

FONASBA NEWSLETTER MANUSCRIPT



JAFSA (Japan Association of Foreign Shipping Agents) conducts annual promotional activities for both JAFSA and FONASBA at regional ports. This year, a seminar was held on 18 November at Shimizu Port (Shizuoka City, Shizuoka Prefecture), one of Japan's Three Great Beautiful Ports*¹. Prior to the seminar's commencement, JAFSA Chairman Takazo Iigaki explained JAFSA's founding principles, history, and activities, and invited new members. Participants appeared highly interested in JAFSA's significance and activities. Concurrently, an overview of FONASBA – including its membership, activities, and the FQS – was introduced. Although the presentation was brief, attendees seemed equally intrigued by FONASBA as they were by JAFSA.



The seminar, themed “Creating Beautiful Ports and Towns Through Co-creation”, featured a lecture by Mz Keiko Higashi, Representative Director of the Shimizu Port Colour Research Institute, a general incorporated foundation.

Nearby Shimizu Port are factories such as Yazaki Corporation, Yamaha Motor Co., Ltd, Yamaha Corporation, and Kawai Musical Instruments Manufacturing Co., Ltd., from which wire harnesses, automotive parts, motorcycles, and musical instruments are shipped worldwide. Meanwhile, with the recent increase in visitors to Japan, the port has seen a rise in cruise ship calls as the closest port to Mount Fuji. (53 ships in fiscal year 2023, 81 ships in fiscal year 2024, with 109 ships projected for fiscal year 2025) Although the 81 ships in FY2024 represent the highest number in Japan, Shimizu Port's global recognition appears low.

Shimizu Port initiated its Beautiful Port Creation Plan in 1990. In 1992, the ‘Shimizu Port Colour Scheme Promotion Council’ was established, comprising academics, port-related companies, citizen representatives, and national, prefectural, and municipal administrative bodies. This council has fostered a collaborative public-private effort. Mz Higashi, who spearheaded this initiative, aimed to create a port space where citizens, port operators, and users unite, mindful of the landscape while considering the region's natural environment and history.

The goal was to harmonize the three functions of logistics, production, and daily life, enabling them to interact and achieve high-level functionality. Considering harmony with Shimizu Port's natural scenery, aqua blue and white were designated as the port's symbolic colours. Beyond merely defining colours, this initiative has driven

the development of the entire waterfront space, shaping the Beautiful Port of Shimizu. This public-private partnership has elevated Shimizu Port to one of Japan's Three Great Beautiful Ports. It is hoped that Shimizu Port will gain recognition alongside the world's three great beautiful ports (Sydney, San Francisco, Rio de Janeiro), and that it may serve as a reference for future port development.

*1 Japan's Three Great Beautiful Ports: Kobe, Nagasaki, Shimizu