

新潟

Niigata Growing Mission

Group 4: Blue Bird

LIU KA SHUN, DE GUZMAN CINTA TOBIAS,
PARK SUNGHO, ODAJIMA NAGOMI, MIHARA YUTA

Contents of table



Statement of the Problem



Current Strengths of Niigata



Solution to the Problems



Conclusion

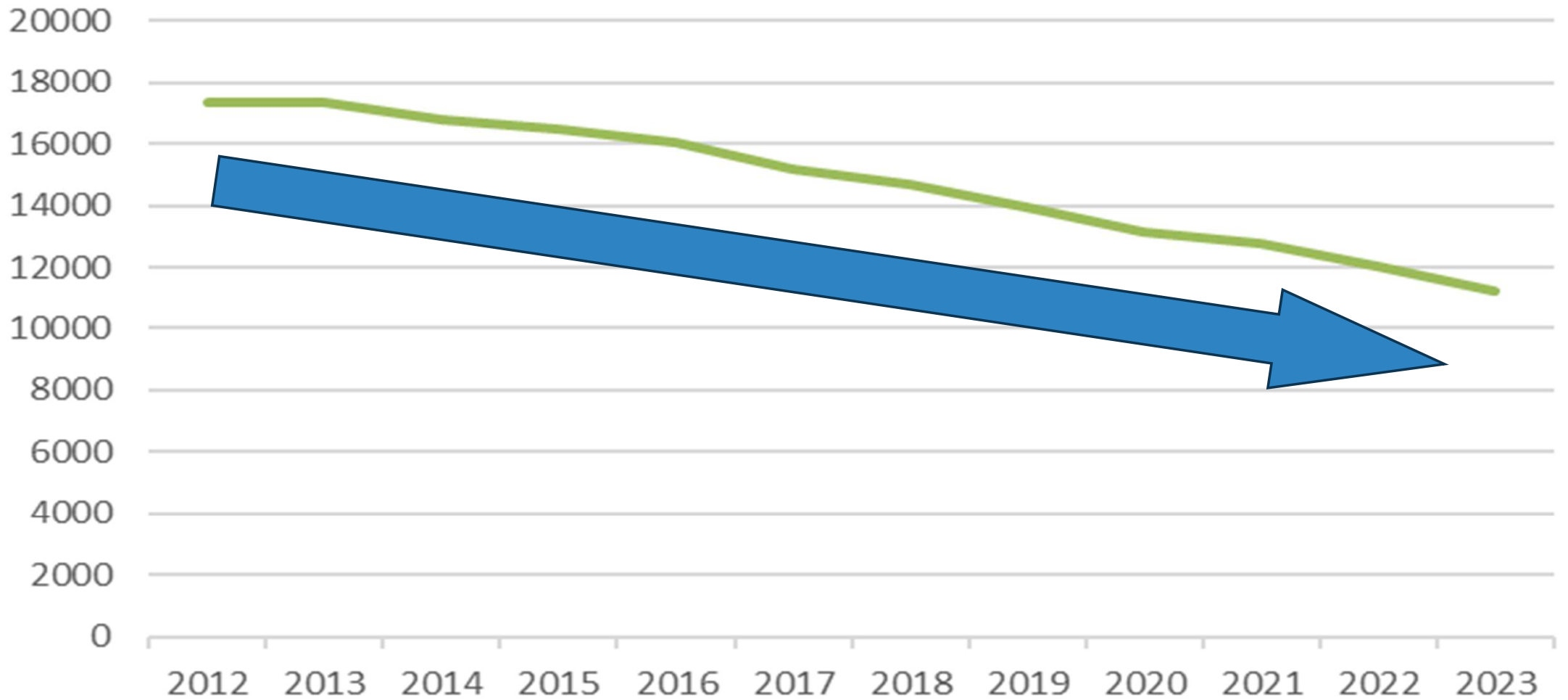


Statement of the Problem

- ▶ Niigata isn't a famous city
- ▶ There is a declining population in the area
- ▶ Birthrate decline



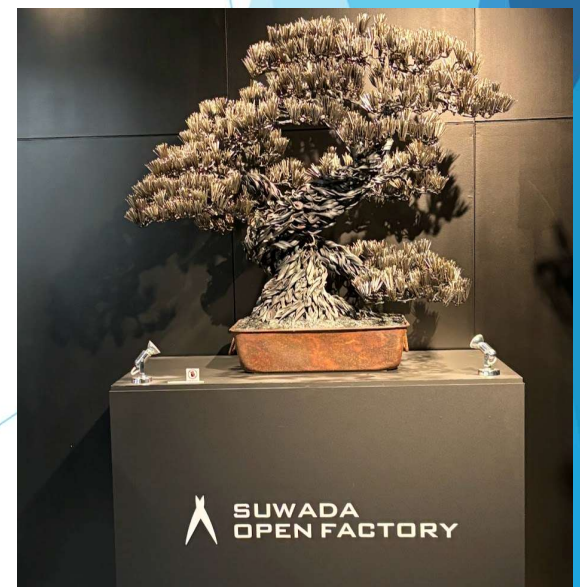
The Change of Birthrate in Niigata



Source: 新潟県ホームページ [Niigata Prefecture's official homepage] (新潟県推計人口), (Niigata Prefecture's Estimated Population), accessed on 2024/08/07

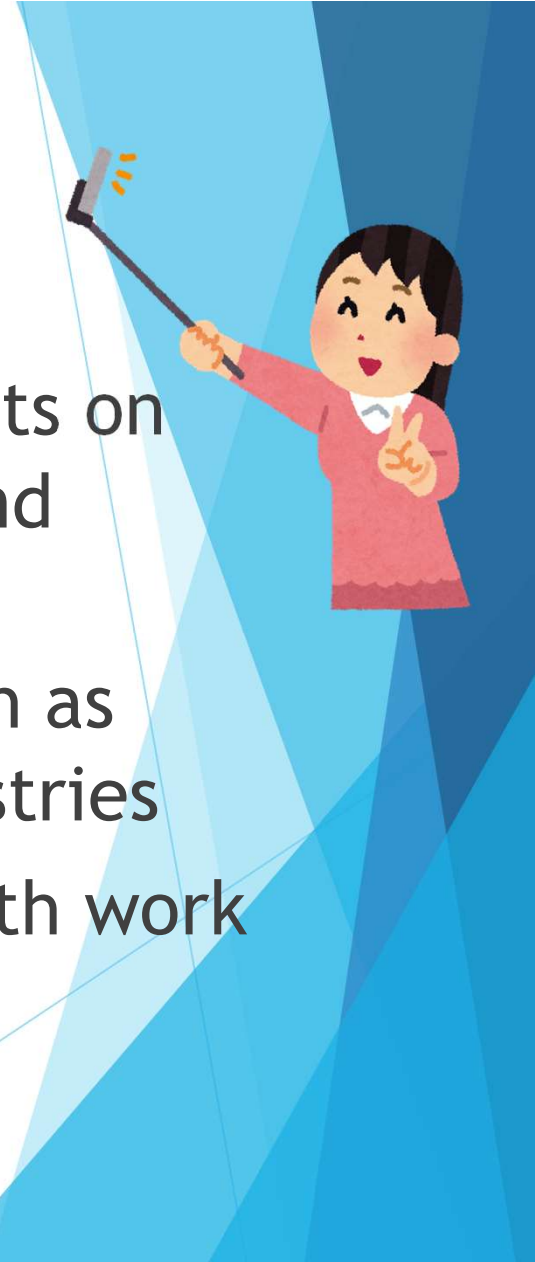
Current strengths of Niigata (advantages)

- ▶ Niigata has a lot of resources
- ▶ people/foods-sake, rice /industry/nature
- ▶ We learned about Niigata



Solution to the Problem

- ① Promote Niigata's industries and tourist spots on **SNS** (Instagram Reels, Facebook, Tik Tok, X, and YouTube)
- ② Encourage people from other countries such as developing countries to work in Niigata's industries
→ By revising visa requirements (less strict with work visa)



Solution to the Problem

③ Universities in Niigata (like UNP) **to partner with more universities**

- Encourage foreign students to visit Niigata
- Partner with other universities to promote each other's local industries

○ Example: Nanzan University partner with 2 Hong Kong University (But UNP only partner with 1 Hong Kong University)



Solution to the Problem

- ④ Niigata has many long-established and skilled factories, so let's turn the whole of Niigata into an **open factory theme park** and promote it on social media to create an image of the city as a place where unique experiences are possible.
- ⑤ Students in Niigata **study more English** and other foreign languages
- Allow for better communication with foreign visitors
 - Help promote and explain Niigata's beauty with people around the world

Conclusion

- ▶ Niigata has beautiful traditional culture, and advanced industries
- ▶ Effective promotion through social media
- ▶ Universities in Niigata can partner with more foreign universities
- ▶ Addressing Niigata's declining population, through foreign workers
- ▶ Students can study other foreign languages for better communication.

Niigata is a unique place



References

- ▶ 新潟県ホームページ [Niigata Prefecture's official homepage] (新潟県推計人口), (Niigata Prefecture's Estimated Population), accessed on 2024/08/07
<https://www.pref.niigata.lg.jp/site/tokei/jinkou20240601.html>