

Obu City

Creating a major hub for promoting healthy longevity



Situation

- The city hosts numerous institutions related to health, medical and welfare services.

Intervention

Under the concept of “wellness”, the city began the Wellness Valley initiative in order to revitalise related industries, develop comfortable living environments and promote health-conscious tourism.

1. To revitalise industries

- construct infrastructure such as industrial sites, roads and water supply
- coordinate the R&D function of the national medical centre that is in the Valley and business activities of local companies in healthcare and medical sectors

2. To develop comfortable living environments,

- encourage private developers to promote housing construction and improvement for those who live in the Valley

3. To promote health-conscious tourism,

- boost tourism among the middle-aged and older who are more interested in their health by encouraging them to participate in agricultural experience tours etc.

Impact

- Some pilot projects are in progress among related institutions.

