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# Program for Promoting Japan as an Asian Business Center and Direct Investment into Japan

Office of FDI Promotion,  
Cabinet Office

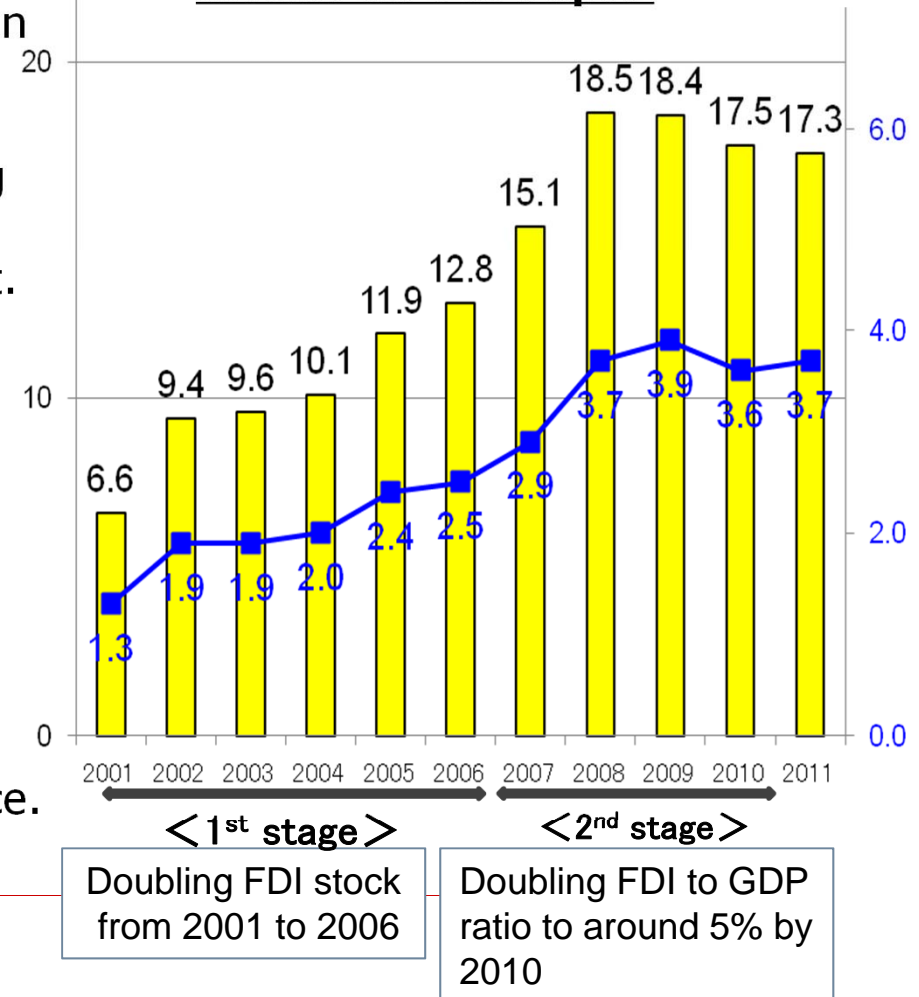
# Program for Promoting Japan as an Asian Business Center and Direct Investment into Japan

In December 2011, the Government of Japan formulated the **“Program for Promoting Japan as an Asian Business Center and Direct Investment into Japan”** consisting of policy measures to create an attractive, world-class business and living environment.

The **“New Growth Strategy”** (June 2010, Cabinet decision) and the **“Interim Report on Strategies to Revitalize Japan”** (August 2011, Cabinet decision) requested the Government to formulate this Program.

The Program was determined by the **Interagency Parliamentary Secretary Meeting** chaired by Hiroshi Ogushi, Parliamentary Secretary of the Cabinet Office.

**Growth of foreign direct investment to Japan**



# Three Targets of The Program

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The Program sets out three targets that are to be achieved by 2020.

## **1) To Increase the Number of High Value-Added Sites**

The aim is to increase the number of high value-added sites (Asia Regional Headquarters and research and development facilities) by 30 sites each year by attracting FDI. As of the end of FY2009, there were approximately 500 high value-added sites in Japan.

## **2) To Double the Number of Employees of Foreign Enterprises**

The aim is to increase the number of employees of foreign enterprises (defined as those which have more than one-third ratio of foreign ownership) to 2,000,000 by FY2020. As of February 2006, the number of employees of foreign enterprises was 750,000.

## **3) To Double the Volume of Direct Investment into Japan**

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# Five Central Initiatives of The Program

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1) **The initiative to boost profitability to promote investment**

e.g.) Asian Business Location Promotion Project Subsidy

> Attracting global companies which will establish new Asian Regional Headquarters and R&D facilities

2) **The initiative to utilize a special zone system to attract investment**

e.g.) The Special Zone for Reconstruction

> Basic guideline for necessary assistance and other measures to be taken by the Government for afflicted municipalities for smooth and swift reconstruction in the Special Zones

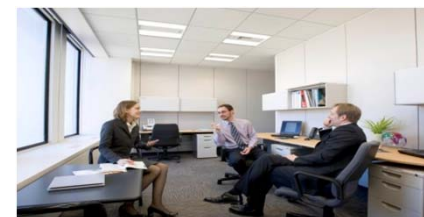
e.g.) The Comprehensive Special Zone System

> Special measures in the Comprehensive International Strategic Special Zones, including (1) exception to regulations, (2) tax incentives, and (3) fiscal/financial incentives

3) **The initiative to improve the investment environment and create structure for investment support**

4) **The initiative to make the living environment more comfortable at investment sites**

5) **The initiative to enrich the dissemination of information welcoming investment**



# IBSC of JETRO

## - A one-stop center supports your business in Japan

- IBSC of JETRO is a one-stop center to support foreign companies to enter or expand your business in Japan.
- IBSC provide information including regulation, taxation necessary to conduct business in Japan by using their broad networks, and they offer consultations according to your company's needs.
- IBSCs also offer temporary office space for foreign firms that have not yet established a business base in Japan.

### <A case of the IBSC activity>

#### Earthquake Protection Systems Japan (U.S.)

#### **US-based seismic isolation bearings manufacturer has established a subsidiary in Tokyo (In 2011)**

EPS is bringing "Triple Pendulum" technology to avoid seismic damage, the loss of use of important facilities such as power plants. Working together with Japan's earthquake engineers, EPS hopes to help Japan achieve resilient and sustainable seismic construction.

To assist EPS, JETRO's Invest Japan Business Support Center (IBSC) consulted on business start-up procedures, such as visa, tax and human resources.

### <A major investment case to Tohoku area>

#### Prologis (U.S.)

On June 2, 2011, construction of a logistic facility in Tomiya, Kurokawa-gun, Miyagi was completed. Being constructed since August 2010, the facility has a favorable location in the inland portion of Miyagi Prefecture and thanks to prompt and careful responses of related parties, effects of the disaster were able to be reduced to a minimum and construction was completed as initially scheduled. The facility is used for distribution bases in six Tohoku prefectures as a specialized facility of the Miyagi Co-op.

(Source: 2011 JETRO Global Trade and Investment Report)

# Contact

## Cabinet Office

Invest Japan website

[http://www.invest-japan.go.jp/en\\_index.html](http://www.invest-japan.go.jp/en_index.html)



## METI

Promotion of Japan as an Asian Business Center website

[http://www.meti.go.jp/english/policy/external\\_economy/investment/index.html](http://www.meti.go.jp/english/policy/external_economy/investment/index.html)

## JETRO

JETRO website

<http://www.jetro.go.jp/en/invest/>

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