

Embassy of Japan  
Minister, Deputy Chief of Mission  
Junichiro Otaka



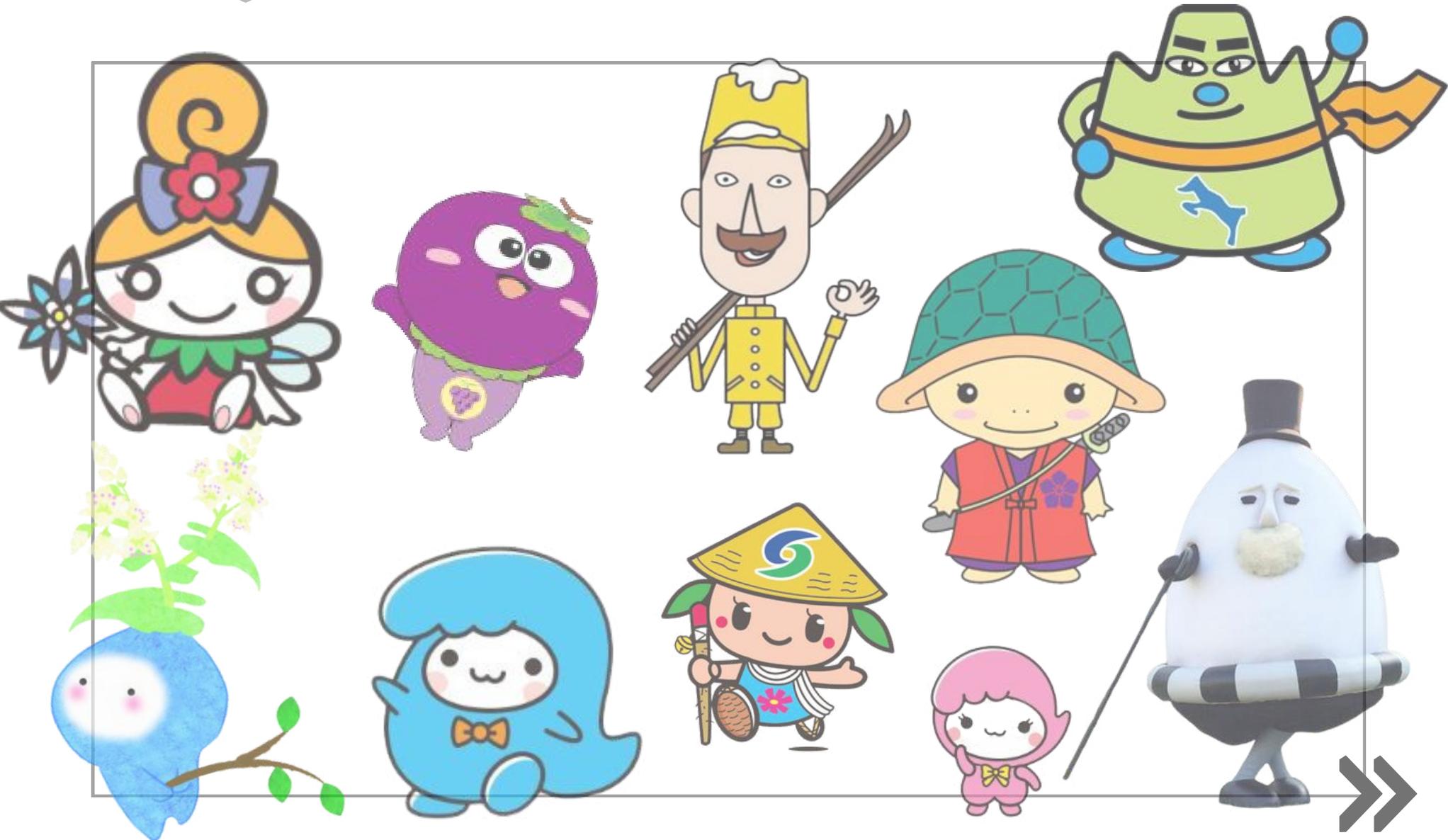
# YURU KYARA

in Japan-Austria  
Relations





What do all of these characters have in common?

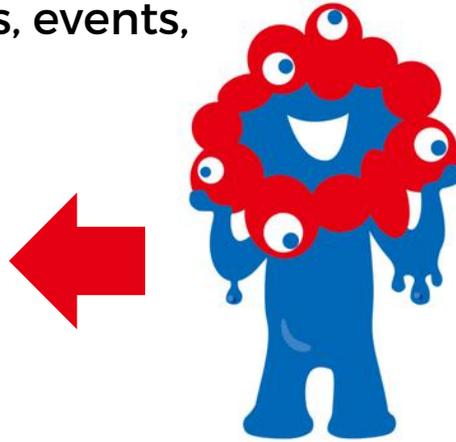


# YURU KYARA

..but what does that mean?

- Contraction of the Japanese term "**yurui** mascot **character**" (laid-back mascot characters)
- Used to promote businesses, events, organisations or places

Myaku-Myaku  
**OSAKA EXPO  
2025**



- Large majority are **gotōchi-kyara**, e.g. local mascots by (local) governments
- PR-representatives embodying the cities' history, specialty, characteristics etc.
- Yearly "**Yuru Kyara Grand Prix**" ranking most popular characters all over Japan
  - First established after Tohoku earthquake in 2011

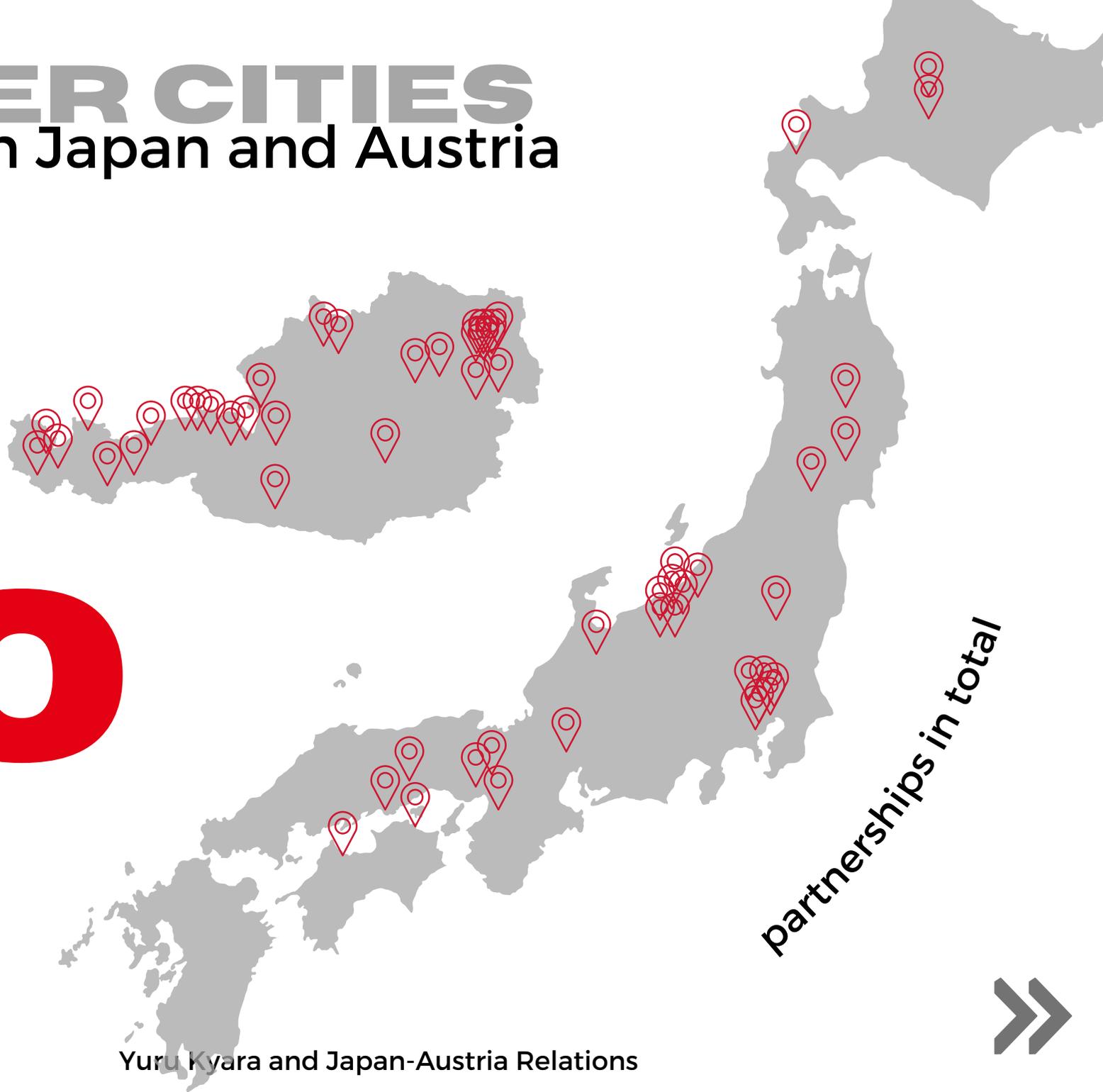


# SISTER CITIES

between Japan and Austria



30



partnerships in total



# SISTER CITIES

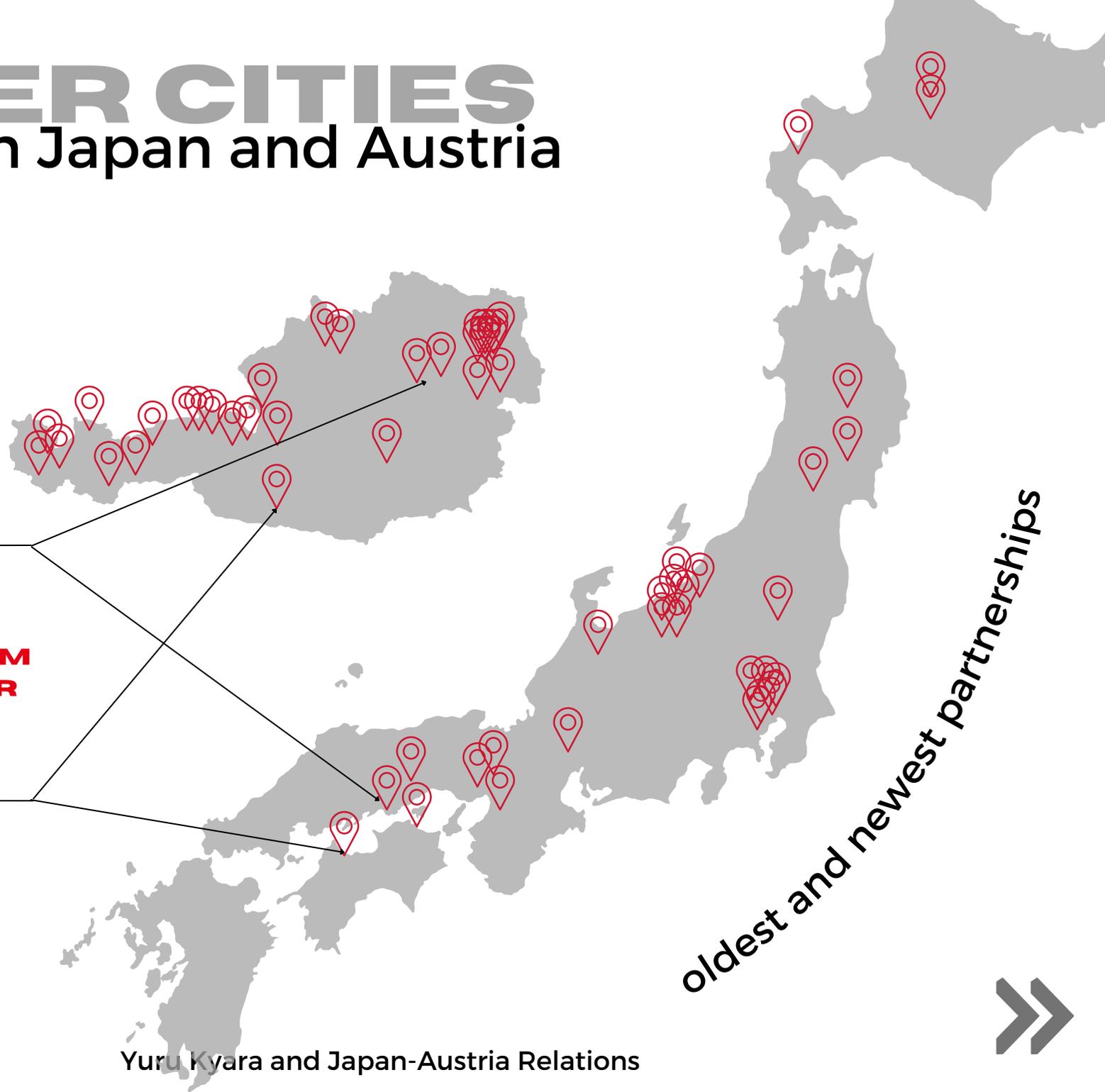
## between Japan and Austria

1957

**ST. PÖLTEN &  
KURASHIKI**

2019

**SEEBODEN AM  
MILLSTÄTTER  
SEE &  
SAIJO**



*oldest and newest partnerships*



# SISTER CITIES

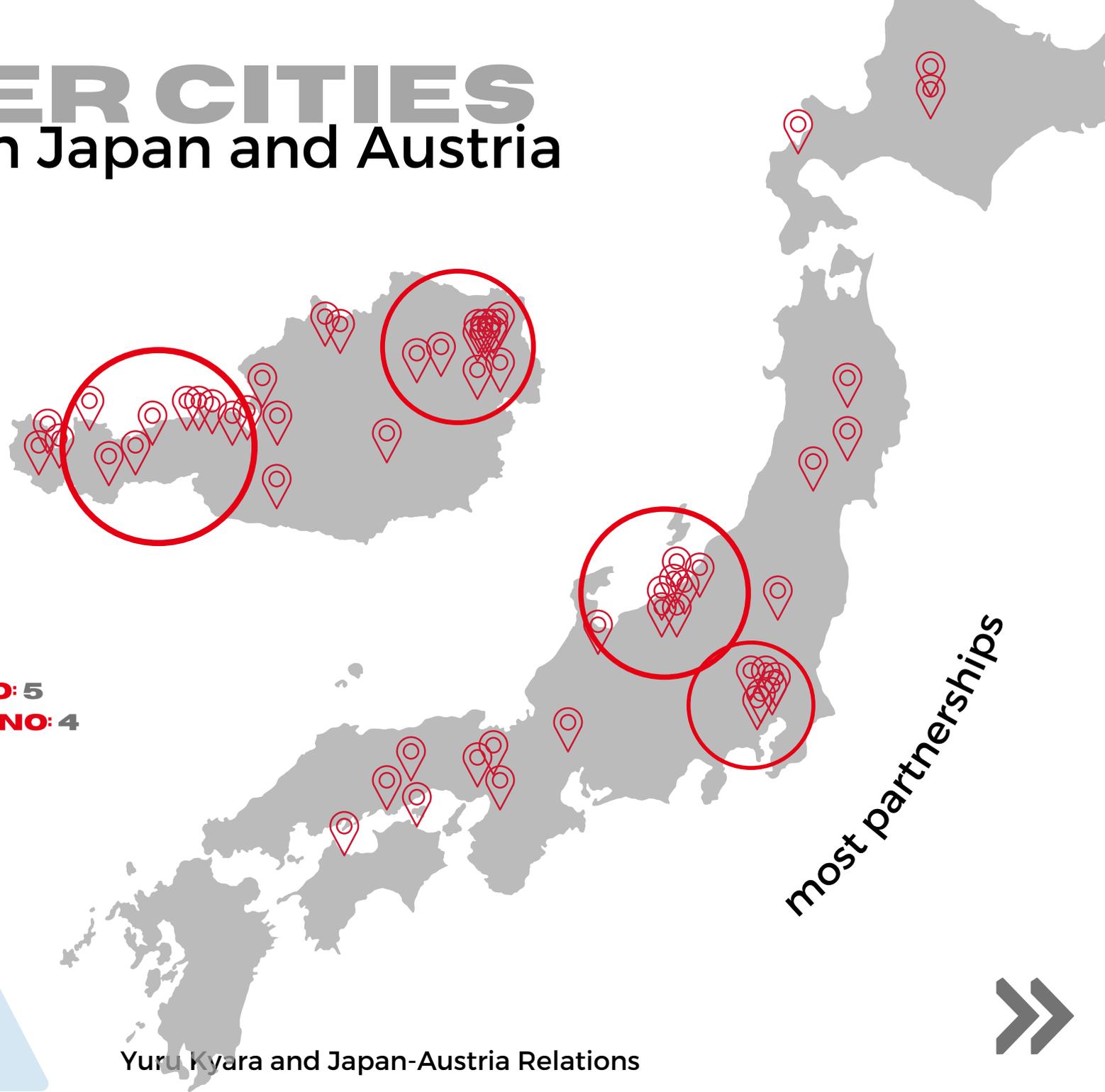
## between Japan and Austria

**VIENNA: 8**

**TYROL: 8**

**TOKYO: 5**

**NAGANO: 4**



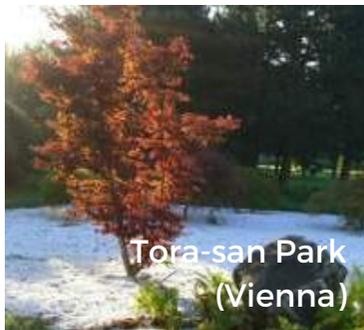
most partnerships



# SISTER CITIES

## between Japan and Austria

- A form of partnership to promote cultural and commercial ties
- Exhibitions, events, political and citizen level exchanges etc.
- Often between places which are similar (e.g. geography, "feeling", local specialties)



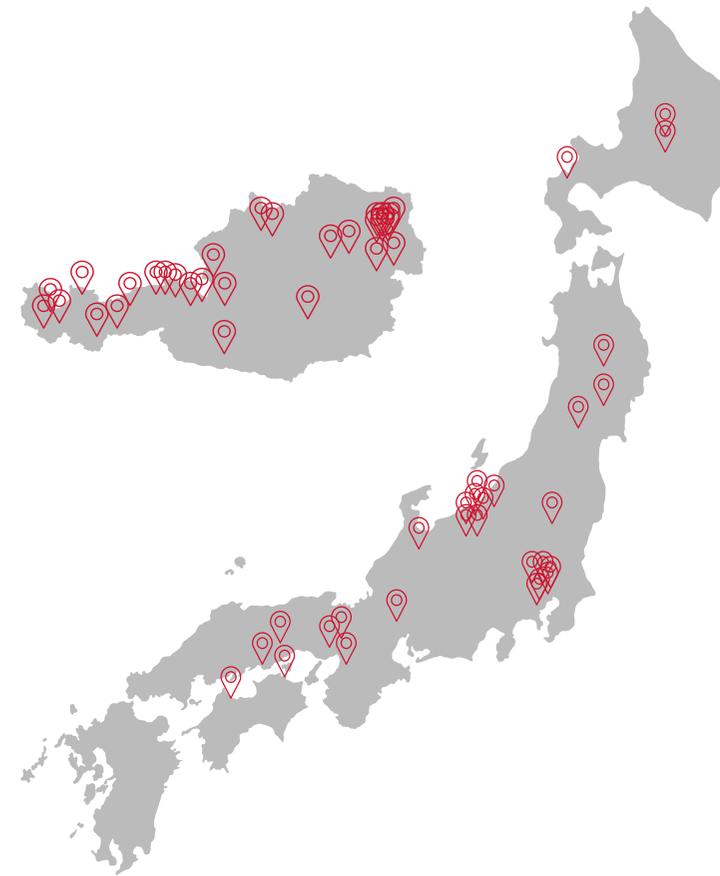
Tora-san Park  
(Vienna)



Setagaya Park  
(Vienna)



Bonsai-Museum  
(Seeboden am MS)



- Provides many opportunities to experience Japanese culture here in Austria or Austrian culture in Japan



Kirschenhainfest







This character can't be anything but a cute ..

Princess

Flower

Fairy

Insect (Princess)





This character can't be anything but a cute ..

Princess

Flower

Fairy

those wings are there for ... being insanely cute

Insect (Princess)



# フラワーロールちゃん Flower Roll Chan

A fairy who makes everyone smile with the magic of her favourite flowers

**Name:** Flower Roll Chan

**Date of birth:** 24 February 2008

**Place of birth:** Osako Town, Hanamaki City, Iwate Prefecture (at the foot of Mt.Hayachine)

**Hobbies:** Visiting hot springs, gardening

**Dream:** World peace

**Favourite food:** Roll cake

her hair looks like a roll cake!

her current worry

I've been eating too much wanko soba lately and I'm gaining weight



BERNDORF,  
NIEDERÖSTERREICH  
Hanamaki, Iwate



Sister City Agreement with Berndorf since: **1965**

**Location:** Central of Iwate prefecture in Tohoku (about 2 hours by car from Sendai City and 6-9 hours by train or car from Tokyo)



Recent visit of  
Ambassador  
Mizuuchi in  
Berndorf  
(14. July)



Image Source: [https://www.tohoku-id.tokyo.org/spot\\_191/](https://www.tohoku-id.tokyo.org/spot_191/)

BERNDORF,  
NIEDERÖSTERREICH  
**Hanamaki, Iwate**



Sister City Agreement with Berndorf since: **1965**

**Location:** Central of Iwate prefecture in Tohoku (about 2 hours by car from Sendai City and 6-9 hours by train or car from Tokyo)

**Nature:** Situated at the conflux of three rivers as well as on the foothills of the Ōu Mountains and surrounded by various mountain peaks such as Mt. Matsukura at 968 metres and Mt. Hayachine at 1,917 metres

**Hayachine Quasi-National Park**

- chain of 12 hot springs



Image Source: [https://www.tohoku-id.tokyo.org/jepov\\_191/](https://www.tohoku-id.tokyo.org/jepov_191/)

BERNDORF,  
NIEDERÖSTERREICH  
**Hanamaki, Iwate**

**Hanamaki Onsenkyo**

12 hot springs (Hanamaki Onsen, Dai Onsen, Matsukura Onsen, Shidotaira Onsen, Watari Onsen, Osawa Onsen, Yamanokami Onsen, Namari Onsen, Shinnamari Onsen, Kanaya Onsen, Hanamaki-kita Onsen, and Towa Onsen) with a wide variety, ranging from 600-1200 years old traditional Onsen to modern ones, from rock baths to open-air baths etc.

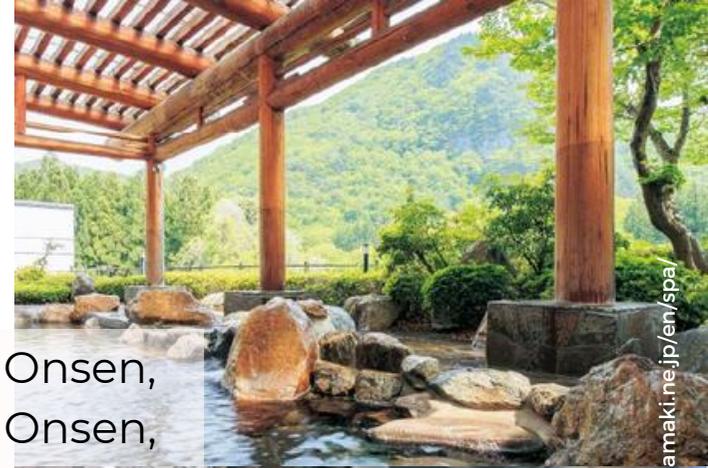
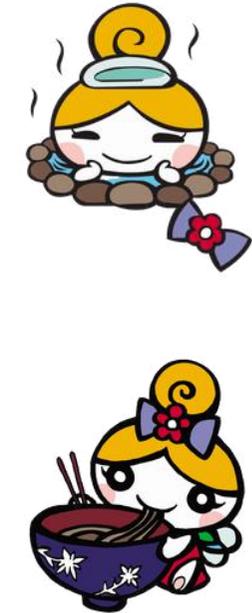


Image Source: <https://www.kanko-hanamaki.ne.jp/en/spa/>

**Wanko Soba**

A style of Japanese Soba noodles originating from the area consisting of small bowls (wanko) of Soba

(Japanese buckwheat noodles) which get consistently refilled/replaced while eating





This superpowered character was created by ...



An Evil Organisation

The Japanese Government

A Deity

Aliens

Hanamaki

Yuru Kyara and Japan-Austria Relations



This superpowered character was created by ...



An Evil Organisation

but not everything was lost!

The Japanese Government

A Deity

Aliens

Hanamaki

Yuru Kyara and Japan-Austria Relations

# ゼロング Zerong



Hanamaki

**Zerong** who normally lives as *Yotsugi Aoto* is a hero who protects Katsushika Ward from the evil clutches of Deathbal. When he was captured by Deathbal, he was identified as having compatible genes (which is rare), so he was given a shooting card and gained his powers. However, he chose to fight for the good side.



**Zerong Nr. 2-5** are heroes fighting alongside Zerong to protect the ward, also having been injected with the shooting card by Deathbal but fighting for the good.



## Special Secret Police (SSC)

A special group formed to help protect Katsushika, lead by *Mizumoto Makoto*.



## Deathbal

Organization with up to 12 different villains trying to turn Tokyo into an evil independent state, starting from Katsushika ward. They tried to make Aoto into their first superweapon via the shooting card but failed, creating the hero Zerong.



FLORIDSDORF,  
WIEN

# Katsushika, Tokyo



Sister City Agreement with Floridsdorf since: **1987**

**Location:** East end of Tokyo Metropolis area beyond/bordering the big Arakawa River and known as a downtown area (similar to Floridsdorf and the Danube)

A very green district, also harbouring the biggest park in Tokyo Metropolitan Area, the **Mizumoto Park**.



## Kirschenhainfest

yearly  
cherry  
blossom  
festival on  
the  
Danube  
Island



Hanamaki

Yuru Kyara and Japan-Austria Relations

FLORIDSORF,  
WIEN

# Katsushika, Tokyo

## Captain Tsubasa & Yotsugi Station

The mangaka of the famous Manga "Captain Tsubasa" is originally from Katsushika. Yotsugi Station (~50 minutes away from Shibuya) has been redecorated in 2019 to show the wards connection to the manga.



Hanamaki

There are also several statues scattered throughout the district

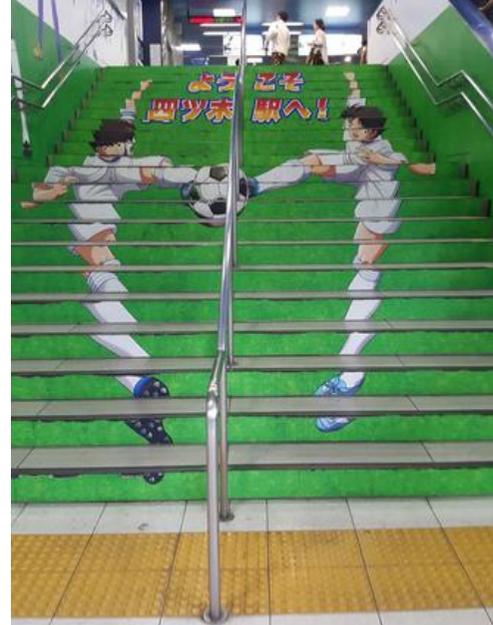


Image Source: <https://timnotabi.de/der-captain-tsubasa-stadtteil-katsushika-city/>

These two characters clearly represent the letter ...



Hanamaki Katsushika



Yuru Kyara and Japan-Austria Relations

These two characters clearly represent the letter ...



in lower case letter though (a) so this was a bit of a trick question



Hanamaki Katsushika



Yuru Kyara and Japan-Austria Relations

# あら坊とあらみい

## Arabou & Arami

**Name:** Arami

**Personality:** playful, curious, active

**Likes:** playing at Arakawa Amusement Park, having picture books read to her, getting dressed up & playing with her brother

**Good at:** making roses bloom beautifully, making people smile

**Name:** Arabo

**Personality:** kind, caring, cheerful & energetic

**Likes:** strolling around Arakawa Ward, taking a nap by the riverside of the Sumida River, looking for good food in Arakawa Ward and playing with his sister

**Good at:** making friends with anyone and roasting monja



Hanamaki Katsushika



DONAUSTADT,  
WIEN

# Arakawa, Tokyo

Sister City Agreement with Donaustadt since: **1996**

**Location:** Northeastern part of Tokyo. The Sumida River forms the northern boundary of the district (similar to Donaustadt and the Danube)



Frequent exchange between Arakawa and Donaustadt on political, high school and university level



Hanamaki Katsushika



Yuru Kyara and Japan-Austria Relations



Image Source: <https://tripadvisor.com/tokyo-arakawa-area-guide/>



DONAUSTADT,  
WIEN

# Arakawa, Tokyo



## Monja-Yaki

type of Japanese pan-fried batter, similar to okonomiyaki, but using different liquid ingredients and crispier



Hanamaki Katsushika



## Arakawa Amusement Park



Touden Arakawa Line



## Tokyostraße Donaustadt

Next to Arakawastraße,  
Nippongasse, Ogugasse and  
Bonsaigasse





What does this character remind you of?



A Superhero

A Mountain

A Vase

A Boiler

Hanamaki Katsushika Arakawa



Yuru Kyara and Japan-Austria Relations



What does this character remind you of?



A Superhero

A Mountain

with a cape, so it is actually a superhero-mountain

A Vase

A Boiler

Hanamaki Katsushika Arakawa



Yuru Kyara and Japan-Austria Relations



# 三ヨ一コーさん Myookoo San (Mr. Myoko)

*a (part-time) hero that looks like and is as sturdy as Mt. Myoko*

## Charming Points:

- 'Spring horse' symbol on his chest from which he sends a 'spring horse beam' in early spring, when the life force of the mountains reaches its peak to make everyone happy
- Sweating from 7 different hot springs when getting impatient
- Can fly up to 2454 metres as a hero

**Age:** 753 years (but said around 25 years old in human age)

**Personality:** Used to be mischievous, often spewing lava from his head, but has recently become more rounded watching over Myoko city from the top of Mt. Myoko with a confident face

**Job:** Training in the mountains, mountaineering /trekking guide and temporary instructor at ski and snowboard schools (he is as good as a pro)

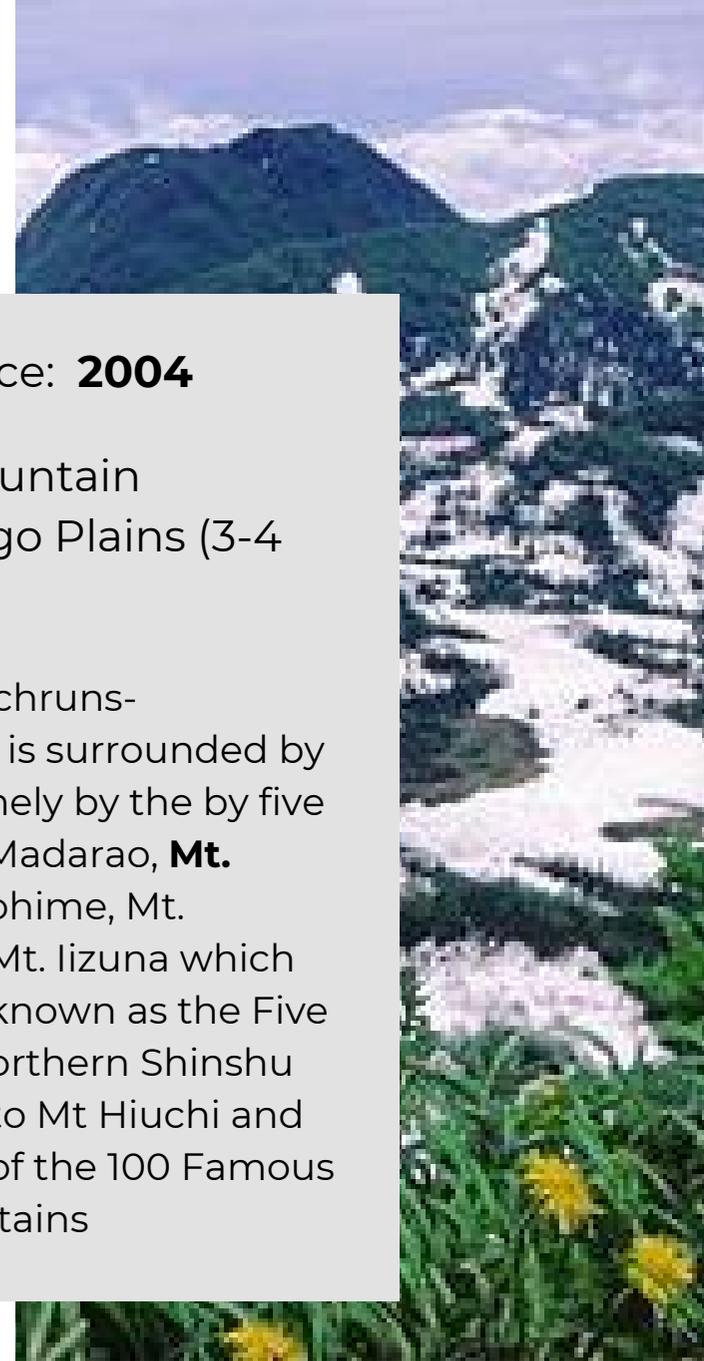
**Hobbies:** Skiing and snowboarding, Hip hop/ Break dancing, cooking (e.g. wild vegetables)

**Favourite food:** Curry (especially Lerch Curry Myoko version & Hanairei Mai) - the spicier the better

Hanamaki Katsushika Arakawa



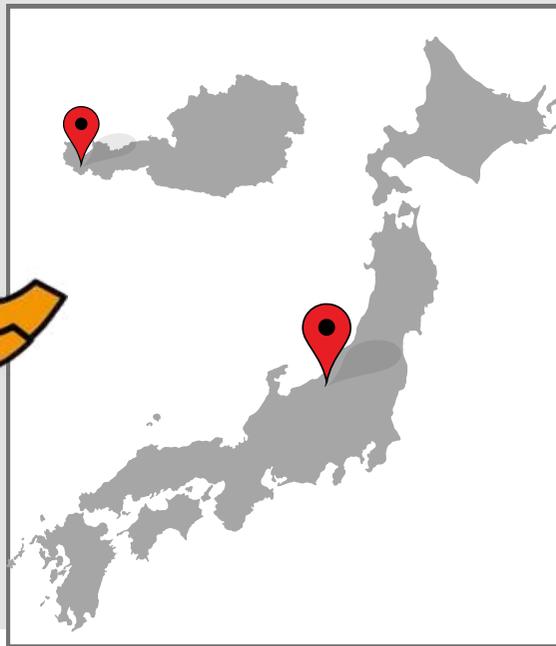
# SCHRUNS -TSCHAGGUNGS, VORARLBERG Myoko, Niigata



Sister City Agreement with Schruns-Tschaggungs since: **2004**

**Location:** North-Central Niigata prefecture, in the mountain surroundings near the historical entrance to the Echigo Plains (3-4 hours by car/train from Tokyo)

**Alps:** Just like Schruns-Tschaggungs, it is surrounded by mountains, namely by the by five mountains Mt. Madarao, **Mt. Myōkō**, Mt. Kurohime, Mt. Togakushi and Mt. Iizuna which are collectively known as the Five Mountains of Northern Shinshu and also home to Mt Hiuchi and Mt. Takatsuma of the 100 Famous Japanese Mountains



Hanamaki Katsushika Arakawa



# SCHRUNS -TSCHAGGUNG, VORARLBERG Myoko, Niigata



## Sekiyama Fire Festival

every year mid-July at Sekiyama shrine honoring traditional samurai training with a big sumo competition in which locals can take part in as well



## Ski Resorts

Many resorts and hot springs at Myoko Kogen



German-style brewery!

## Myoko Kogen Brewery // Beer "Alpenblick"

Sasa Dango (rice cakes)



Hanamaki Katsushika Arakawa



This character can't be from anywhere else as than ..?

Austria

Germany

Austro-Hungaria

France



Hanamaki Katsushika Arakawa Myoko



Yuru Kyara and Japan-Austria Relations



This character can't be from anywhere else as than ..?

Austria

Germany

Austro-Hungaria

his fabulous beard is a give-away

France



Hanamaki Katsushika Arakawa Myoko



Yuru Kyara and Japan-Austria Relations

# レルヒさん Lerch San

**Name:** Lerch-san (or Theodor von Lerch)

Lerch-san is inspired by a real-life Austrian soldier who is well-known to many people in the prefecture and was first introduced as a character for the '100th Anniversary of the Birth of Skiing in Japan'.

## From Austrian Mountains to Japanese Mountains

Major Lerch first introduced skiing to Japan, teaching his first lessons in January, 1911 on Mt. Kanaya in Joetsu and continued to teach military and civilians in the region. He also skied on Mt. Fuji

**Order of the Rising Sun, 4th class**  
Yearly "Lerch-Festival" in Joetsu



the beard is on point



Hanamaki Katsushika Arakawa Myoko

# LIELIENFELD, NIEDERÖSTERREICH Joetsu, Niigata

Sister City Agreement with Lilienfeld since: **1981**

**Location:** Niigata prefecture bordering the Sea of Japan (3-4 hours by train/car from Tokyo)

**Japanese Alps:** Joetsu is surrounded by the Japanese Alps with four famous mountains Mt. Kasuga , Mt. Kanaya. Mt. Yone, Mt. Hishigatake.



**Skiing:** After Japan-Russo war, European powers sent troops to Japan for the country to study new methods of combat, among them Austro-Hungarian major **Theodor von Lerch** teaching the **“Lilienfelder”** method of skiing



Hanamaki Katsushika Arakawa Myoko



Yuru Kyara and Japan-Austria Relations

# LIELIENFELD, NIEDERÖSTERREICH Joetsu, Niigata

## Winter Sports & Wine

A famous retreat for winter sports, one can also observe members of the "Lerch no Kai" training the "one-pole" skiing method introduced by major Lerch during the Lerch-Festival or visit the oldest winery in Japan, **Iwanohara**.

## Takada Cherry Blossom Festival

One of the worlds top flower festivals centered around Takada Castle with roughly 4,000 cherry trees, 3,000 lanterns at night and fireworks on the first day.

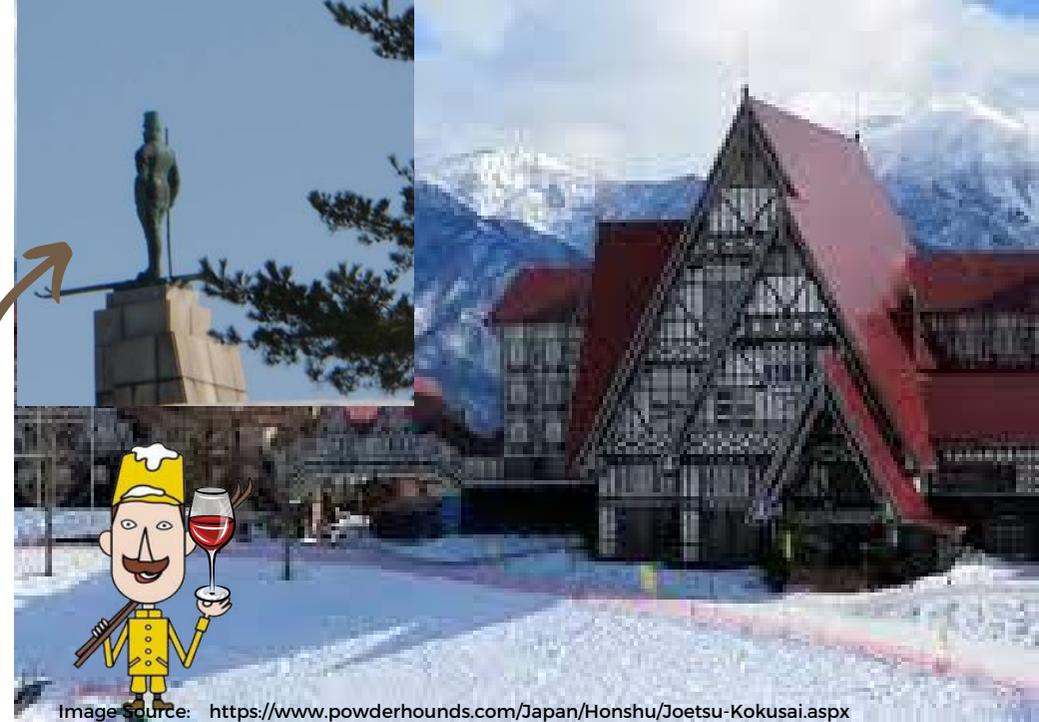


Image source: <https://www.powderhounds.com/Japan/Honshu/Joetsu-Kokusai.aspx>

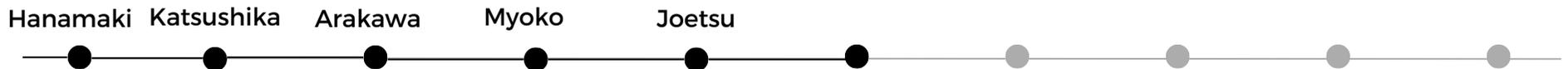


Hanamaki Katsushika Arakawa Myoko

# What do you think can this adorable character transform into?



- Crops
- Rain
- Anything
- Earth



# What do you think can this adorable character transform into?

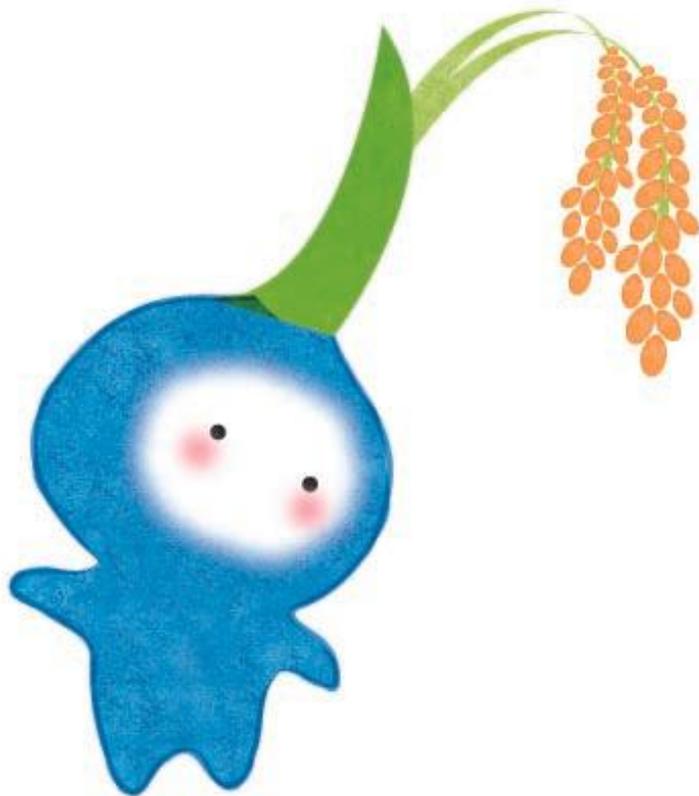


- Crops  
but they are way too cute to eat ...
- Rain
- Anything
- Earth



Hanamaki Katsushika Arakawa Myoko Joetsu

# あずみーず Azumiizu



” こんにちは。「みずん」だよ♪  
Hi, I'm Mizun!

Mizun is a sprout and water fairy, and her speciality is transformation! When she makes friends with crops, she can transform.

**Sobappi**, who's cold and firm

**Wasappi**, who's always full of energy and a bit of a crybaby

**Apfur**, who's shy and everyone's idol

**Raisun**, who can't get enough of you and is always lonely

Together they are the "Azumiizu"- friends and with the power of *Azumiizu* support the the people and animals of Azumino ~



Hanamaki Katsushika Arakawa Myoko Joetsu



KRAMSACH,  
TIROL

# Azumino, Nagano



Sister City Agreement with Kramsach since: **1993**

**Location:** On the Azumino Plateau in Nagano bordering a mountain range on the western side known as the Northern Alps (1 hour by car from Nagano City; 3-4 by car/train from Tokyo)

## Alps Azumino National Government Park

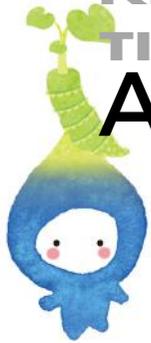


**Fun Fact:** The name comes from the Azumi people, who settled in this region but whose origins and reason for settlement are unknown



Yuru Kyara and Japan-Austria Relations

# Azumino, Nagano



## Soba, Wasabi & Wine what more do you need?

Famous for Soba (Japanese buckwheat noodles), you can try Soba making in Azumino or visit the Daio Wasabi Farm, one of Japan's largest wasabi farms with old-fashioned, wooden water wheels alongside the river. For wine lovers, don't forget to visit the Azumino



winery and hike along the many beautiful wine valleys across Azumino.



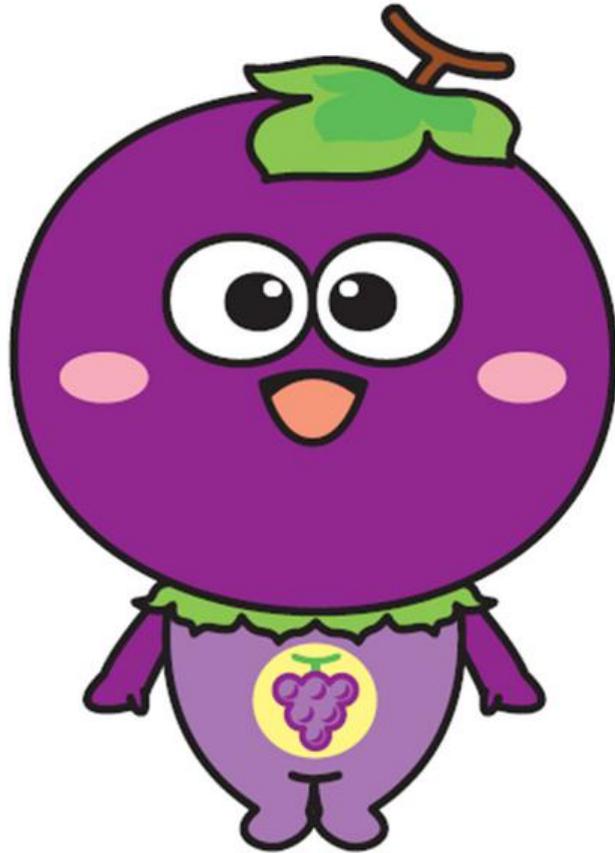
Hotaka Shrine



Hanamaki Katsushika Arakawa Myoko Joetsu



This character doesn't like ... ?



The Sun

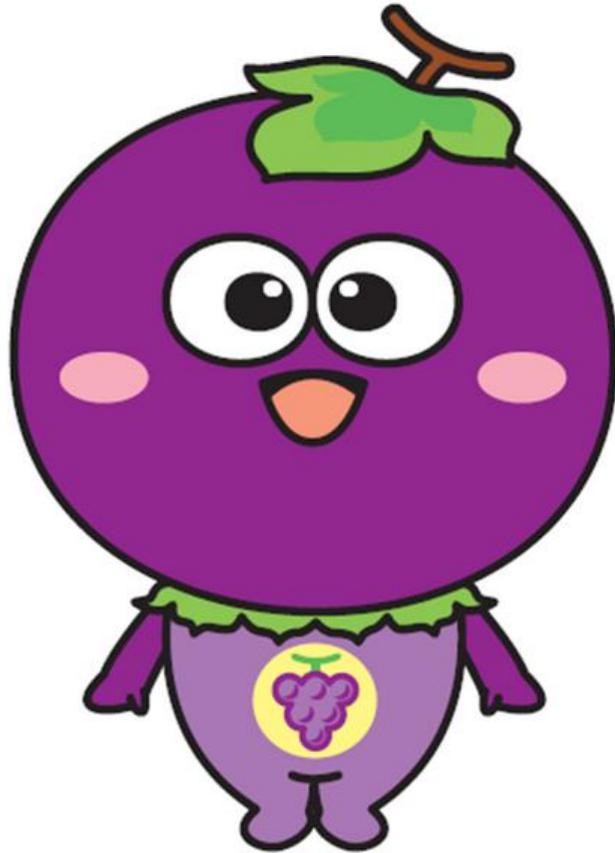
Children

Wine

Rain



This character doesn't like ... ?



The Sun

Children

Wine

Rain

relatable



Yuru Kyara and Japan-Austria Relations

# つぶたん Tsubutan

**Name:** Tsubutan

**Job:** To promote Habikino City's places of interest and special products, and to cheer up children

**Favourite places:** Places where children have fun, parks and vineyards in Habikino City

**Likes:** Clean water, air and the sun

**Dislikes:** Rain and tropical nights

**Special ability:** Taking care of grapes

My dream is ...  
to become a sweet and tasty grape that  
makes everyone smile.



Hanamaki Katsushika Arakawa Myoko Joetsu Azumino



HIETZING,  
WIEN

# Habikino, Osaka



Sister City Agreement with Hietzing since: **1995**

**Location:** Southeastern part of Osaka city in Osaka prefecture, thus still sometimes referred to by its former name Minami-Osaka (~1 hour by train from Osaka Station, 2 hours from Kansai International Airport)



Reopening of the Japanese Teahouse, Japanese Garden in Schönbrunn on the 150th Anniversary of the Vienna EXPO



Hanamaki Katsushika Arakawa Myoko Joetsu Azumino



Yuru Kyara and Japan-Austria Relations

HIETZING,  
WIEN

# Habikino, Osaka



Sister City Agreement with Hietzing since: **1995**

**Location:** Southeastern part of Osaka city in Osaka prefecture, thus still sometimes referred to by its former name Minami-Osaka (~1 hour by train from Osaka Station, 2 hours from Kansai International Airport)

**Historical:** Numerous so-called *kofun burial mounds* were built in the area during the Kofun period, including many attributed to early Emperors

**Tasty:** Habikino is famous for its delicious grapes, figs, wine and agricultural products/markets



Hanamaki Katsushika Arakawa Myoko Joetsu Azumino



Yuru Kyara and Japan-Austria Relations

HIETZING,  
WIEN  
**Habikino, Osaka**



**World Cultural Heritage Site:  
Ojin-tenno-ryo Kofun**

and many more scattered around the area!



**Morimoto Shrine**



**Osaka Wine**





A turtle! What might be the age of this character?

Probably around 20?

Around 100 years at least

More than 500 years!

He is ageless



Yuru Kyara and Japan-Austria Relations



# A turtle! What might be the age of this character?

Probably around 20?

Around 100 years at least

**More than 500 years!**

we need to know his skin care routine

He is ageless



Yuru Kyara and Japan-Austria Relations



かめまる  
Kamemaru

**Name:** Akechi Kamemaru

**Born:** 23 October 1573 in Tamba,  
Kameyama

Has a gentle nature and uses his tortoise shell as a helmet for his daily martial arts activities

He protects the ruins of  
Kameyama Castle in  
Tamba



Hanamaki Katsushika Arakawa Myoko Joetsu Azumino Habikino

Yuru Kyara and Japan-Austria Relations

# Kameoka, Kyoto

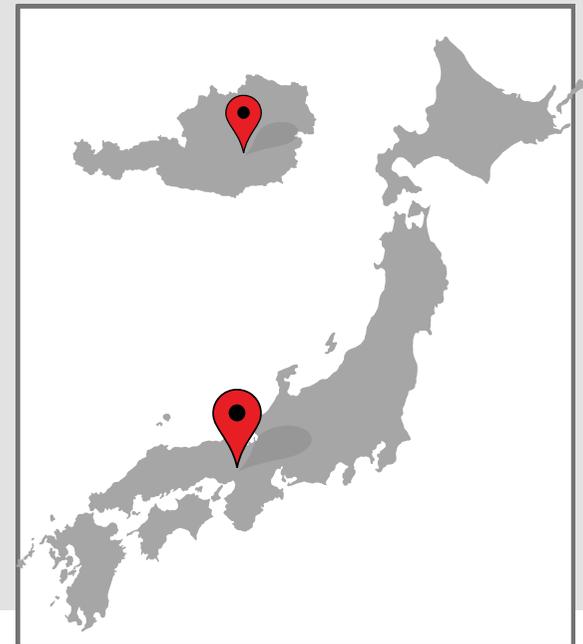
Sister City Agreement with Knittelfeld since: **1964**

**Location:** East of Kyoto (suburbs of Metro Kyoto) and north of Osaka, on the border line between former Tanba and Yamashiro Provinces (1 hour by train from Osaka Station, 40 minutes from Kyoto Station)

Visit of mayor of Kameoka and Japanese Summer Festival in 2019 to celebrate 55 years of partnership



Image Source: [https://www.meinbezirk.at/murtal/c-lokales/japanisches-sommerfest-in-knittelfeld\\_a3492480](https://www.meinbezirk.at/murtal/c-lokales/japanisches-sommerfest-in-knittelfeld_a3492480)



Hanamaki Katsushika Arakawa Myoko Joetsu Azumino Habikino

# KNITTELFELD, STEIERMARK Kameoka, Kyoto

## Hozugawa River Boat Ride (Kudari)

Kameoka is the starting point of the Hozugawa River Boat Ride with a history of more than 400 years to enjoy Kyoto's marvelous scenery while traveling between Kameoka and Arashiyama.

## Tanba Chestnuts and Sake

When in Kameoka, one should definitely try products made of their famous Tanba chestnut together with their local sake, said to be the best in whole Kansai!



What do you think is her scarf  
made of?



Ramen

Silk

Wool

Udon

Hanamaki Katsushika Arakawa Myoko Joetsu Azumino Habikino Kameoka

Yuru Kyara and Japan-Austria Relations

What do you think is her scarf  
made of?



Ramen

Silk

Wool

Udon

Hanamaki Katsushika Arakawa Myoko Joetsu Azumino Habikino Kameoka

Yuru Kyara and Japan-Austria Relations

さつきー  
Sakkii

city emblem on the braided hat

collar/scarf made out of Sanuki Udon

costume inspired by the costume of a pilgrim

city flower "cosmos" on the chest



Yuru Kyara and Japan-Austria Relations

# EISENSTADT, BURGENLAND Sanuki, Kagawa

Sister City Agreement with Eisenstadt since: **1993**

**Location:** on Shikoku island near Takamatsu, facing the Seto Inland Sea to the north and the Sanuki Mountains to the south (~ 2 hours by train from Osaka Station)

Celebrating the city partnership and offering famous local noodles called "Sanuki Udon" at the "UMGANG-Festival" in Eisenstadt this April



EISENSTADT,  
BURGENLAND  
**Sanuki, Kagawa**

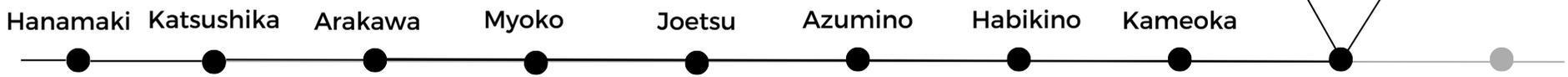


**Famous Udon**

Sanuki Udon have gained popularity all over Japan and are a staple food of the region. The noodles are characterized by its square shape and flat edges with rather chewy texture. Often served in soup or in plain water with a dipping sauce.

**Beaches and Bridges making dreams come true**

With white sand and calm waves, Tsuda no Matsubara beach is one of Japan's top 100 beautiful beaches. It is part of the “Setonaikai National Park”, looking out over the Setouchi islands with impressive ancient pine trees (over 600 years old). It is said that crossing the “Negaibashi/Kanaebashi” Bridge located on the beach will make your wishes come true.





What is the nature of this gentleman?

A Water Fairy

An Egg

A Boat

A Rock



Yuru Kyara and Japan-Austria Relations



What is the nature of this gentleman?

A Water Fairy

An Egg

A Boat

A Rock



Yuru Kyara and Japan-Austria Relations

# チャップン爺やん

## Chapun Jiiyan



... an eternal 32324 (Mizumizushi) year old man with a body shaped like a drop of water flowing from the Ishizuchi mountain range, where he originated from

**Special Features:** His silk hat and moustache

**Hobbies:** Exploring the Uchinuki Meirui in search of friends and doing the "Uchinuki Dance", a mystical dance representing the waters of Uchinuki

**He is a water fairy/spirit but he cannot what?!**

Although he is a water fairy/spirit, he cannot swim and therefore carries his flotation ring with him wherever he goes

Hanamaki Katsushika Arakawa Myoko Joetsu Azumino Habikino Kameoka Sanuki

# SEEBODEN AM MILLSTÄTTER SEE, KÄRNTEN Saijo, Ehime

Sister City Agreement with Seeboden am Millstätter See since: **2019**

**Location:** On Shikoku island close to Matsuyama and near Mt. Ishizuchi, the tallest peak in western Japan, facing the Seto Inland Sea (~ 3 hours by train from Osaka Station)

## Spring Water Capital of Japan

Fountains, known locally as *uchinuki*, can be found scattered throughout the city. A famous freshwater spring known as Kōbōsui gushes from the bottom of Saijō harbor and is visited by locals and Buddhist pilgrims alike to drink and worship



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## Refreshing Water

Taking a walk through the city to visit all the local fountains will never leave you thirsty and you might even find Chapun Jiiyan



### Shikoku Beer Factory

If you had enough of water, you can also visit s local beer factory and enjoy some beer tasting



### Yuzu Steamed Dumpling

Yubeshi is a sweet made from glutinous rice flour, white miso paste, and yuzu citrus. A staple called Maru-Yubeshi features Yubeshi stuffed into a hollowed-out yuzu citrus

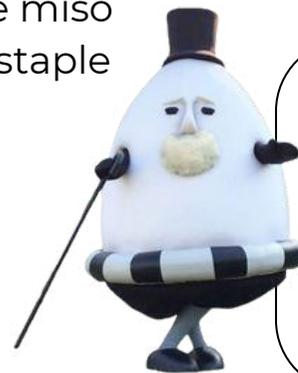
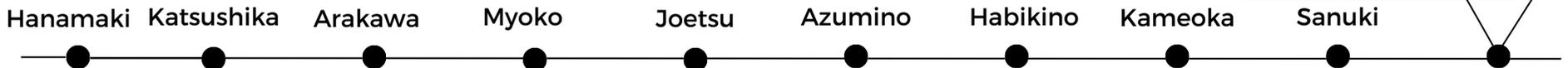


Image Source: <https://japantravel.navitime.com/en/area/jp/spot/02301-14410648/>



Yuru Kyara and Japan-Austria Relations

Embassy of Japan  
Minister, Deputy Chief of Mission  
Junichiro Otaka



**THANK  
YOU!**

