

About the Hietsu Regional Promotion Association & the Hietsu Region

◆ What is the Hietsu Region?

Hietsu covers the northern part of Gifu Prefecture and the southern part of Toyama Prefecture. In spite of the prefectural border, the people of this area actively interact through the strong economic and cultural links that connect them.

The unspoiled nature, local delicacies, folk art, music & dance... all of these features and traditions which represent the spirit of the Japanese people and more are safely stored here. Combined with the geography and climate, it is easy to see why our area is commonly referred to as "the hometown for the Japanese spirit".

In recent years, new roads have been constructed (including the Tokai-Hokuriku and Chubu-jukan Expressways as well as large-scale forest roads), with yet more planned to make access easier, which combined with the opening of the Hokuriku Shinkansen has reduced the time distance between the two prefectures, and that between them and the Nagoya and Tokyo areas. We expect an increase in visitors and general exchange going forward into the future.



◆ What is the Hietsu Regional Promotion Association that preserves and nourishes the hometown of the Japanese spirit?

In June 1992, Gifu Prefecture, Toyama Prefecture, 27 municipal offices (at the time), business and tourism organizations agreed to establish an association that would endeavour to stimulate and promote local industry while preserving and making best use of the outstanding resources of the region such as the culture and nature.

◆ Member Organizations

- Gifu Prefecture : <https://www.pref.gifu.lg.jp/foreign-languages/English/>
- Takayama City : <https://www.hida.jp/english/index.html>
- Hida City : <https://www.city.hida.gifu.jp/>
- Shirakawa Village : <http://ml.shirakawa-go.org/en/>
- Gifu Prefecture Tourism Federation : <http://travel.kankou-gifu.jp/en/>
- Hida Takayama Tourism Association : <http://www.hidatakayama.or.jp/>
- Gifu Prefectural Federation of Societies of Commerce and Industry : <http://www.gifushoko.or.jp/index.html>
- Takayama Chamber of Commerce and Industry : <http://www.takayama-cci.or.jp/>
- Kamioka Chamber of Commerce and Industry : <http://www.kamiokacci.or.jp/>
- Toyama Prefecture : <http://www.pref.toyama.jp/english/index.html>
- Toyama City : <https://www.city.toyama.toyama.jp/>
- Tonami City : <https://www.city.tonami.toyama.jp/>
- Nanto City : <https://www.city.nanto.toyama.jp/cms-sypher/www/ml/multilingual.jsp>
- Toyama Tourism Organization : <https://foreign.info-toyama.com/en/>
- Toyama City Tourism Association : <https://www.toyamashi-kankoukyoukai.jp/en/>
- Toyama Prefectural Federation of Societies of Commerce and Industry : <https://www.shokoren-toyama.or.jp/kenren/>
- The Toyama Chamber of Commerce and Industry : <http://www.ccis-toyama.or.jp/toyama/>