

## Building Our Ties with Japan

### Marysville and Union County

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# Presentation Overview

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- Friendship Accomplishments 2012-2023
- 2023 Japan Business Mission
  - Visit to our Friendship City – Yorii
  - Midwest U.S. – Japan Conference
  - Business Retention Mission
  - Business Expansion Mission
- Student Exchange Program
- Japan-America Grassroots Summit

# Ten Years of Friendship 2013-2023

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- In 2012, former Consulate General Matsuda met with City and County officials and encouraged the community to consider a sister city in Japan as well as Japanese language courses in our school districts.
- With our close ties to Honda and with our numerous Japanese companies, we began a journey to strengthen our community's ties with Japan.
- On December 2, 2013, Marysville Mayor John Gore and Yorii Mayor Makoto Shimada signed a Friendship Declaration agreement.







# JAPANESE COMMUNITY FOCUSED EFFORTS

- **Japanese Business Missions:** Local representatives visit Japan biennially to meet with the parent companies of local Japanese-owned facilities. The mission also includes a visit to Yorii-machi and attendance at the Midwest U.S. – Japan Association Conference. Visits have occurred in 2013, 2015, 2017, 2019 and we will be visiting in 2023.
- **Friendship Garden:** In 2015, the City of Marysville completed Partners Park in Uptown Marysville which included a Friendship Garden. The Friendship Garden includes a Japanese stone and cherry tree, both donated by the citizens of Yorii-machi.
- **Special Gift to Yorii-machi:** To honor our relationship with Yorii-machi, the Marysville-Yorii Friendship Committee sent a 3D printed Pottersburg Covered Bridge replica to Yorii-machi.
- **Japanese-focused Amenities:** Efforts to attract Japanese-focused amenities to Marysville/Union County are occurring. Amenities such as grocery, entertainment, restaurants, education, lodging, and residential will satisfy the demand of our Japanese residents and visitors.
- **Ohio Communities in Support of Japanese Investment:** In 2020, we teamed up with Logan, Miami, and Shelby Counties to begin quarterly meetings to share ideas, programs and resources.
- **Friendship Committee:** Committee meets regularly to support our efforts.



# JAPANESE YOUTH FOCUSED EFFORTS

- **Japanese Language Program:** With nearly 300 students participating, this is one of the largest programs in the state of Ohio.
- **Student Exchange Program:** The Marysville-Yorii Student Exchange Program began in 2015. Exchanges have occurred in years 2015-2019 and restarted in 2023.
- **Columbus Japanese Language School (CJLS):** The CJLS hosts its Saturday school at Marysville's schools in Creekview Intermediate Schools. The 40-year old program brings over 400 students to the Marysville Campus each week.



# 2023 Japan Business Mission





# 2023 Japan Business Mission

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We had 11 delegates from our community attend, including representatives from the City of Marysville and Union County. Other communities from our region that joined the delegation included Logan County, Franklin County, City of Dublin, City of Columbus, Fayette County, The Ohio State University, One Columbus, and JobsOhio on a business mission to Japan from September 2 through September 13. In total there were 62 Ohio delegates.

The 11- day mission included a number of strategic meetings:

- Visited our friendship city – Yorii
  - Library Exchange
  - Fire Exchange
- Attended the MWJA meeting
- Visited existing Marysville/Union County companies
- Called on companies considering expansion in the United States at JETRO

# Our Delegation Members

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- Marysville President of Council – Henk Berbee
- Marysville City Manager – Terry Emery
- Marysville Fire Chief – Jay Riley
- Union County Commissioner – Dave Burke
- Union County Administrator – Bill Narducci
- Marysville Public Library – Nieca Nowels
- Adam Burke
- Donna Burke
- Akiko Miyamoto
- Calder Miyamoto
- Marysville-Union County Economic Development – Eric Phillips



# Friendship City Visit to Yorii-Machi

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Yorii, located in the northwest quadrant of Saitama Prefecture, is a town of 32,851 population and has primary industries in retail, medical, forestry, agriculture, and manufacturing. It is located near the mountainous area of Chichibu and has the Arakawa River flow directly through the town. Yorii is home to many historical and cultural sites.





Yorii City Hall Welcome Ceremony





# Mayoral Address to the Town Assembly

MAYOR BERBEE AND MAYOR MINEGISHI  
GAVE SPEECHES ON THE IMPORTANCE  
OF THE FRIENDSHIP RELATIONSHIP.





# Honda Yorii Auto Plant

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We participated in a tour of Honda's newest Japanese automotive manufacturing plant. It's no mistake that Yorii has the newest Honda plant in Japan and Marysville has the first Honda plant in the USA. We thank Honda for bringing our two communities together!



# Fire Department Exchange

This year Marysville fire chief Jay Riley joined our mission to learn about the Yorii fire department and to share how each department provides emergency services to our residents. It was a very interesting experience and so much was shared.

For the exchange, we visited 3 fire departments and 4 fire stations. The fire chiefs discussed recruitment, retention, and operational readiness.





# Library Exchange

This year Marysville Public Library Director Neica Nowels joined our mission to learn about the Yorii Library and to share how each library supports the community.

The focus of the library exchange was to develop strong relationship





# Visit to Yorii Junior High School

The delegation met with the School Principal and then visited with students.





# Cultural Visits in Yorii

Yorii is a beautiful city located along the banks of the Arakawa River which forms Tokyo Bay. The beautiful chichibu mountains provide great views. Agriculture and manufacturing play major roles in the economy (much like Marysville)



# Business Retention Meetings

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- Calls were made to solidify relationships with headquarters or parent companies who have invested in the Columbus Region including Marysville and Union County.
- Included visits to the following:
  - Honda World Headquarters
  - Honda facility in Yorii
  - MinebeaMitsumi
  - Honda Logistics (Midwest Express and One World Logistics)
  - Nissin International Transportation
  - Nihon Plast
  - Morioku
  - Sumitomo
  - JETRO (Japan External Trade Organization)
  - Japan Midwest U.S. Association Conference
  - Ministry of Land



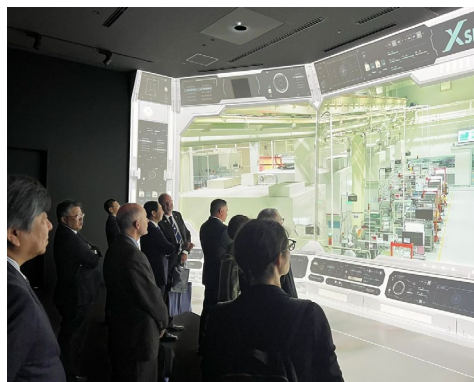


# Honda World Headquarters

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The meeting with Honda included representatives from Marysville, Union County, Logan County, Franklin County, City of Dublin, OSU, JobsOhio, and One Columbus. We thanked Honda for its continued investment in our community. Honda officials voiced their appreciation of our visit to their corporate headquarters.





# Visit to MinebeaMitsumi

MinebeaMitsumi has a research center in Marysville. The company is very involved in smart city initiatives and manufactures various tech components for autos as well as products that support connectivity in communities. We visited the HQ and the X-Tec garden which showcases all it's technology. The X-Tec garden also provides a learning experience for students to get them excited about discovery and technology.



# Visit to Honda Logistics

Our Honda Logistics meeting also includes Midwest Express and One World Logistics, along with the team from Logan County. HLI's facility straddles both counties along US 33. HLI employs 1,500 associates and is a major employer in each county.

We discussed the need for more accessible and affordable housing for their associates and how the workforce challenges are tied to housing.





# Business Retention Meetings

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Nissin International Transportation



Nihon Plast

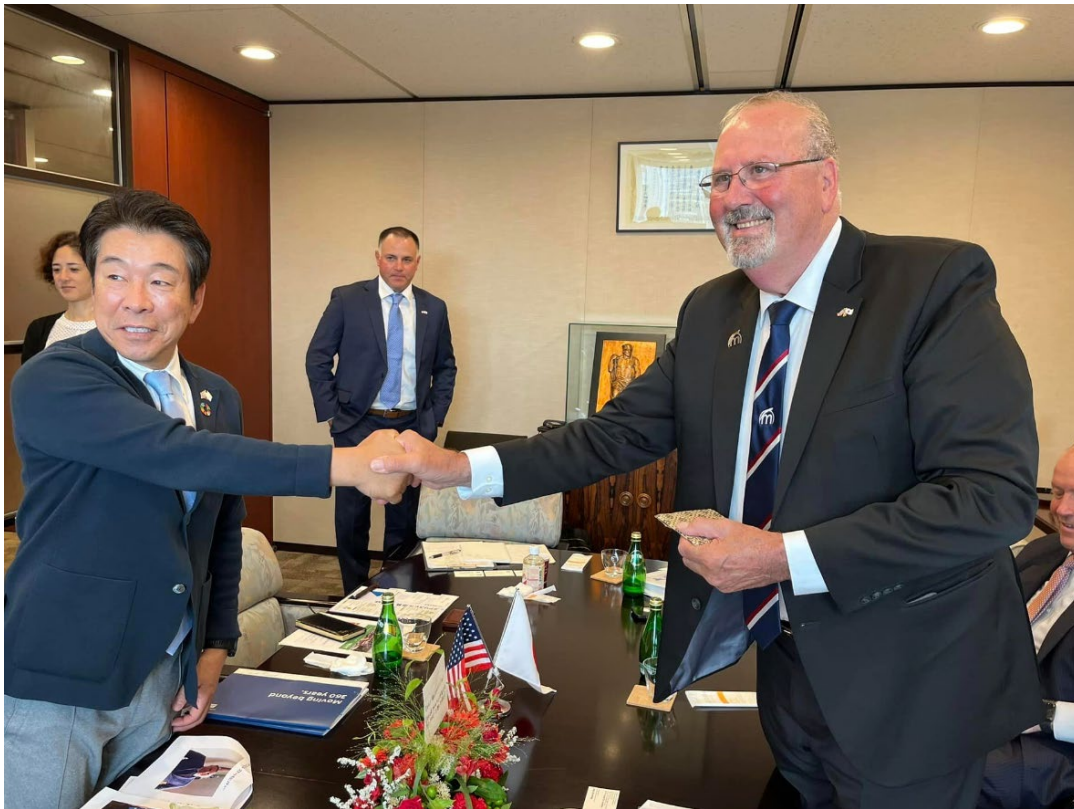




# Business Retention Meetings

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Moriroku



Sumitomo





# Midwest U.S.- Japan Association Annual Joint Meeting

- Attended the opening ceremony for the Japan-Midwest U.S. Association Conference at the Ambassador's Residence in Tokyo
- We had the opportunity to meet the U.S. Ambassador to Japan, Rahm Emanuel
- Met and discussed our mission with the Governor of Saitama Prefecture Ono-San. Saitama is Ohio's Sister State and is home to our Friendship City - Yorii.
- We also talked with the Consul General of Japan - Detroit Shindo-San





# Midwest U.S.- Japan Association 53rd Annual Joint Meeting

- Nearly 450 people (250 from USA and 200 from Japan) were in attendance.
- Ohio had the largest delegation with 62 attendees
- Political and business leaders attend the conference to promote investment in each country.
- Columbus will host this conference next year in September. It will be a great opportunity for the Columbus Region







# JETRO Visit

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Our delegation visited a Japan External Trade Organization (JETRO) event that involved matching Japanese companies looking to expand in the USA with midwestern states.

We presented The Beta District to attendees. The Beta District is a partnership between Dublin, Marysville, and Union County that has created one of the most advanced connected vehicle environments in the USA.

The 33 Smart Mobility Corridor spans three counties and 35 miles from Dublin, through Marysville, to East Liberty. It includes the Transportation Research Center, Connected Marysville, and Connected Dublin.



# Ministry of Land

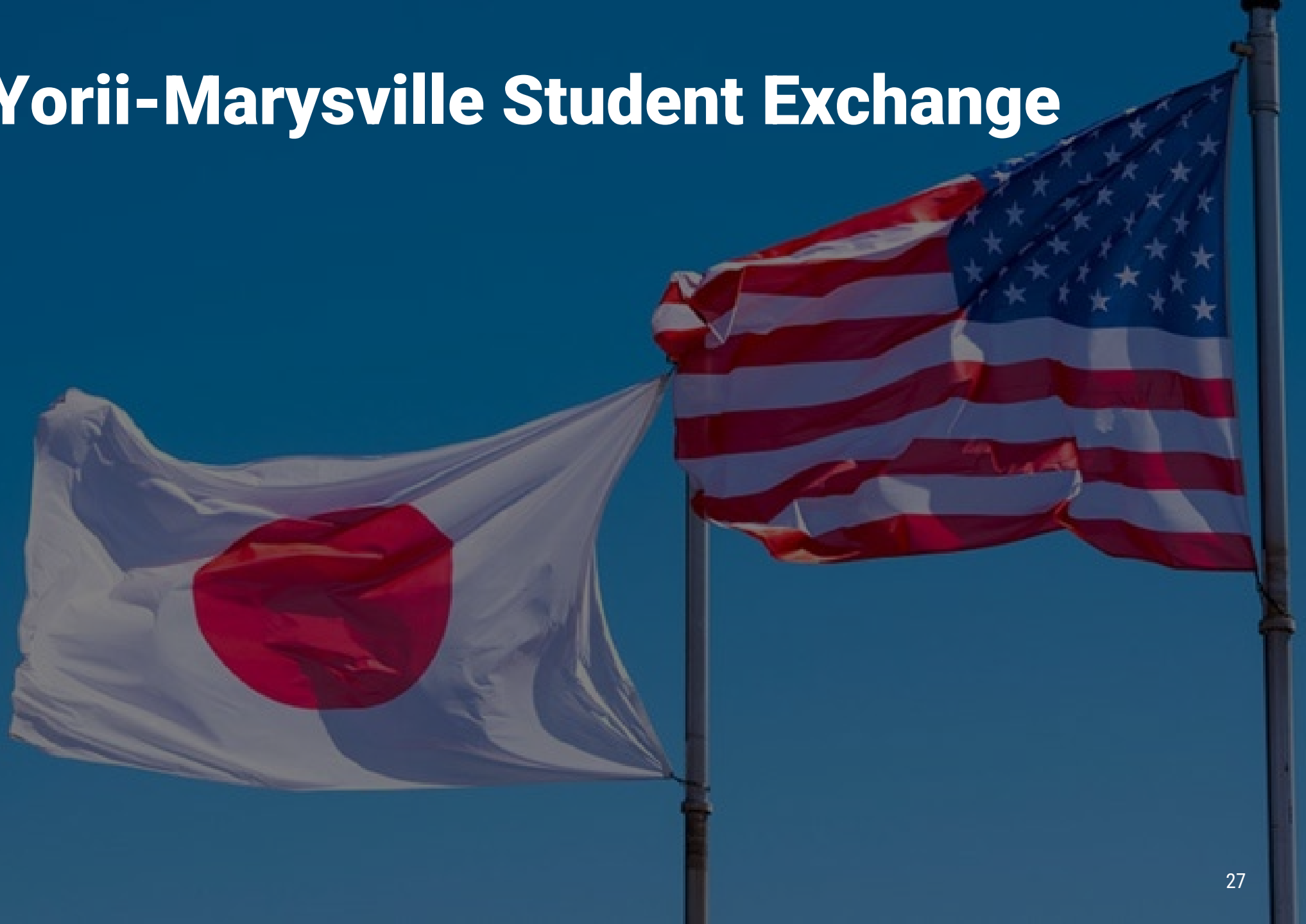
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We had a great opportunity to meet with Japan Ministry of Land, Infrastructure, Transport, and Tourism and the Urban Renaissance Agency. We shared information on how developments are approved in Japan and in the USA. Akiko presented the Japan Town concept to the agencies.

Japan Town is a proposed development in a conceptual form which will include housing, amenities, retail, and restaurants centered around the Japanese culture. Akiko plans to make this a reality in Marysville, and has also been a great asset on this mission providing us interpretation and guidance and going above and beyond.



# 2023 Yorii-Marysville Student Exchange



# Marysville-Yorii Student Exchange Program

- Marysville hosted 10 students and 3 chaperones from Yorii. .
- They had a packed schedule visiting, including attending the following:
  - Creekview intermediate school tour
  - Japanese Language School visit
  - Honda Heritage Center tour
  - Tour of Uptown Marysville
  - STEM School Tour
  - COSI
  - Columbus Zoo
  - Marysville Pool







Exchange Program (continued)





Exchange Program (continued)





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Exchange Program (continued)

# 2023 Japan-America Grassroots Summit





# Japan-America Grassroots Summit



- The Japan-America Grassroots Summit is an annual gathering of Japanese and American citizens, held alternately in Japan and America. Every year since 1991, approximately 150 people take part in the annual Grassroots Summit. Japanese prefectures and American states alternate as host regions for about one week, with locals sharing their homes and the unique features of their communities and guests enjoying sight-seeing, cultural activities, receptions, and homestays with them.
- Columbus was the host City of this event, with 9 other partners cities, including Marysville, hosting families from Japan.
- They had a packed schedule visiting, including attending the following:
  - Tour of Uptown Marysville
  - Covered Bridges of Union County tour
  - Morioku Tour
  - Marysville STEM School Tour
  - Marysville High School Tour





# Japan- America Grassroots Summit (continued)







Japan-America Grassroots Summit (continued)

# Next Steps

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- Build our cultural ties and relationships, both from a business and industry perspective, and with our Friendship City, Yorii.
- Midwest U.S. Japan Conference to be held in Columbus September 2024
  - We have invited Mayor Minegishi to visit Marysville
  - We have invited Governor of Saitama Prefecture Ono-San
  - Potential City and County sponsorship
- Yorii will host Marysville students in the summer of 2024



Yorii Exchange  
August 19-26, 2023





# Participants



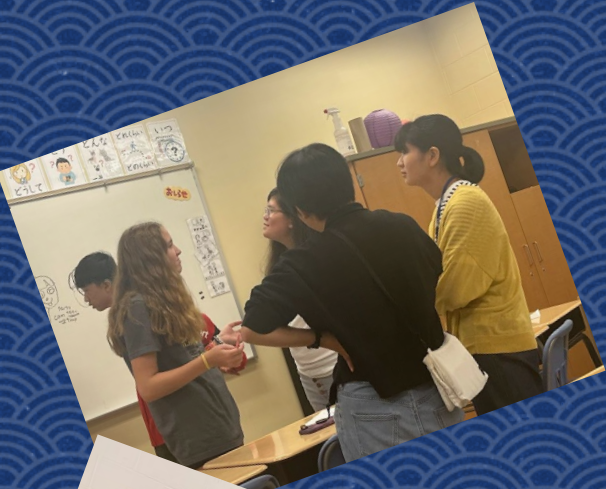
Alison Barlow (9, MHS) - Hibiki Arai  
Cade (10, ECHS) and Sarafina(8, BMS) Crane - Mana Sekiya  
Mina Cox (12, ECHS) - Kahoru Okubo  
Zoey (7, BMS) and Sophie (8, BMS) Melchor - Kirari Mori  
Taiki Petrich (8, BMS) - Eisuke Kikuchi  
Lillian Rohrs (10, ECHS) - Zoe Park  
Patricio Sanchez De Lira - Mao Shiokawa  
Sophie (10, MHS) and Nora (8, BMS) Shepherd - Rydia Friedberg  
Claire Stanley (8, BMS) - Yura Baba  
Lincoln (11, ECHS) and Wyatt (7, BMS) Walker - Shoki Uchida





# Itinerary Highlights

- Saturday 8/19/2023
  - Visited Japanese Language School
  - Welcome Ceremony Honda Heritage Center
- Sunday 8/20/2024 Students stayed with Host Families
- Monday 8/21/2024
  - Visited Bunsold Middle School
  - Went to Walmart to shop
  - Had Dinner for Host Families at Benny's Visited
- Tuesday 2/22/2024
  - Early College Stem High School
  - Visited Marysville High School







# Itinerary Highlights

Wednesday 8/23/2024

- Welcome Presentation at City Hall and City Tour
  - Uptown Marysville
  - Union County Courthouse
- Columbus Zoo and Aquarium
- Pool Party at Marysville City Pool

● Thursday 8/24/2024

- COSI

● Friday 8/25/2024

- Farewell Ceremony at ECHS
- MHS Football Game

● Saturday 8/26/2024

- Depart

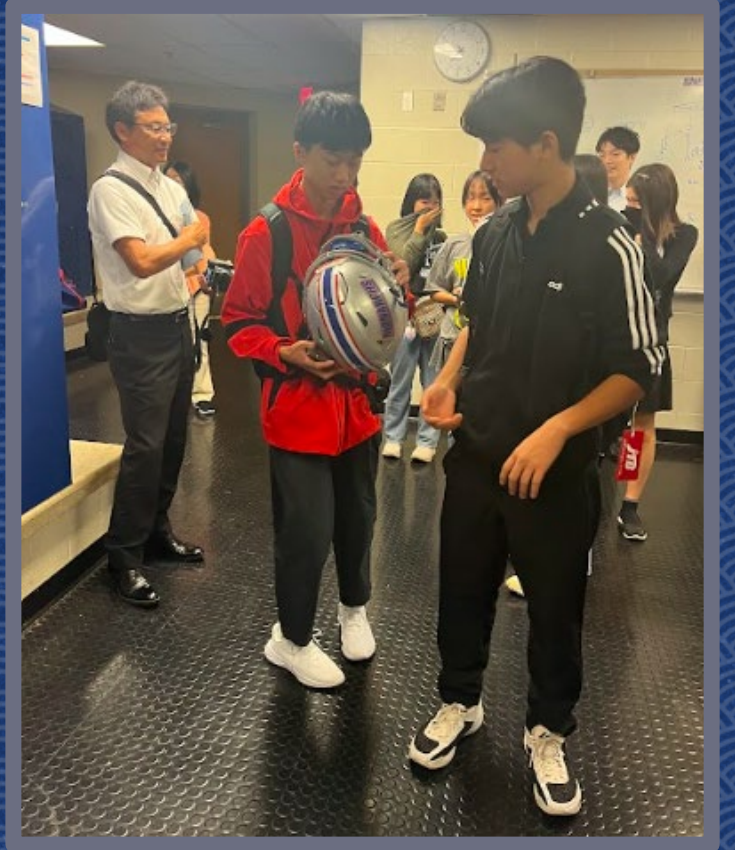




## Hearing from MEVSD Students

Lincoln Walker  
Lillian Rohrs  
Allison Barlow

Video







**Q&A/DISCUSSION**

