

Growing with the Region

The Economy of Miyagi Prefecture

Miyagi Prefecture, the primary base of operations for The 77 Bank, is located in the southeast of the Tohoku region. The prefecture is an important crossroads linking Tohoku to Tokyo, the nation's capital. In 1989, Sendai, the prefectural capital, became the 11th city in Japan specially designated by ordinance. The higher profile encouraged major national businesses and organizations, including government agencies, to set up branches and offices in Sendai, thereby positioning Sendai as the pre-eminent city of the Tohoku region.

In terms of major economic indicators, such as population, gross prefectural product and retail trade amount, Miyagi Prefecture is ranked around 15 out of Japan's 47 prefectures. The prefecture contributes slightly less than 2% to national totals. Miyagi Prefecture is working steadily to establish an industrial infrastructure, such as an enhanced transportation network to improve links with other regions of Japan and other countries. In addition, new industrial centers are being formed with the advance of automotive and other companies into the Prefecture.

Composition of Gross Prefectural and Gross Domestic Product (Nominal)

	Miyagi Prefecture	Japan
Agriculture, forestry and fishery	1.9	1.1
Manufacturing	15.6	21.3
Construction	6.5	5.5
Utilities	2.4	2.5
Wholesale and retail	14.8	13.7
Financial institutions	4.7	7.0
Real estate	14.1	12.9
Transportation and communications	8.8	6.8
Services	20.9	21.8
Municipalities and others	10.3	7.4
Total	100.0	100.0

Together with the Region

Our mission, as a regional financial institution, is to contribute to regional socioeconomic development through the timely and accurate provision of financial services geared to the needs of the region. Our efforts have earned us the support of customers, boosting our regional share of deposits and loans to the highest level among Japanese regional banks.

Deposit and Loan Shares in Miyagi Prefecture

