Creation and promotion of industry using local resources and attractions
- Creation of new products that are unique to Okinawa

In order to cultivate new industries and integrate them with existing industries, Okinawa prefecture will proactively use Okinawa's intangible power such as its natural environment, traditional culture, sports, health and longevity as important industrial resources to create new competitive industries. At the same time, the prefecture will work to integrate environmental industries, provide support for marine resources development and advance financial industries to invite investment in the prefecture's economy.

Creation of new industries using attractions and superiority of Okinawa

- Yachimun making
- Awamori making
- Ryukyu lacquerware

- Triathlon event taking advantage of the rich nature of Okinawa
- Jacuzzi pool using sea water

- Extremely sweet Okinawan mango
- Kume Island boasts the largest production of Kuruma prawn in Japan
- Umbuduo (sea grapes) also referred to as green caviar

Promotion of characteristic agriculture, forestry and fishery industries using the subtropical climate

Okinawa brand tuna "Okinawa Churaumi Maguro"
Utilization of local resources and human resources
- Cultivate human resources and products and use them to revitalize the whole community

The government aims to revitalize the whole prefecture by increasing the vitality of small and medium-sized enterprises that support the community and revitalize shopping streets and town centers that are the center of local communities. The prefecture provides comprehensive and strategic support from product development to brand building in the manufacturing industry. It also aims to improve the working environment so that citizens can acquire fulfilling jobs and create a society in which workers can work without worries.

Employment measures and securing various human resources

A job fair for high school students

Employment support counseling for women

Promotion of using former U.S. military base sites

Naha Shintoshin area offers shopping centers, parks and museums
(Source: The Okinawa Times Company)

Promotion of manufacturing industry and development of local brands

Okinawa Flower and Food Festival introducing agriculture, forestry and fishery products and processed food products from Okinawa to people inside and outside the prefecture

Industry Festival offering new products of various areas in the prefecture

Utilization of policy-based finance

The Awase Golf Course site in Kitana is village was turned into a large shopping mall

The Okinawa Development Finance Corporation supporting small and medium-sized enterprises in the prefecture
Revitalization of outer islands
- Towards the maintenance and improvement of vitality of remote islands

The prefecture is working to enhance living conditions by improving traffic and local infrastructure and providing universal services in the areas of education, healthcare, welfare and culture so that residents of remote islands can live with a sense of security on the island they are familiar with. It also promotes community-based industries such as tourist resort businesses and the development of local specialties towards the revitalization of remote islands, creation of employment opportunities and increase of interchanging population.

- Improvement of living conditions in remote islands

- Remote island student support center which reduces the financial burden on people from remote islands

- Ryukyu Air Commuter (new equipment Q400CC) that flies between islands

- New ship “Ferry Yonakuni” connecting Ishigaki Island and Yonakuni Island

- Folding windmill in Hateruma Island

- Battery facility for 100% renewable energy self-support: verification projects on Kuma Island

- Local specialty goods that were developed using materials from remote islands

- Industrial promotion based on the characteristics of remote islands

- Remote Island Fair to revitalize industrial promotion in remote islands

- Resort hotel built on a beautiful island landscape (Hoshino Resort Itosu Kohama Island)

- Storage of Awamori (Okinawan rice liquor) in a cave (Taragawa Brewery)

- Yonaguni Island International Swordfish Fishing Tournament

- Yubu Island, where you can travel across shallow beaches on a water buffalo
International exchanges and peace

Towards the stability and peace of the Asia-Pacific region

The government of Okinawa is working to build a network of exchange with the world using the geographical and historical characteristics of Okinawa. It also promotes the training of an internationally minded workforce and strives to create a multi-cultural society of co-existence. The prefecture publicizes the "spirit of Okinawa," which pursuits the spirit of peace of Okinawa has built after experiencing the only ground war on Japanese soil during WWII and contributes to the peace and continuous development of Japan and the Asia-Pacific region.