields. The shrine's god, Amenohookari-no-mikoto, is the grandchild of the Great God Amaterasu, who is worshipped at Ise Shrine. The god of the affiliated Hatori Shrine, Yoro-zuhata-toyoakitushihime-no-mikoto, is the mother of Amenohookari-no-mikoto, and is also worshipped at Ise Shrine along with Amaterasu.

The name "Ichinomiya" was already in use in the Heian Era, and comes from the fact that, whenever the region's nobles and administrators went to pay homage to the gods of the land, the first shrine they would visit was always Masumida Shrine. As the "first shrine" of the Land of Owari, Masumida is extremely venerated, and is renowned as a place of deep spiritual importance.

Ichinomiya's Symbolic Tower

138 Tower Park

(Kiso-Saigawa National Government Park, Saigawa Center)

Ichinomiya City, Komyoji



Opened in April 1995, 138 Tower Park's rolling lawns are home to 4000 roses, and at any time of the year there is something in flower. The grand rose garden "Rose Stream" and various other facilities are provided, including the "Meeting Square" with a large roofed area and climbing wall etc. Most outstanding of all is the 138 meter observation tower "Twin Arch Ichisanhachi" (literally, "138"), which rises on two

impressive arches modeled on the curving course of the Kiso River. From the tower's observation room, 100 meters above the ground, the wide expanse of the Nobi Plain, the grand sweep of the Kiso River and the majestic procession of the Japan Alps can all be seen in one breathtaking eyeful.

Painter Who Painted Elegant Flowers and Poetic European Landscapes

Memorial Art Museum of Setsuko Migishi

Ichinomiya City, Konobunakashima Gominami

The Memorial Art Museum of Setsuko Migishi, opened in 1998, gathers together and exhibits works representing the artist's output through her life. The building's motif combines the images of wool factories and warehouses with canals modelled after those in Venice, which the artist loved to paint. Inside one can also see all kinds of items that the artist loved to use, which bring the memory of the late artist back to life.

■ Opening hours: 9:00-17:00

■ Closed: Mondays, (the following day if a public holiday falls on Monday), days after public holidays, and from December 28th to January 4th

■ Entrance (Normal Fee): General ¥320, High School/University Students ¥210, Elementary/Junior High School Students ¥110



Ichinomiya City Event Calendar

Date	Event	Place	Date	Event	Place
March 25 th to April 10 th	Ichinomiya Cherry Blossom Festival	On the banks of the Oe River	Mid-June	Bisai Hydrangea Festival	Mimo Shrine
April 3 rd	Peach Flower Festival	Masumida Shrine	August 1 st on the Chinese calendar	Shibauma Festival	Hakusan Shrine
Mid-April to Early May	Carp Streamer Festival	Honmachi Shopping Arcade	Mid-September	Kazutoyo Festival	Kuroda, Kisogawacho
Late April	Iwato Festival	Iwato Shrine	3 rd Sunday of October	Amateur Chindon Contest	Hagiwara Shopping Street
Late April	Ichinomiya Azalea Festival	Asano Park	4 th Sunday of October	Amazake Festival	Shigeyoshi, Tanyo-cho
May 3 rd to 5 th	Ichinomiya Riverside Festival	138 Tower Park	4 th Sunday the previous day in October	Bisai Festival	Around Bisai Town Hall
Early May	Morinomiya Market	Masumida Shrine	Early November	Ichinomiya Chrysanthemum Contest	138 Tower Park
4 th Sunday of May	National Chindon Festival	Hagiwara Shopping Street	Middle to end of December	White Illumination	Around Bisai Town Hall
Early June	Japanese Iris Festival	Marjo Park Takamatsu Branch Park			

*The above schedule is subject to change.



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