



News Release

DBJ supports the Third UN World Conference on Disaster Risk Reduction.

February --, 2015
Development Bank of Japan Inc.
Toru Hashimoto, President & CEO

Public Forum of the Third UN World Conference on Disaster Risk Reduction

Building Disaster Resilience through Alliances and Mutual Cooperation of Multi-stakeholders in Tohoku and Beyond: Region-wide Initiatives by the Tohoku Alliance

On Tuesday, March 17, 2015, the Tohoku Alliance, an agency operating out of the Tohoku Branch of Development Bank of Japan Inc. (Toru Hashimoto, President & CEO), will hold a Public Forum at the Third United Nations World Conference on Disaster Risk Reduction. The theme will be “Building Disaster Resilience through Alliances and

Mutual Cooperation of Multi stakeholders in Tohoku and Beyond: Region-wide Initiatives by the Tohoku Alliance.”

The World Conference on Disaster Risk Reduction is an ongoing program held by the United Nations for the purpose of developing global disaster strategies. The first conference took place in 1994 in Yokohama. The second, held in Kobe in 2005, produced the structure for global disaster initiatives known as the Hyogo Framework for Action (HFA). The City of Sendai will host the third conference, the aim of which will be to produce a new, worldwide framework for disaster initiatives for 2015 and beyond. The selection of Sendai, which suffered extensively from the Great East Japan Earthquake of 2011, as the site of the conference gives us a great opportunity to share with the international community the lessons which Japan has learned from its experience – and to showcase the progress of the affected areas in moving toward recovery.

Along with other associations and companies working within and outside of the quake-stricken areas, DBJ is keen to share the knowledge we have gained from the 2011 disaster and the initiatives that have been taken toward reconstruction. The upcoming forum, which will be held as a symposium, will provide an excellent opportunity to discuss the importance of developing systems for regional alliance and collaboration among diverse entities spanning government, industry and other sectors of society, in situations ranging from ordinary times to full-on disasters.

If you would like to attend the conference, please fill in the attached application form and submit it by fax not later than Friday, March 6, 2015.

The DBJ corporate philosophy is “Applying financial expertise to design the future”. Using creative financing techniques, DBJ is committed to working with customers to resolve their

problems, earn their trust and build a prosperous future. We shall continue to actively support initiatives directed at the recovery and reconstruction of regions affected by the 2011 earthquake.

Date and time : Tuesday, March 17, 2015 10:15-15:00 Doors open at 9:45
Venue : TKP Garden City Sendai Kotodai, Hall 1
(Sendai Park Bldg., 2F, Kokubuncho 3-6-1, Aoba-ku, Sendai-shi)
Sponsor : Tohoku Alliance
(Executive office: Development Bank of Japan Inc.)
Supporters (planned) : Iwate Prefecture; Miyagi Prefecture; Fukushima Prefecture; International Research Institute of Disaster Science, Tohoku University; Tohoku Economic Federation; International Recovery Platform
Capacity : 180 persons, first-come basis
Participation fee : Free

Program

Part I

Keynote speech : *Building Disaster Resilience through Cooperation in / beyond Tohoku and Partnership between Industry, Government, Civil and Academia*
Hiroaki Maruya, Professor, International Research Institute of Disaster Science, Tohoku University
Presentations : *Region wide initiatives by the Tohoku Alliance*
Masahiro Ariga, Senior Vice President, Tohoku Revival Reinforcement Office, Tohoku Branch, DBJ
Kumi Onuma, Associate, Tohoku Revival Reinforcement Office, Tohoku Branch, DBJ

Part II

Case studies : *Report on the theme of resilience of lifeline*
: Yoshihiro Mukoda Managing Director, Tohoku Electric Power Co.,Inc.
: Yoshihiko Watanabe Director, Board member, WELLTHY CORPORATION

Panel discussion

Representative Initiatives of Regions Affected by the Great East Japan Earthquake, with Some Implications for the Future

Panelists : Hideo Abe, Mayor of Higashi Matsushima City
Kazuhiko Tada, Chairperson, Tono Magokoro Net
Hideo Tahara, Chief of Systems Operation, Information Policy Division, Department of Planning and Policy, Soma City

Facilitator : Shigenobu Sano, Director General, Tohoku Revival Reinforcement Office, DBJ

✦ Please note that program and speakers are as currently scheduled and are subject to change. ✦

Inquiries:

Tohoku Revival Reinforcement Office Tel.+81-22-227-8182 e-mail:tohoku@dbj.jp