



○Okinawa Prefectural Government offices outside Okinawa prefecture

Tokyo Office

〒102-0093 Tokyo, Chiyoda-ku, Hirakawa-cho 2-6-3

Todofuken Kaikan, 10F

TEL.03-5212-9087 FAX.03-5212-9086

Approximately 1 minute walk from Exit 9b of Nagatacho Station on the Tokyo Metro Namboku Line.



Osaka Office

〒530-0001 Osaka, Osaka-shi, Kita-ku, Umeda 1-3-2100

Osaka Station Building 3, 21F

TEL.06-6344-6828 FAX.06-6346-1784

Approximately 2 minutes walk from the East Exit of Kitashinchi Station on the JR Tozai Line.

Approximately 5 minutes walk from Higashi Umeda Station on the Osaka Municipal Subway Tanimachi Line.



Nagoya Information Center

〒460-0008 Aichi, Nagoya, Naka Ward, Sakae 4-16-36

5F, Hisaya Chunichi Building

TEL.052-263-3618 FAX.052-263-3619

Approximately 4 minutes walk from Exit 1 of Yabacho Station on the Nagoya Municipal Subway Meijo Line.



The official social media account of the business facility promotion division has been launched!



○Okinawa Prefectural Government offices overseas

Beijing Office

Fortune Building Tower B Unit 1701, No. 3

Dong San Huan Bei Road, Chaoyang District, Beijing

TEL.+86-10-6466-8679 FAX.+86-10-6466-6693

10 minutes walk from Exit A of Liangmaqiao Station on Line 10 of the Beijing Subway.



Shanghai Office

〒200001 Room 1603, Block B, Huasheng Tower, No.398 Hankou

Road, Huangpu District, Shanghai, China

TEL.+86-21-6351-0231 FAX.+86-21-6350-7369

1 minute walk from Exit 4 of East Nanjing Road Station on Line 2 of the Shanghai Metro.

Hong Kong Office

Unit 1211, 12/F, Prosperity Millennia Plaza, 663 King's Road, North Point, Hong Kong

TEL.+852-2968-1006 FAX.+852-2968-1003

3 minutes walk from Exit 3 of Hong Kong MTR Quarry Bay Station

Taipei Office

4E, No. 148 Songjiang Road, Zhongshan District, Taipei City

TEL.+886-2-2521-0376 FAX.+886-2-2542-7075

3 minutes walk from Exit 8 of Songjiang Nanjing metro station on the Xinzhuang Line.

Singapore Office

1 North Bridge Road #22-09

High Street Centre Singapore 179094

TEL.+65-6694-6408 FAX.+65-6694-5442

5 minutes walk from Exit E of MRT City Hall.

Seoul Office

21, The Exchange Seoul 6F, Mugyo-ro, Jung-gu, Seoul, the Republic of Korea

TEL.+82-2-318-6330 FAX.+82-2-753-8751

3 minutes walk from City Hall Station (Subway)

Okinawa Prefecture Department of Commerce, Industry and Labor, Industrial Site Promotion Division

Okinawa, Naha-shi, Izumizaki 1-2-2, Okinawa Prefectural Government Office, 8F

TEL 098-866-2770 FAX 098-866-2846

3 minutes walk from Kencho-mae Station on Okinawa Urban Monorail.

<http://www.pref.okinawa.lg.jp/zone>

E-mail:indus-pr@pref.okinawa.lg.jp



SDGs are promoted in Okinawa Prefecture.

March 2023

2023-2024 Okinawa Prefecture Industrial Site Guide

OKINAWA INDUSTRIAL LOCATION



Connecting through Okinawa

Connecting Asia to Japan Business HUB "Okinawa"

Okinawa Special Economic Zone

Five Advantages of Locating in Okinawa Prefecture

- Overview of the Business Environment in Okinawa Prefecture 1
- Living Environment in Okinawa Prefecture 3
- Map of Okinawa Main Island 5
- 1** Geographic features of Okinawa 7
- 2** International Distribution Network Ideal for Expansion in Asia 9
- 3** Okinawa is a vibrant place with talented people 13
- 4** Detailed overview of available aid 15
- 5** Special Taxation in a Special Economic Zone 20

Okinawa has gained traction as a business hub thanks to its advantageous location in the heart of East Asia and its excellent workforce. By highlighting these strengths, this guide aims to encourage businesses to consider expansion into the region.

- 6 Suitable locations for factories in Okinawa Prefecture 25
- 7 Overview of International Distribution Base and Industry Cluster Zone [Uruma/Okinawa District] 26
- 8 New industrial sites in Okinawa Prefecture 31
- 9 Comments from companies that have expanded into Okinawa Prefecture 34
- 10 An aviation-related business cluster focused on maintenance, the first in Japan. 35
- 11 The IT Industry in Okinawa 37
- 12 Okinawa's energy policy for creating a carbon-free society by FY2050 39
- 13 Okinawa Prefecture's bio industry 41
- 14 Research Institutes in Okinawa 42
- 15 Local Businesses (International Logistics Hub Industrial Agglomeration Area Naha) 45
- 16 Local Businesses (formerly the Special Free Trade Zone) 46
- 17 International Distribution Base and Industry Cluster Zone Uruma and Okinawa City MAP 49

Overview of the Business Environment in Okinawa Prefecture

(1) Okinawa, the crossroads of Asia where "People" and "Goods" meet

■ Increasing Number of Visitors to the Region

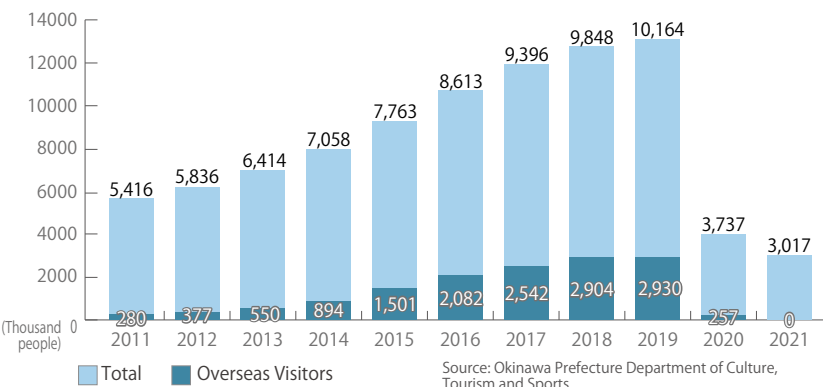
While the number of visitors have gone down in the year 2020 to 2022 due to the COVID-19 pandemic, the leading industry, that is tourism, surpassed the milestone of 10 million visitors on the calendar year for the first time in the year 2019, closing in on the number of visitors to Hawaii. Additionally, the highest number of foreign visitors to the island was also recorded in the same year.

Number of Visitors to the Region (2019)	10,163,900人
Of Which Overseas Visitors	2,930,000人
Tourism Revenue (2019)	748,388 million yen

Source: Okinawa Prefecture Department of Culture, Tourism and Sports

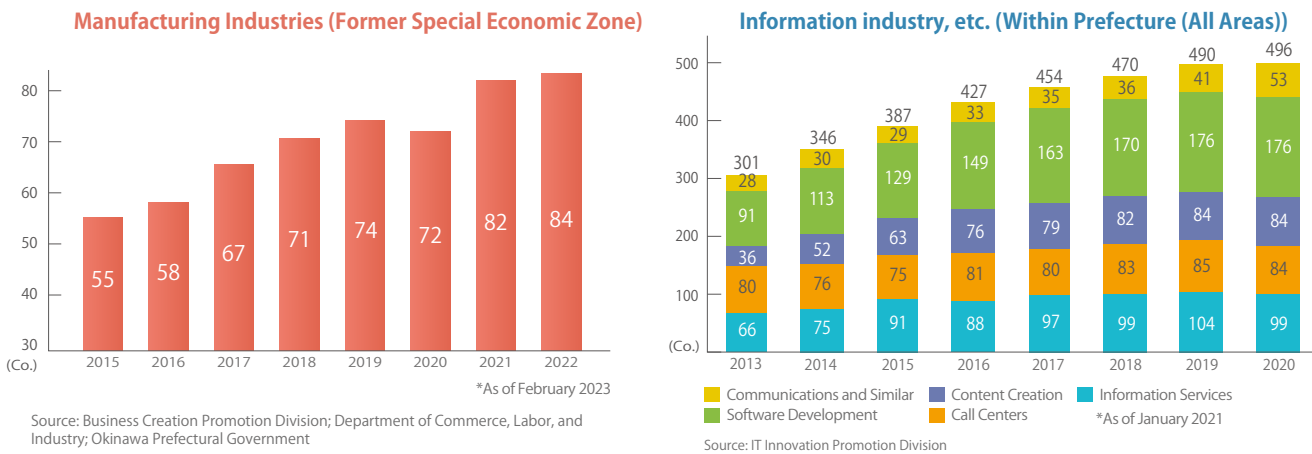
*Number of visitors to Hawaii: 10,424,995 visitors (FY2019)

Progression of Number of Visitors to the Region (2011–2021)



Source: Okinawa Prefecture Department of Culture, Tourism and Sports

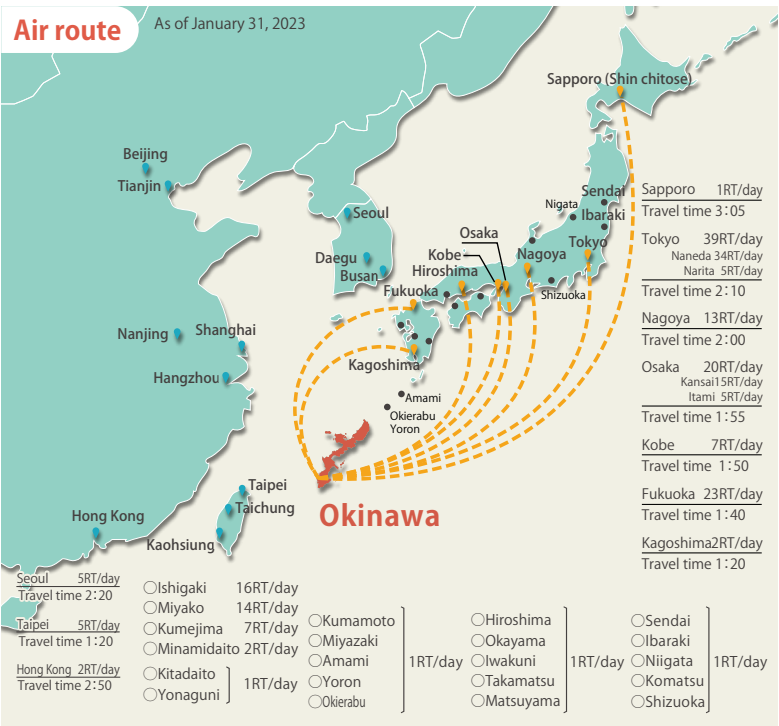
■ Businesses continue to pour into Okinawa as a business hub even as the threat of COVID-19 looms



(2) Extensive passenger flight network connecting Japan and Asia

Naha Airport's network of domestic flights is among the finest in Japan, and boasts the third highest number of cities on its scheduled routes. For international flights, in addition to routes to East Asia, including those to Taipei, Shanghai, Hong Kong, and Beijing, the airport has also recently expanded its network to Southeast Asia, introducing new routes to Bangkok and Singapore in February and November of 2017.

■ Naha Airport's commercial flight network



◎Living Environment in Okinawa Prefecture

~ A fulfilling environment to live in "Okinawa" ~

From the climate to the housing. How the numbers exemplify the ease of life in Okinawa

Okinawa is blessed with a warm and comfortable climate throughout the year, as well as housing conditions and abundant commercial facilities, and is full of vibrancy for both younger and working generations. Its great livability and workability are reflected in various rankings, demonstrating that it is a place with high potential that is the ideal location of a company.

■ An Overview of Okinawa Prefecture

Location	Southwestern tip of the Japanese archipelago
Marine Area	1,000km East to West, 400km North to South
Number of Islands	160 Islands of Various Sizes (47 inhabited islands)
Area of Okinawa Main Island	1,207km ²
Distance North to South of Okinawa Main Island	135km
Highest temperature	32.1 °C in July
Lowest Temperature	16.3 °C in January
Climate	Subtropical Climate and Warm Throughout the Year Compared to Other Prefectures

■ An Outline of Okinawa

Category	National Ranking	Okinawa	Japan
Total Population	25	1,467,480Person	126,146,099Person
Youth Population (under 15) as Proportion of Total Population	1	16.6%	11.9%
Working Age Population (15-64) as Proportion of Total Population	5	60.8%	59.5%
Natural Rate of Population Change	1	2.4%	△0.7%

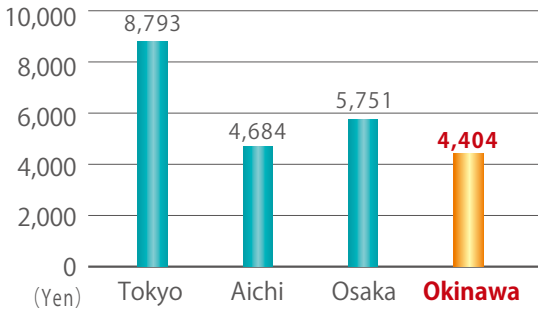
Source: Okinawa Prefecture Statistics Division
Statistics Bureau of Japan

■ Changes in Rent by Floor Layout based on Average Rent

Prefecture	1 Room	2 Room	3 Room	Overall Average Rent
Tokyo	¥ 68,903	¥ 86,334	¥ 93,378	¥ 72,742
Aichi Prefecture	¥ 51,243	¥ 58,379	¥ 60,961	¥ 54,907
Osaka Prefecture	¥ 55,927	¥ 69,932	¥ 75,102	¥ 60,852
Okinawa Prefecture	¥ 45,182	¥ 54,385	¥ 62,858	¥ 53,040

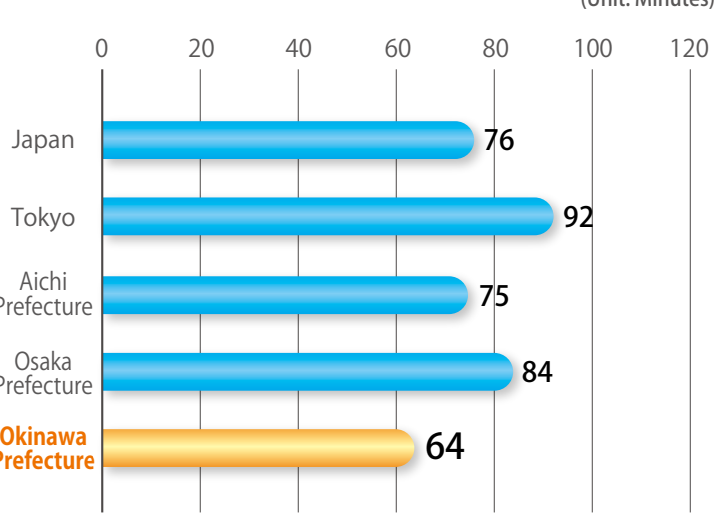
Source: Zenkankyo Kyosaikai Co Ltd. From its "Small Sum Short Term Insurance Contract Record" (As of December 2022)
※ 1 Room includes 1K, 1DK, and 1LDK layouts.

■ Private Rental Housing Cost of Rent (Per 1 Month and 1 tsubo (~3.30 square meter) area)



Source: Statistics Bureau of Japan
"Statiscal Observations of Prefectures 2022"

■ Work/School Commuting Time



Source: Results from the 2021 Survey on Time Use and Leisure Activities (Statistics Bureau, Ministry of Internal Affairs and Communications)

■ Proportion of 'U-Turners' Among Individuals Who Have Moved Outside Prefecture

National Average	43.7%
Okinawa	70.9%
Toyama	55.3%
Shizuoka	54.6%

Source: Population Movement Study by the Ministry of Health, Labour and Welfare

■ Number of Large-Scale Retail Stores ※ Per 100,000 Population

Japan	13.89Stores
Okinawa	17.51Stores
Kyoto	16.31Stores
Osaka	15.74Stores

Source: Statistics Bureau of Japan
"Statistical Observations of Prefectures 2022"

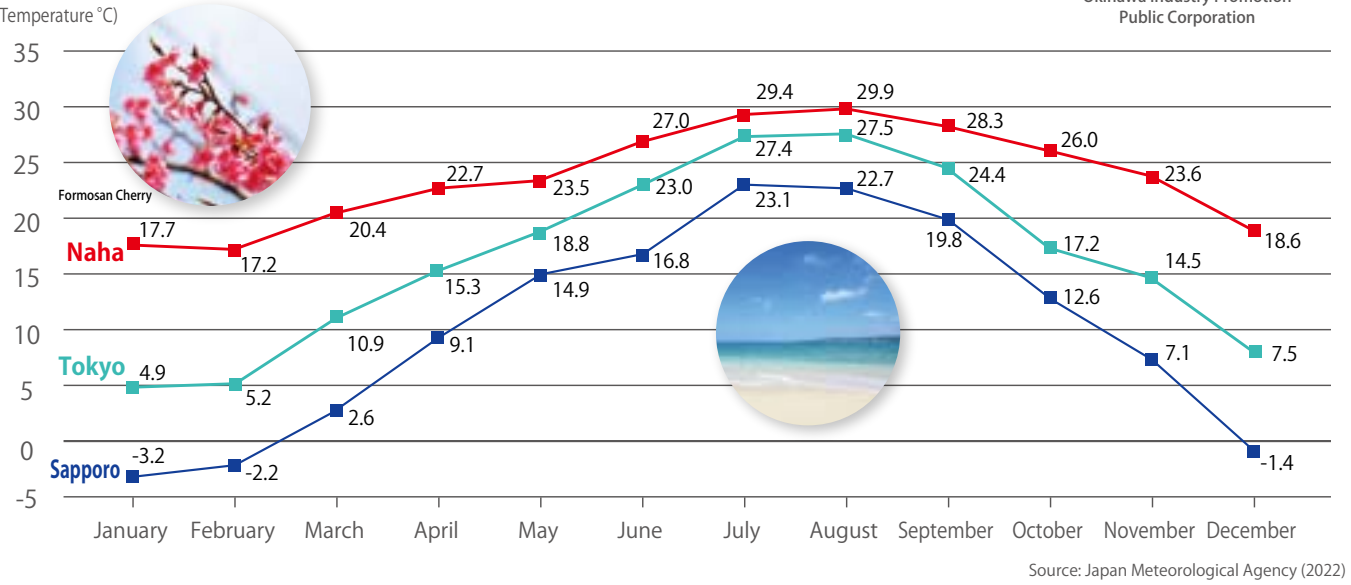
■ Prefectures with high sustainability factors

Rank	Previous year	Prefectures	happiness level	Life satisfaction	Attachment level	Settlement level of motivation	Sustainability
1	1	Okinawa	77.4	69.6	85.9	82.9	78.9
2	3	Fukuoka	73.9	71.0	83.0	81.8	77.4
3	9	Miyazaki	74.9	69.2	82.2	76.5	75.7
3	12	Kagoshima	75.4	68.6	82.4	76.6	75.7
5	14	Kagawa	71.6	69.2	79.8	76.7	74.3

Source: "Regional SDGs Survey 2022" published by the Brand Research Institute

■ Average temperature

Cherry blossoms in Japan usually bloom earliest in Okinawa, in January. The marine leisure season is welcomed in March as beaches open around the prefecture. Okinawa is green even in winter, allowing golf throughout the year.



A comfortable climate with less hay fever!

Pollinosis, or hay fever, now affects about 1 in 4 people in Japan, earning it the title of a "national disease." Its primary cause is pollen from cedar and cypress trees. These trees do not readily grow in the subtropical oceanic clime of Okinawa, and the resulting low levels of dispersed pollen create a comfortable environment with little pollinosis. The Cabinet Office is conducting anti-pollinosis virtual telework tours and other activities in Okinawa to attract attention to the ease of working in the prefecture.



Many typhoons = A typhoon-resistant Okinawa

Okinawa lies along the route of typhoons that occur in the southern seas, and many typhoons approach or pass by every year. Because of this, however, storm-resistant architectural styles become common long ago, and efforts to emphasize disaster mitigation measures are made in infrastructure. A feature of this is that power outages due to typhoon are relatively small in effect. Moreover, due to topography and geographical conditions, among Japan's prefectures Okinawa experiences few sediment-related disasters, river floods, and floods.



■ Okinawa as seen from 100 metrics (March 2022 edition)

	Item	Japan	Okinawa	Rank
Population	Rate of natural change in population (per 1,000 persons)	△4. 2%	1. 70%	1
	Rate of social change in population	—	0.05%	8
Industry/economy	Industrial structure (primary industry composition ratio)	1.05%	1.35%	27
	Industrial structure (secondary industry composition ratio)	27.64%	17.89%	44
	Industrial structure (manufacturing industry composition ratio)	21.90%	4.31%	47
	Industrial structure (construction industry composition ratio)	5.67%	13.51%	1
	New establishment (workplaces)	5.89%	8.18%	1
Labor	Rate of business closures (workplaces)	7.72%	8.63%	3
	Female employment rate	50.73%	52.25%	7
	Full unemployment rate	2.80%	3.30%	2

※ %: Per mille = part per thousand

Source: Okinawa Prefecture Statistical Data website

Okinawa is the only prefecture with a population that has been growing naturally for the nearly 40 years since the first survey was conducted.



Okinawa as seen from 100 metrics

Map of Okinawa Main Island

~Okinawa: Where resorts and businesses thrive alongside each other~

Located at the southernmost tip of Japan and surrounded by magnificent seas on all sides, Okinawa is one of the leading resort destinations in Asia that attracts tourists from Japan and abroad. In recent years, Okinawa has also been attracting attention as a new base for businesses in Asia as a result of its geographical advantages. It is also popular as an ideal location for "workations," a new style of working while one is enjoying a vacation, due to its excellent access to a variety of resort amenities.



1 Geographic features of Okinawa

In recent years, BCP and DR (Disaster Recovery) measures in preparation for unpredictable states of emergency, such as earthquakes, tsunami, heavy snow, and other natural disasters and accidents, are indispensable. Risk Diversification has gained attention as a popular measure in this regard.



Point 1 Distant from the mainland, there is a low risk of simultaneous disaster occurrence

Due to its remote location, far from the mainland, Okinawa is considered to have a relatively low risk of simultaneous disaster occurrence in the event of a large-scale disaster on the mainland.

Some companies have actually moved their bases of operations to Okinawa, or placed a base for data backup and BCP measures here, after large scale disasters.

The government also sees Okinawa as a valuable base for risk diversification, with some government offices adopting Okinawa as the place for their data backup centers.

Okinawa's proximity to the mainland also has the advantage of speeding up disaster recovery. Okinawa is an ideal location for disaster countermeasure system backups and dual centers (operation centers that operate simultaneously).



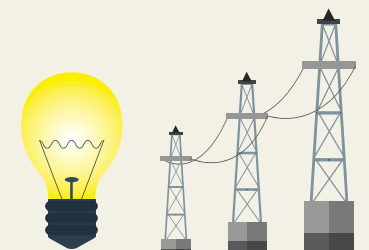
Point 2 An extensive air transportation and high-speed distribution network that can quickly rush in to help during times of emergency

Naha Airport has a complete and fully prepared network of passenger airline flights linking major domestic cities to enable immediate response during times of emergency or difficulty. With a 24-hour operational, high-speed distribution network in place with Naha Airport as its hub, product supplies and procurement of parts can be maintained without loss of time.



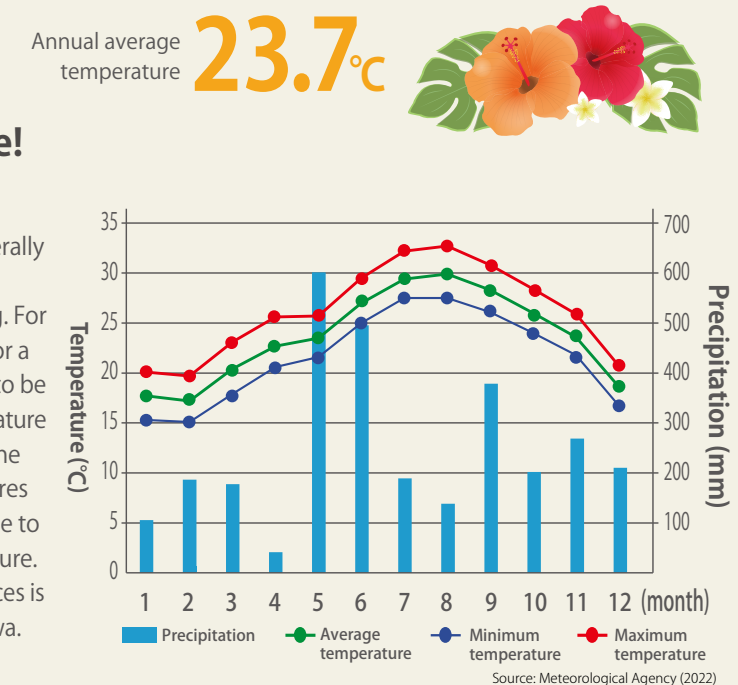
Point 3 Power Distribution System Independent From the Mainland

Okinawa has stable power distribution based in thermal power generation which is independent from the Japanese mainland. This makes favorable conditions for mitigating and diversifying the risk of halted operations or data loss due to power shortages.



Point 4 Consistent, comfortable climate!

Okinawa Prefecture is the only subtropical region in Japan and has a mild climate year-round which generally has no snowfall. In some cases, you'll spend less on electricity costs due to less frequent need for heating. For example, the required environmental temperature for a clean room in semiconductor manufacturing is said to be 23 degrees Celsius, which is near the average temperature for Okinawa. Temperature fluctuations throughout the day are markedly smaller here than in other prefectures as well, and this adds the benefit of making it possible to reduce the costs of maintaining a constant temperature. In this way, a climate with small temperature differences is another unique advantage of being located in Okinawa.



VOICE

To protect the trust and responsibility that comes with a stable supply.

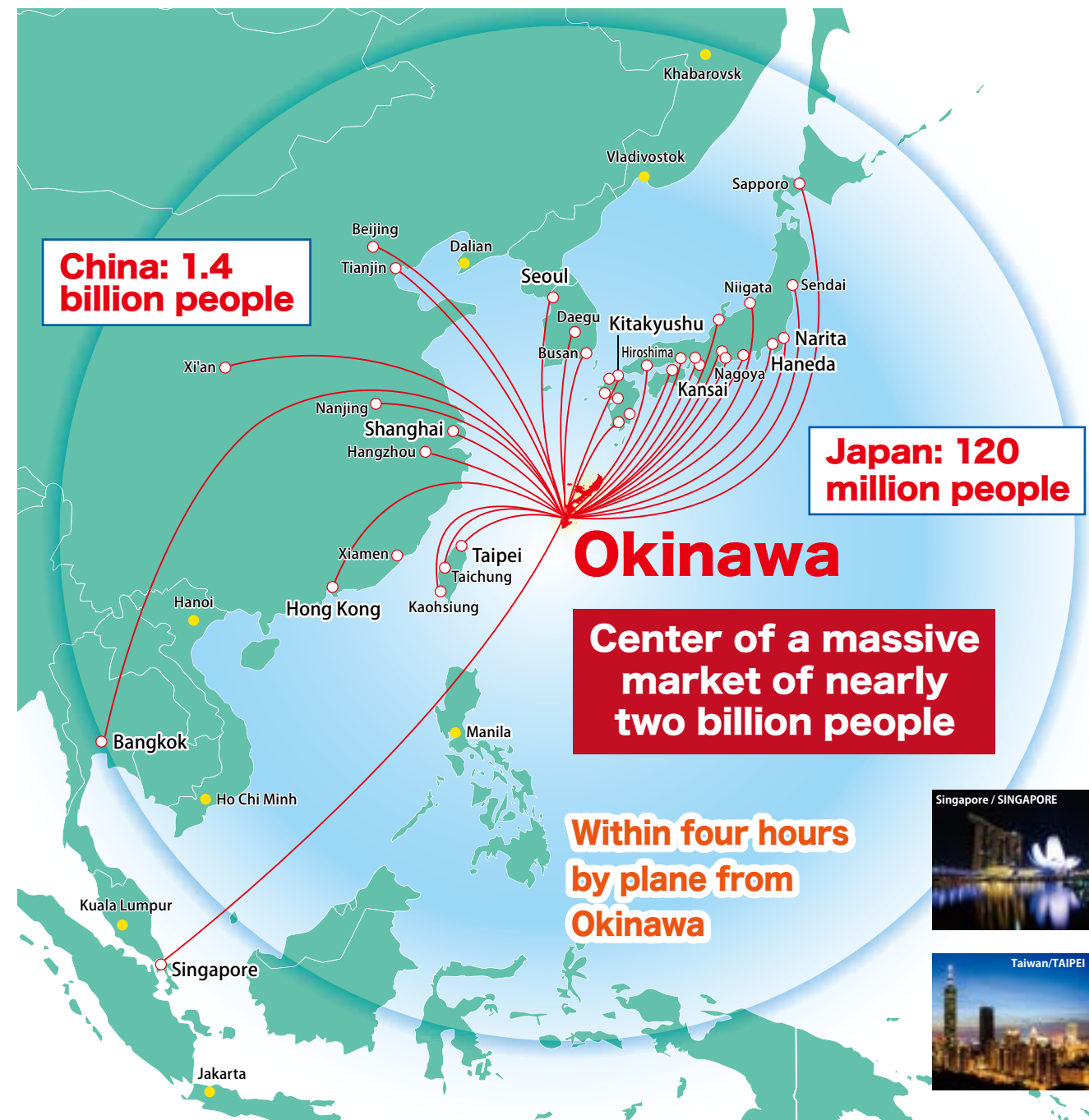
In order to avoid risks to production that can occur due to major disasters, power outages, or damages due to misinformation related to nuclear power plant accidents, we decided to diversify our production bases from the main island to Okinawa, where we started operations by establishing new factories. By establishing a base of operations in Okinawa, we eliminated any anxieties over the risk of simultaneous disasters occurring in two separate locations, and by creating a stable and sustainable supply of product, we have been able to maintain our customers' trust in ourselves, and our responsibilities towards them. Furthermore, thanks to unique aid and support packages provided by Okinawa Prefecture, as well as leasing plans for factories, we have benefitted greatly from the utilization of the infrastructure provided by this fully developed international distribution hub, the merits of which have smoothly translated into positive sales figures.

Tenant companies of leased factories

2

International Distribution Network Ideal for Expansion in Asia

With a geographical advantage located at the heart of East Asia, Okinawa beats with energy and has been garnering attention as a vital business hub interlocked with the Asian economy. In order to develop Okinawa as an international business city connecting Japan and Asia, Okinawa Prefecture is working on building an international logistics network centered around Naha Airport and Naha Port, Okinawa's sky and sea gateways. This distribution hub will be excellent for companies looking to expand in Asia.



*Due to the effects of COVID-19, some routes are suspended. (As of January 2021)

*Sources:

"Population Estimates," Ministry of Internal Affairs and Communications, Statistics Bureau (January 2021 report)

"Essential Data on the People's Republic of China," Ministry of Foreign Affairs of Japan's website (as of October 7th, 2020)

"Seeing ASEAN" (August 2020) and "ASEAN Today" (2019), Ministry of Foreign Affairs of Japan

2-1 Naha Airport, an airport that connects major cities in Japan and Asia

(1) An air logistics network that takes advantage of our extensive network of flights

Okinawa Prefecture is developing an air logistics network centered on Naha Airport as the international hub of Okinawa by taking advantage of its geographical location in the center of East Asia and its extensive network of flights.

Starting from 2021, we are shifting from the cargo-only aircraft-centric model in the past to a model that also utilizes cargo space on passenger flights bound for Naha Airport in addition to cargo-only aircraft. We are also building a new air logistics network that connects the Tokyo metropolitan area and other regions of Japan with cities throughout Asia so as to serve multiple destinations at high frequencies. With this transition, we aim to take advantage of the dynamism of the growing Asian market to further promote the export of Okinawan products and become a distribution center for local specialties from all over Japan. At the same time, we hope to establish an international logistics hub that can meet the new transportation demands of e-commerce, which has been rapidly expanding in recent years.

Volume of international cargo handled at Naha Airport and other airports (in 2019)

Ranking	Airport name	Volume of international cargo handled (tons)
1	Narita Airport	2,045,279
2	Kansai Airport	742,155
3	Haneda Airport	562,354
4	Chubu Airport	172,313
5	Naha Airport	100,024
6	Fukuoka Airport	46,999

Source: West Japan Civil Aviation Bureau website, East Japan Civil Aviation Bureau website, Japan Civil Aviation Bureau

Okinawa International Logistics Hub

Key features	<ul style="list-style-type: none"> Construction of a logistics network utilizing belly flights (freight transportation via passenger planes) in addition to cargo planes Taking advantage of the dynamism of Asia, which continues to grow Catering to new logistics demands such as e-commerce
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