



**Welcome
to
Fujieda**



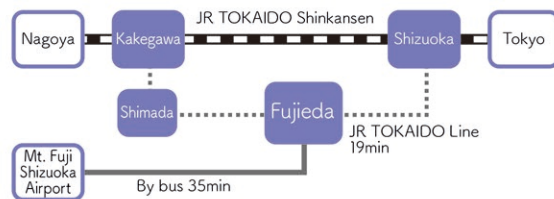
About Fujieda

Fujieda city is located almost in the center of Shizuoka Prefecture, and next to Shizuoka city. It is a long city from north to south and has plenty of nature. As our city lies between Tokyo and Nagoya, the transportation system was developed since the ancient times.

From Fujieda, we can easily access Tokyo, the capital city of Japan as well as Mt. Fuji Shizuoka Airport!

Access

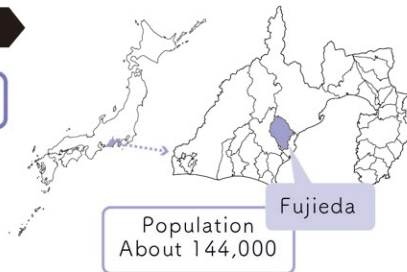
About 2 hours from TOKYO (JR Shinkansen)!



Official
City
Flower



Wisteria



Population
About 144,000



Cherry Blossoms



Cosmos



Autums Leaves



Sports & Nature

Fujieda city is well known throughout Japan as a soccer loving city. There are some of the best school soccer teams in the city. It is a native town of many excellent professional soccer players. Besides soccer, many residents have a deep passion for various kinds of sports. The city is blessed with a comfortable climate and has an attractive atmosphere to enjoy sports. Furthermore, we can enjoy a lot of nature and four enjoyable seasons, which gift us many varieties of flowers.

Tourist Spots

Rengeji-ike park



Rengeji-ike Park is located in the central district of Fujieda city. The theme of this park is "Flower, Water, Bird, and Smile". It is about a 1.5km walk around the pond and you can enjoy beautiful flowers during each season. There are paddle boats, long slides, and a historical museum. Next to the park is "Rengeji Smile Hall", which is an indoor playground for children, developed in 2016. It is a place for fun and relaxation for both young and elderly people.



Gyokuro no Sato



"Gyokuro" is a kind of green tea. Asahina is one of the top three producing districts in Japan. "Hyogetsutei" is an authentic tea room in the beautiful Japanese-style garden. You can try the highest grade of Gyokuro or matcha and sweets with warm hospitality. Nearby, there is a comfortable restaurant where a matcha-based menu is served. You can enjoy delicious cha-soba and matcha softcream.

There is also a souvenir shop where you can buy green tea, utensils and local agricultural products.



Ohatagokashibaya



Ohatagokashibaya was a well-known inn which flourished during the Edo Period. The present building was built in 1836 after a big fire in 1834. It was registered as a Tangible Cultural Property of Japan because the remains are historically rare and valuable. In 2020, it was also registered as a Japanese Heritage site, which expresses a Japanese tradition through local and historic characteristics. The building is now a historical museum. You can learn about traditional Japanese lifestyles and feel like a traveler in the Edo period.





What we recommend!!

Variety of fragrant teas, Asa-Ramen experience and abundant local food. In Fujieda, there are a lot of attractive specialty goods and products. Here, we will introduce delicious examples!

Tea ■■■■

The tea industry is flourishing because the climate is suitable to grow tea plants. There are many kinds of tea: Gyokuro; refined green tea, Middle-grade green tea, Black tea, Matcha and so on.

There are three types of tea bags. Kaori is green tea with a jasmine scent and the taste is less bitter. Megumi is green tea with a well-balanced sweetness and bitterness. Kureha is black tea, whose taste is refreshing and sweet.



Asa-Ramen ■■■■

It means "ramen to eat in the early morning". The culture was born from the habit that tea farmers enjoyed ramen after work in the early morning. There are a lot of Asa-Ramen shops in Fujieda.

Its noodles have smooth texture and the soup has a light flavor. It is Fujieda's style to eat two types of ramen, a cold one and a hot one together.



Sweets ■■■■

There are many pastry shops and Japanese sweets shops in Fujieda. Many kinds of sweets use local products: matcha, Sake and strawberries.

Dorayaki : a pancake with sweetened bean paste and matcha cream.

Special Monaka : A soccer-ball-shaped wafer filled with sweet red bean paste.



Sake and Highball ■■■■

Hatsukame, Shidaizumi, Suginishiki, and Kikuyoi.

These four brewing companies produce various liquors with a depth of flavor by their original methods.

Also, Fujieda Highball, which has a fresh and sweet-sour taste is associated with the city flower "Wisteria" and is popular amongst young people.



Events in Fujieda



1 Fuji Festival ■■■■

More than 500 meters of Fuji (Japanese Wisteria) in Rengeji-ike park is in full-bloom from the end of April to early May, very popular time for picnics and a lot of stage events.

2 Konpira-san, Setogawa Sakura Festival ■■■■

This place is known as a great spot for enjoying Sakura(cherry blossom) viewing. About 850 trees are planted along the river, forming a tunnel of cherry blossoms. You can see them illuminated at night, which is called "Yozakura".

3 Asahina Oryusei ■■■■

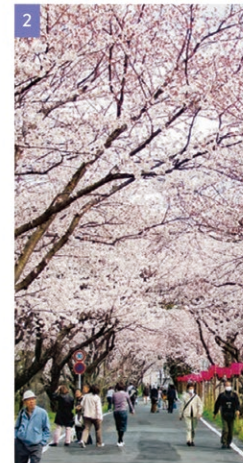
It is a very traditional festival in the area near Asahina River. The origin is believed to be the Noroshi (smoke signals) used in the age of provincial wars. Two types of rockets are launched with the long white smoke in the daytime and at night.

4 Fujieda Fireworks Festival ■■■■

Fujieda fireworks festival is held on the 7th of August every year in Rengeji-ike Park. You can enjoy each firework's resound in the mountains and reflection in the pond. There are many different kinds of food booths and play sites for children.

5 Fujieda Omatsuri ■■■■

This is a very traditional and energetic festival held every 3 years. There are 14 different Dashi floats which represent different districts in downtown Fujieda. Every dance and song performed on the Dashi floats is the most dynamic and with highest quality in Japan.





What are the “4K” Policies?

Fujieda city is putting highest priority on four basic policies, each of which is directly connected with the daily lives of residents.

These are the most attractive policies for residents who want to continue living in the city. We named it the “4K” Policies from the initials of each policy.

Kenko

Health



The energy of the city sprouts from the vigor of the residents, which comes from the health of the residents.

Fujieda city is aiming for people’s best health and disease prevention. The healthiest city comes from happy and healthy residents!

Kyoiku

Education



Fujieda city is ambitiously improving the education for children who will bear the future of the city.

By respecting children’s individuality, our government is aiming for the better education so that children can build a better future.

Moreover, we are actively making the best use of AI or ICT in school education, such as the adoption of robots and computer programming.

Kankyo

Environment



To protect the beautiful landscape of Fujieda, we must protect the natural environment of the city.

Our city tries to reduce the amount of garbage by Mottainai(Don't be Wasteful!) Declaration.

Based on this, residents, offices and administration are aiming together for a better environment.

Kikikanri

Crisis management



Protecting the lives and safety of our residents is one of the city’s most important missions. For this mission, we aim to improve the disaster prevention consciousness.

Fujieda City Hall has made various emergency control plans to tackle with any occurrences.

Moreover, we are actively using the latest technology, such as information gathering by using drones, ICT devices and other AI technologies.

Smart Compact City

Fujieda style Compact + Networking



Japan is currently facing a population decline due to the declining birthrate and aging population.

Under these circumstances, almost every city in Japan is facing the problem of a major difference in population between mountainous areas and urban districts. These problems will lead to a serious situation of public services in the near future.

Regarding this, cities are being asked to integrate various city functions.

Fujieda’s aim is to convert conventional “Dispersed type” to “Consolidation type”.

To accomplish this, our city has two main strategies :

- ①-Construction of districts to attract people in many different ways
 - ②-Construction of a network of organically connected districts with each other
- This is Fujieda style Compact + Networking strategy.

Compact+Network + ICT =Smart Compact City



Fujieda city aims to realize residents' safety, comfortable and convenient living by applying ICT(Information Communication Technology) for Compact + Network and for the achievement of our 4K policies.

This is the sustainable Smart Compact City which is Fujieda’s ideal destination.

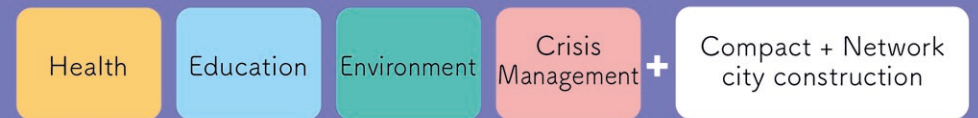
Examples of the strategies



- Improvement in the industrial competitiveness ⇒ Utilization Promotion of ICT
- Human Resources Development ⇒ Promotion of ICT education
- Work-style Reform ⇒ ICT x sharing economy

Fujieda city’s health and revitalization strategy

『4K』policies directly connecting to the daily lives of residents.



← Applying AI and IoT cross-sectionally →



Entire Optimization = Safe, Comfortable and Convenient high quality life.

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