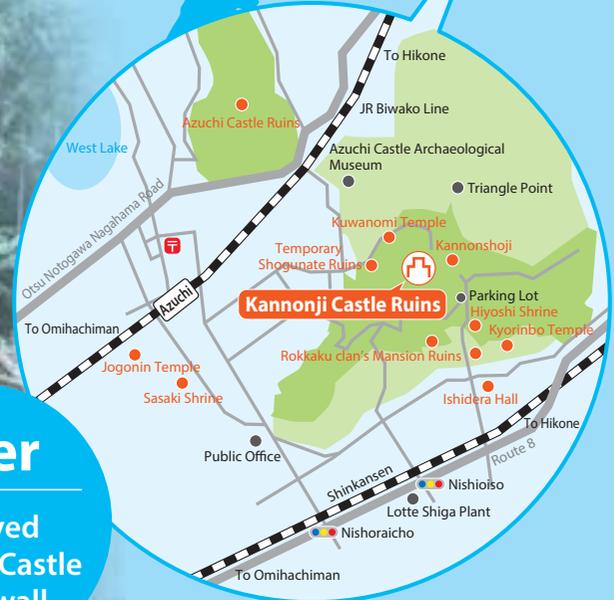
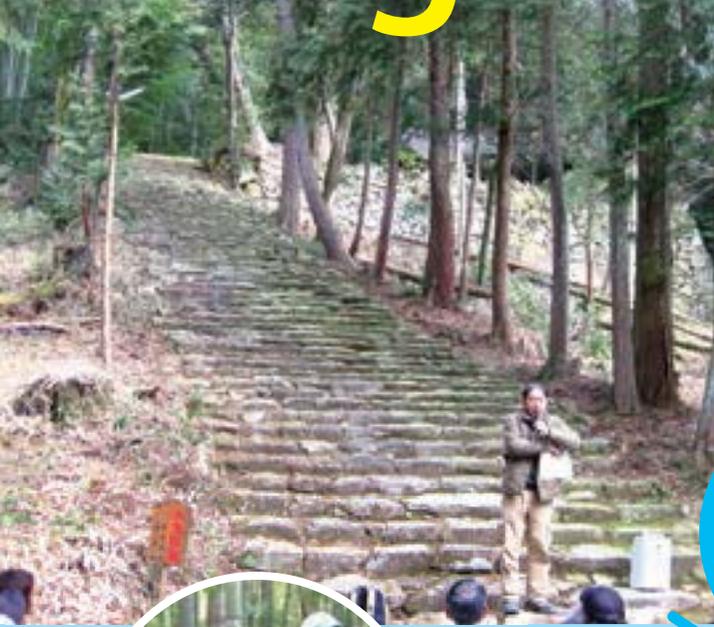


# Dig Up Shiga's Charm

Azuchi-cho, Omihachiman City, Shiga Prefecture  
Kannonji Castle Ruins

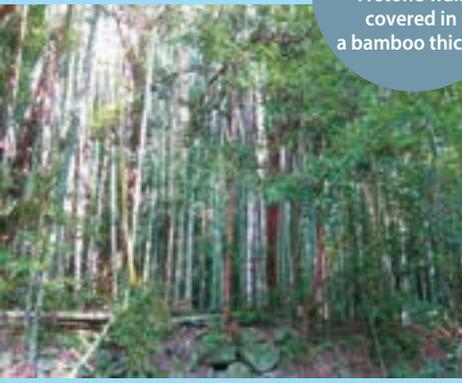


**After**  
A revived Kannonji Castle stone wall



The "Yutaka na Morizukuri-tai" citizens group and the Bank's employees maintained the stone wall together.

**Before**  
A stone wall covered in a bamboo thicket



## Bringing back Kannonji Castle!

**The Glorious Rokkaku clan's castle that even Nobunaga took as inspiration**

The Kannonji Castle ruins located in Omihachiman City's town of Azuchi contain over a thousand Kuruwa walls and countless small stone walls. It is said that Nobunaga used this castle as an example when building Azuchi Castle. While Kannonji Castle is not quite as well known as Azuchi Castle, it is a giant mountain castle whose scale, history, and remains greatly exceed Azuchi Castle.

The Bank makes efforts to polish this buried regional resource that has even been chosen as one of Japan's 100 famous castles, and worked together with the "Yutaka na Morizukuri-tai" citizens group that maintains its stone walls, making plans with regional corporations to steadily spread its activities. Twice in November 2014, a total of 75 of the Bank's employees participated in maintaining the mansion (castle tower) ruins that had been covered in a bamboo thicket. In March 2015, the Bank also participated in a stroll along "Kagekiyo Street," planting cherry blossom trees with the hope that they will grow together with the region. Through efforts such as these, the Bank is proactively involved in regional promotion that brings out both a region's charm together with its citizens.





## Using “deep snow” as an advantage, building a skiing area to create activity!!

Selection Example

1

**Maibara City**  
Selected March 2014

The Bank proposed a Regional Economic Circulation Creation Project Subsidy with regards to a plan by Okuibuki Kanko Co., Ltd., which operates the Okuibuki Ski Resort, to build a new ski center, and it was selected.

As a result of this investment, the number of visitors grew greatly, and the handicap of deep snow was used as an advantage to greatly contribute to its economic effect and local hiring.

Furthermore, sales of local specialties such as handmade miso and Japanese ginger were well-received by both visitors and locals.

These efforts that brought local citizens and the ski resort together are gathering attention around Japan.



## Initiatives Relating to the Regional Economic Innovation Cycle

Through industrial-academic-financial-governmental coordination, we have started initiatives toward regional revitalization that bring regional resources and regional funding (financing through regional financial institutions) together in attempts to create positive economic circulation in regional economies. Specifically, financing from regional financial institutions and subsidies (Regional Economic Circulation Creation Project Subsidies) from national and local governments are used to promote the creation of projects by private entrepreneurs attempting to create projects that contribute to regional revitalization.

## “Sake lees cheesecake,” chosen as the ultimate present and made into a new local brand.

Selection Example

2

**Higashiomi City**  
Selected September 2014

Ayumi Social Welfare Corporation, a social welfare service corporation, is making attempts to allow those with mental handicaps become independent, and developed a “Lake Country Raw Cheesecake” made with sake lees from six prefectural breweries as “sweets a father would love.”

The Japan Tourism Agency selected this as one of just nine “ultimate presents that would be received around the world,” resulting in a flood of orders from around Japan. However, production facilities were limited, and production could not keep up with orders.

It was here that the bank proposed a Regional Economic Circulation Creation Project Subsidy. Our passion, to “Create new production and sales facilities and grow into a regional brand from Higashiomi that uses Shiga’s local sake” was recognized and the project was selected.

In April 2015, new facilities were opened. Users said they were excited to work, and the facilities as a whole are energetic.

