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Shizuoka Prefecture

Business Investment Guide
Easy Access to Japan’s Three Biggest Markets and Asian Markets

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 Shizuoka interchange to the Mito interchange opened in April 2012. The network of three expressways makes transportation even more convenient due to reduced traffic congestion, safety of fixed schedule and high speed etc.

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.

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, besides regular domestic flights to Hokkaido, Chubu and Kyushu as well as international flights to China, South Korea and Taiwan. The airport is easily accessible, located about 15 minutes of the Tomei and New Tomei expressways. It offers great opportunities for international business.
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-largest 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.

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

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 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 nation’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 feedstuffs and foodstuffs.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Value (million yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation vehicle</td>
<td>40,001,844</td>
</tr>
<tr>
<td>Chemicals</td>
<td>15,699,131</td>
</tr>
<tr>
<td>Electrical equipment</td>
<td>16,024,460</td>
</tr>
<tr>
<td>Food Products</td>
<td>17,236,142</td>
</tr>
<tr>
<td>Beverages, tobacco and animalized</td>
<td>14,925,696</td>
</tr>
<tr>
<td>Others</td>
<td>23.59%</td>
</tr>
<tr>
<td>Natural Wines</td>
<td>3.2%</td>
</tr>
<tr>
<td>Plastic goods</td>
<td>3.7%</td>
</tr>
<tr>
<td>Manufacturing Machines</td>
<td>4.7%</td>
</tr>
<tr>
<td>Others</td>
<td>28.1%</td>
</tr>
</tbody>
</table>

Source: 2013 Industrial Statistics 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 Motor Corp.
- Tamiya, Inc.
- Yamaha Corp.

Strategies for New Promising Industrial Fields

Aerospace
- Aerospace parts manufactured by advanced technology

Optical
- Optical equipment

Medical welfare equipment
- High-definition imaging equipment

New Energy
- Solar energy

Growth Fields

Aerospace
- Next generation automobiles

Optical
- Medical welfare equipment

Medical welfare equipment
- New Energy
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.

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 2.91 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.

Excellent Living Environment
Comforatable 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, benito, 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 900 million yen for others
   - Covered cost: Building and machinery for production and research in case of plant construction in areas of Tokyo metropolitan area, we support cost concerning safety preparation. If 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
   - Covered cost: 300 million yen for factories and research institutes in growth fields or 200 million yen for others

3. Assistance for foreign companies to establish offices.
   - Program: Office rent subsidy for foreign companies
   - Maximum: 200,000 yen/month in 5-year period
   - Covered cost: 100% 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, Koda
   - Assistance: A business fav by Japan France Corps, Preferential measures for small business credit insurance

5. Preferential program for siting near Hamaoka Nuclear Power Plant
   - Program: Subsidy for business siting near nuclear power plant
   - Payment: 900,000 yen/month
   - Covered cost: Electricity cost paid during determined period

A Guide to Business Investment
http://www.pref.shizuoka.jp/sangyou/ssa-530/

Providing information regarding incentives, support programs and unused land.