

We are FUJIOKA.

We LOVE Fujioka's People, Goods, Services, and Experience.

Fujioka City Guide Book 2023



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Situated in the southwest part of Gunma, Fujioka City is a place of great natural beauty, blessed with greenery and clear streams, with the Ayukawa River, the Kaburagawa River, the Karasugawa River, and the Kannagawa River flowing through it, and the Shimokubo Dam in the southernmost part. It has many remains of historical sites from the Kofun Period. In the Muromachi Period, Hirai Castle was built by the Yamanouchi-Uesugi clan, who held the position of Kanto Kanrei. The area flourished as a trading hub for Hino silk in the Edo Period, and after the Meiji Restoration it was developed as a leading region in the silk farming industry represented by the site of Takayama-sha, listed as a World Heritage Site, and as a collection and distribution center for timber. In 1954, one town and four villages were merged and reorganized as a city, and in the following year, two villages were incorporated into the city. In January 2006, the city absorbed Onishi-machi to become the present Fujioka City.



Masahiro Arai,
the Mayor of Fujioka City

Fujioka City, blessed with a rich natural environment of flowers, greenery and clear streams, has the remains of Takayama-sha, one of the properties that make up the Tomioka Silk Mill and Related Sites, which is on the UNESCO World Heritage List, and has many historical sites from the Stone Age and the Kofun Period. As shown by these sites stated above, the city developed into a place where people and things have come together actively since ancient times. Today, approximately 90 km from Tokyo, the city serves as a junction of the Kan-Etsu Expressway and the Joshin-Etsu Expressway, as well as an important automobile traffic hub adjacent to the Kita-Kanto Expressway.

Making the most of these favorable circumstances and characteristics, we are working on upgrading our industrial infrastructure, attracting companies to create jobs, and further improving tourism resources that fully show the uniqueness of Fujioka, such as the Laran Fujioka visited by about 2.4

million people a year and Sakurayama Park, a treasure mountain left by our predecessors. We are also working on measures to foster community ties and people-to-people connections and to realize a bright and vibrant hometown Fujioka together with local people. Going forward, we will continue to actively implement measures in the areas of health and welfare, including child rearing support, urban infrastructure, industry and tourism, education and culture, and the environment to create our Fujioka, where residents and workers are able to live safely and securely, have big dreams and hopes, and live with a smile.



Convenient transport network

Fujioka City, serving as a gateway to Gunma, is about an hour away from Tokyo. The Fujioka Interchange can be easily reached not only from Tokyo and Yokohama, but also from the Tohoku area by taking the Tohoku Expressway and the Kita-Kanto Expressway, from the Chubu area by taking the Joshin-Etsu Expressway and the Kan-Etsu Expressway, and from the Kinki area via the Chuo Expressway.

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GOOD POINT!

Convenient transport network



Laran Fujioka



Illuminations

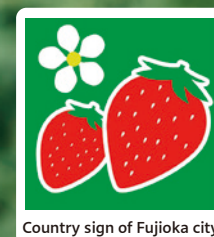


Expressway Bus Terminal

Laran Fujioka Roadside Station adjoining Fujioka Interchange of the Joshin-Etsu Expressway is a popular spot with a fountain plaza in its center, souvenir shops and restaurants, tourist information, a mini amusement park with a Ferris wheel, and an expressway bus terminal.

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GOOD POINT!

Try new things



Country sign of Fujioka city



Locally brewed sake



Fujimusume tomatoes



Fujioka tiles



cymbidium



Local specialties in Fujioka City include Fujimusume tomatoes, cymbidium (boat orchid), locally brewed sake, and Fujioka tiles. Strawberries are widely grown in the city as well, with Yayoihime, a strawberry variety from Gunma, boasting the largest crop acreage in Gunma. Fujioka City is trying out the project design of Yayoihime that aims to raise the profile of the city and Yayoihime.

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GOOD POINT!

Everyone
can
live happily



Community Development Centers

Community Development Centers are facilities where people voluntarily gather, meet, and enjoy activities. The city has eight facilities, which play a role in fostering people-to-people connections and strengthening community ties.

We LOVE FUJIOKA
GOOD POINTS!
FUJIOKA's
that I discovered through living here



Fujioka City is well-balanced and convenient with abundant nature. I think it's a provincial city of just the right size to live in.

Jun Hoshino



Fujioka City Disaster Prevention Park

Completed in 2021, the park features a water fountain where you can enjoy playing in the water and a 24 meter-long membranous trampoline called fuwafuwa-dome, making it a perfect playground for children. In the event of a disaster, it can be used as a place for the emergency evacuation for citizens, a logistics base for emergency relief goods, and a site for temporary housing.



Barbecue at Tsuchi to Hi no Sato Park



Tsuchi to Hi no Sato (village of clay and fire) Park is a facility for hand-on craft experiences in the Hino district surrounded by magnificent nature. You can enjoy a barbecue there even if you brought nothing with you.

Strength training classes

In the classes, you can enjoy gymnastics training for the purpose of preventing bone fractures due to falls and improving muscular strength. The classes are held in 93 places in the city.



Fujioka General Hospital

It is a general hospital with a variety of roles, including general practice, emergency medical practice, and highly specialized care. We are working to improve our medical system to meet local medical needs.



Sukoyaka Class

A class is intended for seven-month-old children. The purpose of this class is to help mothers in raising their children in order to relieve their parenting stress, fatigue, worries, and isolation.

Children grow up
in a free and
easygoing atmosphere



Fujioka City is an excellent environment for raising children with the entire community, including child-raising support from the time of pregnancy, careful checkups and support for infants, securing places where children can feel comfortable after school, and educational continuity from primary through lower secondary levels based on community schools.



Vaccination against mumps

We fully subsidize the first vaccination for one-year-old children and the second vaccination for children of five to six years of age.



Community school

We promote educational continuity from primary through lower secondary levels throughout the city, and conduct community schools in which schools, families, and local communities work together to raise children.



Educational Festival

This event is held every November, where elementary and junior high school students in the city make presentations on their studies of Fujioka, their hometown, and their experiments and observations in the field of science.

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GOOD POINTS!
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Fujioka City is rich in nature and has clean air. The people of Fujioka are caring and very kind. Many local events are held, including the Onishi Summer Festival, which is open to children and adults alike.

Yua Kobayashi

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GOOD POINT!

Affluent nature

Fuji no Saku Oka

This park is themed on the city's flower, wisteria. The park includes a 250 meter-long wisteria trellis and a sample garden with 45 varieties of wisteria. The wisteria trellis is illuminated during the Fuji Festival, held from late April to mid-May.

Sakurayama Park

This park is well known for winter cherry blossoms, designated as the city flower. In the park, there are winter cherry blossoms that bloom twice a year, in winter and spring, as well as Someiyoshino, and you can enjoy cherry blossom viewing in winter and spring. You can enjoy a floral relay at Sakurayama Park, starting from cherry blossoms in spring, azaleas, camellias, autumn leaves, winter cherry blossoms, and wintersweet.



Affluent Nature and Culture Unique to Fujioka



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GOOD POINT!

Tradition that excites people



Onishi Summer Festival

With distinctive musical accompaniment from the districts, five floats go around the town playing flutes or beating drums. The biggest highlights are Running up Shindenaka, where all the floats are pulled up the slope at once, and Yoriai, where the five floats get together to perform random pounding on the drums.



Fujioka Festival

It is a participatory festival. For two days, various events are held, including Miya Mikoshi Togyo (a parade of portable shrines) taken over from the historical Gion festivals of Suwa Shrine and Fujisengen Shrine; Odori Daikoshin, where people march and dance in yukata; a residents' parade; portable shrines; and Gion float marching.

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GOOD POINT!

Culture unique to Fujioka



World Cultural Heritage, Site of Takayama-sha

The site of Takayama-sha is one of the properties that make up the Tomioka Silk Mill and Related Sites, which is on the UNESCO World Heritage List. This is the birthplace of Takayama-sha, where Chogoro Takayama improved the silk farming method. Many people flocked to Takayama-sha to learn Seioniku, the silk farming method that was established here. Furthermore, excellent people who studied at Takayama-sha were sent as instructors all over the country, and Seioniku came to be regarded as the national standard rearing method.

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Sister City / Friendship City



Jiangyin City 《China》

Starting with the young cherry blossom trees that Japan presented to China in 1987, Jiangyin presented wisteria grafts to Fujioka City in 1993, which started our exchanges. Exchanges between residents of both cities have also been more active, resulting in the conclusion of a Friendship City Agreement in 2000.



Hakui City 《Ishikawa》

In connection with the fact that both cities have a sumo ring which is counted as one of Japan's three major sumo rings, Fujioka City established a sister city relationship with Hakui City in 1986. Since then, the two cities have had extensive exchanges in many different fields, including exhibiting and selling local products at Fujioka Festival and Hakui Festival, administration, economy, education, culture, and sport.



Regina City 《Canada》

Since 1991, we have been sending and receiving homestay groups alternately every year as part of a mutual exchange program for junior high school students. Based on our previous interactions, we signed a Friendship Agreement in 2019 to further strengthen the friendship and bonds between the two cities.



Fujioka according to the data

◆ Location

Area	180.29km ²
Longitude/Latitude	139° 4' 41" E, 36° 15' 19" N
Above sea level	Highest level 1,522.3 m / Lowest level 57.3 m

◆ Temperature (2021)

Temperature	Lowest -6.2°C / Highest 36.4°C
Average humidity	73.0 %
Annual precipitation	785 mm

◆ Population (April 1, 2022)

Number of households	27,690
Population	63,291
Population density	351 people per square kilometer

◆ Increase or decrease of population (March 31, 2021)

Moving-in population	1,817
Moving-out population	1,991
Number of non-Japanese	863

◆ Industrial population (October 1, 2020)

Primary industry workers	1,305
Secondary industry workers	11,027
Tertiary industry workers	18,773

◆ Agriculture (February 1, 2015)

Total number of farming households	1,798
Farming population	1,346
Area of farmland	1,067 ha

◆ Industry (June 1, 2019)

Number of factories	196
Number of employees	9,136
Value of product shipments	268,993.04 million yen

◆ Commerce (June 1, 2016)

Number of shops	580
Number of employees	3,693
Annual product sales	88,535.76 million yen



2023 Outline of Fujioka City Administration

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Planning and Editing Fujioka City Government

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