

The 2<sup>nd</sup>  
ASEAN-Japan SmartCities Network  
High Level Meeting

# in Cooperation with ASEAN Countries

-scoping into Thailand-



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Urban Renaissance Agency(UR) Dec. 2020

# History of Urban Renaissance Agency (UR)

## Transition of the Organization

1955

JHC

Japan Housing Corporation

1975

Land  
Development  
Corporation

1974

Japan Regional Development Corporation

1981

HUDC

Housing and Urban  
Development  
Corporation

1999

UDC

Urban Development  
Corporation

2004



**Urban  
Renaissance  
Agency**

- Staff: **3,213**
- Capital: **10.7 billion USD**  
(as of March, 2020)

## Businesses in line with Policy Purposes

**Mass supply of  
Houses and Residential Land**

**Improvement of Living Environment  
and City Functions**

**Urban  
Revitalization**

## Economic and Social Situation of Japan

**Rapid Economic Growth**

Economy: from 1950s to 1970s

Population: **Population Bonus**

Tokyo  
Olympic  
In 1964

**Baby Boom**  
in 1970s

Events:

**Steady Economic Growth**

from 1970s to 1990s

Privatization of  
Japan National  
Railway in 1987

Great Hanshin-Awaji  
Earthquake in 1995

**Population Peak**  
in 2010

**Maturation Period**

from 2000

**Declining Birthrate  
and Aging Population**

Great East Japan  
Earthquake in 2011

# Business fields of UR in Japan

## Urban Renewal(Mostly TOD) 253 projects

In cooperation with private businesses and local authorities.

- To coordinate Vision, Planning and Conditions
- To join the project as a partner



Minato Mirai 21 (Yokohama)

## New Town Development 292 projects

Safe and comfortable life in the suburbs

- To advance safe, secure, and eco-friendly city building coping with aging population and lower birthrate
- To realize attractive suburban life or local living



Tama New Town (Tokyo)

## Housing 1,580,000 units

Manages and provides rich living space.

- To manage rental housing through cherishing trust relationship with 720,000 units
- To promote to live in the urban center, to secure stable rental housing for elderly, to improve child care environment.



Tamadaira no Mori (1,512 units)

## Disaster Restoration 26 cities

Supports reconstruction and installs preventive function.

- To promote building disaster resilient urban area



Onagawa Town (Miyagi)



Recovery Image of Onagawa Town

# What UR can do in ASEAN Countries?

## Partner, Customer

## Urban Renaissance Agency

- Survey work (F/S etc.)
- Development of various plans  
City Master Plan,  
Area Master Plan,  
District Plan,  
Phased Development Plan,  
etc.

- Coordination between Partners  
in your country  
and Japanese Investors / Business  
Partners

- Providing Useful  
Information etc.

- Advisory service
- Accepting trainees
- Sending engineers  
etc.

*Provide knowledge and know-how  
acquired through extensive  
experience in urban development  
and housing supply in Japan.*

as a  
(Government)  
Consultant

as a  
Coordinator

as a  
Advisor /  
Technical  
Assistant



Japanese Investors



Private  
Companies  
(Investors)

Japanese Business Partners



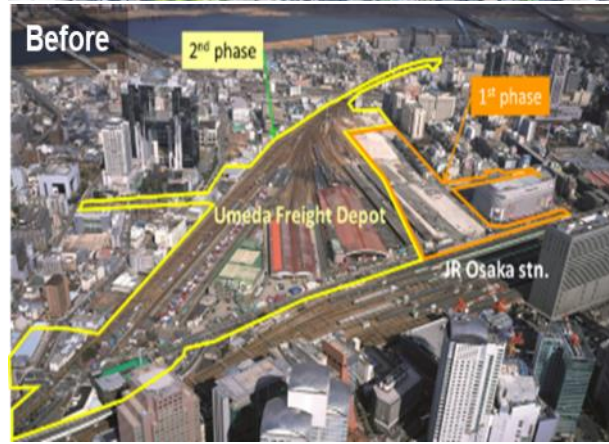


# TOD Project Initiatives

Yokohama City “Minato Mirai 21”



Osaka City “Umekita”



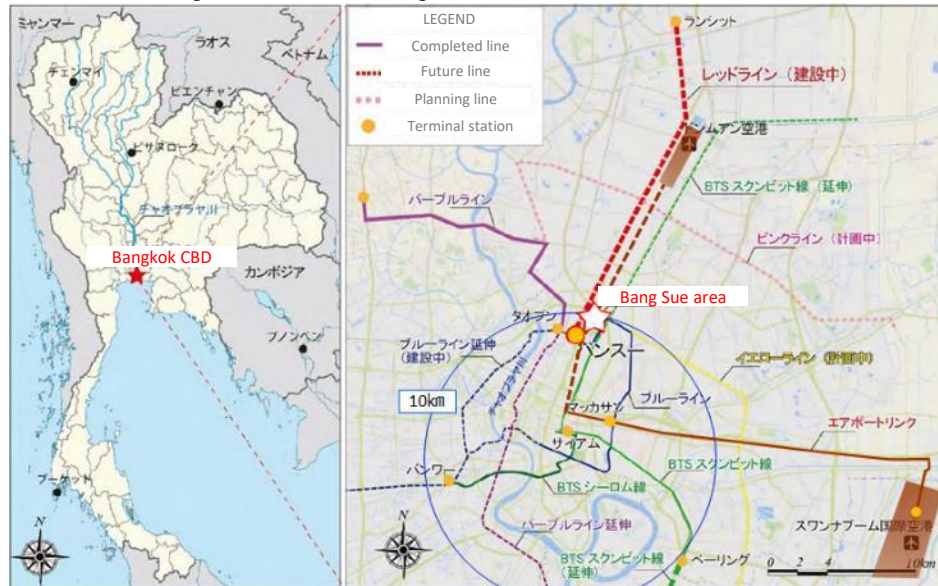


# Thailand, Bangkok – UR cooperation①

## 1. Bang Sue area overview

- Located 10 km north of Bangkok CBD (Silom area)
- Bang Sue Grand Station is planned to be developed as a large-scale railway terminal station. It will accommodate six intersecting line, including two airport link line and the high-speed rail.
- Bang Sue area has been conceived as a Smart City development which covers approx. 372 ha of land owned by SRT.

Location: Bangkok CBD and Bang Sue area

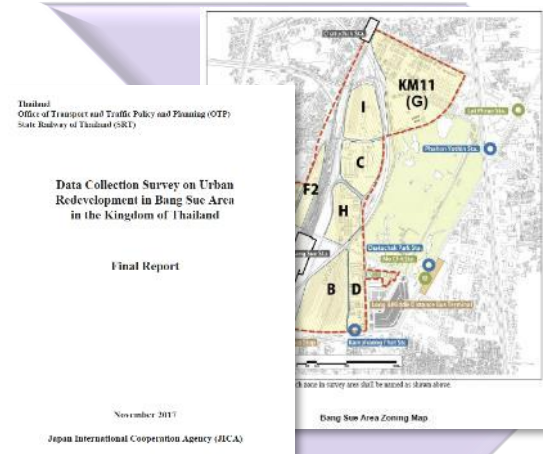


Bang Sue land use plan



# Thailand, Bangkok – UR cooperation②

## 2. Achievements of cooperation in Bang Sue Area



JICA report  
(November 2017)



Exchanged a Minutes at ASCN High level Meeting  
(October 2019)



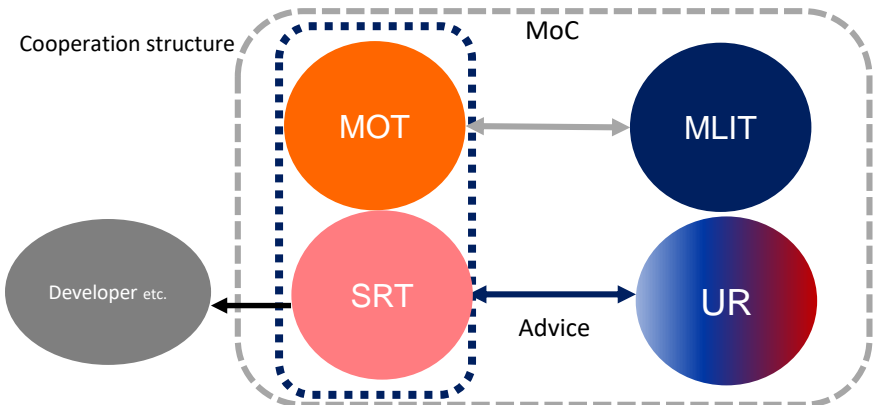
Seminar in Thailand (February 2020)

## 3. Memorandum of Cooperation on Bang Sue

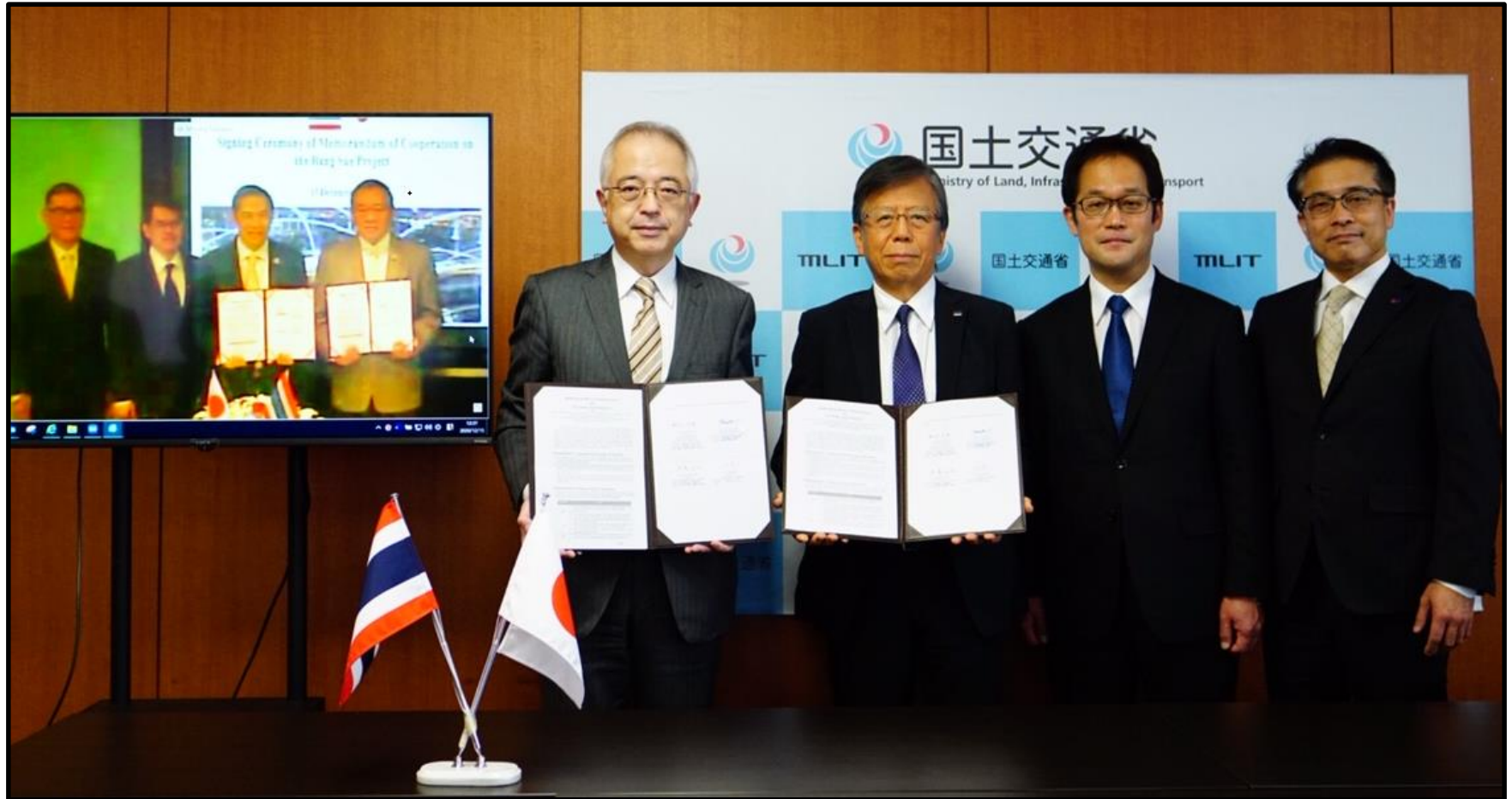
December 2020 - Exchange on MoC between the four parties (Ministry of Transport of Thailand, State Railway of Thailand, MLIT and UR)

<Objective of the cooperation>

- To strengthen the mutual cooperation in business promotion of urban development in Thailand.
- To discuss the details of specific interactive cooperation to promote the urban development in Bang Sue Grand station.
- UR will share information of urban development, TOD planning and business method in Japan.



# Memorandum of Cooperation

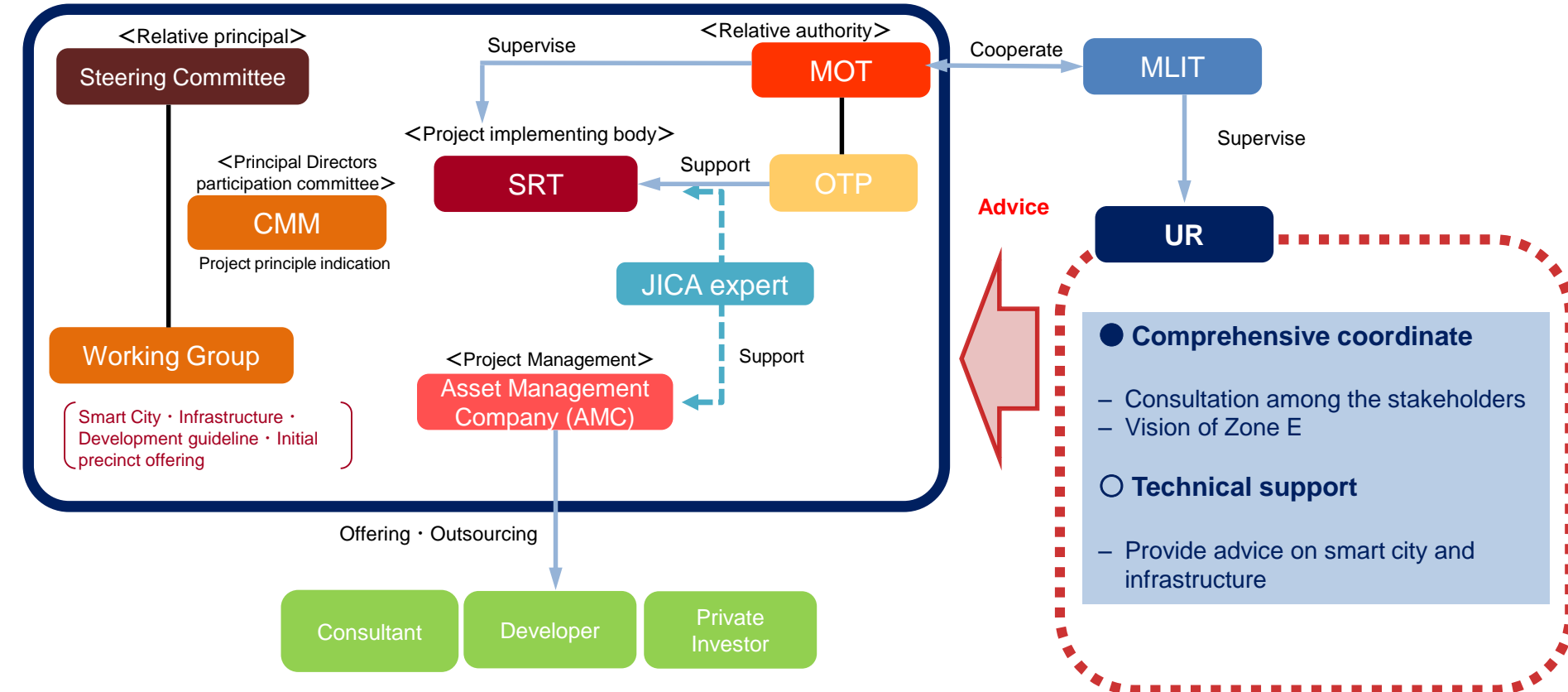




# Thailand, Bangkok – UR cooperation③

## 4. Future support plan

【Bang Sue Project development structure】



# Myanmar, Indonesia – UR cooperation

	Myanmar	Indonesia
<b>Partner</b>	The Department of Urban and Housing Development, Ministry of Construction of The Republic of the Union of Myanmar	PERUM PERUMNAS (State-Owned Enterprises of Republic of Indonesia)
<b>Date of conclusion</b>	27th Dec. 2019	7th Jul. 2020
<b>Contents of Cooperation</b>	<ul style="list-style-type: none"> <li>▪ Planning of housing and urban development</li> <li>▪ Implementation system of housing and urban development</li> <li>▪ Construction technology, management and maintenance of rental housing</li> <li>▪ Formulation and promotion of projects for housing and urban development by private companies</li> </ul>	Promoting the implementation of projects carried out by PERUMNAS for urban development in Indonesia through implementing joint projects with Japanese private enterprises, in following main fields: <ul style="list-style-type: none"> <li>▪ Transit oriented development</li> <li>▪ Urban renewal</li> <li>▪ Affordable housing</li> <li>▪ New town development</li> </ul>
	 <p>From left: UR Executive Vice President: Shigenori Hirooka, MLIT Minister: Kazuyoshi Akaba, MoC Minister: Han Zaw, DUHD Director General: Min Htein</p>	 <p>Web conference with BOD members of UR and PERUMNAS regarding MOU</p>

# Thank you for your attention

## Designing cities where people can shine

Urban Renaissance Agency (UR) is a semi-governmental organization originally established in 1955 as Japan Housing Corporation to address urban and housing agendas in Japan. Taking advantage of such position and our extensive experiences in projects, we have worked closely with governmental and private sectors, steadily implementing a wide variety of projects.

UR has led large-scale, quality urban development and housing projects at the forefront, and has also made significant contributions to institutional designs and technological growth. We continue to extend a major influence in the field of urban development in Japan.

And now, we are eager to support designing and realizing "a city where people can shine" in your country - which is our fundamental mission.



# We are UR JAPAN

<https://www.ur-net.go.jp/overseas/index.html>

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