

Try Angle Ehime 2.0

Ehime Prefecture



Situation (background, aims, etc.)



The Try Angle Ehime project was launched to ensure the sustainable growth of Ehime's economy amid rapid population decline through the utilisation of digital technology and promotion of human resource development. It challenges conventional notions of local administration and represents one of the largest digital implementation projects in Japan. The aim is to solve the challenges facing Ehime's businesses and industry through cutting-edge digital technology, thereby not only enhancing productivity but also raising the incomes of prefectural residents.

Details (project outline, etc.)



Try Angle Ehime calls for projects that help solve Ehime's challenges from Japan and abroad, aiming to apply cutting-edge digital technology to the local industry. About 1,500 project proposals have been received between FY2022 and FY2025, 115 of which have been selected. Project activities are being carried out in diverse fields throughout the prefecture, including agriculture, forestry, and fisheries, manufacturing, maritime affairs, tourism and healthcare.

The project has the following four main features:

Funding: A commission fee (not a subsidy) of up to 30 million yen (fully disbursed) is provided to cover the project implementation costs.

Tailored support: Ehime Prefecture staff and experts provide

regular mentoring to ensure project success.

Market expansion: The project facilitates matching with local companies to drive the adoption of implemented digital technologies throughout Ehime.

Community formation: Networking events are held to connect digital companies with local businesses and promote their cooperation.

Results (features and innovations, future developments, etc.)

◆ Overall project results and outcomes

1. Development of 2,900 digital personnel
2. Establishment of bases in Ehime by 14 digital companies from outside the prefecture
3. Economic effect of approximately 3.2 billion yen within Ehime

*All results are as of the end of FY2024.
