

MAKUHARI

— POSITIONED FOR A BRIGHT FUTURE

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Several steps from Makuhari takes you to abundant sightseeing spots like the old temple, Disneyland, and many beautiful capes and seashores.	22



The Concept Behind Makuhari New City

Starting in 1973, the Public Enterprise Agency of the Chiba Prefectural Government began to develop a new, integrated multifunctional city on reclaimed land in Makuhari, Chiba Prefecture. This new city would encompass the functions of mainstay business, research and development, science and commerce, while providing cultural centers, sports & recreation facilities, and residential areas. It would also facilitate international exchanges and business. Makuhari City is just 30 minutes from the heart of Tokyo and Narita Airport, and even closer to the Port of Chiba, the second largest port in Japan by cargo volume (the Port of Chiba is roughly half-way between Tokyo and Narita).

In 1991, Makuhari New City was designated as the major site for business in Chiba. Makuhari New City is developing into the ideal place to do business by bringing together jobs, housing, education, and entertainment into one area. The objectives are:

- 1. To integrate international business functions, centered around Makuhari Messe**
- 2. To integrate the functions of mainstay business, and research and development in leading-edge growth industries**
- 3. To integrate the functions of science and education for producing the skilled workforce needed by leading-edge technology companies**
- 4. To create a comfortable and attractive modern living environment for people**