

Overview of the Prefecture

Okinawa Prefectural Government strives to achieve sustainable development of the prefecture and create a society where no one is left behind.

As the world works to reach the United Nations Sustainable Development Goals (SDGs), Okinawa Prefecture is also pursuing SDGs tailored to Okinawa's particular circumstances. Okinawa Prefecture supports each and every resident in being proud to be Uchinanchu and live a spiritually enriching life.

Okinawa Prefecture's Five Future Visions

1. Islands valuing nature, history, traditions, and culture unique to Okinawa
2. Islands where people lead spiritually rich, safe, and secure lives
3. Prosperous islands abounding in hope and energy
4. Islands coexisting and open to exchange with the world
5. Islands exhibiting diverse capabilities and paving the way for the future





Beautiful coral reefs

Preventing red soil runoff

Vegetation belts have been set up around agricultural land to prevent red soil runoff.



Planting a greenbelt

Tree-planting activities

Okinawa prefectural government and residents work together to plant trees and promote greenery.



Volunteers planting seedlings



43rd National Tree Planting Festival

Protecting and restoring nature

Treasuring the rich natural environment and creating a society that balances human activity with nature

Okinawa is blessed with a rich natural environment of beautiful waters where coral reefs thrive. Its subtropical forests are home to many indigenous and rare species. These resources attract many people and provide great support for the prefecture's sustainable development. Okinawa Prefecture is working to preserve this natural environment and introduce resource recycling, renewable energy, and other clean energies.

Conserving, restoring and preserving the natural environment for future generations



A wide variety of animals and plants live and grow in Yanbaru National Park



Nara waterfall on Iriomote Island

Wild fauna and flora species designated as endangered by Okinawa Prefecture

Okinawa Prefecture has designated rare wild fauna and flora species that need special protection as endangered.



Potamid freshwater crab



Okinawa Yamataka Maimai (Snail)



Iriomote orchid

Establishing a recycling-oriented society



Naha Sewage Treatment Center cleans up sewage



Beach cleaning volunteers collecting marine debris



Awa Ecopark is a final disposal site managed for industrial waste

Promoting eco-friendly energy



Retractable wind turbines that fold over during typhoons
Courtesy of The Okinawa Electric Power Company, Incorporated



Solar power generation system makes use of sunlight, a natural energy source



Fostering traditional culture and inspiring innovativeness

Passing on Okinawan culture to the next generation and encouraging young people to develop it further

Okinawa has always maintained a unique culture, which evolved thanks to its geographical features and historical path. Changing values and lifestyles in recent years have made it more challenging to pass on traditional culture. To meet this challenge, Okinawa Prefecture has been creating more opportunities for prefectural residents to experience culture and the arts, and encouraged initiatives that utilize cultural resources in industrial promotion.

Carrying on and developing traditional culture



International karate tournament held in Okinawa

Fostering traditional industries



Contemporary-style Yachimun pottery



Traditional-dye bingata handicrafts



Handicrafts and Ryukyu glass



Traditional performance art Eisa



Around Okinawa, children learn and perform stories and plays spoken in the Okinawan language



Uruma city junior and high school students perform a contemporary Kumiodori version of Kimutaka-no-Amawari @Amawari-Roman-no-Kai



Traditional Okinawan houses converted into restaurants and aesthetic salons



The distinctly relaxing ambience of traditional homes



Okinawan herbal medicine cuisine prepared with local ingredients



Picturesque Okinawan scenery



Taketomi Island's hamlet retains the archetypal image of Okinawa

Urban designs preserve the Okinawan style

Okinawa's unique beautiful scenery embodies the region's natural features and is part of its wealth

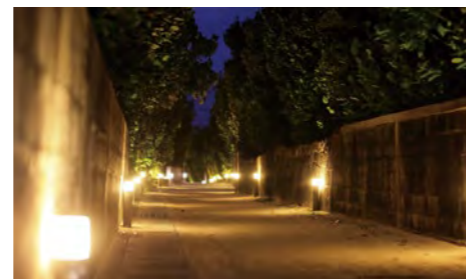
The landscape of Okinawa is characterized by "nature and history" cradling Okinawa's rich nature and unique past, "local flavor" typified by communities dotted with red-tile roofed houses, "people and lifestyle" preserving traditional events and views on life, and "community spaces" of large developments, roads and coastlines. Okinawa Prefecture takes a long-term view to preserving these elements and entrusting this diverse landscape and scenery to future generations. To ensure this legacy, the prefecture has promoted urban development that generates value by applying the unique character of each community.



Quaint Kinjo stone-paved road runs from Shurijo Castle into Naha City



Naminoue Shrine sits atop a high bluff overlooking the blue sea



Footlights on Tonaki Island light up white sandy paths



Scenic Cape Manzamo cliff formed out of Ryukyu limestone



Awe-inspiring view overlooking the sea from atop the precipitous Kayauchi Banta cliff



Ishigaki Island's Kabira Bay renowned for its magnificent clear blue waters



Hinpun Banyan tree estimated to be 300 years old



Sacred Hamagawa Utaki where the creation goddess is said to have lived ©OCVB

Public spaces blend with the surrounding landscape



Miyako Air Terminal building designed based on the motif of the city's official bird the grey-faced buzzard



Okinawa Prefectural Museum and Art Museum constructed to resemble an Okinawan gusuku (castle)



Okinawa Convention Center designed in the motif of sky and sea



Promoting health and longevity in Okinawa



Castle yoga practices to calm the mind and body in the natural environment

Promoting wellbeing and welfare for prefectural residents

Public health, medical care, and welfare services help everyone to live with peace of mind

Okinawa Prefecture has a comprehensive system providing public health, medical care, and welfare services so that children, our future, grow up healthy with access to appropriate services and assistance. Okinawa Prefecture also promotes the creation of an environment where all residents are able to stay active and healthy every day and where the elderly and individuals with disabilities have the support to participate and be an integral part of society.



Activity organized to promote physical activity and keep people healthy



Teaching children from a young age helps them make a habit of washing their hands



Cavity prevention programs



Support for senior citizens to enjoy an active lifestyle



Comprehensive healthcare system



Helicopter emergency medical service for outlying islands and isolated areas



Traveling medical clinic visiting an outlying island



Nurses supporting community health care



Okinawa Prefecture accommodates diverse infant care and education needs



Tour of a childcare center



Childcare support initiatives

More places created for children to go and participate in activities

Creating a society promoting mutual aid and cooperation



Tiruru workshop helping to empower women



Men encouraged to help with childcare



Traffic safety class



Okinawa Prefecture makes every effort to enable prefectural residents to live in peace

Developing safe and secure islands prepared to handle all risks

Okinawa Prefecture residents and government cooperate to keep communities safe and work toward the "Okinawa: Safe & Secure Islands" goal that protects the lives and property of residents against major natural disasters, environmental pollution, incidents, accidents, and all types of risks. Okinawa Prefecture has also demanded that the governments of Japan and the United States take decisive action to resolve the many problems stemming from U.S. military bases.

Creating safe and secure communities



Campaign to eliminate drunk driving



Surveillance cameras



Crime prevention patrol



Project for children to learn about community safety



Tsunami evacuation building in Naha City



Counter-terrorism training

Reinforcing Okinawa's crisis management system



Disaster-scenario emergency drill



Firefighting helicopter training

Okinawa Prefecture responds to the many problems stemming from U.S. military bases

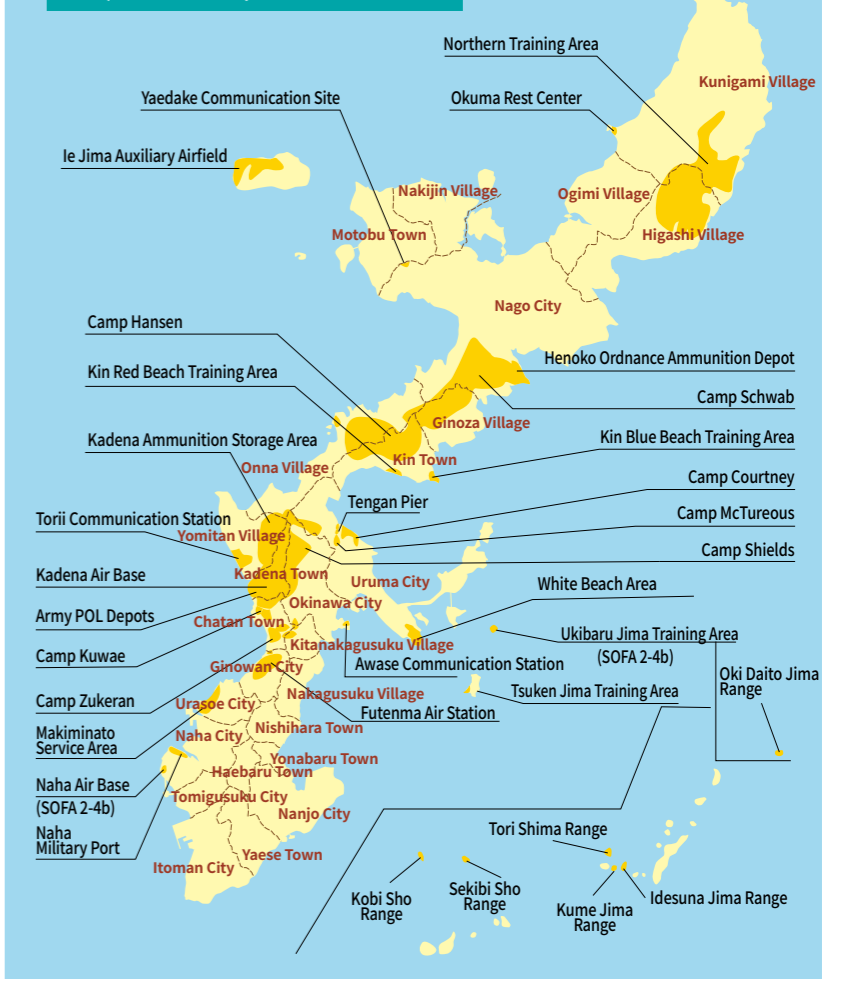


Combating noise and environmental pollution



Futenma Air Station located right in the middle of a city residential community where safety is paramount

Map of U.S. military facilities and zones



Approximately 70.3% of the U.S. military's exclusive-use facilities in Japan are concentrated in Okinawa

Source: Okinawa Prefectural Government Military Base Affairs Division (current as of February 2021)



Enhancing the foundation for people's livelihood and creating comfortable places to live

Striving to improve the convenience of daily life

Okinawa Prefecture takes into account the distinctive qualities of this island prefecture with the aim of improving and enhancing the foundation for people's livelihood with better housing, water supply, sewerage, roads, and energy supply systems. Okinawa Prefecture is also striving to create a supportive environment with more convenient transportation and barrier-free access so that even children, the elderly, and people challenged by disabilities can live safely and with peace of mind.

Development of safe and comfortable municipalities



Tedako-Uranishi Station opened in October 2019, extending the Okinawa Urban Monorail. It has a large parking area and facilitates public transportation access



Low-floor stepless bus



Dedicated bus lane



Naha Bus Terminal it is the new gateway to Naha City

Developing local infrastructure



Kouri bridge connecting Yagaji Island and Kouri Island



Chatan Water Treatment Administration Office Seawater Desalination Center



Water supply facility renovation planned and earthquake resistance promoted



Improving prefectural housing



Newly constructed Okinawa West Coast Road



Public school facilities improved



Naha Nouren zone was modified to improve its function as a disaster prevention block

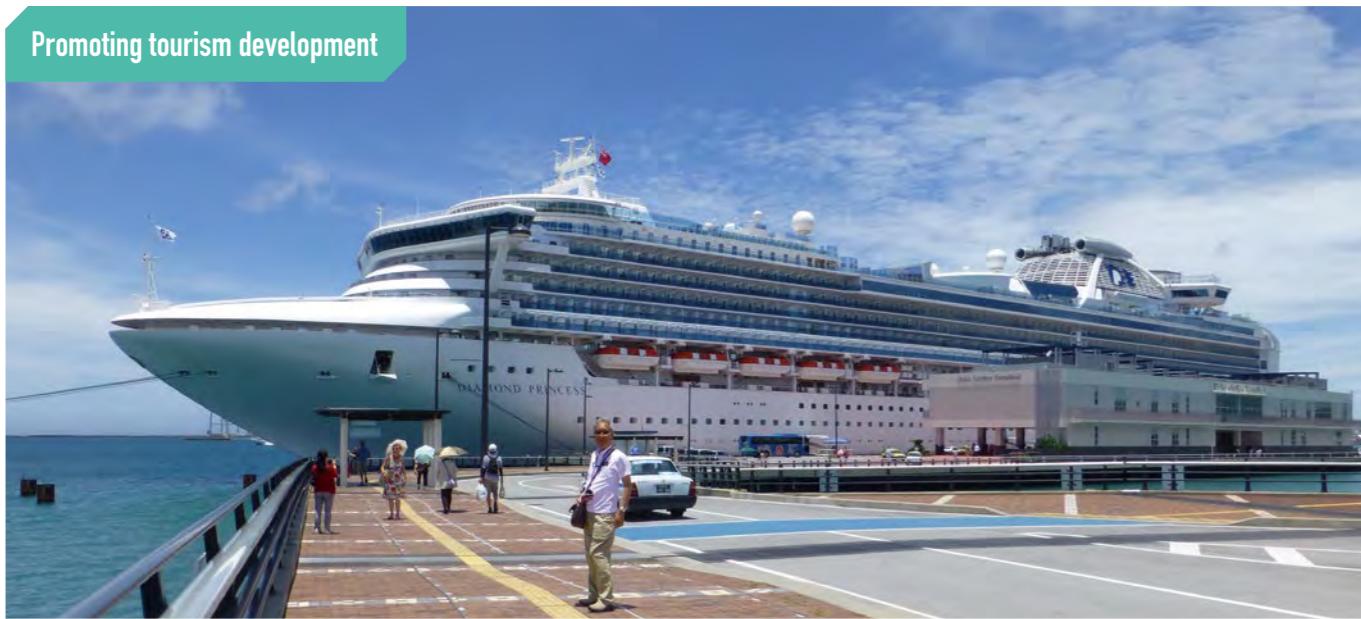


Creating a global choice tourist destination

Creating attractive tourist destinations and enhancing Okinawa's tourism brand

Okinawa Prefecture leverages soft power to create sustainable "global-choice" tourist destinations for its leading industry, which drives the local economy. Grounded in the core principle of providing safe, secure and comfortable tourist destinations, Okinawa Prefecture works to improve the infrastructure accommodating tourists and strengthened its tourist brand to offer high-quality Okinawa tourism with sports tourism promotions, more convenient intermodal transportation, as well as strategic meeting, incentive tour, conference and exhibition (MICE) promotions.

Promoting tourism development



Naha Port Wakasa Berth accommodates large cruise ships



Naha Airport Domestic & International Terminals



T Galleria Okinawa by DFS is Japan's largest downtown duty-free mall



Resort hotels where visitors may fully enjoy the ambience of Okinawa
From left/Hoshinoya Okinawa, Hoshinoya Taketomi Island



Strengthening the Okinawa's tourism



Experience the mysteries of karate in Okinawa



Sea kayaking



Horseback riding



Paddleboard yoga ©OCVB



Okinawa's temperate climate is perfect for golf and marathons ©OCVB



Pottering about on bicycles is a great way to discover Okinawa's charm ©OCVB



Tourists enjoying traditional crafts



Resort wedding at a beach or World Heritage site

Promoting MICE hosting and attractions



Bankoku Shinryokan Resort MICE Facility



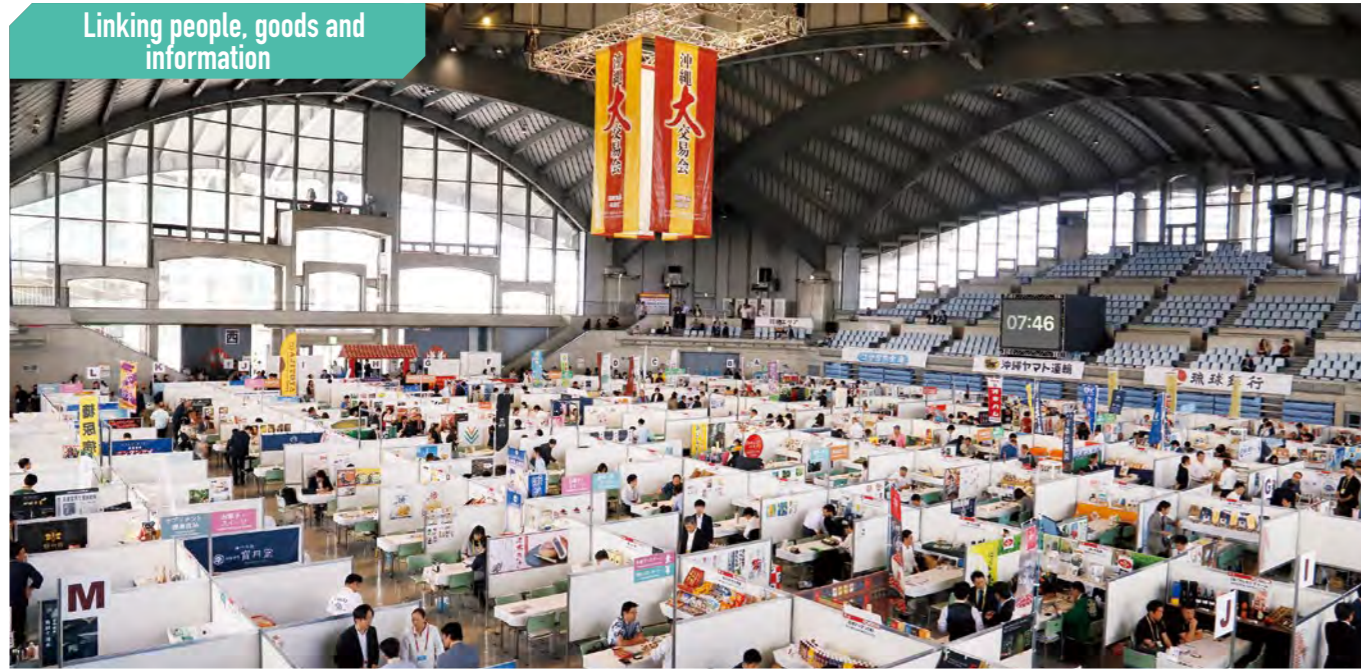
Conference rooms offer a relaxed ambience



Okinawa Convention Center accommodates conferences and exhibitions



Linking people, goods and information



The Great Okinawa Trade Fair is Japan's largest trade fair organized especially for buyers from other countries

Hub for economic engagement and development

Bridging Asia and Japan with people and goods

In collaboration with the IT, tourist, agriculture, healthcare, manufacturing, and other industries, Okinawa Prefecture is promoting the Okinawa DX (Digital Transformation) Model in an effort to employ technology to support this renowned tourist destination. Okinawa Prefecture also aims to be a globally-competitive airport and harbor logistics centre, which is able to contribute to the economic and industrial growth of the prefecture as well as Japan and Asia.



ResorTech Okinawa is an international IT trade fair matching businesses located inside and outside of Okinawa with IT companies in Japan and worldwide

Developing an international logistics hub

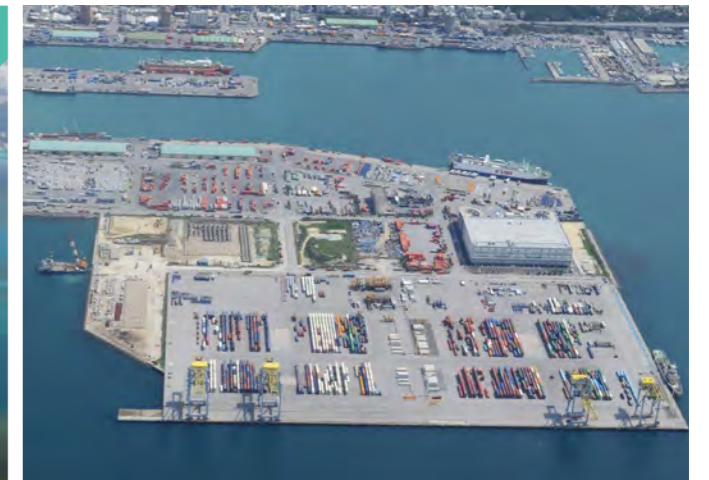


Naha Port Logistics Center is a new international distribution hub connecting Okinawa and the world

Developing the infrastructure for a self-sustaining economy



Nagagusuku Port is being developed to bolster industry (New Port Zone)



Naha Port is maintained as an international logistics base



Naha Airport is being developed to facilitate seamless access (Courtesy Naha Airport Building Co., Ltd.)



Naha Airport's second runway Source: Okinawa General Bureau, Cabinet Office



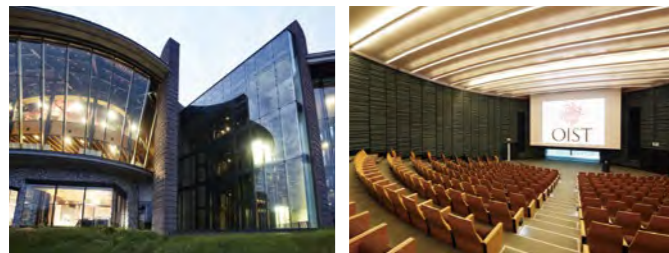
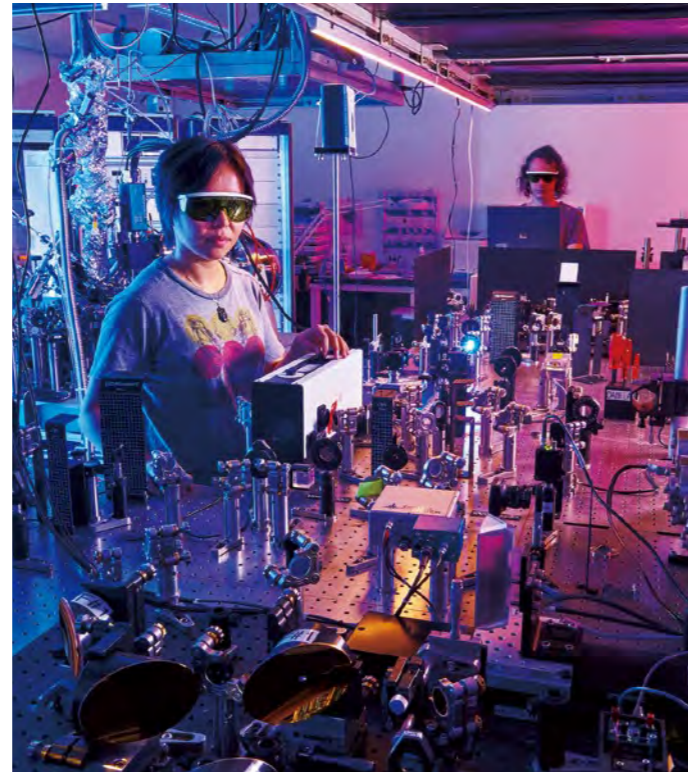
Okinawa Institute of Science and Technology Graduate University (OIST)

Creating scientific and technological innovation

Promoting next generation sustainable industries

Okinawa Prefecture is transforming its economy into one that is innovation-based where industry, government, and academia collaborate organically, leveraging science and technology to create novel added value. The aim is to foster and promote next generation sustainable industries. Okinawa Prefecture also provides effective assistance to accommodate the needs of research and development, commercialization, and other stages of business development, and strives to promote industrial advancement and solutions to social issues.

World-class research institutions



Okinawa Institute of Science and Technology Graduate University (OIST)

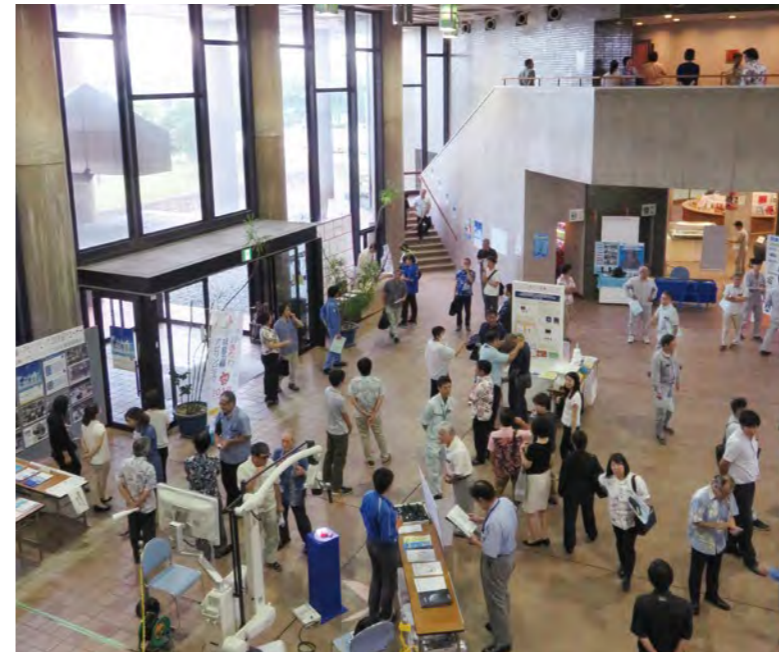
Educating future engineers



University of the Ryukyus promotes closer cooperation with the community



National Institute of Technology Okinawa College educates aeronautical engineers



Okinawa Manufacturing Technology Exhibition where industry, government, and academia work together to provide a bridge to production



Building a foundation for research and development



Okinawa Health Biotechnology Research & Development Center



Okinawa Life Science Research Center





Attractive agricultural, forestry and fishery products



Okinawa's staple crop sugarcane



Okinawa is Japan's top producer of pineapple



Very sweet Okinawa mangoes

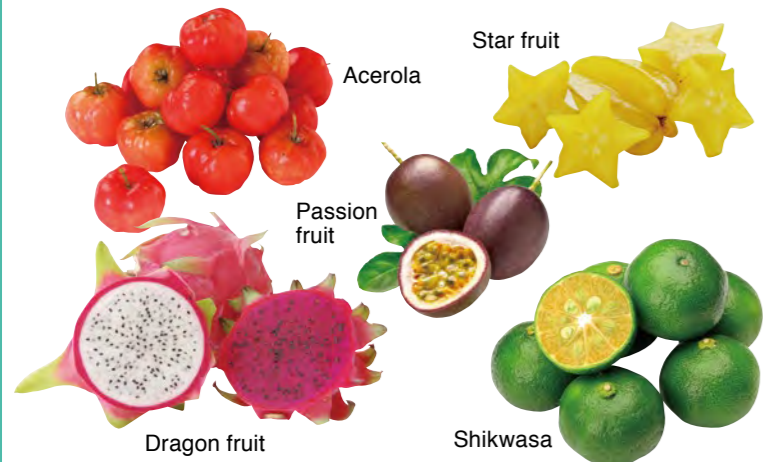


Juicy and sweet tankan (Okinawa tangerine)

Promoting agricultural, forestry and fishery industries leveraging Okinawa's unique qualities

Solidifying the Okinawa Brand exemplifying safe and reliable products cultivated in the prefecture's rich natural environment

The subtropical oceanic climate, many diverse regional resources, and other distinctive features of the prefecture are utilized in an effort to create attractive and dynamic sustainable agricultural, forestry and fishery industries. Okinawa Prefecture is seeking to reduce distribution costs and promote digital transformation in the agricultural, forestry and fishery industries so as to realize growth and increase production and earning capacity.



Flower cultivation takes advantage of Okinawa's temperate climate



Okinawa native island-carrots



Shiitake mushroom cultivation



Beni-imo sweet potato is renowned for its refined sweet taste



Okinawa shallots have a pungent aroma and salty taste



Okinawa has a thriving mushroom production



Fresh-landed tuna



Green caviar sea grapes (umibudo)



Mozuku seaweed is rich in minerals



Highest production of prawns in Japan



Okinawa Kokuto brown sugar promotion campaign overseas



Okinawa's poultry industry produces high-quality eggs



Okinawa brand Motobu beef



Okinawa's indigenous Aguu pork