

# Shizuoka Prefecture

## Business Investment Guide

~The challenge to become the best business location in Japan~



SHIZUOKA



# Well developed infrastructure



## Transportation Access



Highways provide high-speed access.



East-West : Shin-Tomei Expressway  
Tomei Expressway  
North-South: Chubu-Odan Expressway

Direct connections are available to destinations in Japan and Asia from Mt. Fuji Shizuoka Airport.

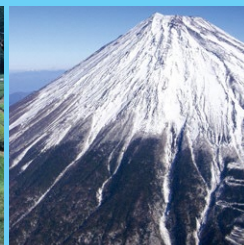


Domestic : Hokkaido, Kyushu, Okinawa  
International : South Korea, China

Regular container shipping routes connect Shimizu Port and Omaezaki Port to destinations worldwide.



Shimizu Port : Europe, North America, Southeast Asia  
(Shimizu Port is not crowded, allowing ships to pass through smoothly)  
Omaezaki Port : Southeast Asia





## Disaster Prevention Measures

### Achievements to date

From the 1979 to 2023 fiscal years

**2.6382** trillion yen



### ◆ Top-level nationwide measures

Participation rate of citizens  
in disaster preparedness drills

**10.4%**

(National average of 1.3%)

At the end of fiscal year 2021

**2nd**  
in Japan

Subsidies for seismic retrofitting  
of wooden residential buildings

A cumulative total of  
**27,631**  
units

At the end of fiscal year 2024

**1st**  
in Japan

Seismic retrofitting rate of  
public facilities serving as  
disaster preparedness centers

**99.3%**

(National average of 96.2%)

Fiscal year 2022

**2nd**  
in Japan

## Excellent climate conditions

A climate with many sunny days and little snowfall in winter

Many sunny days



Shizuoka

**50.5** days

**4th**  
in Japan

National average  
**27.3** days

Few snowy days

Shizuoka

**4.1** days

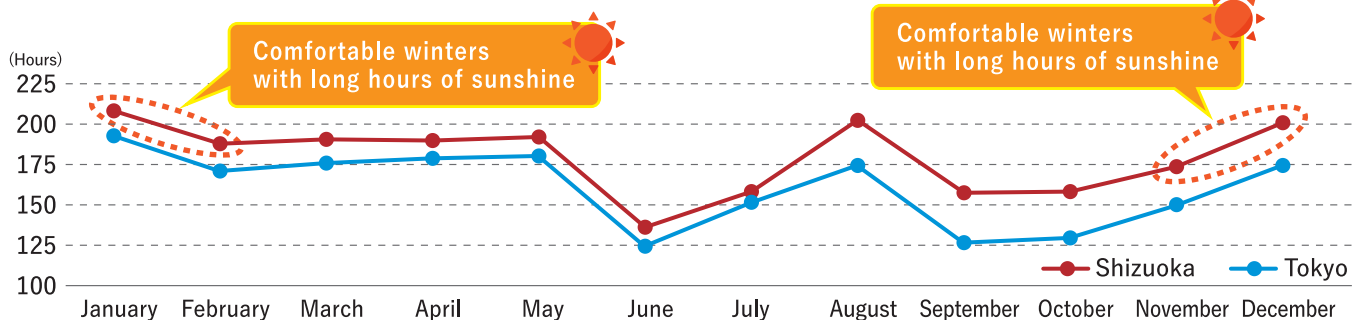
**3rd**  
in Japan

National average  
**39.8** days



Source: Weather Statistics Information [Japan Meteorological Agency]

### ◆ Monthly average sunshine hours (1991-2020)




Source: Weather Statistics Information [Japan Meteorological Agency]

# Number of business locations in Shizuoka Prefecture

Chosen by many manufacturers

◆ Total number of factory locations between 2000 and 2024

|             |   |                                |
|-------------|---|--------------------------------|
| <b>No.1</b> |  <b>Shizuoka</b> | <b>1,669</b> factory locations |
| <b>No.2</b> | <b>Aichi</b>  | <b>1,506</b> factory locations |
| <b>No.3</b> | <b>Hyogo</b>  | <b>1,472</b> factory locations |
| <b>No.4</b> | <b>Gunma</b>  | <b>1,460</b> factory locations |
| <b>No.5</b> | <b>Ibaraki</b>  | <b>1,432</b> factory locations |

◆ Many foreign companies have chosen Shizuoka Prefecture to set up their business, with 47 foreign companies located here

Source: Teikoku Databank Shizuoka Branch  
[2023 Commissioned Survey]

## Diverse industrial cluster

Japan's top ranking prefecture for its value of shipped manufactured goods and balanced industrial structure

Value of shipped manufactured goods, etc.

**19.773**trillion  
yen

**2nd**  
in Japan  
(2023)

Manufacturing  
Machines  
**4.61%**

Pulp, paper, and  
paper processed goods  
**4.81%**

Beverages,  
tobacco and animal feed  
**5.74%**

Pianos, etc.  
**24.36%**

Transportation  
vehicle  
**25.60%**

Electrical equipment  
**14.33%**

Chemicals  
**13.01%**

Food  
Products  
**7.54%**

Source: Survey of the Structure of Japan's Economy  
[METI]

Entrepreneurship thrives in Shizuoka, a place where top global companies expand their business



HONDA: Soichiro Honda  
本田 宗一郎



TOYOTA: Sakichi Toyota  
豊田 佐吉



SUZUKI: Michio Suzuki  
鈴木 道雄



# Creating industries to drive Shizuoka Prefecture's economy with innovation hubs in each region

## MaOI Project



Promotes marine industry development and the creation of a global hub for environmental conservation by attracting startup companies to the coastal areas of Shizuoka.

## Shizuoka Wellness Project



Promotes the extension of healthy life expectancy for Shizuoka residents and the development of food and health-related industries through the use of cutting-edge technology and health data.

## FAOI Project

Promotes use of advanced technology and development of digital information infrastructure to improve efficiency, labor saving and safety in forestry.

## "Next-gen Mobility" Project

※Next-gen vehicles, aerospace

Supports the development of parts for next-gen mobility—such as electric vehicles, drones, and flying cars—by leveraging the unique technologies of local companies.



## Photon Valley Project



Supports new business development in Shizuoka's industries through the use of photonics and electronics technologies.

## ChaOI Project

Strengthens product development based on exit strategies and the creation of "new brand value" for tea.

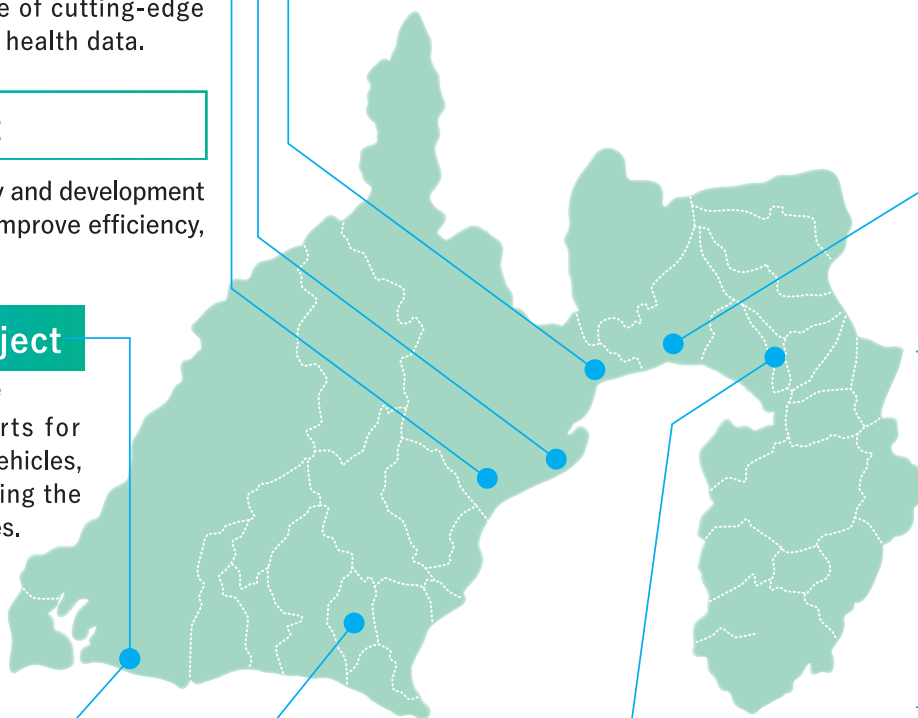
## Fuji-no-kuni CNF Project



Supports the development of products that use cellulose nanofiber (CNF), a new material derived from plants that is lightweight and strong.

## AOI Project

Promotes business development centered on agriculture while aiming to improve agricultural productivity through the development of cultivation technology.



## Pharma Valley Project



Promotes the Medical Garden City concept by fostering the promotion and clustering of medical and healthcare industries.

## ICOI Project

Creates new industries by attracting startup companies through the use of hot springs and other facilities in Izu.



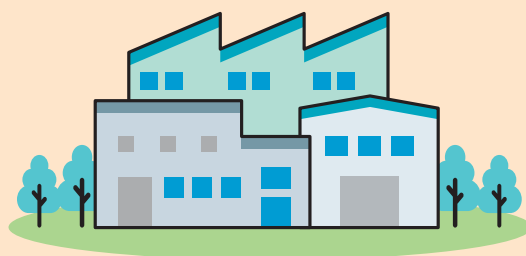


## Average Land Price

The average land price for industrial sites is lower than in metropolitan areas

◆ Average price by usage (industrial sites) yen/m<sup>2</sup>

|          |             |
|----------|-------------|
| Tokyo    | 365,600 yen |
| Kanagawa | 140,400 yen |
| Osaka    | 129,200 yen |
| Saitama  | 76,500 yen  |
| Hyogo    | 65,100 yen  |
| Aichi    | 64,800 yen  |
| Shizuoka | 46,800 yen  |



Source: 2025 Prefectural Land Price Survey  
[Ministry of Land, Infrastructure, Transport and Tourism]

## Employment environment



Population

3.52 million  
people

10th  
in Japan  
(October 1, 2024)

Source: Population Estimates (as of October 1, 2024)  
[Statistics Bureau, Ministry of Internal  
Affairs and Communications]



Foreign  
population

120,314  
people

8th  
in Japan  
(June 2024)

Source: Statistics on Foreign Residents  
(as of the end of June 2024)  
[Immigration Services Agency]



Income of residents in  
Shizuoka per capita

3.31 million  
yen

4th  
in Japan  
(2021)

Source: Prefectural Accounts (FY2021)  
[Cabinet Office]

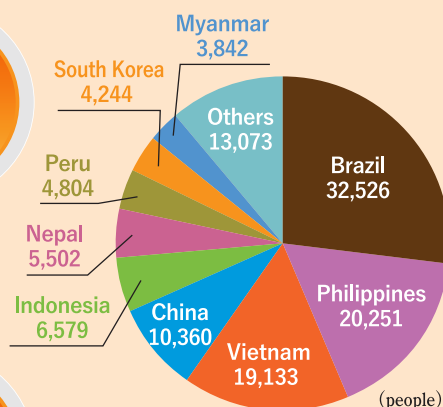


Number of  
foreign workers

81,560  
people

7th  
in Japan  
(October 2024)

Source: Status of Foreign Workers Based on Employment  
Situation Reports (as of the end of October 2024)  
[Ministry of Health, Labour and Welfare (MHLW)]



# Supporting the expansion of foreign companies

## ● One-stop Service Center

Shizuoka International Business Association (SIBA) has established a one-stop center to provide support for companies, from consultations about expanding their business to information about procedures and operations.

### SUPPORTING YOUR BUSINESS IN SHIZUOKA with our One-stop Service Center

#### Are You Looking to:

- Identify the ideal site for your business operations in Japan?
- Establish a plant, office, or retail store in a strategic and supportive region?
- Expand your presence in the Japanese market?
- Gain insights into consumer demand and market trends in Japan?
- Connect with Japanese companies for future operations, partnerships, or marketing efforts?

#### SERVICES

##### Location & Incentive Information

Guidance on selecting optimal sites for offices, plants, or stores, including details on public land and available incentives.

##### Business Establishment Support

Expert consultation on legal and administrative procedures for launching operations in Japan.

##### Professional & Organizational Connections

Introduction to key partners, including local agencies, companies, judicial scriveners, and attorneys.

##### Market Intelligence

Insights into Japanese consumer trends and business environments to support informed decision-making.

##### Living in Shizuoka

General information on housing, education, and daily life to ease relocation for you and your team.

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## ● JETRO Contact Information

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### Hamamatsu

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## Shizuoka Prefectural Government

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Tokyo Branch Office

Osaka Branch Office

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### Business location website information



Shizuoka Business location  Search

<https://www.pref.shizuoka.jp/sangyoshigoto/kigyoshien/kigyoricchi/index.html>