

November 20th, 2019

# IUC PROGRAMME

Sustainable economic development and Port regeneration

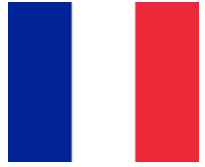


Pascale SRULOVICI - European Project Manager - Department of International and European Relations -  
City of Marseille

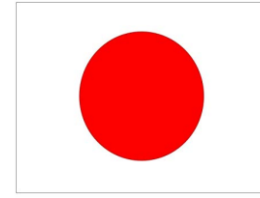
Koichi OKADA - Manager of the Port - City of Kobe

# Agenda

- History of our relationship
- Our IUC Partnership
- Presentation of each city
- Feedback of the study tour in Marseille
- Framework of our Local Action Plan
- Our 3 objectives, activities & links with SDGs
- Q&A



# History of our relationship



- Marseille and Kobe are sister cities since 1961
- 2 business missions organized recently by the international relations Department of Marseille:
  - The first one in Osaka in 2016 with 25 start up
  - The second one will take place in december 2019 in Tokyo
- As in 2016, this year again we will participate in the *Global Innovation Forum*





# Our IUC partnership



- Since the beginning of 2019, we joined the IUC programme as a partner of the city of Kobe.
- The cities of Kobe and Marseille have decided to work on :

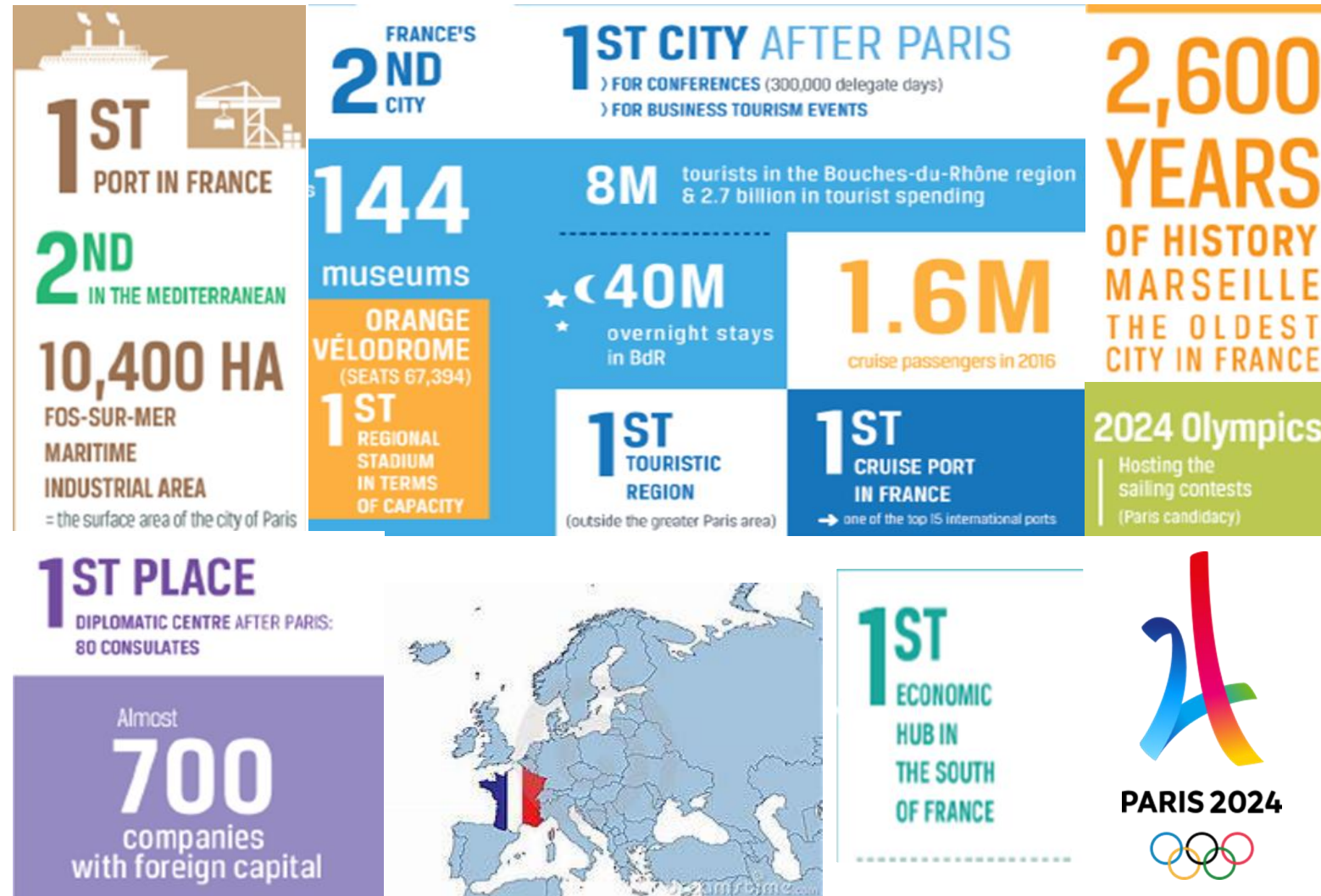
## « Sustainable economic development and port regeneration »

- That means that besides developing our two ports, the project must help thinking about solutions to develop a stronger connection between the port and the city in many fields: urban regeneration, sustainable development, innovation, business and economic growth, cultural exchanges, education, social issues...
- This exchange project will be translated into a local action plan to be implemented on three domains: Better connection between Ports and Citizens, Sustainable Management of cruise activities, Partnership on education: Future human resources for the maritime industry.

<http://www.iuc.eu/japan/home/>



# Presentation of the city of Marseille





# Presentation of the city of Kobe

**Kobe is located in the Kansai Region.**

- the Multiple Access to all around Japan. (Airport, High-way, Bullet train and Sea routes)
- the Long History as an International Trade Port. (from Nara era : 8<sup>th</sup> C)
- the Gateway of the Seto Inland Sea.

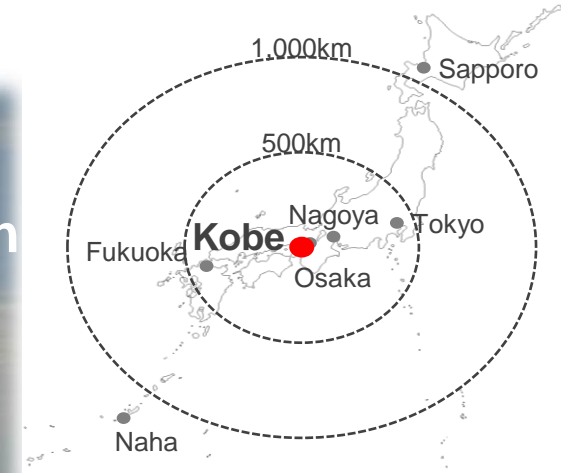
Population **1,524,601** (June 2019)

Land area **557.02** km<sup>2</sup> (Oct 2018)

Highest elevation **931.3** m

Average temperature **17.4°C** (2018)

GDP of Kansai Region Approx. **714** bn. US\$(2015)





# Feedback of the Study Tour in Marseille



28<sup>th</sup> to 31<sup>st</sup> Oct. 2019



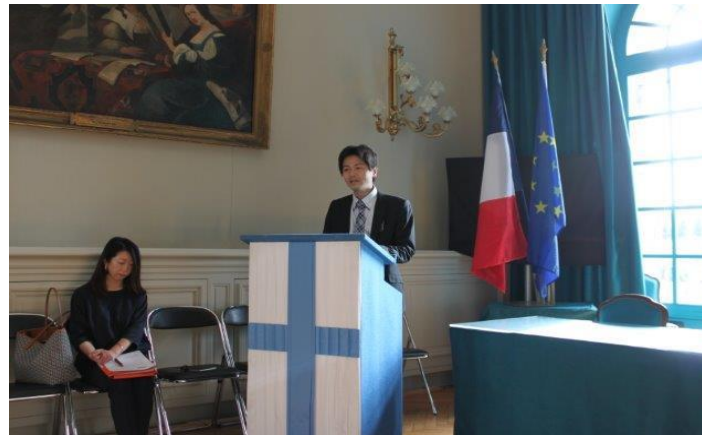
# Members of Marseille and Kobe team



Members of Marseille and Kobe Team : from left-side) Ms. Yatsuka KATAOKA ;MR. Koichi OKADA ; MS. Pascale SRULOVICI ; Mr. Pierre CHAILLAN ; Mr. Atushi OKADA ; Mr. Yuhi SHIRAI



# Day 1/ Meeting for reminder the IUC Objectives



(from left-side) Welcome speech (in Première salle des commissions at the City hall) by Mrs. Maliza SAID-SOILIHI, Deputy Mayor in charge of European affairs / Mr. Frédéric OLIVO, Director of International and European Relations , City of Marseille / Mr. Atsushi OKADA, Director of International Affairs, City of Kobe.



## Day 1/ Visit of the City of Innovation and Knowledge



CITÉ DE L'INNOVATION  
ET DES SAVOIRS  
AIX-MARSEILLE

MKTXDATOS  
Data Worth Using

Meeting on innovation and visit of Ze Box (CMA-CGM incubator) / Meeting with SmartPort project partners / Accelérateur M, MKTX Datos Europe.

Aix\*Marseille  
université

MARSEILLE FOS  
le French  
smartport in med

ACCELE  
RATEUR.M  
PLUG-IN AND SCALE-UP



## Day 1 / Official Dinner



With the participation of Mrs Maliza SAID-SOILHI, Deputy Mayor of european affairs and Mr Akira TAKEDA, Consul of Japan in Marseille



# Day 2/ Visit of the Port of Marseille



Presentation of Port Center concept by Mrs. Catherine NAVARRO / Visit of MPTC(Marseille Province Cruise Terminal) / Visit of EAST Basins in presence of Mr. Philippe GUILLAUMET.



# Day 2/ Visit of 2 Port centers





# Day 3/ Visit of Euroméditerranée



Presentation of Euroméditerranée agency  
by Mr. Alexandre SORRENTINO /  
Meeting on Urban Planning and relation  
between Port and city,



# Day 3 / Meeting at the Headquarters of CMA-CGM





# Day 3/ City tour



Visit of the MUCEM, Museum of Civilizations, The Japanese Garden, Le Corbusier Building, Notre Dame de la Garde.



# DAY 4/ Visit of the CETIS



Visit of CETIS (Maritime and sea survival training centre) of the City's Naval Firefighters Battalion

# Day 4/ Wrap-up meeting and discussion on the Local Action Plan





# Framework of our local action plan

- Problems to be solved in common :

## **1. Developing Human Resources for the Maritime Industry**

We need to make sure that more young people want to study subjects regarding Maritime Industry

## **2. Revitalization of the Port Area**

We need to encourage businesses, citizens and tourists to get involved into the Port Area

## **3. Improving the Economic Effects of the Port**

We need to make good effects for local economy.( e.g. cruise industry)

# Our 3 objectives

1st	Better connection between Ports and the Citizens
2nd	Sustainable management of cruise activities
3rd	Partnership on education: Future human resources for maritime industry





# 1st Objective : Better connection between Ports and Citizens

## Activities :

1. Raise awareness on port and change the image of maritime activities
2. Provide information to all local stakeholders
3. Open the port to the city

## Example of action :

Creation of a Port Center with the support of AIVP network.

## Link with the SDGs :







## 2<sup>nd</sup> objective : Sustainable Management of cruise activities

### Activities :

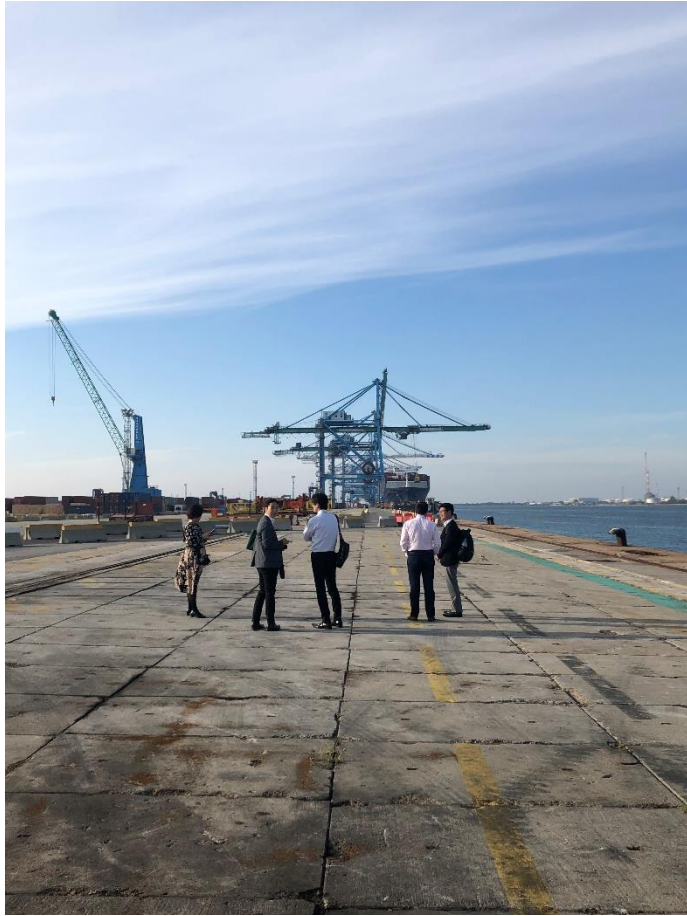
1. Develop the city economy and attractiveness
2. Support environmentally friendly cruise industry
3. Manage tourist flows in the city

### Example of action :

Cooperation between EU and Japanese Start-up to propose innovative solutions.

### Link with SDGs :







## 3rd objective : Partnership on education: Future human resources for the maritime industry

### Activities :

1. Develop a better attractiveness of maritime jobs among the youth
2. Change the image of port activities
3. Ensure a sustainable innovative development of ports & cities

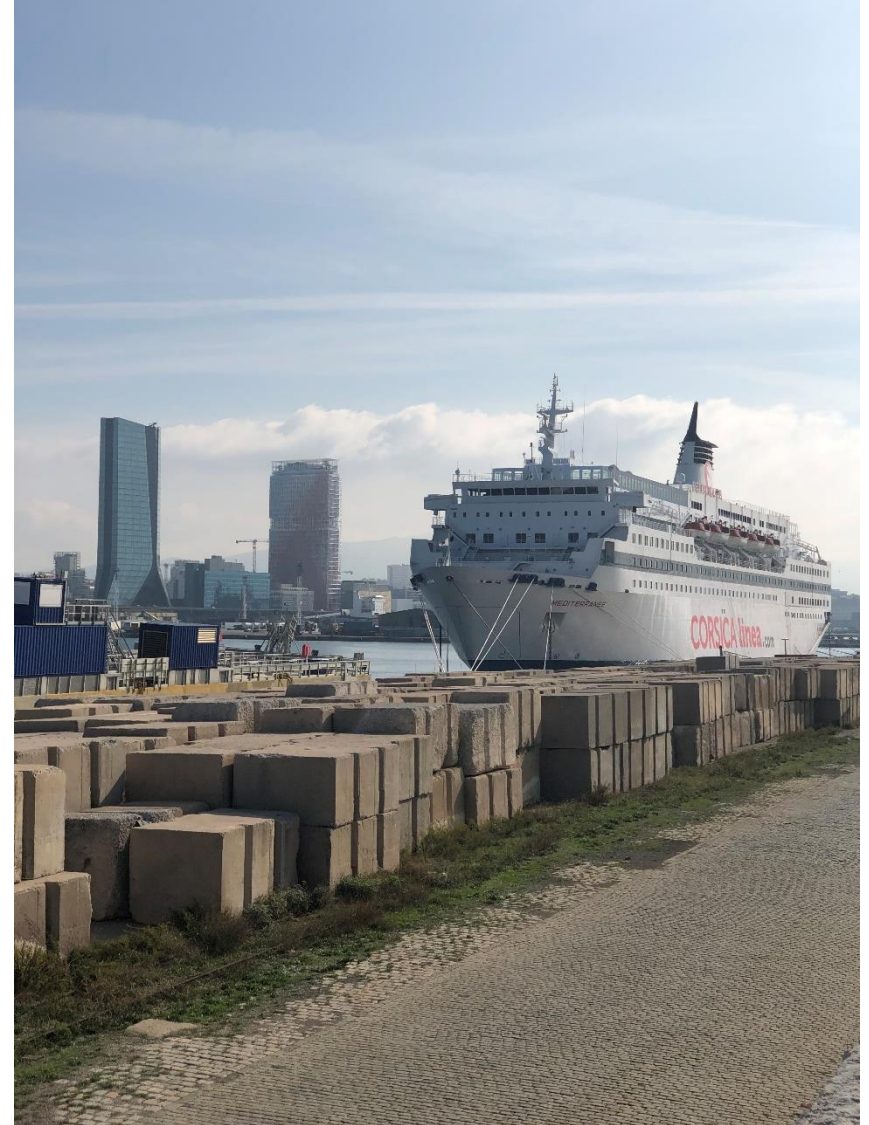
### Example of action:

Private/public partnership on education (CMA-CGM Academy)

### Link with SDGs :



# CMA CGM ACADEMY







Q&A