

# FUKUOKA GATEWAY TO ASIA

Invitation to establish businesses in Fukuoka City





# Fukuoka, an Asian Business Hub

~ Fukuoka, Gateway to Asia ~

Fukuoka City is now growing in population at the fastest rate among major cities in Japan while the growing number of newly established businesses create new jobs that resulted in all time high local tax revenue.

Furthermore, with the designation of National Strategic Special Zone for Global Startups and Job Creation by the national government, Fukuoka City is expected to play a key role as a driving force to make Japan more vibrant country where all the people are able to achieve their dream and hope.

We sincerely hope that more companies will select Fukuoka as a place to pursue innovative initiatives for further growth!



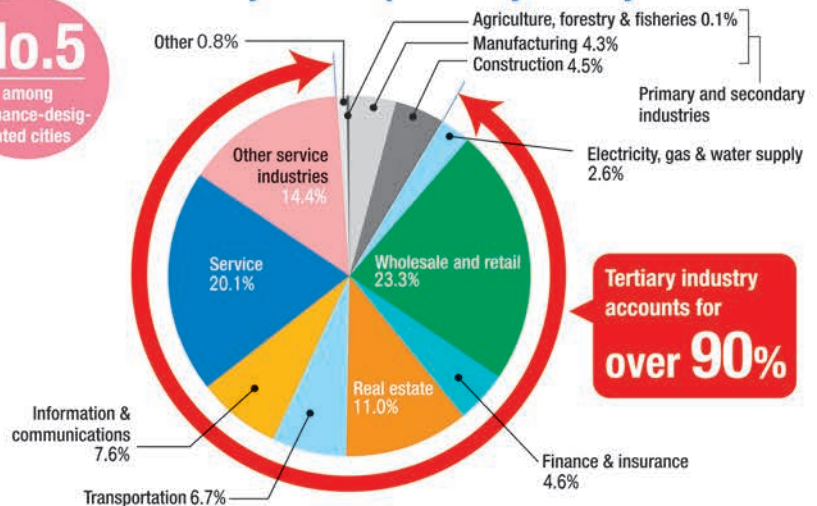
Fukuoka City is located within a one-day-trip distance from major cities not only in Japan but also in the rest of East Asia!

Sources: The populations of the cities or greater municipal areas are based on their statistical data in 2015.

<b>Population</b>	<b>Fukuoka City</b>	<b>1,575,402</b>
	Greater Fukuoka	2,557,550
	Fukuoka Pref.	5,109,898
Source: Fukuoka Prefecture, Research on the internal migration in Fukuoka Prefecture "as of 1 May, 2018"		
<b>Land area</b>	<b>Fukuoka City</b>	<b>343.39 km<sup>2</sup></b>
	Greater Fukuoka	1,171.80 km <sup>2</sup>
	Fukuoka Pref.	4,986.52 km <sup>2</sup>
Source: 2017 Planimetric reports on land area by prefectures and municipalities in Japan (Geospatial Information Authority of Japan)		
<b>Climate</b>	Average annual temperature	17.0 °C
	Average annual rainfall	1,612.3 mm
Source: Fukuoka City Statistical Report 2017		

**No.5**  
among ordinance-designated cities

## Fukuoka City GDP composition by industry



**Tertiary industry accounts for over 90%**

Source: Fukuoka City Statistical Report 2017

## Sister cities, a friendship city, economic exchange promotion cities, etc.

### Sister cities

Oakland (US)  
Bordeaux (France)  
Auckland (New Zealand)  
Ipoh (Malaysia)  
Busan Metropolitan City (South Korea)  
Atlanta (US)  
Yangon (Myanmar)

### Friendship city

Guangzhou (China)

### Sister port

Port of Auckland (New Zealand)

### Trade enhancement ports

Port of Oakland (US)  
Port of Zeebrugge (Belgium)

### Friendship ports

Port of Shanghai (China)

Port of Guangzhou (China)

### Economic promotion ports

Port of Dalian (China)  
Port of Tianjin (China)

### Economic exchange promotion cities and organization

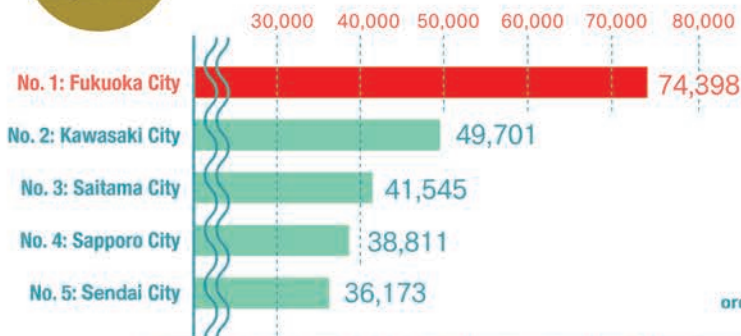
International Enterprise Singapore (Singapore)  
Qingdao (China)  
Dalian (China)  
Guangzhou (China)  
Seattle (US)

# Attractive feature 1 Rich human resources

## No. 1 in population increase and the population growth rate

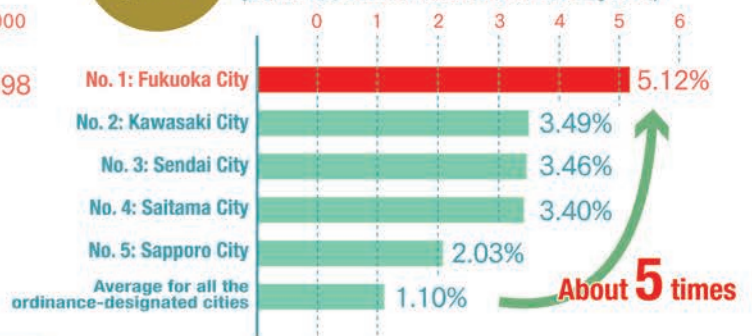
Fukuoka city boasts the largest population increase and the highest population growth rate among all the ordinance-designated cities.

### No. 1 among ordinance-designated cities Cities with the largest population increase (Increase between October 2010 and October 2015)



Source: 2015 Population Census (Statistics Bureau, Ministry of Internal Affairs and Communications)

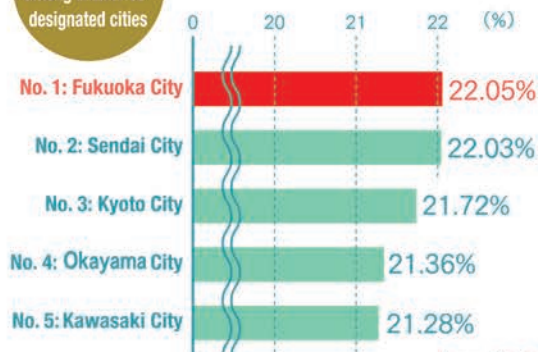
### No. 1 among ordinance-designated cities Cities with the highest population growth rate (Growth rate between October 2010 and July 2015)



## No. 1 Youth Ratio

The population ratio of the youth 10-29 years old are the top among ordinance-designated cities.

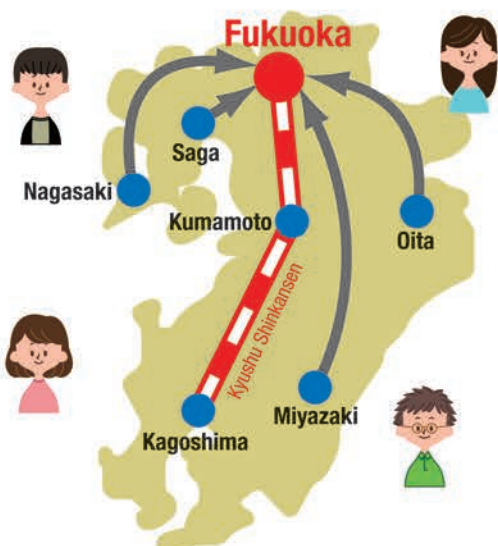
### No. 1 among ordinance-designated cities Cities with the highest ratio of younger generation



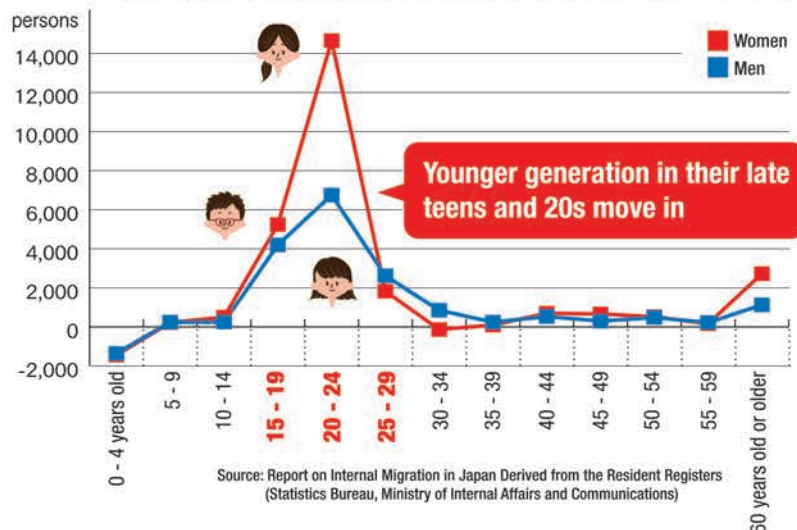
Source: 2015 Population Census (Statistics Bureau, Ministry of Internal Affairs and Communications)



## Fukuoka attracts talented young people mainly from the entire Kyushu region.

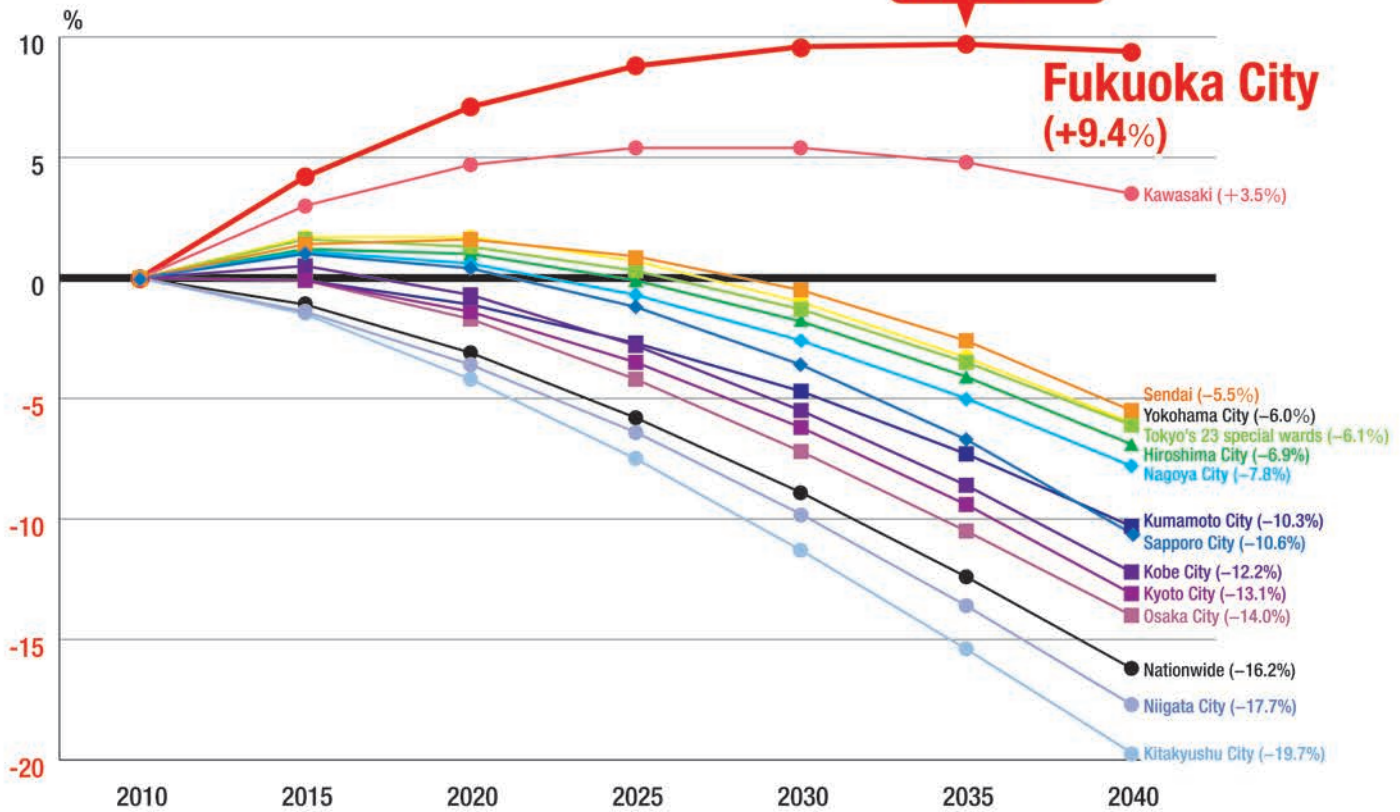


### Net migration for Fukuoka City (Total between 2013 and 2017)



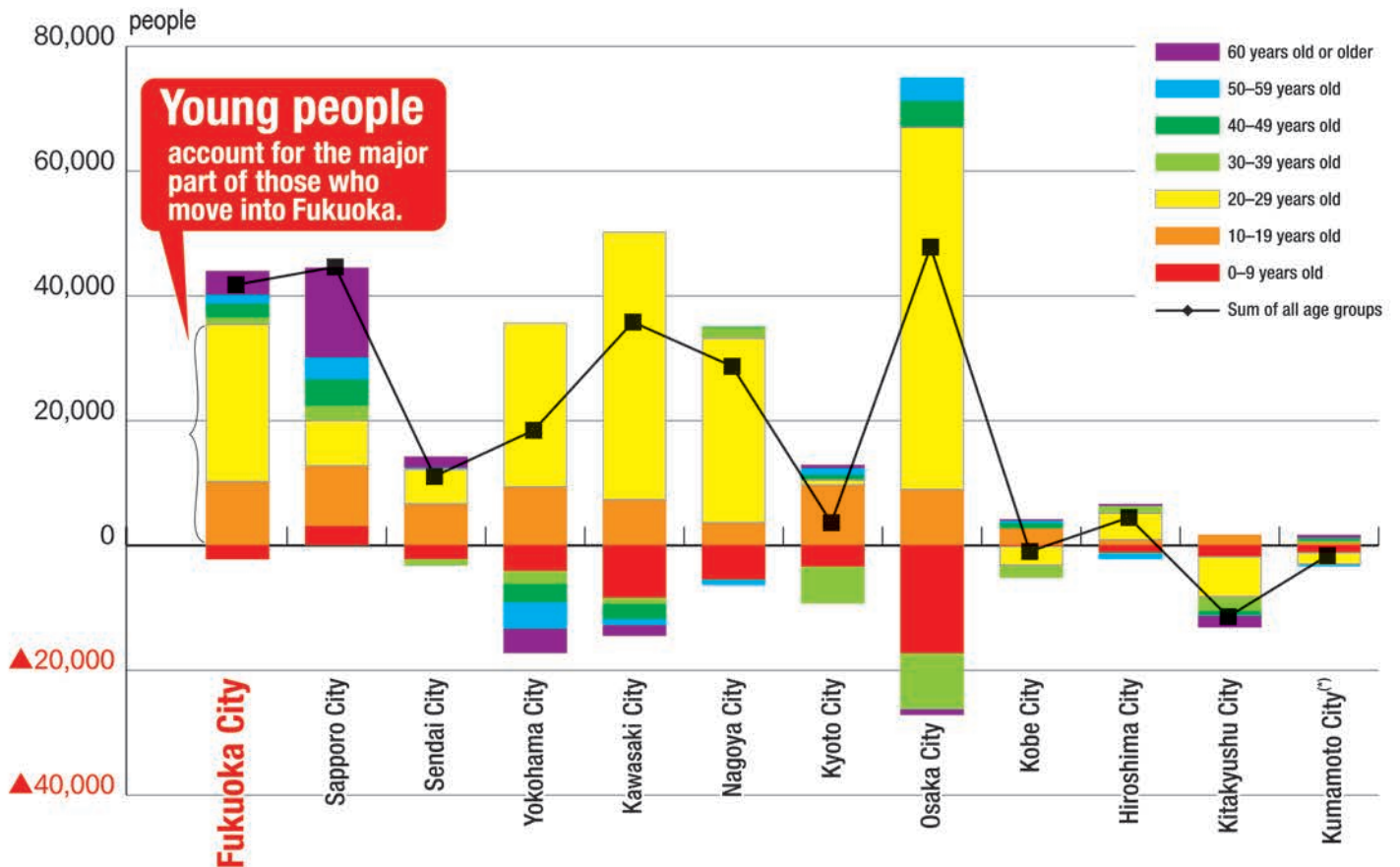
Source: Report on Internal Migration in Japan Derived from the Resident Registers (Statistics Bureau, Ministry of Internal Affairs and Communications)

**(Reference) Population projection by major cities**  
(change from 2010)



Source: Population projection by region (as of March 2013; National Institute of Population and Social Security Research) The estimate concerning Fukuoka City was made by Fukuoka City in March 2012.

**(Reference) Net migration of major cities by age group (Total between 2013 and 2017)**

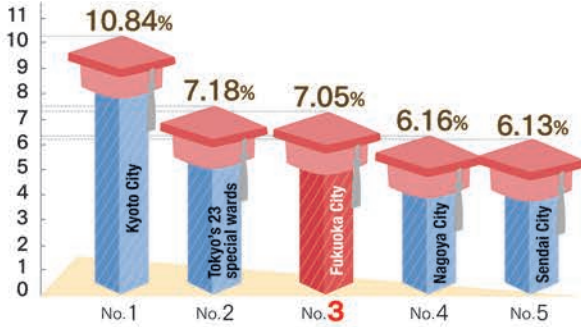


Source: Report on Internal Migration in Japan Derived from the Resident Registers (Statistics Bureau, Ministry of Internal Affairs and Communications)

No. 3  
among 21  
major cities

## Ratio of students in 21 major cities (in higher educational institutions)

Ratio of students in higher educational institutions in 21 major cities

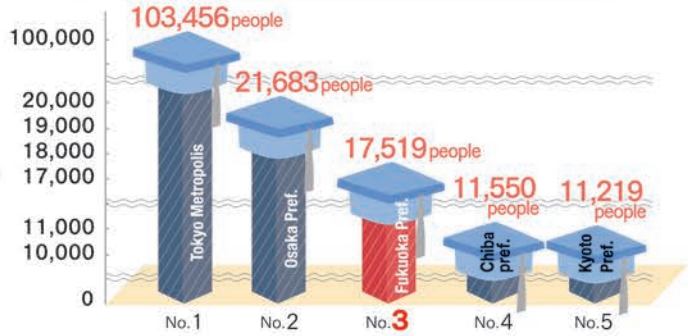


Sources: Large cities comparison chronological table 2016, Estimated population of cities (as of May 1, 2016)

No. 3  
among all the  
prefectures

## Number of international students

Number of international students by prefecture



Source: Annual Survey of International Students in Japan 2017 (Japan Student Services Organization)



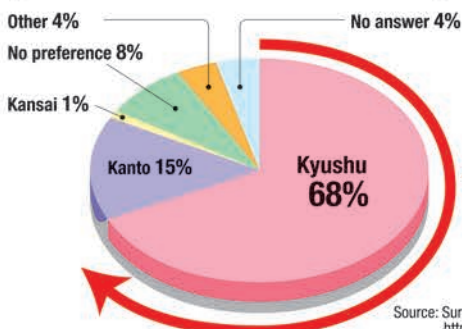
## Educational institutions and students in major cities

	Educational institutions				Students (Unit: thousand persons)			
	University	Junior college	Vocational school	Total	University	Junior college	Vocational school	Total
<b>Fukuoka City</b>	<b>12</b>	<b>9</b>	<b>87</b>	<b>108</b>	<b>73</b>	<b>5</b>	<b>31</b>	<b>108</b>
Sapporo City	16	7	81	104	53	3	17	72
Sendai City	10	3	57	70	47	2	15	65
Tokyo's 23 special wards	94	28	345	467	534	11	126	671
Yokohama City	16	3	62	81	83	1	19	104
Kawasaki City	5	3	8	16	30	1	2	32
Niigata City	7	4	45	56	22	1	11	35
Nagoya City	16	7	119	142	102	2	38	142
Kyoto City	28	10	54	92	144	3	13	160
Osaka City	11	8	165	184	30	4	60	94
Kobe City	19	5	40	64	70	2	10	82
Hiroshima City	12	5	44	61	32	1	8	42
Kitakyushu City	9	4	36	49	21	1	7	30
Kumamoto City	7	1	38	46	25	1	7	33

Source: FY2017 School Basic Survey (Ministry of Education, Culture, Sports, Science and Technology)

## While many students in Kyushu hope to work in Kyushu, the majority of them are employed outside of Kyushu.

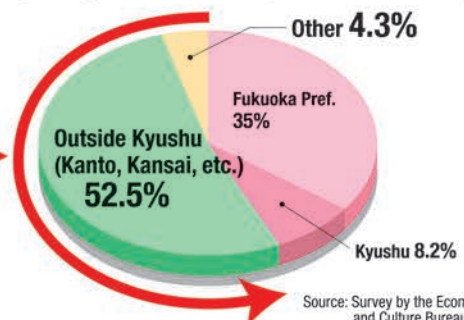
### Desired work location of students in Kyushu



Source: Survey by NPO Kyushu Student Network WAN <http://kg-wan.net>

### Employment location of graduates of science & engineering universities/colleges in greater Fukuoka (Graduated March 2015)

**However**  
About 70% of Kyushu student respond that they wish to work in Kyushu.  
About 60% of the students are employed outside Kyushu.



Source: Survey by the Economy, Tourism and Culture Bureau, Fukuoka City

## Attractive feature 2

# Favorable business environment



**90 minutes to Shanghai or Tokyo: Fukuoka Airport offers excellent access.**



◆ **International air routes** | Direct flights: **746** flights/ week on **19** routes

◆ **Domestic air routes** | Domestic flights: **362** flights/ day on **28** routes

**54** round-trip flights/day between Fukuoka and Haneda

\* Air routes (as of June 2018)

**Well-developed transport networks enable greater accessibility**

◆ **Number of arrivals and departures of Shinkansen services** | For Tokyo and Osaka: **179** services/ day

\* Number of weekday services excluding special extra trains (as of June 2015)

For Kagoshima: **122** services/ day

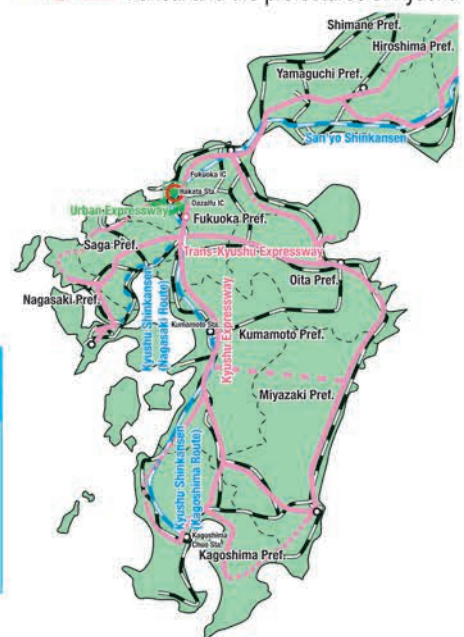
◆ **Number of arrivals and departures of express bus services** | **1,680** services/ day for **32** cities, including Tokyo and cities in Kansai and the prefectures of Kyushu

\* Number of weekday services (as of June 2015)

**Kyushu Shinkansen Kagoshima Route**

Hakata-Kumamoto **33** min. (fastest service)

Hakata-Kagoshima Chuo **79** min. (fastest service)



## Reasonable costs

### ◆ Average office rent per *tsubo* (3.3 m<sup>2</sup>)



### ◆ Average salary (information and communications industry)



### (Reference) Size of the information and communications industry

	Number of businesses	Number of employees
Fukuoka City	1,918	44,563
Tokyo's 23 special wards	20,414	791,913
Osaka City	4,895	132,822
Yokohama City	2,094	60,922
Nagoya City	2,413	56,482
Sapporo City	1,459	31,952
Sendai City	894	20,040

Source: 2014 Economic Census for Business Frame (Statistics Bureau, Ministry of Internal Affairs and Communications)

## Industrial hub that opens new business opportunities

### ◆ Kyushu University Academic City, a place where knowledge and nature resonate



Taking the opportunity of relocation to the new Ito Campus in the Motooka area, Kyushu University seeks to establish a center for knowledge to match the "age of knowledge" in the 21st century. Fukuoka City supports this vision through the ongoing land readjustment project in the Motooka area. A new Academic City with Kyushu University at its core is being created by even stronger cooperation between industry, academia and local governments.



### ◆ Island City as the advanced model town



#### 【Harbor development area】

Fukuoka City is striving to create an international logistics center linking Fukuoka to other parts of Asia and the rest of the world, by improving our state-of-the-art container terminals, as well as by concentrating advanced logistics functions and facilities, all as vital infrastructure that supports global industrial activities as well as people's lives.

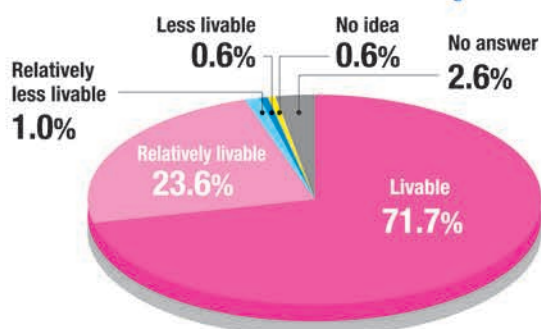


#### 【Urban development area】

Fukuoka city supports new businesses and research and development that are expected to play a key role in forming new industry clusters including "Medicine Healthcare and Welfare Industry" "Knowledge Creation Industry" that set eye on the Asia and international markets.

# Attractive feature 3 Livability

95% of residents view the city as a pleasant place to live



Source: Opinion poll on municipal administration in FY2015



No. 1 livable city chosen by business people

Comfortable cities to live in

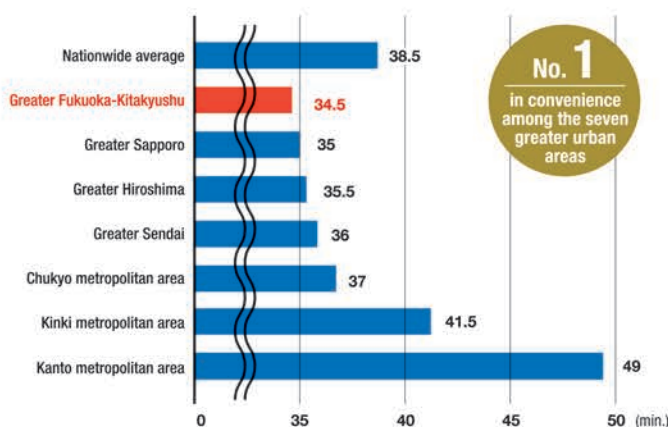


Cities people want to work in



Source: Survey by the Nikkei Industry and Consumption Institute

Commuting time (one way on weekdays): 34.5 min.



Sources: 2011 Survey on Time Use and Leisure Activities (Statistics Bureau, Ministry of Internal Affairs and Communications); "Fukuoka Growth" (Fukuoka Asian Urban Research Center)  
\* Seven greater urban areas: Greater urban areas including cities with a population of one million people or more: Kanto, Kinki, Chukyo, Sapporo, Hiroshima, Sendai, and Fukuoka-Kitakyushu

Late-night taxi fare home: 2,000 yen or less

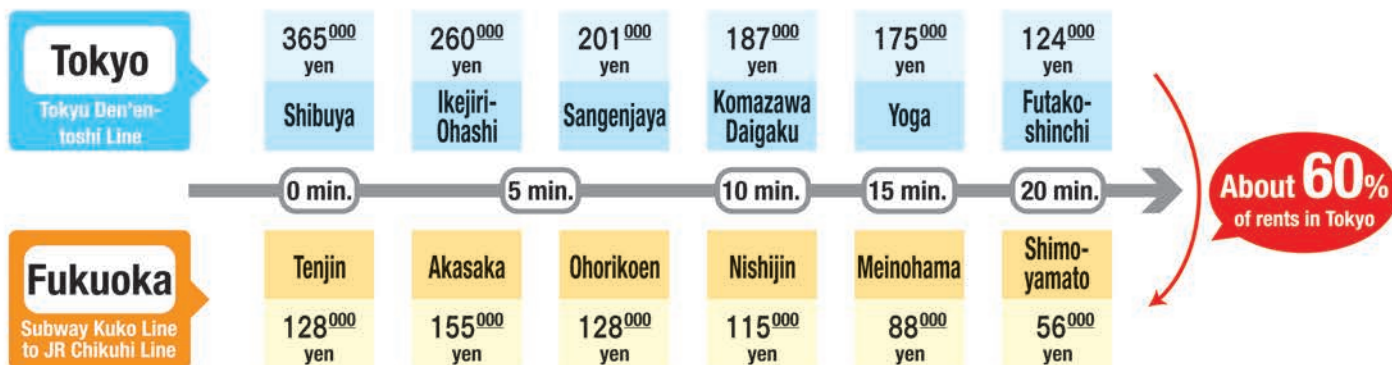
	2,000 yen or less	5,000 yen or more
Tokyo's 23 special wards	10%	72%
Fukuoka City	76%	3%

Money spent on after-work social engagements: 4,000 yen or less

	4,000 yen or less	6,000 yen or more
Tokyo's 23 special wards	10%	33%
Fukuoka City	50%	4%

Source: FukuZo3 (Fukuzosan) (Office for research on consumer preference and marketing, Miyoshi Real Estate Co., Ltd.)

House rents are about 60% of those in Tokyo. \* In the case of properties with 2 to 3 bedrooms, a living room, a dining room, and a kitchen (50-60 m<sup>2</sup>), within 10 minutes' walk from the station



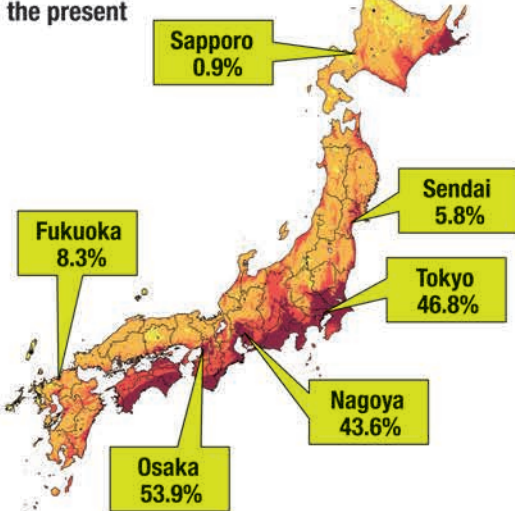
Source: Real estate & housing information website HOME'S (as of June 2018)



# Attractive feature 4 A preferable location for backup facilities

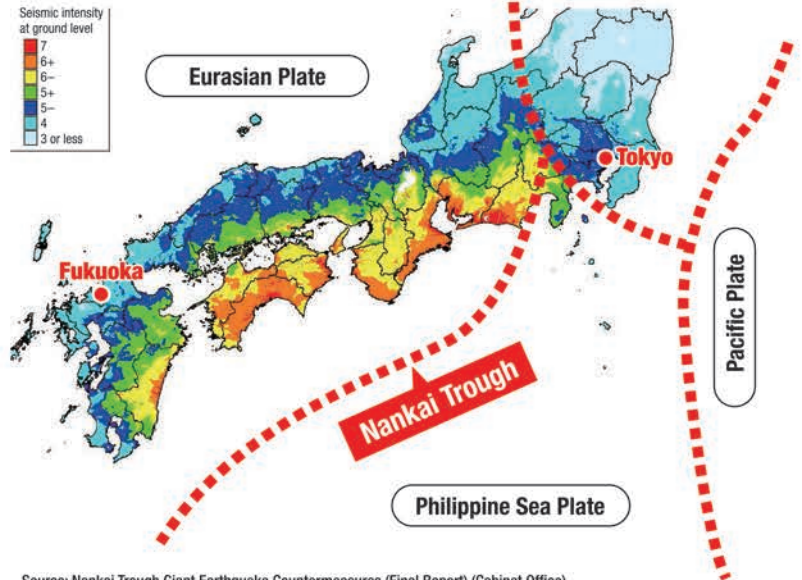
With very low risk of earthquakes, Fukuoka City is less likely to be damaged at the same time as Tokyo.

◆ Probability of ground motions equal to or larger than seismic intensity 6-lower, occurring 30 years from the present



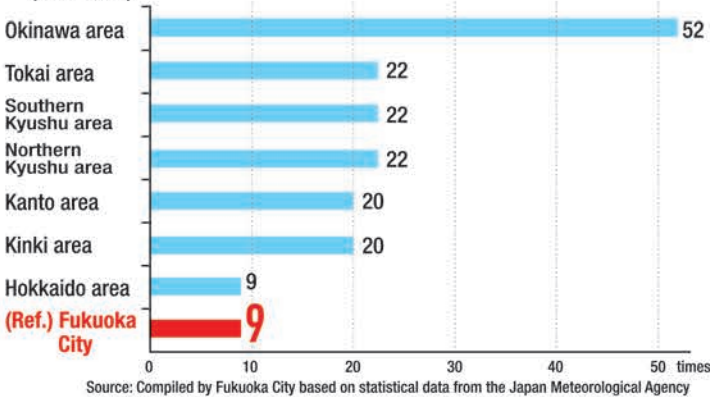
Sources: National Seismic Hazard Map for Japan 2014 (Headquarters for Earthquake Research Promotion) J-SHIS (National Research Institute for Earth Science and Disaster Resilience)

◆ Distribution of seismic intensity in the event of a massive Nankai Trough earthquake



## Less-than-expected damage caused by typhoon

◆ Number of typhoons approached (passed within 300 km) (2008-2014)



◆ Number of typhoons approached Fukuoka City (passed within 300 km)

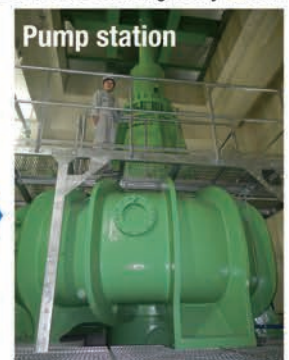
Year	Number of typhoons	Damage (injuries and destroyed houses)
2008	0 times	—
2009	0 times	—
2010	2 times	—
2011	1 times	—
2012	1 times	1 person injured
2013	2 times	—
2014	3 times	5 people injured; 1 house partly destroyed

Source: Fukuoka City Statistical Report 2015

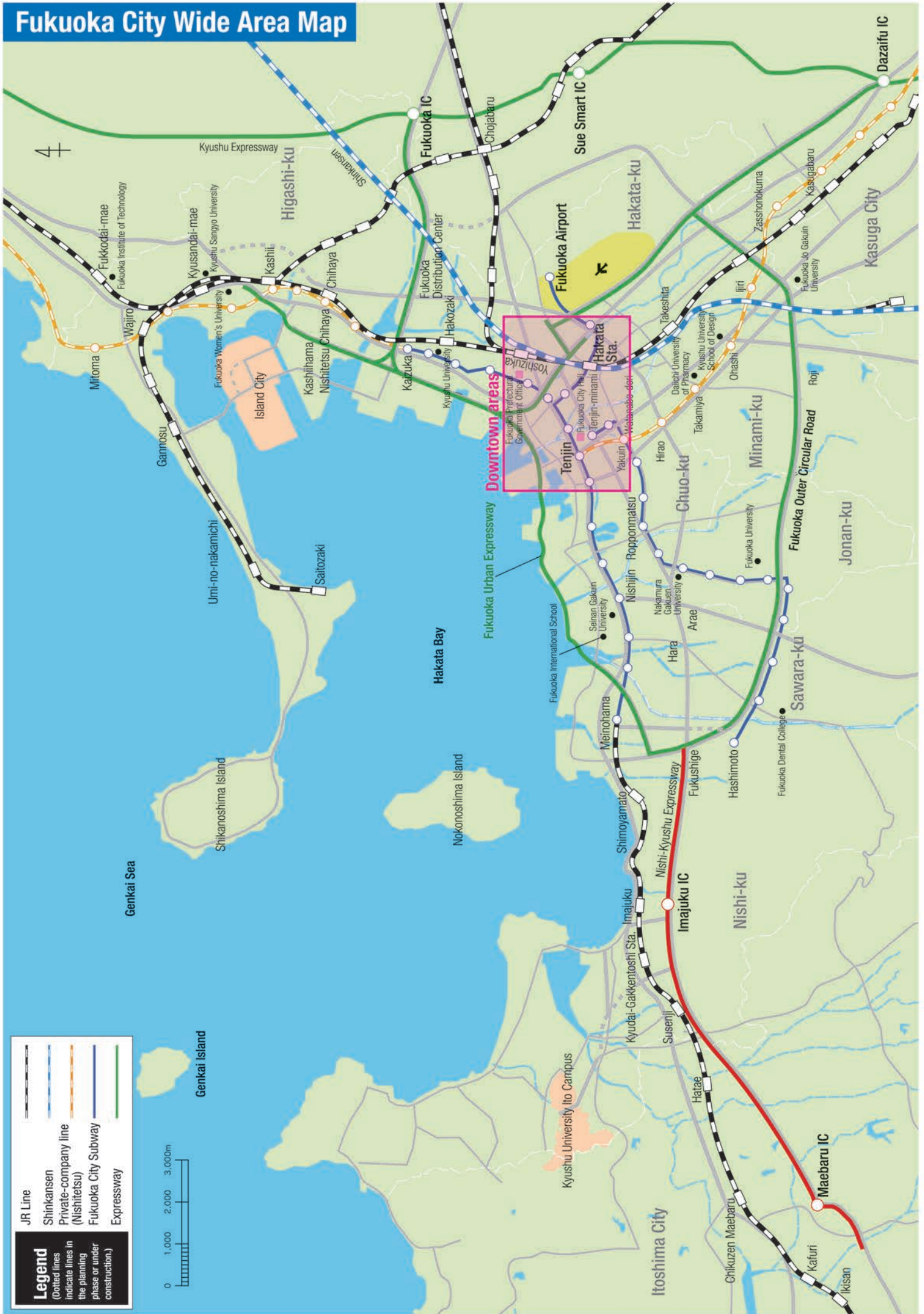
## Strengthening countermeasures against floods in downtown areas (Tenjin and Hakata Station areas)

Large-scale countermeasures are being implemented based on lessons learned from damages caused by floods that occurred due to record-breaking heavy rainfall.

### Example from the Hakata Station area



# Fukuoka City Wide Area Map



JR Line

Shinkansen

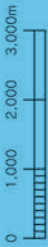
Private-company line  
(Nishitetsu)

Fukuoka City Subway

Expressway

## Legend

(Dotted lines indicate lines in the planning phase or under construction.)



4

**Downtown areas**



# Downtown Area Map



## Industries and functions Fukuoka City focuses on in its business attraction initiative

<b>Knowledge creation industry</b> (software and digital content development, etc.)	Software development related to ICT, automobiles and robotics, creation of digital content and design, nanotechnology-based R&D, semiconductor design such as system LSI design, machine design, etc.
<b>Medicine, healthcare and welfare industry</b>	R&D related to medical and welfare devices, pharmaceuticals, health functional foods, etc.
<b>Environment and energy-related industry</b>	Energy-related R&D in solar cells, hydrogen energy, etc., R&D related to technologies for recycling and purifying soil and water, biotechnology-based R&D
<b>Logistics industry</b>	Cargo transportation, warehousing, etc.
<b>Urban manufacturing industry</b>	Manufacturing and processing of products in demand in urban areas, such as food manufacturing and printing-related industry
<b>Foreign and foreign-affiliated companies<sup>(*)</sup></b>	<p>【Entering Japan for the first time】 Businesses conducted in Japan for the first time</p> <p>【Already doing business in Japan】 R&amp;D or services related to the other eligible businesses fields or financial business<sup>(*)</sup></p> <p>* In both cases B2C businesses are excluded except financial business</p>
<b>Headquarters functions</b>	<p>■ Departments that offer services to multiple offices or company-wide business operations</p> <ul style="list-style-type: none"> <li>- Research and planning departments (those in charge of projects and product planning, and market research)</li> <li>- Information processing departments (those in charge of system development etc., as in-house service for their companies)</li> <li>- R&amp;D departments (those in charge of basic research, application research, development research (prototypes of new products, including design, etc.))</li> </ul> <p>■ Laboratories and research institutes</p> <p>■ Training facilities</p>
<b>Call centers and the others</b>	<ul style="list-style-type: none"> <li>- Businesses offering intensive customer services, including consultation, information sharing, order reception, etc., using communication channels such as phones and the Internet, and systems such as PBX and CTI</li> <li>- Businesses offering intensive data-processing services such as data management and back-office operations</li> </ul>

(\*) Foreign companies (companies incorporated under foreign law or companies whose principle offices are located outside Japan) and foreign-affiliated companies (companies in Japan in which more than 50% of the total outstanding shares or equity investment is owned by a foreign company or a foreign national).

(\*) Banks, insurance companies, audit corporations, securities companies, etc. licensed under the law are entitled to Fukuoka City's support.

**Planning to establish businesses that fall into targeted industries and functions?  
You may be eligible for Fukuoka City Business Establishment Support Program!**



**Financial support for office rents, etc.**



**Financial support for employment**

**Lease type** Up to **200 million yen**

**Ownership type** Up to **1.1 billion yen**

For more details, contact the persons in charge.

### Contact

We also have an office in Tokyo. Please feel free to contact us if you need any further information.

Business Attraction Section, Business Startup & Investment Promotion Department, Economy, Tourism & Culture Bureau, Fukuoka City Government

TEL 092-711-4849 FAX 092-733-5901

E-mail : invest@city.fukuoka.lg.jp

1-8-1 Tenjin 1-chome, Chuo-ku, Fukuoka City 810-8620

Fukuoka City Tokyo Representative Office

TEL 03-3261-9712 FAX 03-5276-7895

E-mail : tokyooffice.GAPB@city.fukuoka.lg.jp

12F, Nippon Toshi Center Kaikan, 2-4-1 Hirakawa-cho, Chiyoda-ku, Tokyo 102-0093

Fukuoka City Business Establishment Support Program

Search

