

COMPASS for Sendai's Economic Policy

~ Guiding Principles for Sustainable Growth Towards 2030 ~



Effect

Companies in Japan and Sendai face a challenging management environment due to the difficulty in securing human resources caused by a declining birthrate and aging population, as well as rising raw material prices influenced by international political situations.

To enhance social and economic sustainability, global initiatives like the Sendai Framework for Disaster Risk Reduction, the SDGs, and the Paris Agreement target 2030, all companies in Sendai must understand these initiatives and adapt their behaviors accordingly.

COMPASS for Sendai's Economic Policy serves as a guideline for Sendai City and its related companies to address immediate changes while aiming for long-term and sustainable economic development.

Way Of Thinking

1. Encouraging Active Participation of Diverse Individuals in Companies

Sendai City and companies connected to Sendai will strive to create a sustainable environment that is driven by the success of diverse individuals, by creating an environment where everyone can work in their own way, regardless of age, gender, nationality, disability, etc. We will realize economic development and the growth of individual companies.

2. Companies Embracing New Market Challenges

In light of economic globalization and the shrinking Japanese domestic market, Sendai City supports local companies' business targeting overseas markets, and collaborates with various organizations to promote Sendai's strengths domestically and internationally and conduct research. We will promote the location of development and business bases and enhance Sendai's economic centrality in Japan and Tohoku.

3. Integrating of Economic Measures with Other Policy Areas

Sendai City promotes the effective integration of economic measures with measures in areas such as disaster prevention, decarbonization, civic life, and education, and aims to achieve sustainable economic development and resolve social issues at the same time.

Projects to be implemented from FY2024 to FY2026

1. Promoting diversity and inclusion at local companies
2. Creating Innovation Leveraging Sendai's Academic Resources
3. Promoting Management Awareness Changes and Supporting Growth of SMEs in Sendai
4. Promotion of "Disaster-Resilient and Environmentally-Friendly" Businesses
5. Enhancing Economic Development and Quality of Life in Sendai through DX
6. Boosting Sendai's Global Presence to Increase Investment and Tourism

Goal

Update on the highest real gross city product in FY2030

- The highest amount ever was 5,312.9 billion yen in fiscal 2017.
- Projects for FY2027 and beyond will be considered and announced in the future.

KPI

Index	Reference value	Target value
Percentage of Companies in the City Promoting Active Participation of Diverse Human Resources	34.6% (As of March 2024)	More than 50% (By March 2027)
Percentage of Businesses in the City Planning to Expand Operations	23.8% (As of March 2024)	More than 30% (By March 2027)
Percentage of Companies in the City Expanding Overseas Sales Network	6.0% (As of March 2024)	More than 10% (By March 2027)
Number of Corporations Located in Sendai City	35,709 corporations (As of March 2023)	37,000 companies (By March 2027)
Number of Workers in Sendai City	474,702 people (As of March 2024)	490,000 people (By March 2027)
Number of Companies Attracted to Sendai City	74 companies (Total value for 3 years from April 2020)	100 companies (Total value for 3 years from April 2024)

1. Promoting Diversity and Inclusion at Local Companies

We aim to stimulate the local economy by partnering with local businesses to create an inclusive work environment where everyone can thrive, ensuring talent retention.

Main Initiatives

- Highlighting case studies of companies that actively support employees who are raising children
- Promoting the appeal of working in Sendai to younger university students
- Supporting the development of key personnel for local companies
- Offering advanced startup programs to students in Sendai and Tohoku

2. Creating Innovation Leveraging Sendai's Academic Resources

We will collaborate with Tohoku University and other higher education institutions, along with domestic and international companies, to promote initiatives that foster societal innovations.

Main Initiatives

- Providing tailored support for startups at different growth stages
- Encouraging local companies to utilize the advanced synchrotron radiation facility "Nano Terrace"
- Promoting the concentration of R&D departments from domestic and international academic institutions and companies

3. Promoting Management Awareness Changes and Supporting Growth of SMEs in Sendai

We will support small businesses and farmers in the city as they tackle new challenges related to market changes and succession issues.

Main Initiatives

- Supporting the further growth of companies with significant impacts on local communities through employment and transactions
- Assisting local companies in creating new businesses and expanding their sales networks overseas
- Supporting product development using rice and soybeans produced in Sendai
- Enhancing agricultural productivity through science and technology

4. Promotion of “Disaster-Resilient and Environmentally-Friendly” Businesses

We support businesses that leverage knowledge from the recovery of the Great East Japan Earthquake in 2011 and to create green and comfortable environments, contributing to a sustainable society.

Main Initiatives

- Promoting open innovation related to disaster prevention and climate change countermeasures
- Supporting the social implementation of products and services that enhance global sustainability
- Providing loans for capital investment in energy conservation and global warming countermeasures

5. Enhancing Economic Development and Quality of Life in Sendai through DX

We promote DX initiatives that support new product development, improve productivity, enhance employee working conditions, and address issues like the shortage of nursing care personnel due to Japan's aging population.

Main Initiatives

- Promoting the use of science and technology in various fields, including healthcare, nursing care, agriculture, and childcare support
- Supporting digitalization in corporate management
- Advancing the information and communications industry using cutting-edge technologies such as AI and blockchain

6. Boosting Sendai's Global Presence to Increase Investment and Tourism

By responding to societal and economic changes, we will enhance Sendai's academic resources and amenities, promote them globally and attract investment and tourists from Japan and abroad.

Main Initiatives

- Promoting the construction of high-performance office buildings suitable for the information and communications industries and R&D bases
- Supporting experiments aimed at developing corporate products and services
- Actively attracting MICE (Meetings, Incentives, Conferences, and Exhibitions) and expanding its scale
- Supporting initiatives by shopping districts to increase customer traffic
- Creating enjoyable outdoor spaces, including the redevelopment of Jozenji Avenue, a symbol of Sendai