

E-Mail Newsletter from Mayor of Okayama City “Challenge of Legendary Okayama” (8)  
January 15 Issue

Hello, I'm Omori, Mayor of Okayama City.

I participated in many New Year events in Okayama and Tokyo. Today, I would like to tell you what I found and thought there.

Firstly, I found that the Japanese economy is getting better.

Many board members of Okayama Association of Corporate Executives said that Okayama's economy is improving at its New Year party. (According to Okayama Branch Manager of the Bank of Japan, the latest Diffusion Index in Okayama has achieved the highest standard in the past 22 years.)

In addition, Prime Minister Abe emphasized the effects of “Abenomix” in the New Year party of Jiji Press Ltd. held in Tokyo.

Therefore, I expect that the economy downturn after the consumption tax rise will not continue so long.

Secondly, I noticed that not many women participate in New Year events in economic fields.

A person told to promote “Womenomics”\*. I agreed to this idea.

Women's participation in society must be a key for economic growth in a depopulating and aging society with fewer children.

To create a local community where women can make the most of their talents, I will work on improving child rearing environment and introducing flexible work arrangements in Okayama City. Furthermore, I would also like to make efforts to promote women in the municipal government of Okayama City.

I told my thoughts many times in various events as follows:

“This year, Okayama City will be full of visitors because UNESCO World Conference on ESD will be held and Aeon Mall Okayama (shopping mall) will open in autumn. I think that these vibrant events should never end up mere temporary events.

We need to build the “Okayama model”, a new-type ESD promotion model for creating a sustainable society and send messages about ESD at home to and abroad, even after the world conference.

It is important that the expected Aeon Mall visitors of 20,000,000 travel in the central Okayama City. To attract the visitors, the knowledge and passion of the private sectors are necessary. Therefore, I expect their new movements for it.”

This year, I hope to think and act together with you to advance Okayama City by filling our city with charms, vigor and smiles.

\*“Womenomics”

The word is made by a combination of words, “women” and “economics”. It means that the growth rate tends to become higher as women's participation in society advances. Japanese Prime Minister Abe suggested this idea in a general debate before the United Nations General Assembly.