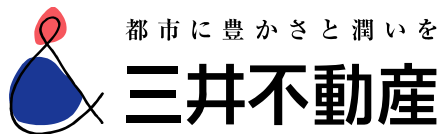




Kashiwa-no-ha Smart City Strategy



Motoyasu Kato
General Manager of Kashiwa-no-ha Urban
Planning and Development Department
Mitsui Fudosan Co., Ltd.

Driving social progress has long been part of our DNA

Kasumigaseki Building
(Minato Ward, Tokyo)

Japan's first skyscraper



Okawabata River City 21
(Chuo Ward, Tokyo)

A waterfront redevelopment



Tokyo Midtown
(Minato Ward, Tokyo)

Emphasizing urban coexistence
with the environment



Central District of Chiba Port
(Chiba)

Landfill and
residential development



Sun City
(Itabashi Ward, Tokyo)

Creating a new community that
harmonizes with nature



Creating
the
smart
cities
of
the
future

1950

1960

1970

1980

1990

2000

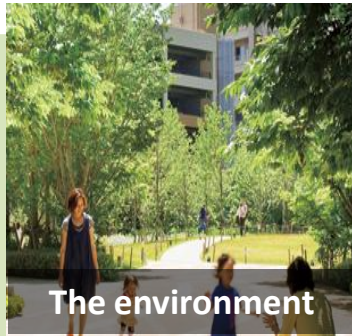
2010

2020

Resolving Japan's specific urban development challenges



Energy



The environment



Safety and security



Social aging



Industry creation

Creating attractive, world-class urban areas to increase Japan's international competitiveness and help revitalize the nation's economy

Urban

Nihonbashi Smart City

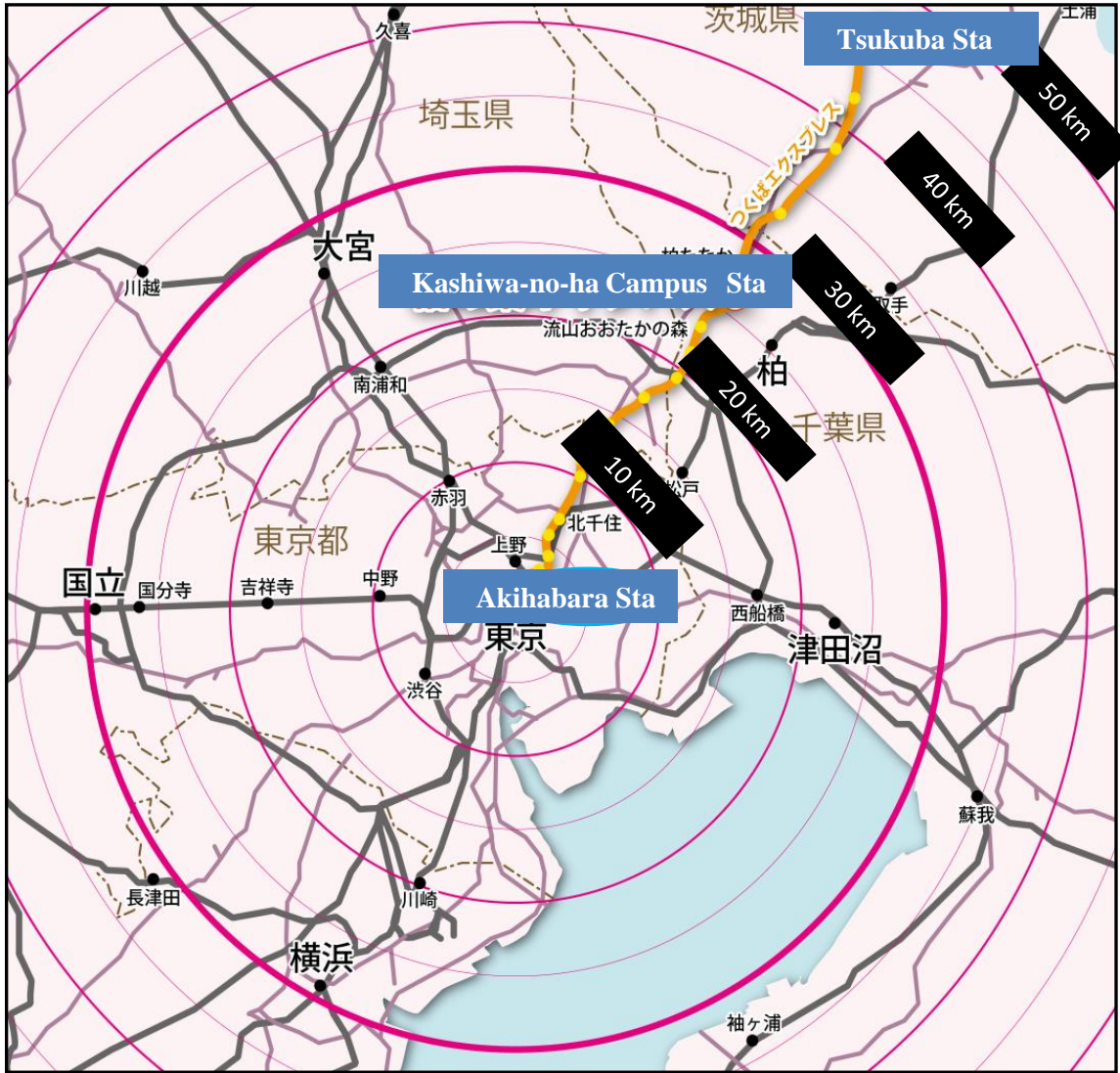


Suburban

Kashiwa-no-ha Smart City



25 km from central Tokyo, reached in around 30 minutes by Tsukuba Express



Tsukuba Express

- Operational from 2005
- Carrying 306,000 passengers daily (number doubling since inception)

Kashiwa-no-ha Campus



Around 273 hectares developed

2005

University of Tokyo

National Cancer Center

Chiba University

Kashiwa-no-ha Campus Station



An advanced nation in resolving issues

Kashiwa-no-ha Smart City



Urban Design Center Kashiwa-no-ha opened in 2006

Urban development through partnership between the public, private and academic sectors

A New Vision for the Cities of Tomorrow



Formulated three urban development concepts to help Japan fulfill its commitment to tackling challenges for the future of the world

Environmental-Symbiosis

A city that is people- and environment-friendly and fully disaster-prepared

Health and Longevity

A city in which people of all ages can enjoy healthy and secure living

New Industry Creation

Fostering growth fields that become sources of new vitality for Japan

Initiatives to add value

Mixed usage

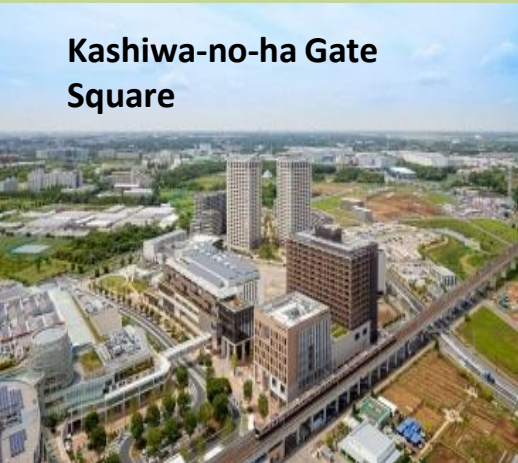


Combining tangible and intangible elements



&

Kashiwa-no-ha Gate Square



Shops and offices building



Hotel and residences



University of Tokyo Kashiwa-no-ha Campus Station Satellite



North Wing of LaLaport KASHIWANOHA



Mitsui Garden Hotel Kashiwa-no-ha



Park Axis Kashiwa-no-ha (rental residences)



International exchange residence



Hall and conference venue

Environmental-Symbiosis



Kashiwa-no-ha Smart Center

Health and Longevity



A-shi-ta [?] health lab

まちの健康研究所「あした」

Comprehensive urban healthcare facility [?]

New Industry Creation



Kashiwanoha Open Innovation Lab

Commercializing a Full-Fledged Smart Energy Grid



Full-fledged smart grid sharing electricity between districts

Deploying private grid to materialize a smart city that does not impact the public grid



A commercially viable first in Japan

TEP TX ENTREPRENEUR PARTNERS 一般社団法人TXアントレプレナーパートナーズ



A network of around 200 entrepreneurs, angels, and other supporters

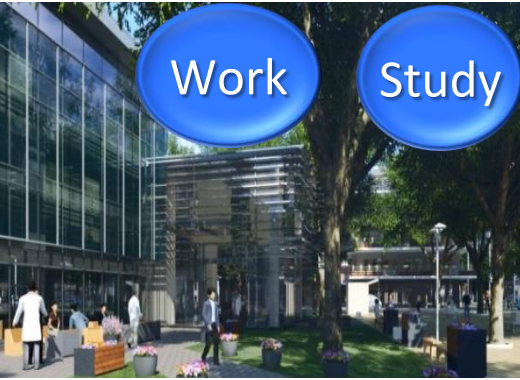
Global venture network through international business contest



Mixed usage

Work

Study



Play



Living



Diverse community interactions



Urban design integrating water and greenery



Innovation Campus initiative as 27th
stage of Kashiwa-no-ha Smart City



Kashiwa-no-ha



Suburban smart city model

Nihonbashi



Urban smart city model

Hibiya



Deploying business models matching regional characteristics and needs in Japan and around the world



Throughout Japan...

...and to the world