

# Mie's Opportunities Developed by Adopting ICT Aggressively

# Diffusion of Cashless Payments in Mie

## Mie's cashless payment ratio

- 1st Tokyo
- 2nd Kagawa
- 3rd Chiba

- (1) Inbound tourists
- (2) Large shopping centers

**4th Mie**

**19.15%**

Mie Pref. is **more receptive** to cashless payments

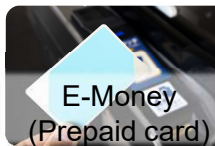
\* Based on Commercial Statistics announced by the Government (2014)



Credit card



Debit card



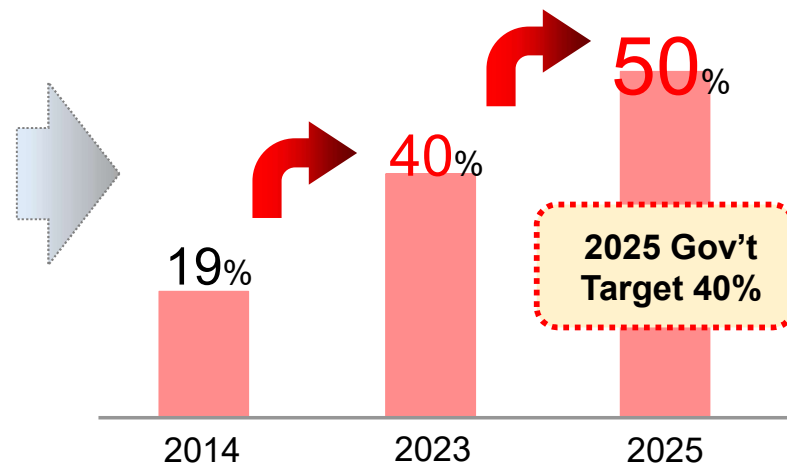
E-Money (Prepaid card)



Smartphone settlement (QR code, etc.)

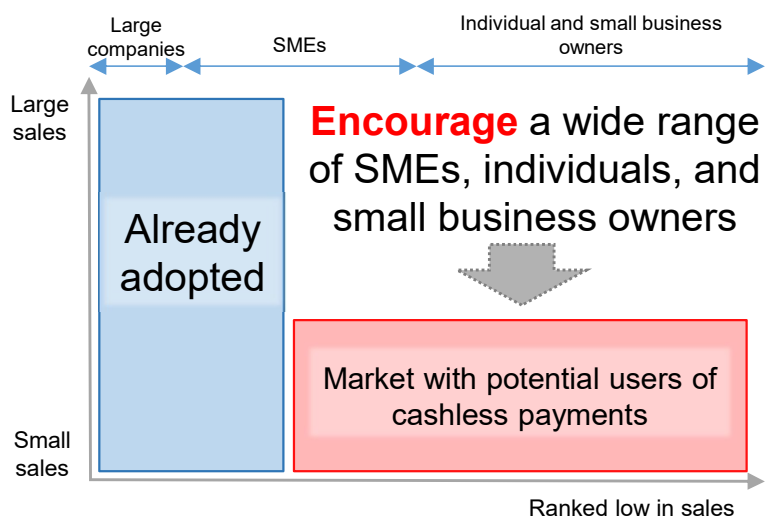
## Our target penetration ratio of cashless payments in Mie

Toward a prefecture leading in cashless payments



\* Announced by the Ordinary Committee Meeting of Strategy, Planning, Employment and economy of Mie Prefecture Congress in Oct. 2019

## Activities to diffuse cashless payments



## Cashless payment of automobile taxes based on our Bar Code Pay



April 2020 Full-scale introduction by Mie pref.

Accelerate use of Bar Code Pay

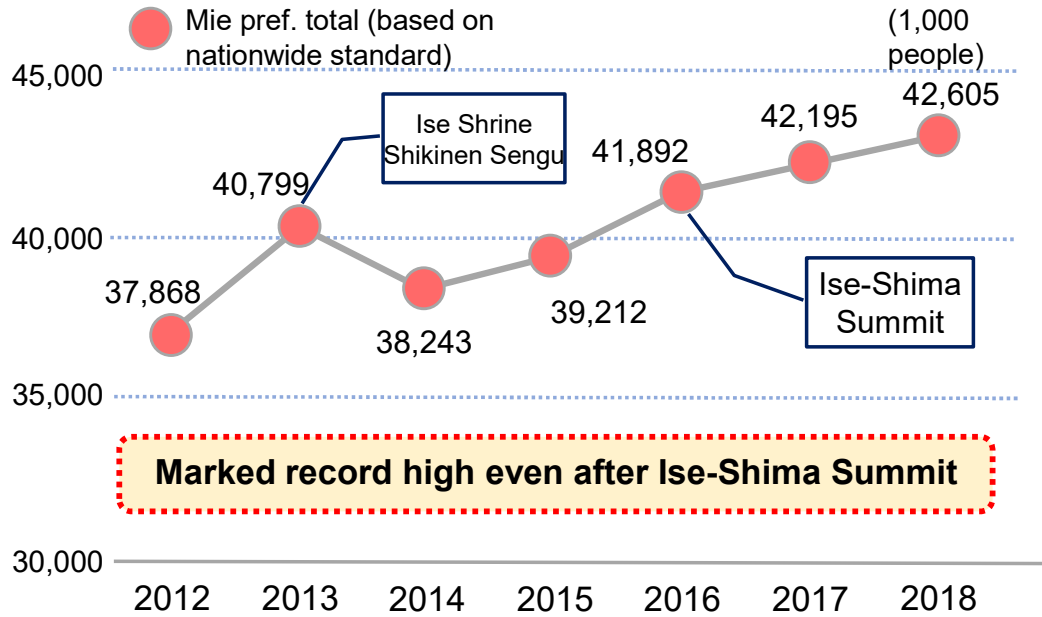
Hyakugo Bank Cashless Seminar for retailers and restaurant owners



OrigamiPay Promotion Seminar

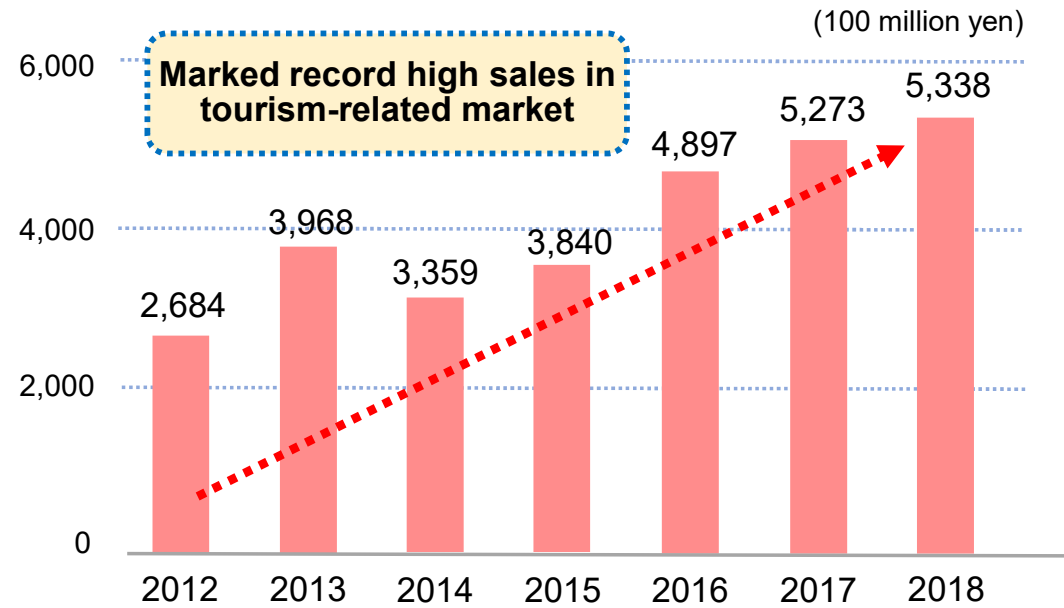
# Improving Tourism Brand Power Using ICT

## Number of tourists



\* Prepared based on estimated number of tourists (Mie pref.)

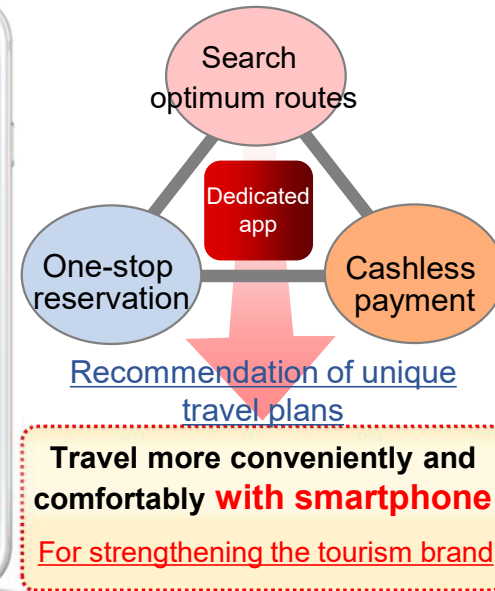
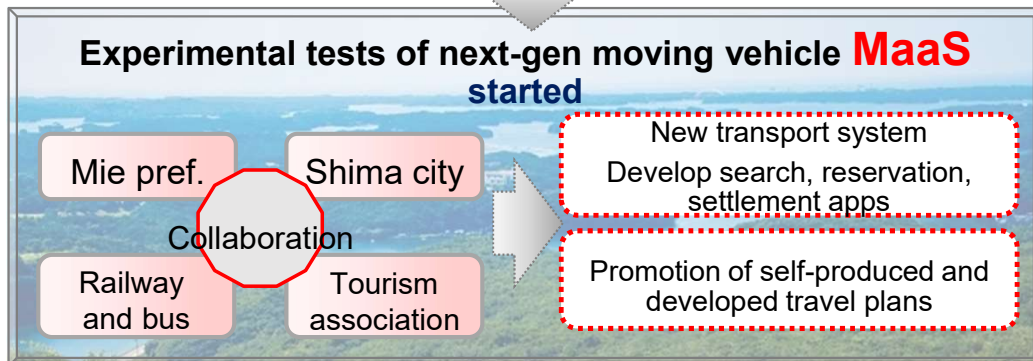
## Tourist spending in Mie pref.



\* Prepared based on Tourist Spending by Prefecture (Mie) by Japan Tourism Agency

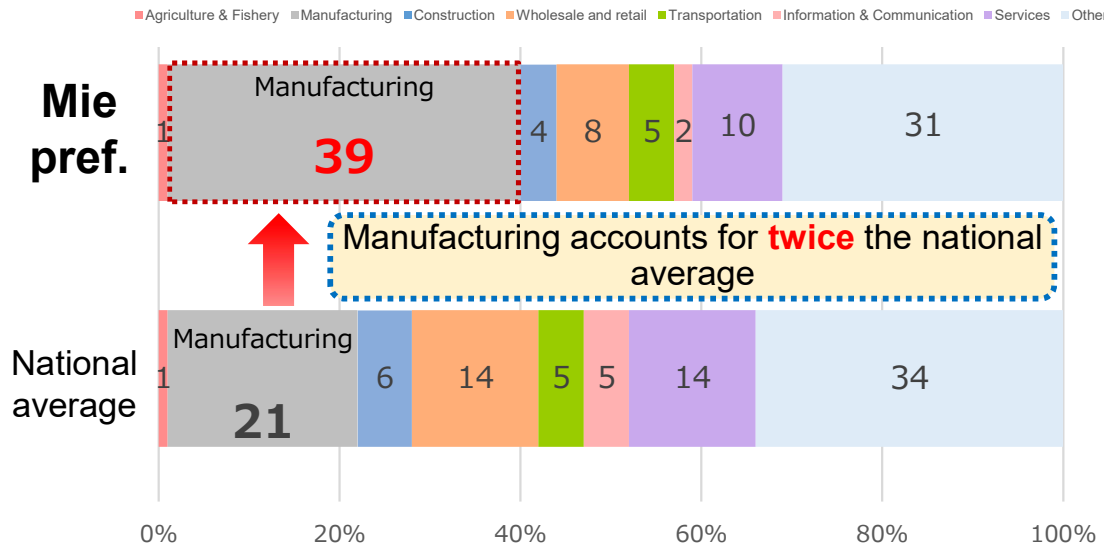
## Introduces **MaaS**, a next-gen moving vehicle using ICT

**Shima city** (venue of Ise-Shima Summit)  
High-potential tourist destinations and attractions



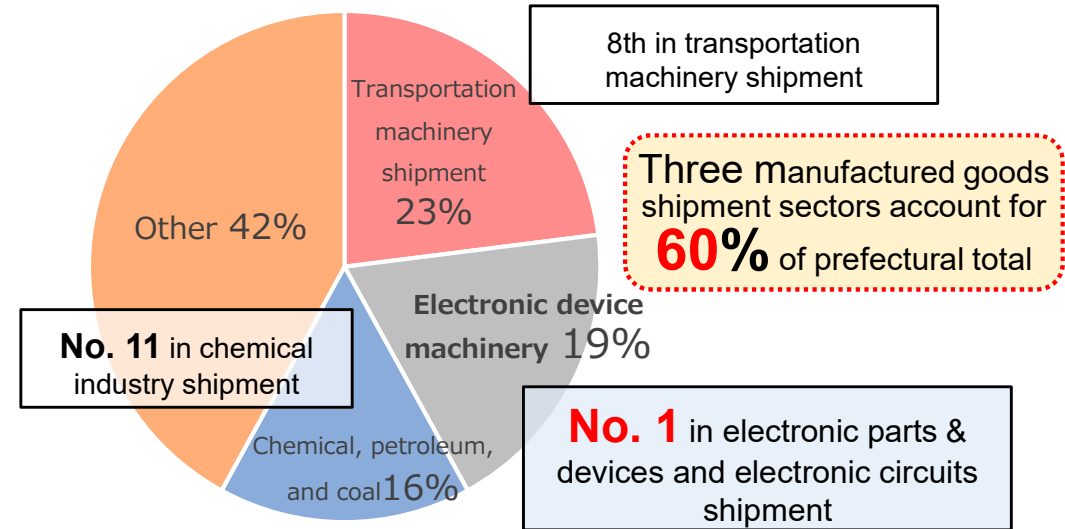
## Mie as a center for manufacturers

Economic activities by production type by prefecture



Source: Data from Gross Domestic Product classified by Economic Activities (FY2016) (percentage distribution)

Mie Prefecture's manufactured goods shipments by industry in Japan



Source: Data from 2018 Industrial Statistics (preliminary)

## Mie Prefecture's industrial measures 10 years ahead

Measures set by Mie in Nov. 2018

Mie Prefecture's Vision for Industrial Promotion

Adaptation to fourth industrial revolution by manufacturers

Promote **smart factory and cultivation of ICT personnel**

From 2019  
Added two more categories eligible for corporate investment promotion subsidies

- Next-gen automobile development
- Transformation to smart factories

Use technology such as AI, IoT, and big data

