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SHIZUOKA

Offering Infinite Potential

BUSINESS INVESTMENT GUIDE

Easy Access to Japan's Three Biggest Markets and Asian Markets

Singapore
(Representative Office)

Shizuoka is home to Japan's highest mountain, Mt. Fuji. It is as attractive as a site for conducting business and has been chosen as the business base by a great many corporations. Situated in the approximate center of Japan, Shizuoka has a well-established transportation system of land, sea and air routes. It is conveniently located with easy access to Tokyo, Nagoya and Osaka, the nation's three biggest markets, as well as overseas, especially in Asia.

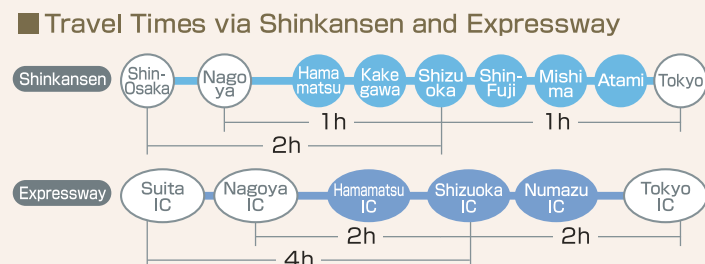


By Land Easy Access to Japan's Three Biggest Markets by Tokaido Shinkansen and via the Tomei and New Tomei Expressways

By Shinkansen, it takes only one hour from Shizuoka to Tokyo or Nagoya and just two hours to Osaka. Via the Tomei Expressway, both Tokyo and Nagoya are accessible within a two hour drive and Osaka within four hours. A 162km section of the new Tomei Expressway running through Shizuoka prefecture from the Gotemba interchange to the Mikkabi interchange opened in April 2012. The network of two expressways makes transportation even more convenient due to reduced traffic congestion, security of fixed schedule and high speed etc.



New Tomei Expressway under construction
Photo Credit: Central Nippon Expressway Co., Ltd.



By Sea Regular International Container Services from Shimizu and Omaezaki Ports

Shimizu port currently accommodates about 24 international routes with Omaezaki port accommodating a further two routes. Entries and arrivals as well as cargo handling services are offered around the clock, 365 days a year. Efforts at reducing or exempting harbor fees have enabled the port to become one of the lowest-cost international ports in Japan. They are easily accessible via the new Tomei Expressway, the Tomei Expressway, National Route 1 and Mt. Fuji Shizuoka Airport. Finally, they also boast strict punctuality.



Shimizu Port Container Service

Route	# of routes
West Coast, North America	2
Europe	1
Southeast Asia	9
South Korea, China, Taiwan	11
Southern Asia Pacific Islands	1

Omaezaki Port Container Service

Route	# of routes
China	1
South Korea	1

As of March, 2015

By Air Direct Connections between Mt. Fuji Shizuoka Airport and China, South Korea and Taiwan, as well as cities in Japan.

Mt. Fuji Shizuoka Airport offers regular domestic flights to Hokkaido, Okinawa and Kyushu as well as international flights to China, South Korea and Taiwan. The airport is easily accessible, located about 15 minutes off the Tomei and New Tomei expressways. It offers great opportunities for international business.



Shizuoka Hosts a High Concentration of Leading Manufacturers in a Variety of Industries.

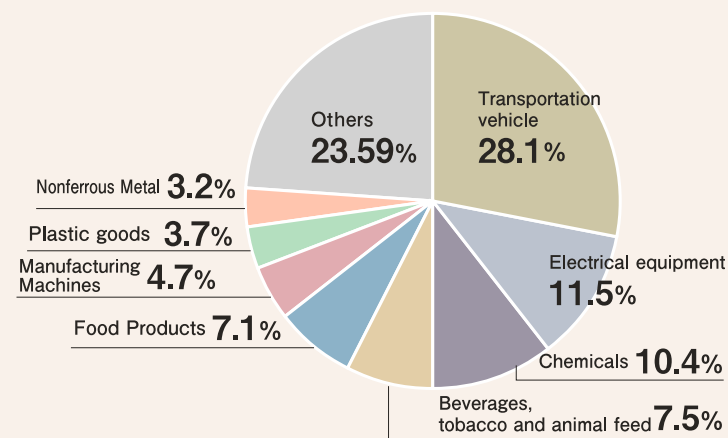
Shizuoka is known as a manufacturing-driven prefecture, leading the nation's economy. World-famous manufacturers with world-class technologies in a variety of fields are concentrated in the prefecture, generating the second-biggest industrial product shipment value among the 47 prefectures in Japan. Efforts to create leading industries in the next generation are also active. You will find great business opportunities in Shizuoka Prefecture, with a solid economic foundation.

Nation's Leading Prefecture in Industrial Concentration

Shizuoka as the "Industrial Department Store"

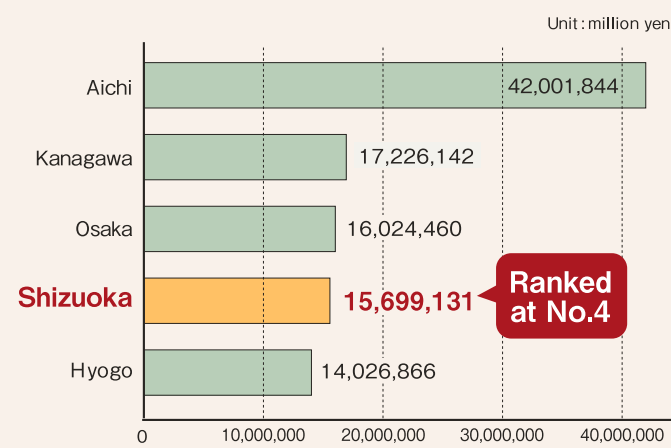
Shizuoka Prefecture's industrial product shipment value totals approx. 15 trillion 6,991 billion yen, or 5.4% of the national's total, ranking in the 4th largest among 47 prefectures. Companies with excellent reputations in a wide range of industrial sectors are concentrated in the prefecture. These sectors include transportation vehicles, which is the prefecture's key industry, electrical equipment, chemicals, beverages, tobacco, and feedstuff and foodstuffs.

Industrial Product Shipments in Value by Sector



Source: 2013 Industrial Statistics Survey, Ministry of Economy, Trade and Industry

Industrial Product Shipments in Value by Prefecture



Source: 2013 Industrial Statistical Survey, Ministry of Economy, Trade and Industry

World-famous Manufacturers Located in Shizuoka

Leading Global Companies with Entrepreneurial Spirit

A challenging spirit or "can do attitude" is one of the keywords for describing the people in Shizuoka. This spirit led to the birth of such world-leading companies as Suzuki, Tamiya and Yamaha that are still headquartered and engaged in production in the prefecture.



SUZUKI Suzuki Motor Corp.



TAMIYA Tamiya, Inc.



YAMAHA Yamaha Corp.


The Creation of New Generation Industry

Shizuoka prefecture is making the best use of local resources and its strong economical basis to develop "Shizuoka New Industry Accumulation Cluster". In eastern region there is "Pharma Valley" consisting health and pharmacy industry, while central region has "Food Science Hills" of food industry, and western region has "Photon Valley" with lighting and electrical industry. These three projects are continuing their research and development on each industrial field and making contribution to the whole nation and the world. Also, we are aiming to develop new promising industrial fields such as environmental and health care, robot, aerospace and optical technology. We are ready to support local companies by providing technical consultation, R&D to business and market development.

"Shizuoka Triangle Research Cluster"

PHOTON VALLEY
Optic and electronic industries


To become world's leader in optical and electrical technology, our local companies are working together with universities and research institutes to promote development of fundamental technologies for next-generation industries and their industrial application.



Digital larynx stroboscope

FOOD SCIENCE HILLS
Food industries

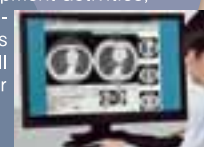
Various food manufacturers, pharmaceutical companies and chemical companies work with universities and institutions in life science research to place the focus on the "functionality" of local products for creation of new food industries, its R&D and business development.



Products made of theaflavin and practical products such as candy and jelly.

PHARMA VALLEY
Medical and health industries

With Shizuoka Cancer Center at the core, medical and health care industrial companies cooperate with universities to conduct world-leading research and development activities, promoting development of new products for both healthy and ill people improve their well-being.



Diagnostic Imaging Robotics System



Pharma Valley Project New Hub Facilities




We are preparing new facilities for R&D of pharmaceutical products and medical supplies, located next to Shizuoka Cancer Center (Naga-izumi Cho) where prefectural high school used to be.

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Growth Fields

Strategies for New Promising Industrial Fields

- Aerospace**

Aerospace parts manufactured by joint-ordering organization
- Optical**

High function film for defective inspection equipment

- Next generation automobiles**

Automobile makers at exhibition and business matching event
- Medical welfare equipment**

Welfare equipment exhibition
- New Energy**
Environmental technology

Solar energy-type insect capture

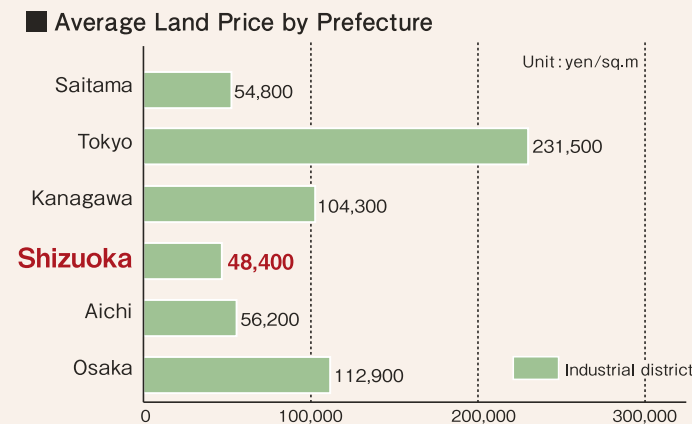
Superb Location and Living Environment

Shizuoka Prefecture is an attractive location for launching a business, offering low-cost plant sites and good human resources as well as an excellent living environment.

Low-Cost Location

An Attractive Location for Advantageous Business

Proximity to the head office and plants as well as land prices are key factors in deciding the location of a new business site. Shizuoka Prefecture is easily accessible to Tokyo and Nagoya, while its land prices for business sites can be much lower than those of either city.



Source: 2014 Land Price Survey by Prefecture, Ministry of Land, Infrastructure, Transport and Tourism

Motivated Human Resources

Abundant and High-Quality Labor Force Who Support Corporate Growth

In the midst of a declining birth rate and rising concern over population shrinkage, securing quality human resources is a key issue for corporate operations. The population of Shizuoka prefecture is 3.69 million with a labor force population of 2.01 million. The percentage of the labor force (people who are over 15 and willing to work) is 63.2%, ranking number 10 among 47 prefectures in Japan. A total of 20 universities and six junior colleges as well as one technical college are located in the prefecture. Cooperation between industry and such educational institutes as the Faculty of Engineering of Shizuoka University and the Graduate School for the Creation of New Photonics Industries is very active. They serve as a research center for local industries and create excellent and creative human resources.

Size and Ratio of Labor Force

Category	Labor force population	Ratio of labor force*	Rank among the 47 prefectures
Male	1,167,768	75.2%	10
Female	846,500	51.8%	10
Total	2,014,268	63.2%	10

*Ratio of labor force in the population over 15 years of age

Source: 2010 National Census, Ministry of Internal Affairs and Communications

Excellent Living Environment

Comfortable Warm Climate and Attractive Natural Environment

The average annual temperature of Shizuoka is 16.3°C. There are many sunny days even in winter with very little snowfall on flatlands. The prefecture offers a varied natural environment formed by Mt. Fuji and other mountains, Suruga Bay, Lake Hamana, long coastline, rivers such as the Tenryu, Oi, Abe and Fuji, and hot springs in the Izu Peninsula as well as many other tourist destinations. This great natural environment offers ever-changing seasonal landscapes and abundant opportunities for various outdoor activities. The prefecture is also blessed with a variety of fresh farm and marine products ranging from green tea, mandarin oranges, bonito, tuna and baby sardines. We assure you that you will be satisfied with Shizuoka as a site for both business and living.



Incentives for Business Activities

Shizuoka Prefecture Supports your Business Siting.

The prefecture offers a variety of incentive and support programs to assist business siting. Up to 1.4 billion yen of subsidies is offered for the construction of a new plant, for example. Foreign companies also receive support for establishing an office.

1
Up to 1 billion yen in subsidies for new or additional construction of factories, logistic facilities or research institutes.

Program: Subsidy for new industrial siting
 Maximum: 1 billion yen for factories and research institutes in growth fields or 500 million yen for others
 Covered cost: Building and machinery for production and research
 In case of plant construction in areas of Tsunami flooding risk, we support cost concerning safety preparation.
 *Subsidy rate and payment limit vary by industry.

2
Up to 400 million yen in subsidies for new or additional construction of factories, logistic facilities or research institutes.

Program: Subsidy for local industrial siting
 Maximum: 400 million yen for factories and research institutes in specific area and growth fields
 300 million yen for factories and research institutes in growth fields or 200 million yen for others
 Covered cost: Land acquisition, new employment
 *The program varies by municipality.
 *Subsidy rate and payment limit vary by industry.

3
Assistance for foreign companies to establish offices

Program: Office rent subsidy for foreign companies
 Maximum: 500,000 yen (one-time only)
 Covered cost: One-year office rent

4
Business siting support under the Act Relating to the Promotion of Establishment of Enterprises

Program: Support for business siting under the Act Relating to the Promotion of Establishment of Enterprises
 Covered area: Eastern region, Shizuoka City, around Mt. Fuji Shizuoka Airport, Hamamatsu, Kosai
 Assistance: •A low-interest loan by Japan Finance Corp.
 •Preferential measures for small business credit insurance
 •Prefectural loan program

5
Preferential program for siting near Hamaoka Nuclear Power Plant

Program: •Subsidy for business siting near nuclear power plant
 •Payment for siting near nuclear power plant
 Covered cost: Electricity cost paid during determined period, for instance.
 Covered area: Omaezaki, Makinohara, Kikugawa, Kakegawa

A Guide to Business Investment

<http://www.pref.shizuoka.jp/sangyou/sa-530/>

Providing information regarding incentives, support programs and unused land.