

2020-2021

Information and Communication Industry Support

Information and Communications Industry Business Establishment Guide

IT Business Hub Linking **Japan** and **Asia**



Attractive OKINAWA - Overview

Basic information on Okinawa

Okinawa Prefecture, located in the southwest of Japan and the center of East Asia, is an island prefecture formed by 47 inhabited islands including Okinawa Island and 113 uninhabited islands. With its warm climate, beautiful sea, and rich nature, Okinawa is surrounded by an attractive environment that can only be found here in Japan.

- Total area: 2,281km²
- Total population: 1.454 Million (Oct 2019 est.)
- Population density : 634.8 /km² (Oct 2018)



③Chatan Town [American Village]



④Naha City [Shureimon]

Industries in Okinawa

In Okinawa, 80% of the industries are in the service industry, mainly tourism, and the information and communication industry, which are the major pillars supporting the economy. In addition, the agriculture, forestry, fisheries, and manufacturing industries also produce many attractive specialty products that take advantage of Okinawa's warm climate and unique characteristics.

Living Environment in Okinawa

< Climate >

- The climate is mild all year round with little temperature difference, making it comfortable to spend time here throughout the year.
- Less cedar pollen (allergy) and comfortable in early spring compared with other cities in Japan.

Naha City (statistical period 1981~2010):
Annual average temperature 23.1 °C Annual Precipitation 2040.8 mm

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
High temp (°C)	19.5	19.8	21.7	24.1	26.7	29.4	31.8	31.5	30.4	27.9	24.6	21.2
Ave. temp (°C)	17	17.1	18.9	21.4	24	26.8	28.9	28.7	27.6	25.2	22.1	18.7
Low temp (°C)	14.6	14.8	16.5	19	21.8	24.8	26.8	26.6	25.5	23.1	19.9	16.3
Precipitation (mm)	107	120	161	166	232	247	141	241	261	153	110	103

< Kariyushi-wear >

In order to spend the long summer in Okinawa comfortably, the wearing of "Kariyushi-wear" has become an established practice in business scenes and at various tourist spots. The design features motifs of Okinawan culture and nature and is popular among tourists.

< Child-rearing and educational environment >

- Birth rate 1st in Japan
- A lot of large parks for children to play.
- A lot of international schools.

Brimming With Energy, Okinawa is Japan's Youngest Prefecture

- Average age **42.1** (1st in Japan)
- Percentile of Youth Population **17.0%** (1st in Japan) Population 1.44 million (25th in Japan)
- Population growth rate **0.39%** (Ranks 2nd nationwide after Tokyo)

■ Average age of population by prefecture

Ranking	Prefecture	Age
1	Okinawa	42.1
2	Aichi	44.3
3	Shiga	44.7

Source: Statistics Bureau, Ministry of Internal Affairs and Communications.
"National Tax Survey 2015"

■ Ratio of youth population by prefecture (2018)

Ranking	Prefecture	proportion (%)
1	Okinawa	17.0
2	Shiga	14.0
3	Saga	13.6

Source: Statistics Bureau, Ministry of Internal Affairs and Communications.
"Social Indicators by Prefecture 2020"

■ Population growth rate by prefecture (2019)

Ranking	Prefecture	Rate of change (%)
1	Tokyo	0.71
2	Okinawa	0.39
3	Saitama	0.27

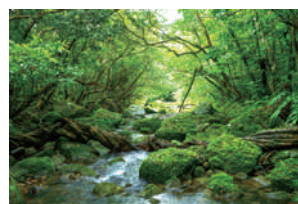
Source: Statistics Bureau, Ministry of Internal Affairs and Communications.
"Population Estimates (As of October 1, 2019)"



①Motobu Town [Churaumi Aquarium]



②Onna Village [Cape Maeda]



⑤Iriomote Island



⑥Miyakojima City [Irapu Bridge]



Kariyushi-wear



Mango



Park for children



Children at International School



Haarii - Dragon Boat Race

Comfortable Business Environment

As one of Japan's top resort regions visited by large number of tourists from around Japan and the world, Okinawa Boasts an Extensive Aviation Service Network and excellent access also optimal for the business scene.

Optimal Access to Asia's Major Cities

Naha Airport's domestic and international route networks are among the best in Japan. Connect with Asia's major cities in 4 hours or less with flights from Okinawa.

<As of Dec, 2019>

- Domestic flights to 30 cities
- International flights to major cities such as Beijing, Shanghai, Hong Kong, Seoul, Singapore, and Bangkok.

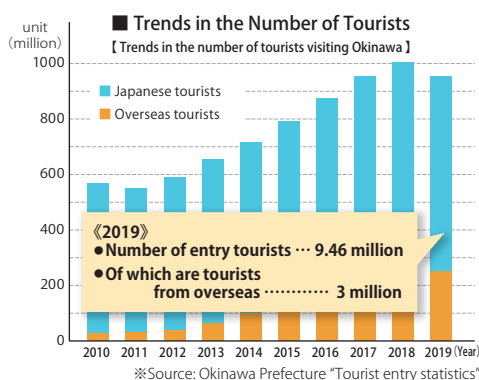


Example: Number of flights and travel time between Okinawa and each major city

■ Beijing	4 flights/week	(✈ approx. 3.5h)
■ Shanghai	21 flights/week	(✈ approx. 2.0h)
■ Hongkong	32 flights/week	(✈ approx. 2.5h)
■ Taipei	63 flights/week	(✈ approx. 1.5h)
■ Seoul	29 flights/week	(✈ approx. 2.5h)
■ Singapore	5 flights/week	(✈ approx. 5.0h)
■ Tokyo	37 flights/day	(✈ approx. 2.5h)
■ Osaka	30 flights/day	(✈ approx. 2.0h)
■ Fukuoka	20 flights/day	(✈ approx. 1.5h)

Excellent access enables you to fully enjoy your days off work

- Excellent access to major sightseeing spots within Okinawa
- Third highest number of domestic passenger flight services in Japan! Approx. 40 "Tokyo-Okinawa" flights, 30 "Kansai-Okinawa" flights, etc.
- Direct international flights to and from 15 cities around the world. Use your weekends to casually venture overseas!



■ Attractiveness Ranking by Prefecture (2020)

Ranking	Prefecture
1	Hokkaido
2	Kyoto
3	Okinawa
4	Tokyo
5	Kanagawa

※Source: Regional Brand Survey 2020 (Brand Research Institute, Inc.)



■ Number of opened satellite offices by prefecture 2019

Ranking	Prefecture	# of offices
1	Hokkaido	74
2	Tokushima	67
3	Okinawa	52
4	Miyagi	50
5	Shimane	45
	:	
23	Tokyo	7

Reference: Ministry of Internal Affairs and Communications
Results of a survey on the establishment of satellite offices invited or involved in by local governments.

Ideal for Workcations

Enjoy a "Resort" work station surrounded by a rich natural environment

- Locations boasting blue skies and gorgeous beaches that spread before your eyes
- Beautiful natural surroundings currently being considered for World Heritage designation



The Optimal Business Environment for Expanding into Japan

**Population of China
1.4 billion**

**Population of Japan
130 million**

Okinawa

**Okinawa International Information
and Communications Network**

**Within a Four Hour
Flight from Okinawa**

★ 4 Reasons to expand into Okinawa ★

① Geographical characteristics

●Optimal access to Asia's major cities

Naha Airport's domestic and international route networks are among the best in Japan. Connect with Asia's major cities in 4 hours or less with flights from Okinawa.

●Reducing the risk of simultaneous disasters

With the reduced risk of simultaneous disasters due to the prefecture's distance from mainland Japan, Okinawa provides answers to business issues by serving as a base for dispersing development and data collection activities.

② Substantial IT Infrastructure

●Public-private partnership cloud environment

With submarine fiber-optic cables directly connecting the Asia-Okinawa-Tokyo area and public-private cloud data centers, an environment is in place to create two-way business between Asia and Japan.

●Okinawa IT Shinryo Park and other support facilities

The Okinawa IT Shinryo Park, a strategic base for resorts and IT, a bridge between Japan and Asia, and other facilities operated by municipalities have been established in various locations.

③ Support system for your business

●Tax incentives

Special tax incentives such as the highest rate of income tax deduction in Japan (up to 40%) and investment tax credit are available.

●Software development, human resource development, and employment support

These include subsidies for development costs related to overseas business expansion into Okinawa, support for demonstration activities using IT technology, support for upgrading the skills of IT engineers, and subsidies for new hires.

④ Resort Location

Surrounded by a warm climate and abundant nature, you can enjoy both your work and private life.



Rapid Buildup of the Information and IT Industry in Okinawa

490 Companies Established 29,748 Jobs Generated

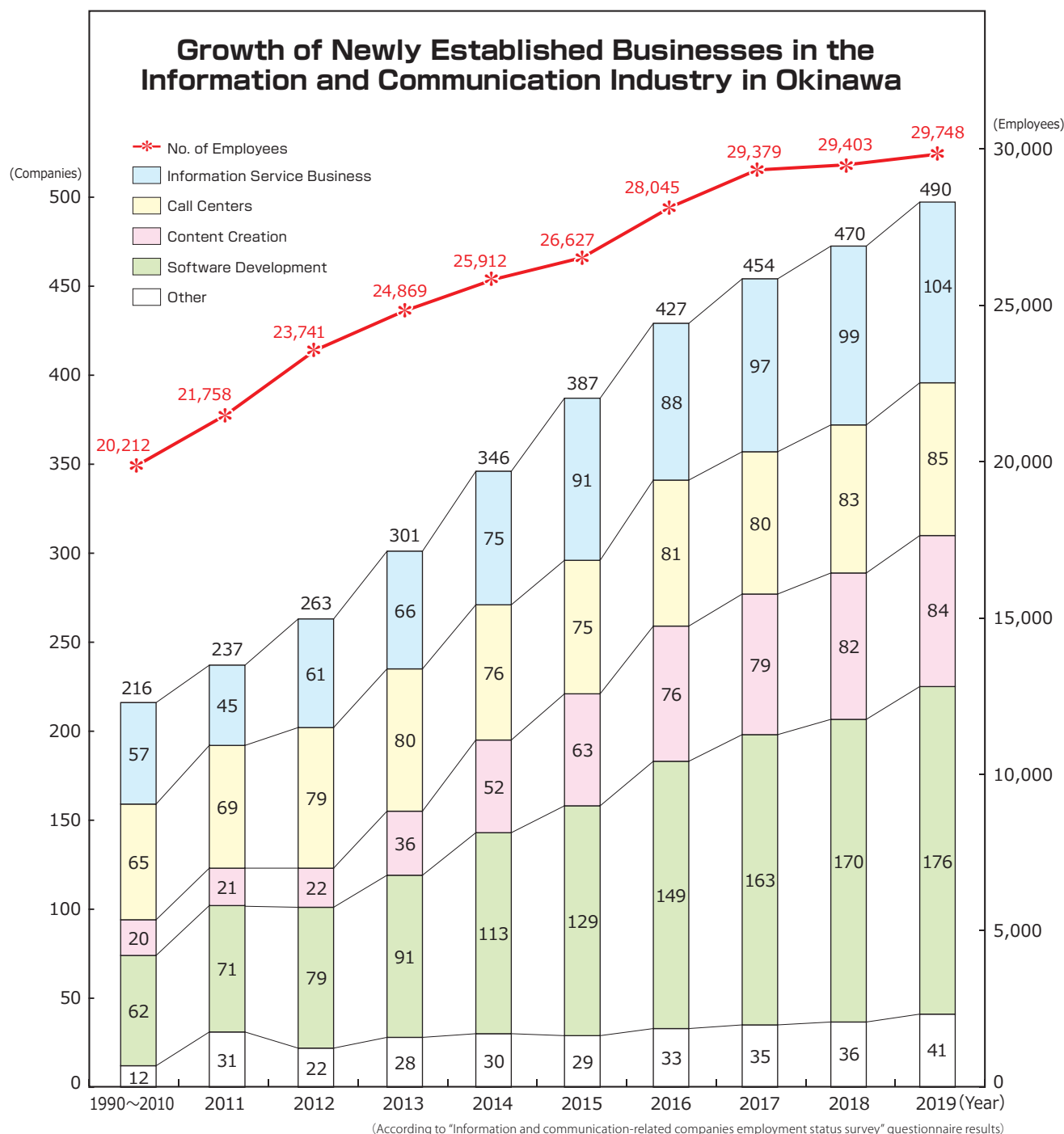
Okinawa Prefecture has focused on developing the Information and communication industries as an economic strategy. As a result, 490 IT companies have established businesses, and about 30,000 new jobs have been generated as of January 2020.

※The number of information/communication-related businesses in Okinawa Prefecture is approx. 900 (in total).

Number of newly established businesses and employees by industry

Industry	No. of Companies	No. of Employees
Information Service Business	104	6,717
Call Centers	85	18,071
Content Creation	84	1,235
Software Development	176	3,227
Other	41	498
Total	490	29,748

(As of January 2020)



Multi-media Island Concept
(1998~2011)

Okinawa Smart Hub Concept
(2012~)

"Okinawa Information and Communications Industry Promotion Plan" (First - Third Plans)

"Okinawa 21 Century Vision Basic Plan"

"Asian Economy Strategy Concept"

Okinawa's Vision for the Future



**ResorTech Okinawa enriches
the lives and activities
of visitors and people living in resorts.**

We envision the future of Okinawa as a resort island based on the concept of SDGs. Technology is the key element in connecting the industries to this resort destination, providing comforts and safe environments for those who visit, work, and live in Okinawa. By preserving Okinawa's beautiful nature, rich culture, as well as its unique history, we strive to transform Okinawa into a place full of vitality, hopes, and diversity.

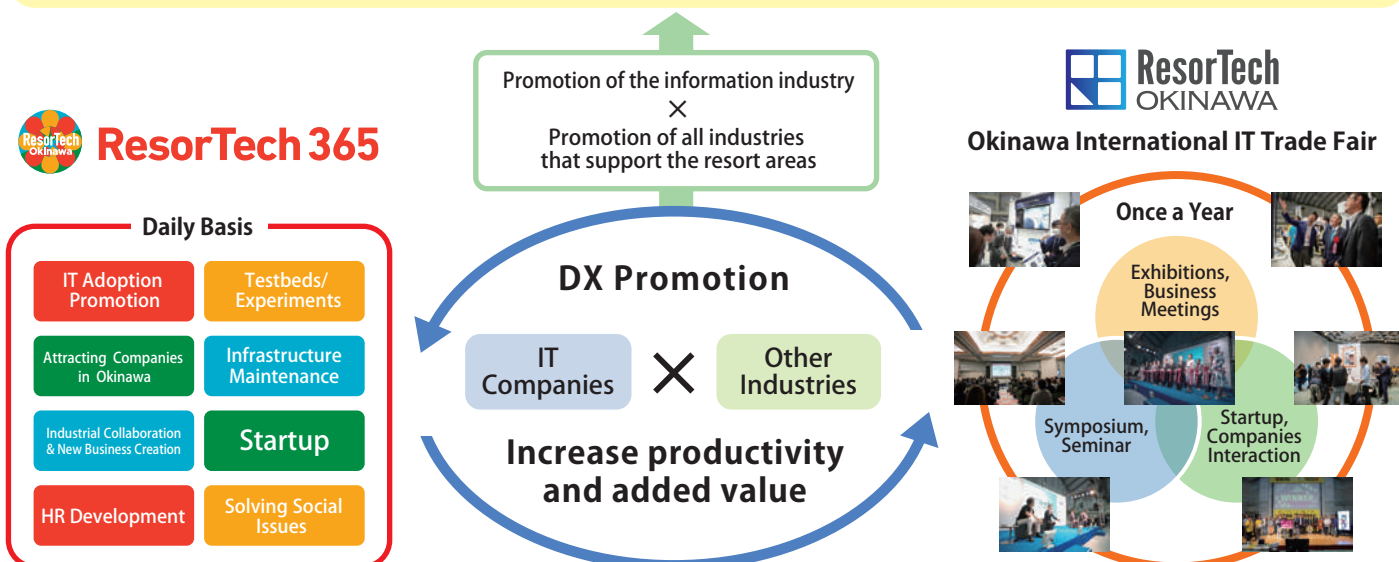
"ResorTech Okinawa" is based on these visions for Okinawa.

Our mission is to promote and propagate this future vision to the world.

The definition of "ResorTech"

Created by combining the words "Resort" and "Technology", ResorTech is the leveraging of technology to enhance the safety, security, quality, and comfort of lifestyles and activities of both residents and visitors in resort destinations. The term also refers to the utilization of technology in increasing productivity and adding values to the goods and services of all participating industries in resort destinations such as tourism, hotels and accommodation, F&B, retail, transportation, healthcare, welfare services, manufacturing, as well as agriculture, forestry, and fisheries.

Balancing "Solving Social Issues" and "Sustainable Economic Growth" in Resort Areas





ResorTech Okinawa's Initiatives ①

ResorTech 365

Transforming Okinawa through DX

All industries in Okinawa are evolving through DX(※): improving productivity, creating new businesses, and solving social issues. The government support aligned with the principles of ResorTech Okinawa and each company's insatiable challenge are the core values of ResorTech365. We also actively support the overseas companies entering the Okinawa market.

< Support Measures >



(※) DX: Digital transformation.

The use of digital technologies to help companies transform their services, business models, and organizations to establish a competitive advantage.



ResorTech Okinawa's Initiatives ②



"Okinawa International IT Trade Fair" brings together the all aspects of ResorTech!!



Once a year, we host a trade show with multiple events (exhibitions, business meetings, seminars) both online and onsite. The fair attracts participants from overseas and is a great place to showcase the ResorTech activities.

The event also provides business opportunities both in Japan and in the overseas market.

2020 Results: 21,940 visitors, 1,825 online participants

Next schedule: Nov. 18 (Thu) - 19(Fri), 2021 / Online Event: Nov. 1(Mon)-30(Tue), 2021 (tentative)



<For inquiries about Okinawa International IT Trade Fair >

Okinawa International IT Trade Fair Executive Committee

TEL.+81-98-953-8154 E-mail resortech@isc-okinawa.org



ResorTech Okinawa is running now

Why don't you participate in our activities to integrate the power of DX through "Resort x Technology"?

Check website for more information →



With ResorTech365



at the IT Trade Fair

\ ResorTech everyday /

\ Annual /

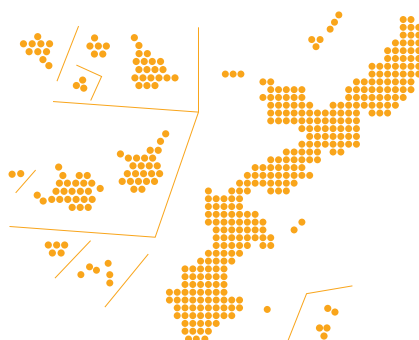
Accelerate DX in Okinawa! ▶▶▶ Announcement of ResorTech365 activities!

Increasing Productivity & Efficiency

- Cashless payment procedures
- Automation of office work
- Transportation by drone (logistic)

Improving and Reforming Operations

- Expansion of remote working
- Paperless reception
- Multilingual AI reception (Accommodation)
- Hands-free multilingual voice translation (Medical)
- Public facility operation by cloud (Local government)



Developing new businesses

- Online food delivery (Restaurant)
- Entry a coworking space (Tourism)
- Auto seaweed aquaculture system (Fisheries)
- VR contents of the sightseeing (Tourism)

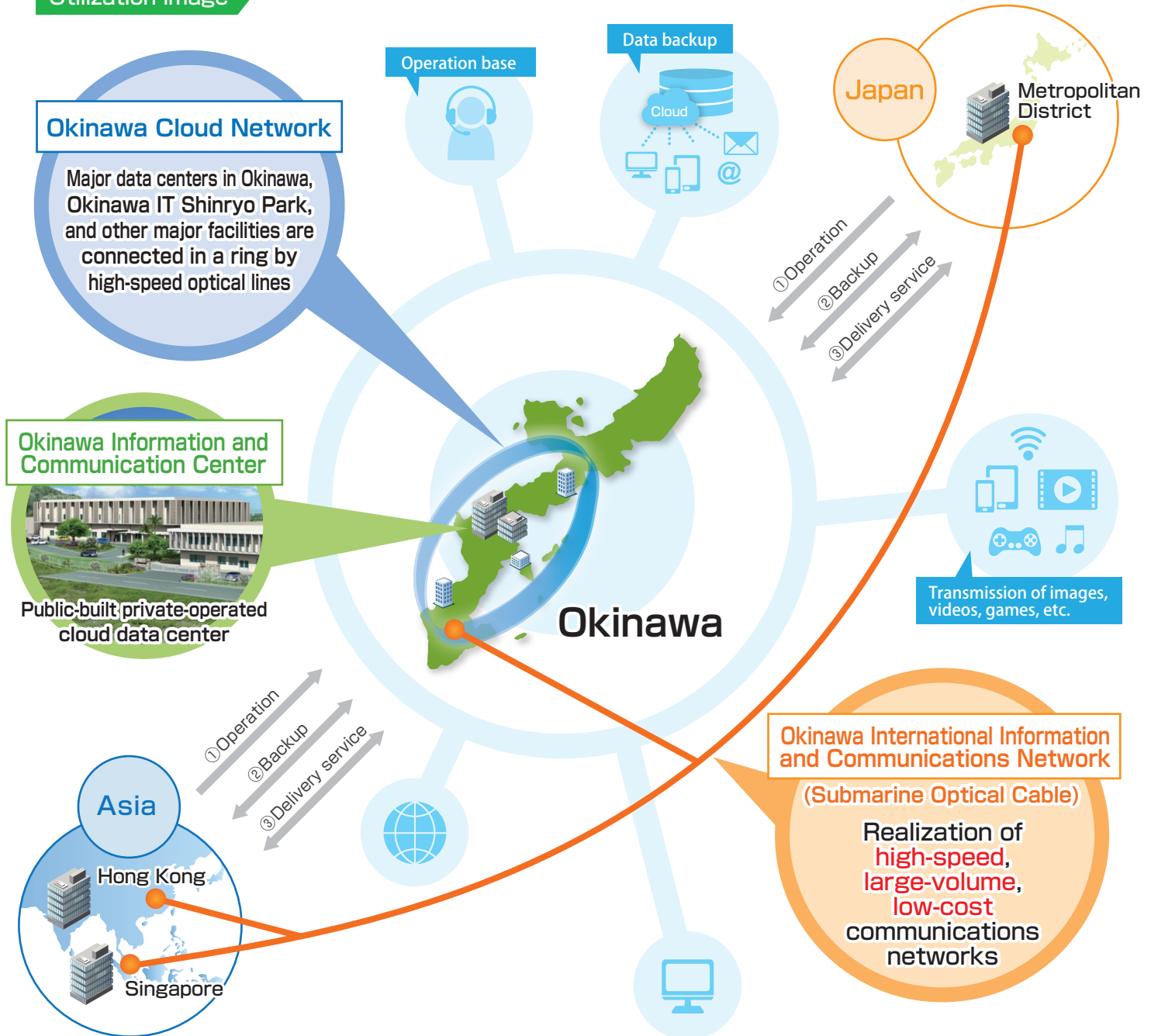
Solving Social Issues

- Remote care for Isolated islands and elderly person (Medical)
- Check and avoid congestion (Restaurant)
- Reduce the risks of lonely deaths by AI monitoring
- A Platform for easy setup of EC sites (Retail)

International Information and Communication Hub Connecting Japan and Asia

Okinawa Prefecture maintains a government-private collaborative cloud environment as one package. Comprised of the Okinawa International Information and Communication Network (optical submarine cable), which directly connects the Tokyo Metropolitan area, Okinawa, and Asia. The Okinawa Cloud Network, which interconnects major data centers within Okinawa; and public-built, private-operated cloud data centers. Support for reducing communications costs between Okinawa and mainland Japan is also provided. By providing this high-level information and communications base, Okinawa is providing an environment that generates bidirectional business with Asia in addition to high added-value services applying practical-use technology such as cloud computing and big data.

Utilization image



What can be achieved using Okinawa's cloud environment

○Use as a New Operations Base

By basing business data management and system operations in Okinawa using data centers and the Okinawa Cloud Network, operations on par with the Tokyo Metropolitan Area are possible.

○Provision of Remote Backup Services

In Okinawa, which is at low risk for simultaneous disasters, services supporting business data management can be provided as DR (Disaster Restoration) hot sites from the perspective of DR and BCP (Business Continuity Plans).

○Provision of Content Delivery Services

The Tokyo Metropolitan area, Okinawa, and Asia are directly connected, making it possible to deliver large-volume data—images, videos, games, etc.—bidirectionally between Okinawa and the Tokyo Metropolitan area/Asia.

Okinawa International Information and Communications Network

The Okinawa International Information and Communication Network (optical submarine cable) is a broadband dedicated-line service connecting Okinawa directly with Asia and the Tokyo Metropolitan area. It provides a high-speed, large-volume, low-cost communication network, achieving a reduction in communication costs between Okinawa and the Tokyo Metropolitan area and Asia, which had been an issue.

Cost Plan(examples)

※Application is required to use the network.



Okinawa International Information and Communications (IT) Network

(Submarine Optical Cable)



Okinawa International Information and Communications (IT) Network

(Submarine Optical Cable)



Hong Kong DC/Singapore DC

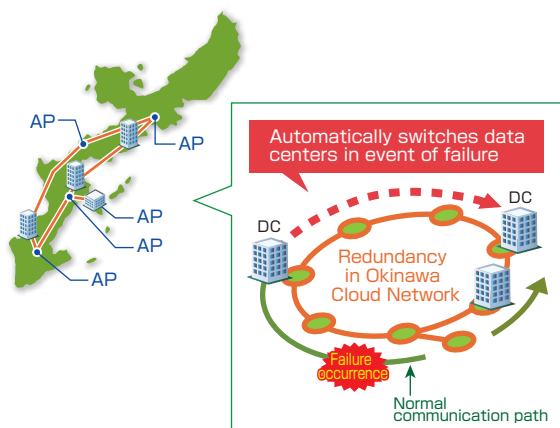
Major DC in Okinawa Prefecture

Tokyo DC

■Okinawa – Tokyo	Monthly fee (tax not included)	1Gbps: ¥320,000	10Gbps: ¥720,000
■Okinawa – Hong Kong	Monthly fee (tax not included)	1Gbps: ¥300,000	10Gbps: ¥500,000
■Okinawa – Singapore	Monthly fee (tax not included)	1Gbps: ¥500,000	10Gbps: ¥1,400,000

※The above are references prices. For detailed information, please contact the address provided below.

Okinawa Cloud Network



This telecommunications network connects major data centers in Okinawa and major bases, including Okinawa IT Shinryo Park, via high-speed optical lines, ensuring high potential and redundancy.

Okinawa Information and Communication Center



Completed in 2015 as a backup and risk-dispersion base for information assets, this facility is Okinawa's newest public-built private-operated cloud data center. Located 41.4m above sea level, the center provides a staple power supply through: dual-system (redundant routing substations), electrify receipt, UPS redundancy, and emergency-use power generation equipment (60 hours of operation with reserve fuel 200 hours of operation with additional fuel). the facility's quake-absorbing structure, which reduces the impact on buildings when an earthquake occurs guaranteeing a high level of safety.

《Major data centers in the prefecture》



FRT Data Centers

First Riding Technology



Ginoza Server Farm

NTT Business Solutions Co., Ltd.
Quarry Site Technologies



Nago Mirai No.2

Quarry Site Technologies

【Contact】

【Okinawa International Information and Communications Network】

NTT Communications Corporation

E-mail nttcom-okinawa-ase@ntt.com

URL <https://www.ntt.com/business/lp/ognet.html>

SoftBank Corp.

E-mail SBTMGRP-OKINAWA-ASE@g.softbank.co.jp

URL https://www.softbank.jp/biz/nw/global/in_lease_line/okinawa/

【Okinawa Cloud Network】

Okinawa Cross Head Co., Ltd.

E-mail sales@och.co.jp

TEL. +81-98-860-0203 (main)

URL <https://www.och.co.jp/network/okinawa-cloud/>

【Okinawa Information and Communication Center】

OCC CORPORATION

URL <https://www.occ.co.jp/soft/idc.html>

TEL. +81-98-876-1171 (main)

Okinawa Information and Communication Center (DC) Management and Operation Consortium

TEL. +81-98-982-6677

Bridging Japan and Asia Okinawa IT Shinryo Park

What is the Okinawa IT Shinryo Park?

With its name "Shinryo" meaning the bridge to Asia, Okinawa's IT Shinryo Park is a large scale project with the aim of making Okinawa prefecture is an important hub of information and communication-related industries both at home and abroad.



Asia IT Business Center

The purpose of this facility is to prepare an integrated environment for the companies and human resources in order to promote the development of business for both Japan and Asia, including the creation of business through cooperation and collaboration with IT companies in Asia and other foreign countries.

Facility Features

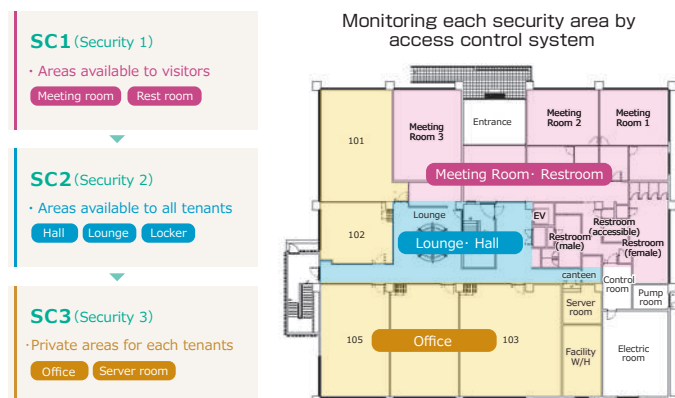
- Low rent fee compared with city area
- High level of security measures
- No deposit and gratuity fee
- Stable power supply (redundant)
- Nearby commercial facilities
- Multiple rooms can be used as a single unit.



Facility Specification

Overview of IT Business Center Office	
Basic Specifications	<ul style="list-style-type: none"> ■ Raised floor: H 100mm (Server Room H 300mm) ■ Power capacity: 100VA/㎡ ■ Main & spare power receiving system (2 routes) ■ Available uninterruptible power supply (UPS) ■ Security: Access control system & CCTV ■ Parking : 307 cars *allocation to resident companies ■ Ceiling height: 2,700 mm

Security Zone



	Facility Name	Floor Space /㎡	Rent/month
①	Core Function Support Facility	A-Bldg. 3,054 B-Bldg. 5,930	1,400yen/㎡
②	Center for Promotion of Business Establishment	2,805	1,720yen/㎡
③	Asia IT Training Center	1,936	2,500yen/㎡
④	Base Facility for Verification of Information Communication Devices	2,435	1,770yen/㎡
⑤	Industry Composition Facility No.1	2,890	5,360,244yen (1,842yen/ ㎡)
⑥	Industry Composition Facility No.2	3,043	6,154,558yen (2,023yen/ ㎡)
⑦	Industry Composition Facility No.3	2,980	5,620,280yen (1,886yen/ ㎡)
⑧	Industry Composition Facility No.4	3,246	6,098,059yen (1,879yen/ ㎡)
⑨	Industry Composition Facility No.5	3,068	6,057,523yen (1,974yen/ ㎡)
⑩	Industry Composition Facility No.6	3,097	6,668,100yen (2,151yen/ ㎡)
⑪	Asia IT Business Center	3,030	2,240yen/ ㎡
⑫	Industry Composition Facility No.7	3,190	※Scheduled to open in July 2021

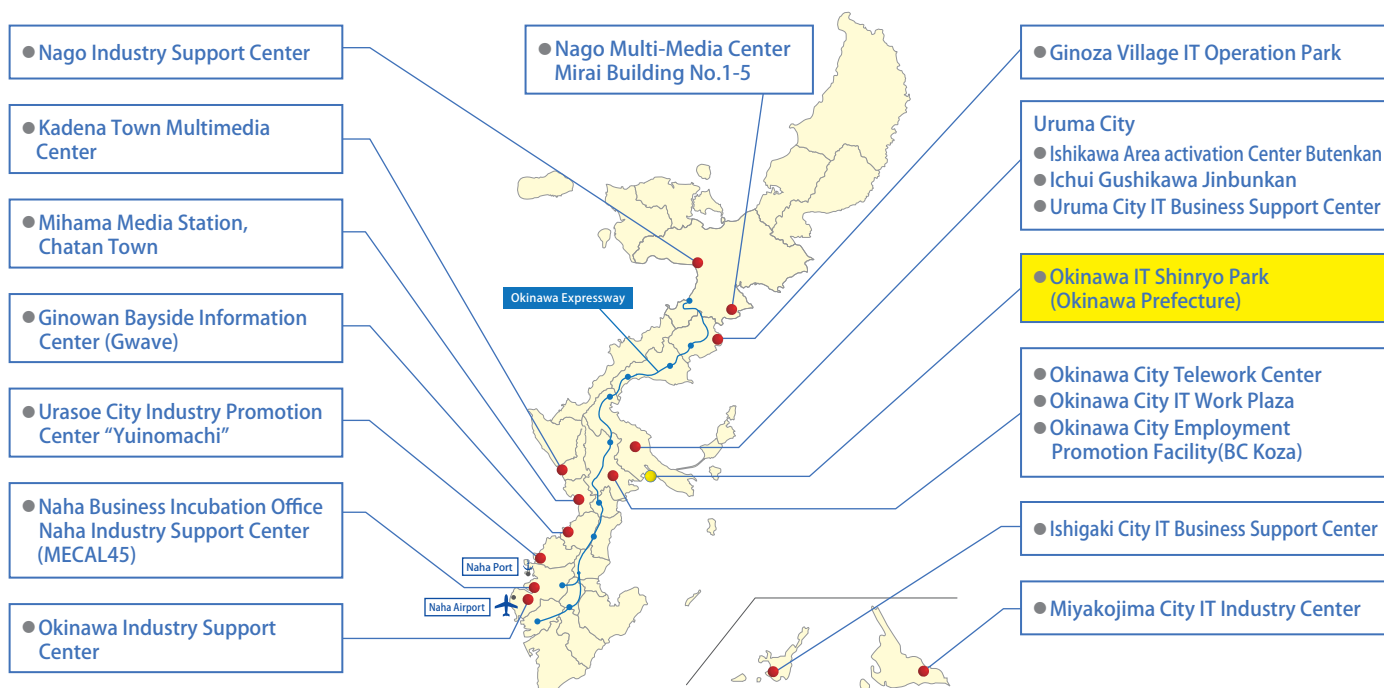
Asia IT Business Center / Office Rooms (Business zone)

Floor	Room	Floor Space /㎡	Rent/yen/month
1F	101	81.2	183,680
	102	42.6	96,320
	103	110	246,400
	104	74.8	168,000
	105	74.8	168,000
2F	201	61.2	138,880
	202	61.2	138,880
	203	61.2	138,880
	204	117.4	264,320
	205	149.6	336,000
	206	74.8	168,000
	207	74.8	168,000
	208	74.8	168,000
3F	301	61.2	138,880
	302	61.2	138,880
	303	61.2	138,880
	304	117.4	264,320
	305	149.6	336,000
	306	74.8	168,000
	307	74.8	168,000
	308	74.8	168,000

[Contact] Management Office/Okinawa IT Shinryo Park 14-17 Suzaki, Uruma City, Okinawa 904-2234 TEL. +81-98-989-0153

Municipal support facilities

Within the prefecture, there are 26 support facilities managed by each municipality. In accordance with the application procedures of each municipality, it is possible to apply for the use of or to move into facilities such as meeting rooms.



You can check the availability of some of the IT Shinryo Park and municipal support facilities at "IT Bridge Okinawa".


ITブリッジ沖縄
IT BRIDGE OKINAWA

<https://it-bridge.okinawa/english/facility/>



Rental Office

List of major portal sites for rental offices in Japan

Site	url
 レンタルオフィス.com Your Business Success	www.rental-o.com Okinawa : https://www.rental-o.com/pref-47
 Rental Office Search	rentaloffice-search.jp Okinawa : https://rentaloffice-search.jp/search/zenkoku/kyushu-okinawa/okinawa/
 WorkspaceJapan	workspace-japan.com Okinawa : https://workspace-japan.com/okinawa/ ※English site available

* If you sign up for a rental office that offers virtual office services, you can register your company at that address.

Coworking Space

There are plenty of coworking spaces with good infrastructure in office districts, hotels, and near the ocean.



Telework & Stay in Okinawa

<https://tele-okinawa.go.jp/thumbnaill.html?area=&facility=>



Kanucha hotel Resort Office "Kanucharian"



Seaside Office (Ogimi Village)



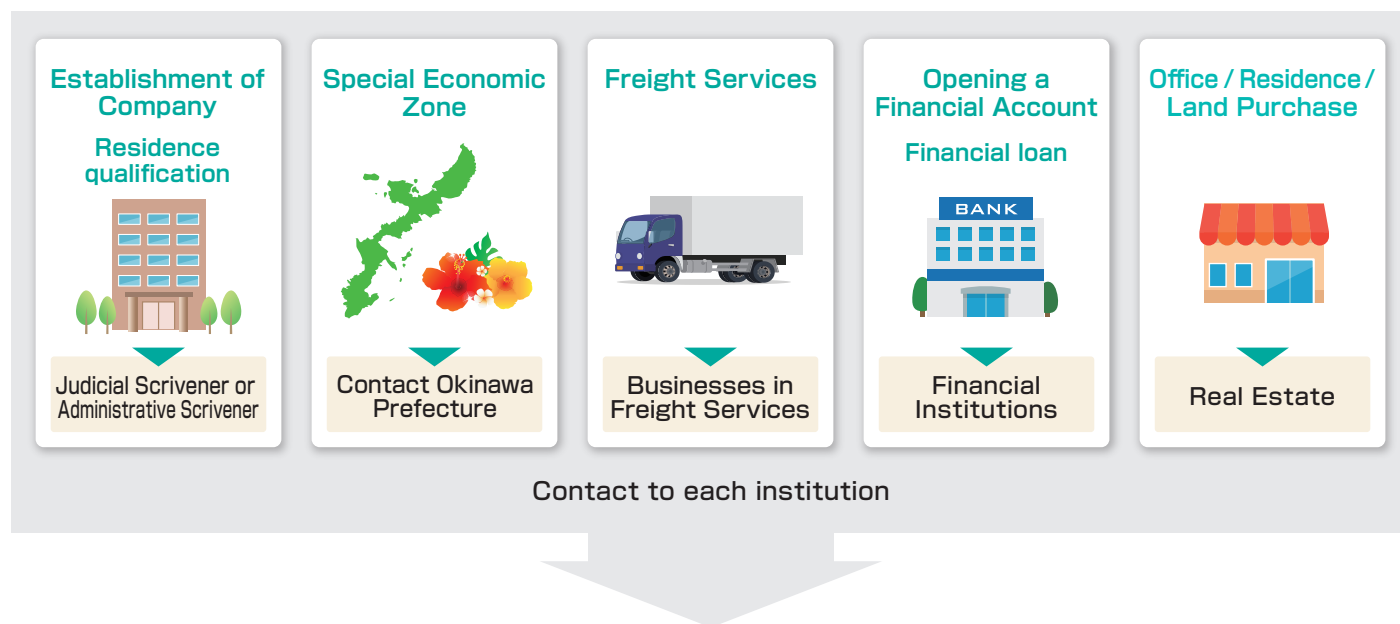
MUGI (Miyako Island)

Support for Foreign Companies Expanding into Okinawa

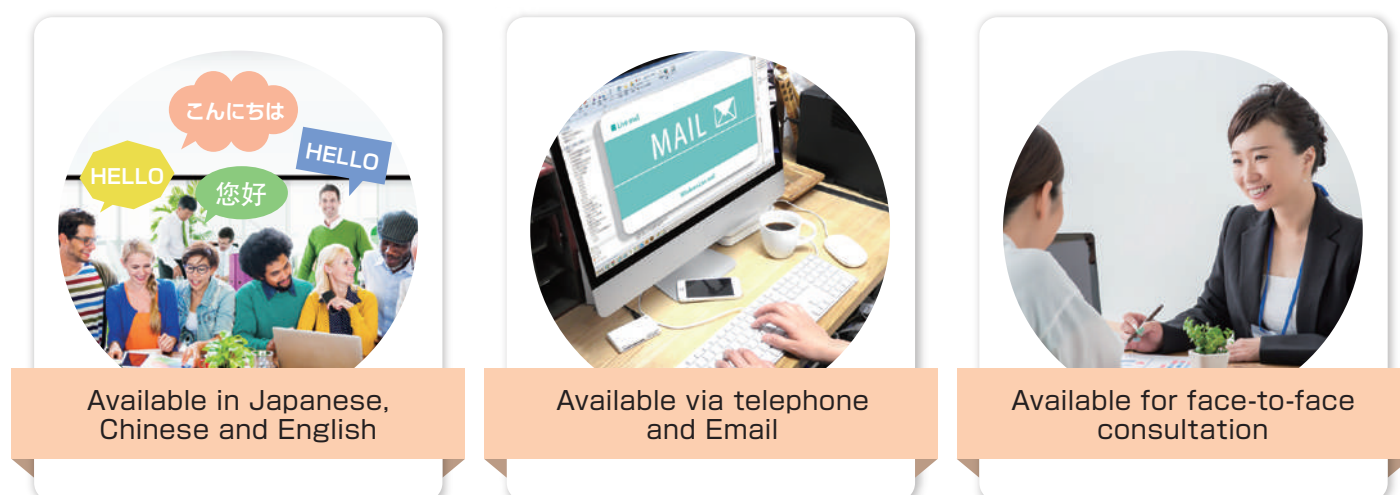
Okinawa Investment Support Center

We provide information about business environment and economic situation of Okinawa as well as consultation services for incorporation of a business. We also introduce hubs of international distribution and provide information and support about various incentives for business. In addition, for those who wish to visit and observe companies in Okinawa before you deploy investment or other specific plans, we coordinate and accompany your visit.

【 Normal scenario to establish a company in Okinawa 】



Okinawa Investment Support Center is characterized by its ability to provide one-stop services. We can provide consultation and support as a single point of contact for all your needs.



《Contact》

Okinawa Investment Support Center

Overseas and Business Support Division, Okinawa Industry Promotion Public Corporation

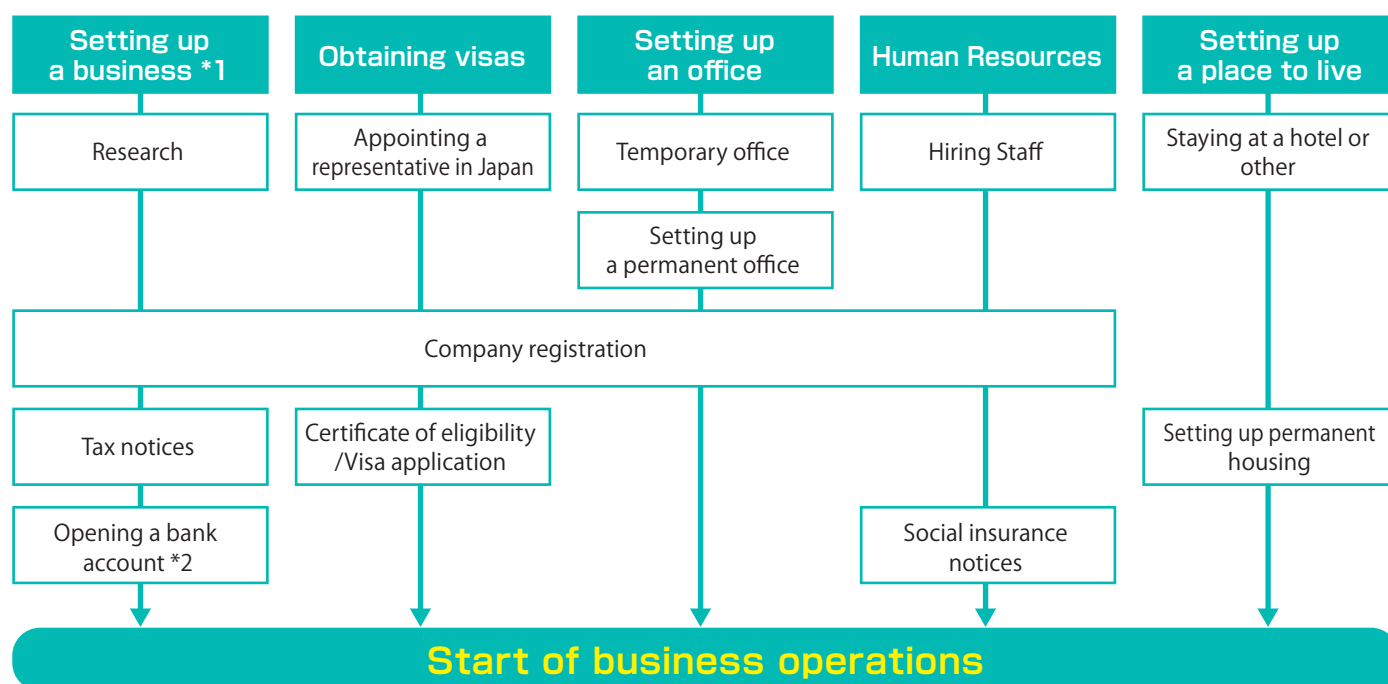
TEL.+81-98-894-6288 FAX.+81-98-859-6233

Email: business_s@okinawa-ric.or.jp Web: invest-okinawa.biz/en/

※Business Hours : Monday - Friday JPT 9:00-17:00 (Closed on Saturday, Sunday and Holidays)



■ Steps of setting up business in Japan



Reference: JETRO Website - Setting up Business https://www.jetro.go.jp/en/invest/setting_up/

Okinawa Investment Support Center will provide support for the above procedures as necessary.

*1 General flow of procedures for establishing a company (case of joint-stock corporation)

1. Advance preparations

- ☐ Determination of profile of joint-stock corporation to be established
- ☐ Examination at the Legal Affairs Bureau of identical corporate names
- ☐ Preparation of joint-stock corporation's articles of incorporation
- ☐ Acquisition of registration certificates, etc. for the parent company, and preparation of affidavits regarding the profile of the parent company and affidavits regarding signatures of the representatives of the parent company

2. Application for establishment

- ☐ Notarization of joint-stock corporation's articles of incorporation by a Japanese notary
- ☐ Remittance of joint-stock corporation capital to the account of the incorporator, or representative director, or director at incorporation
- ☐ Appointment of directors and other officers, such as representative directors and auditors
- ☐ Examination by directors and auditors of the legality of establishment procedures
- ☐ Application at the Legal Affairs Bureau for registration of joint-stock corporation establishment and the registration of company seal at the Legal Affairs Bureau

3. Procedures after application

- ☐ The acquisition of a certificate on registered information and a company seal impression certificate
- ☐ Opening of a bank account under the company name *2
- ☐ The notification of stock acquisition to the Bank of Japan

Reference: JETRO Website - Procedures for registering establishment https://www.jetro.go.jp/en/invest/setting_up/section1/page3/

*2. Opening a bank account under company name

In general, the following items are required to open a corporate account. Please contact your bank to be corresponded for more details as each bank may have different procedures.

- Landline phone number
- Business card
- Contracts with business partners, etc.
- Passport
- Residence card
- Corporate seal
- Materials that show your business, such as websites
- Certified copy of the corporate register
- Certificate of seal impression of the corporation
- Articles of Incorporation
- Copy of the tax office report

With its many attractive features, Okinawa is an agreeable place to live and to do business

■ Medical Care in Okinawa

Bringing Security to Life with Advanced Medical Facilities

The prefecture operates five hospitals covering the northern, central, and southern (including Naha) parts of the main island, as well as the Miyako and Yaeyama islands, respectively. As well as, another 16 clinics associated with those hospitals.

There are emergency hospitals in every part of the prefecture with staff who can handle foreign languages as well. So even in one in a million emergency situations those who do not speak Japanese can have peace of mind.



Emergency Hospitals with Foreign Language-Speaking Staff (as of March 2021)

EN English **CN** Chinese **KR** Korean

Northern Okinawa Medical Center

EN TEL: +81-980-54-1111/Nago City

Urasoe General Hospital

EN CN KR TEL: +81-98-878-0231/Urasoe City

Makiminato Central Hospital

EN CN TEL: +81-98-877-0575/Urasoe City

University of the Ryukyus Hospital

EN TEL: +81-98-895-3331/Nishihara Town

Adventist Medical Center

EN TEL: +81-98-946-2833/Nishihara Town

Chubu Tokushukai Hospital

EN CN KR TEL: +81-98-932-1110/Kitanakagusuku Village

Okinawa Kyodo Hospital

EN TEL: +81-98-853-1200/Naha City

Okinawa Central Hospital

EN TEL: +81-98-854-5511/Naha City

Nanbu Tokushukai Hospital

EN CN KR TEL: +81-98-998-3221/Yaese Town

Nanbu Medical Center & Nanbu Child Medical Center

EN CN KR TEL: +81-98-888-0123/Haeburu Town

Source: Japan Tourism Agency, "Guide to Medical Institutions"



《A Useful Site in the Case of Illness》

In the case that one should need medical attention in Japan, this helpful website provides easy to understand directions in English, Chinese, and Korean on where one should go based on current symptoms.

https://www.jnto.go.jp/emergency/eng/mi_guide.html

■ Education in Okinawa

Providing Information About Education that Takes the Needs of Non-Japanese in Mind

Hoping to create a place where foreign residents can rest easy when it comes to living in Okinawa prefecture, we provide multilingual guidance for the education system and educational enrollment. The local government conducts information sessions about student life, and holds orientation sessions on its systems for helping student enrollment. With the efforts for the promotion of information about the education with those who are non-Japanese in mind, anyone relocating to Okinawa with school age children has no need to worry.



International Schools in the Prefecture

Okinawa Amicus International (Kindergarten, Elementary and Junior High School)

TEL: +81-98-979-4711/Uruma City

<https://www.amicus.ed.jp/en/>

Okinawa Christian School International

TEL: +81-98-958-3000/Yomitan Village

<http://ocsi.org>

New Life Academy

TEL: +81-98-870-3893/Nakagusuku Village

<https://www.newlifeacademy.com/>

Japanese Classes + Japanese Language Vocational School

Okinawa International Exchange & Human Resources Development Foundation

TEL: +81-98-942-9215/Ginowan City

<https://kokusai.oihf.or.jp/en/>

Japanese Language Institute, International Center of Language & Culture

TEL: +81-98-859-3881/Naha City

<https://iclcjapan.com/#>

Japanese Language School SAELU

TEL: +81-98-943-3297/Naha City

<https://saelu.net/>

Case Study of Technology Education:

Okinawa Amicus, 6th in the world. Robotics competition for students

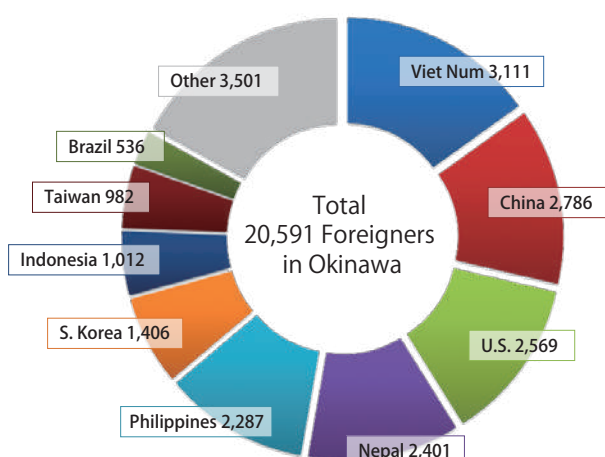
The World Robot Olympiad (WRO) Canada 2020-X, one of the world's largest robotics competitions for students, was held online November 12-15, 2020. AMICUS RS, a team from Okinawa Amicus International Elementary School, and Amicus TNK, a team from its Junior High School, took 6th place in the elementary school division and junior high school division, respectively. This is the first time for a prefectural team in Okinawa to win 6th place in the junior high school division, and two consecutive years in the elementary school division.

Reference: The Ryukyu Shimpo Newspaper 17th Nov, 2020



■ Living Conditions in Okinawa

Even though the rent fee for housing in Okinawa is only about 60% of that in Tokyo, the compact urban design allows for a fulfilling lifestyle close to the city, the ocean, and nature.



Reference: Immigration Service Agency of Japan
eStat Foreign Residents by nationality – Okinawa Pref. as of Jun 2020

Rent Comparison - Okinawa vs Tokyo

	1 bedroom	2 bedrooms	3 bedrooms
Okinawa	JPY 52,000	JPY 65,000	JPY 92,000
Tokyo	JPY 82,000	JPY 124,000	JPY 163,000

Reference: Yahoo! Japan Real-estate as of Feb 2021 realestate.yahoo.co.jp/rent/price/

Historically, Okinawa has had a lot of exchange with foreign countries, and many foreigners are already living in Okinawa today. Therefore, it has been developed as an environment where foreigners can live comfortably.



■ Safety and Disaster Prevention in Okinawa

Japan is known as a country that is peaceful and orderly. According to the 2020 Global Peace Index (produced by the Economist magazine from the U.K.), Japan is the 9th most peaceful country in the world.

《Useful Websites in the Event of Disaster》

Most local governments in Okinawa have prepared local community disaster prevention guide maps and evacuation center maps in multiple languages for foreign residents in the event that a typhoon, earthquake, or some other disaster occurs. The Okinawa Disaster Prevention Information Portal also provides information about typhoons, earthquakes, tsunami, advisories, and warnings in English, Chinese (Simplified and Traditional), and Korean.

www.bousai.okinawa.jp/eng/index.html

《In the Event of Emergency》

Fire, injury, or sudden illness TEL 119
direct to call for a fire truck or ambulance.

Accidents and crimes TEL 110
direct to call the police.

■ Business Support Organizations in Okinawa

IT Innovation and Strategy Center Okinawa (ISCO)

isc-okinawa.org/isco-en

ISCO provides opportunities that can utilize the most advanced IT innovation technology to solve economic problems or other problems in the prefecture and create new values.

Okinawa Institute of Science and Technology Graduate University (OIST)

www.oist.jp

OIST contributes to science and technology worldwide, attracts leading researchers from Japan and abroad to conduct high-quality research, advance the development of a world-class research hub, and nucleate a knowledge cluster that will catalyze technology transfer and industrial innovation in Okinawa.

Okinawa Prefecture Certified Administrative Procedures Legal Specialists Association

www.okigyo.or.jp

Administrative scriveners as experts provide consultation in matters such as residency qualifications and approval procedures for business.

Okinawa Prefecture Judicial Scriveners Association

www.okinawa-shiho-shoshi.net/

Judicial scriveners consult as an expert in registration procedures.

Okinawa Bar Association

www.okiben.org

Legal organization that all lawyers with law offices in Okinawa belong to.

■ Okinawa's useful websites in English

Site	Link	English	Chinese
Okinawa Pref. Official Web Site	www.pref.okinawa.lg.jp	●	●
Okinawanderer	www.okinawanderer.com	●	—
Okinawa Island Guide	www.oki-islandguide.com	●	—
Okinawa Traveler	www.okinawatraveler.net/en	●	●

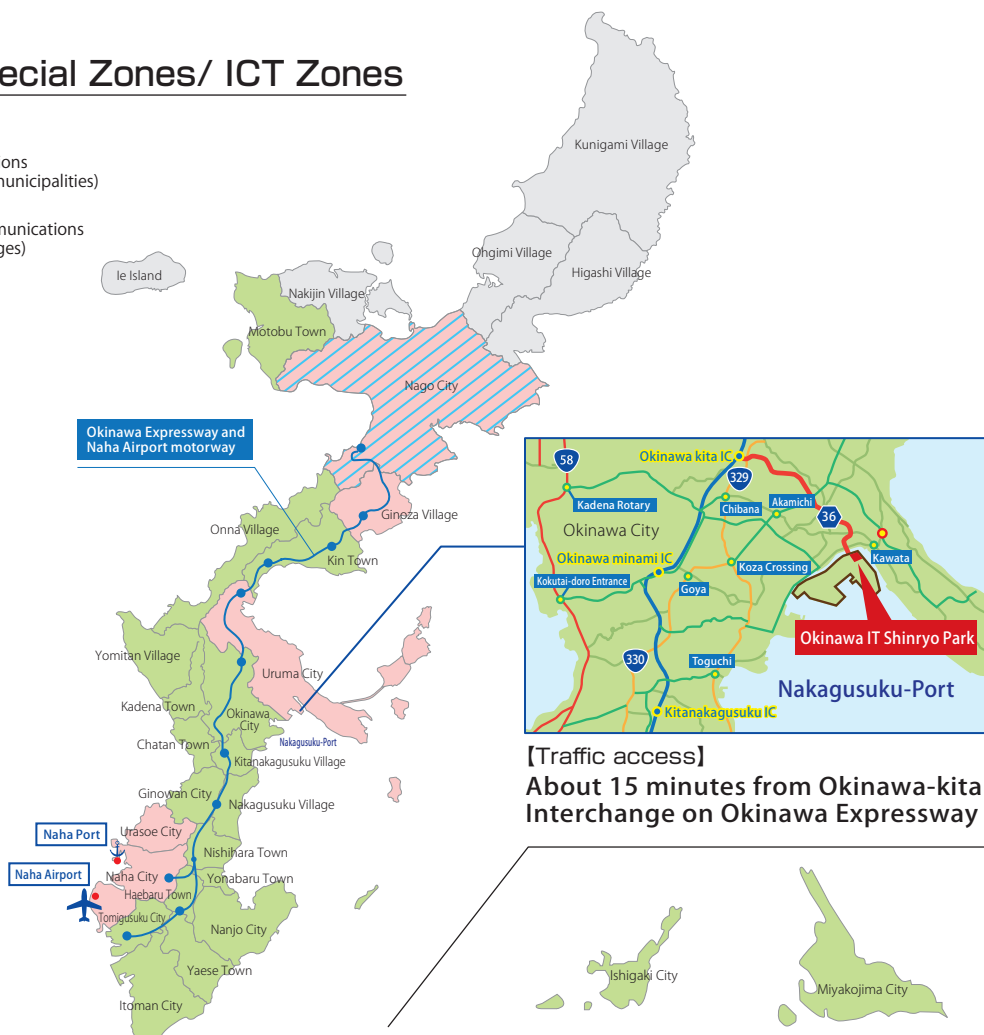
Tax system for in special zones/zones of ICT industry

		ICT Special Zones	ICT Zones
Purpose of system		Accumulation of specific information and communication businesses that will play a leading role in the accumulation of information and communication-related industries	Accumulation and enhancement of information and communication-related industries
Eligible Businesses		Data Centers, Internet Service Providers, Internet Exchange, Back-up Centers, Security Centers, Assessment of IT Equipment Connection	Manufacturers of pre-recorded media, Telecommunications businesses, Movie/broadcast program production business, Broadcasting businesses, Software developers, Information processing businesses and service providers, Service businesses associated with the internet, Businesses that utilize ICT
National Tax	<div>Select either</div> <div>Income Tax Deduction</div> <div>Investment Tax Credit</div>	An amount equivalent to “ corporate income of a specific ICT business operating in the Special IT Zones x 40% ” will be included under deductible expenses (for 10 years after the date of the corporation's establishment).	
		A corporation that has filed a blue tax return (*1) and installed or expanded depreciable assets for the use of ICT services in the Zones on either of the following cost scales. ①In cases where the cost of buildings exceeds ¥10,000,000 and installation or expansion is carried out, 8% of the acquisition cost is deducted from the corporate tax amount. ②In cases where the cost of specific equipment/fixtures exceeds ¥1,000,000 and installation or expansion is carried out, 15% of the acquisition cost is deducted from the corporate tax amount.	
Local Tax	Office Tax (Naha City only)	A corporation that newly constructs buildings for the use of ICT services at a cost exceeding ¥100,000,000 with machinery costing in excess of ¥10,000,000 will have their business office tax halved for the relevant floor area (for 5 years).	
	Business Tax	A corporation that has installed or expanded depreciable assets costing in excess of ¥10,000,000 for the use of ICT services will be exempt from business tax related to the installation/expansion (for 5 years).	
	Real Estate Acquisition Tax	A corporation that has acquired land or buildings costing in excess of ¥10,000,000 for the use of ICT services will be exempt from real estate acquisition tax.	
	Fixed Asset Tax	A corporation filing the blue tax return (*1) that has depreciable assets costing in excess of ¥10,000,000 for the use of ICT services, or which has newly installed machines, devices, apparatus, or equipment costing in excess of ¥1,000,000 for the use of ICT services, will be exempt from property tax on land, buildings, machinery/devices included in the relevant assets (for 5 years).	

(*1) In Japan, a blue tax return is a method of filing a final income tax return based on the calculation of income tax and corporate tax based on bookkeeping.

Location Map of ICT Special Zones/ ICT Zones

- Designated Information and Communications Industry Development Zones (Total of 24 municipalities)
- Designated Special Information and Communications Industry Development Zones (5 cities/villages)
- Designated Special Economic and Financial Zone (1 city)



Business Support and Subsidy

Support for Industrial Collaboration and New Business Creation

① Promoting of Okinawa-Asia IT Business Development

Support for the expansion of Okinawa-biased information and communication-related companies overseas starting with Asia. Collaboration with IT companies in Asia etc. connection with other industries such as tourism.

《Eligible Persons》 Corporations with their head office or branch offices in Okinawa Prefecture
(In the case of consortiums, at least half of the member companies meet this requirement)

Contents of subsidy

Subsidized expense	Up to ¥9,000,000
Subsidy rate	2/3 of subsidized expenses
Subsidy period	~ February 2022

② Supporting the Construction of Business Models Using IT and Testbeds

In order to create new businesses that are based on meeting market needs and resolving issues for Okinawa's industry. We support collaboration between information and communications-related companies and other industries, the development of new services utilizing IT, and verification activities aimed at making these new services a reality.

《Eligible Persons》 Corporations with their head office or branch offices in Okinawa Prefecture
(In the case of consortiums, at least half of the member companies meet this requirement)

Contents of subsidy

Subsidized expense	Up to ¥10,000,000
Subsidy rate	2/3 of subsidized expenses
Subsidy period	~ February 2022

③ Promoting IoT and Data Utilization

With the aim of promoting industrial development using IoT technology and increasing the efficacy of economic activities, industrial organization and business operation in Okinawa Prefecture and SI business operators (business operation providing communication networks, sensor devices and analysis/reaction systems), support for collab

《Eligible Persons》 Organizations and business operators in Okinawa Prefecture
(players) + SI business operators

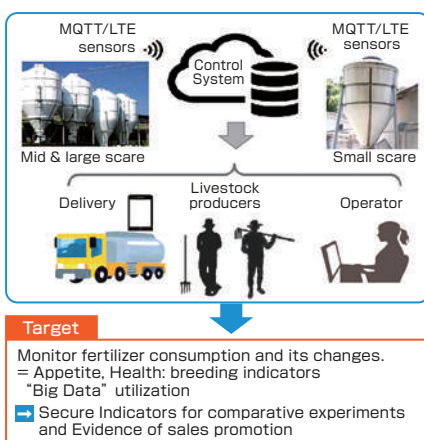
Contents of subsidy

Subsidized expense	Up to ¥5,000,000
Subsidy rate	1/2 of subsidized expenses
Subsidy period	~ February 2022

Examples of use

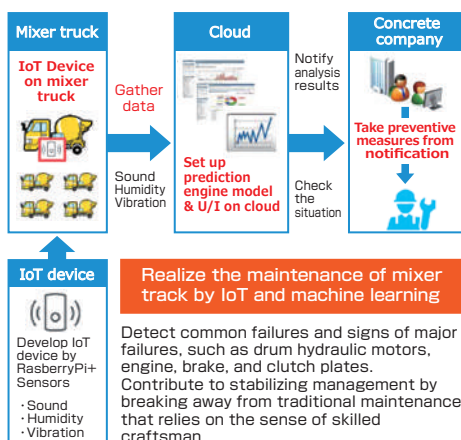
① Promoting of Okinawa-Asia IT Business Development

Developed Cloud MQTT Wide-area feed control system
(Promoting cloud in collaboration with other industries)



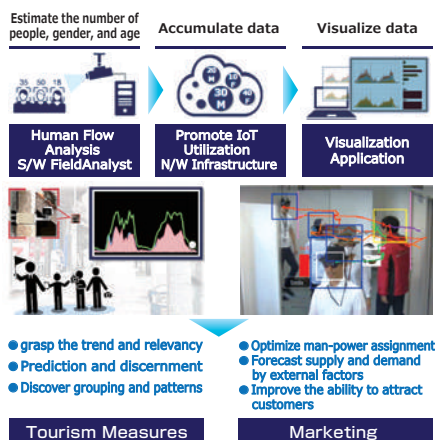
② Supporting the Construction of Business Models Using IT and Testbeds

practical experiment of predicting failures and status monitoring for mixer truck



③ Promoting IoT and Data Utilization

24-hour observation of human flow & accumulation of data
Human Flow Analysis on Okinawa "Kokusai Street"



Local Employment Development Subsidy

① Regional Employment Development Course (Equipment Assistance)

For business operators who install and maintain offices in designated employment development promotion areas, or in underpopulated areas that have been designated as employment improvement areas (costing 200,000 yen or more per item, 3,000,000 yen or more in total), and continuously employ three or more jobseekers (two or more in the case of business installation) who live in Okinawa as of the date of employment, and are hired through Hello Work, etc., as workers, incentives are provided for up to a maximum of 3 years (3 times) in accordance with installation and maintenance costs, and the number of workers hired. Furthermore, subsidies will be increased for companies that have raised productivity (application conditions also apply).

(1) **Granted aid amount:** 480,000 yen to 760,000 yen (500,000 to 8,000,000 yen in the case of business installation)

(2) **Subsidy period:** Once per year, for a maximum of three years

② Okinawa Youth Employment Promotion Course (Wage Assistance)

For established business operators who install and maintain business offices in Okinawa Prefecture (costing 200,000 yen or more per contract, 3,000,000 yen or more in total) and continuously employ three or more young jobseekers under the age of 35 years who are residents of Okinawa Prefecture accordingly, wages paid to such workers will be partially subsidized. In cases where the business operator employs three or more eligible young workers and furthermore employs newly school graduates who are residents of Okinawa Prefecture, the new graduate may also be eligible for wage assistance (application conditions also apply).

(1) **Subsidy amount:** Organizations will be entitled to a subsidy for applicable employees of one-third (SMEs) or one-fourth (large corporations) of the employees' salary, as defined by the Ministry of Health, Labour and Welfare.

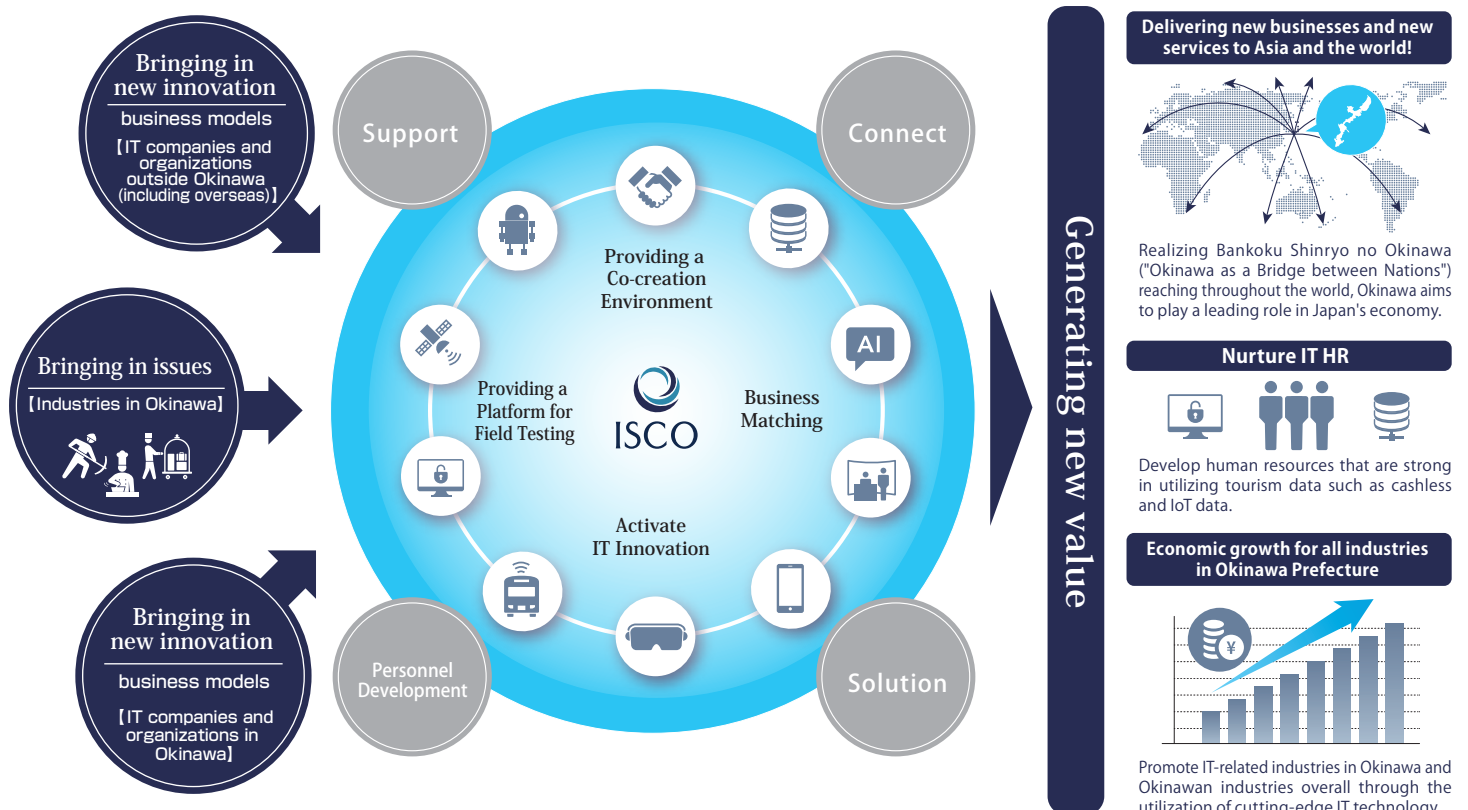
(2) **Subsidy period:** Twice a year, for one year (two years in the case of business operators with good worker retention)

(3) **Maximum subsidy:** ¥1,200,000/year/worker

IT Innovation and Strategy Center Okinawa

Nurturing people and business through the power of IT and generating new value. Contributing to the growth of Okinawan industries overall and the enhancement of international competitiveness

- Propose growth strategies for promoting IT-related industries in Okinawa and Okinawan industries overall through the utilization of cutting-edge IT technology.
- Realize the creation of new value and problem-solving within Okinawa's industrial world as an innovation base in Okinawa through the implementation of growth strategies.
- As a natural industry support organization, connect the Okinawan industrial world and the IT industry to formulate innovation platforms that enable co-existence and co-prosperity among various players.
- As a base that brings together people and information from around Japan and the world, aim to be an "IT innovation island" that generates new businesses and social systems.



What Can Be Done with ISCO



Proposing Strategy

We formulate IT-based strategies and innovation strategies for local government (prefectural, municipal, etc.) and organizations.



Testing Concepts (Okinawa, an Island for Field Testing Projects)

We aim to make Okinawa "an island for Field Testing Projects" by conducting numerous trials aimed at introducing advanced innovation to Okinawa.



Cultivating Businesses

We assist in the creation of new businesses and services that will help solve social issues.



Engaging Startups

We assist in the creation of start-up businesses from Okinawa and in integrating start-up businesses with a strong affinity to Okinawa.



Developing Training Programs (Events)

We host events related to IT innovations and help to create opportunities for career development.



Developing Training Programs (IT-related Personnel)

We assist in the training of high-level /advanced IT personnel such as data scientists, and other IT-related personnel.

Supporting Companies

ISCO was established through a public-private joint investment as an organization that contributes to society through the IT innovation in 2018.

Okinawa Prefecture, Naha City, the three major domestic carriers, local telecom companies, national vendors, energy, finance, and many other organizations support ISCO.

Field	Okinawa Local	Mainland Japan
Local governments, Public organizations	Okinawa Prefecture, Naha City, IIA(Information Industry Association of Okinawa)	
Mobile carrier	Okinawa Cellular	SoftBank, NTT docomo
SI		NEC, NTT WEST, HITACHI
Energy	The Okinawa Electric Power Company	
Finance	Bank of The Ryukyus The Bank of Okinawa THE OKINAWA KAIHO BANK	

Cooperation with overseas organizations

ISCO will work with various organizations outside of the prefecture and overseas to introduce and create IT solutions to solve issues facing Okinawa.

Taiwan

IAPS Center of Industry Accelerator and Patent Strategy, National Chiao Tung University

TCA Taipei Computer Association

GO SMART Global Organization of Smart Cities

CISA Information Service Industry Association of R.O.C.

STS Startup Terrace Linkou

TTIA Taiwan Telematics Industry Association

TXA TXA Private Board

GLORIA National Tsing Hua University Global Research & Industry Alliance

China

SBDA Shenzhen Big Data Research and Development Association

SSIA Shenzhen Software Industry Association

CSIA China Software Industry Association

Hong Kong

CIH City Innovation Hub

Vietnam

VJC Vietnam-Japan IT Cooperation Committee

VNITO Viet Nam ITO Alliance

Europe

LIAA Investment and Development Agency of Latvia

STACC Software Technology and Applications Competence Center

《 Examples of collaboration with organizations signed MOUs 》

- Inviting to the Startup Festa hosted by ISCO
- Participating in various events such as Startup Pitches organized by MOU partners
- Cooperating in company matching
- Conducting seminars abroad

Okinawa Venture Friendly Declaration

With the aim of making Okinawa a leading location for creative innovation, ISCO serves as the secretariat for the "Okinawa Venture Friendly Declaration", which was announced by 39 large companies and organizations. This will create an environment that facilitates collaboration and cooperation between start-ups and large companies and promote utilizing cutting-edge technologies and services.



【Contact】 IT Innovation and Strategy Center Okinawa (ISCO)
Naha Business Incubation Office 4F, 2-3-6 Mekaru, Naha City, Okinawa 900-0004
TEL.+81-98-953-8154

 **ISCO**
URL <https://isc-okinawa.org/>



Interview with companies expanded into Okinawa from Overseas

Company FILE.01



Okinawa Hi-Think Corporation



Wang Yue, President, Dalian Hi-Think Computer Technology Co., Ltd.

China



Interviewee



Wang Yue, President, Dalian Hi-Think Computer Technology, Coup.
President and CEO, Okinawa Hi-Think Corporation

Company Information

● Dalian Hi-Think Computer Technology, Coup.

- Location : High and New Technology Industrial Park, Dalian, China
- Industry : Software development, Information services
- Web : <http://www.dhc.com.cn/>

● Okinawa Hi-Think Corporation

- Location : 14-29 Suzaki, Uruma City, Okinawa Prefecture
- Industry : Software development, Information services
- Web : <http://www.ohcc.co.jp/>

Details of business in Okinawa

With strong support from Okinawa Prefecture, our company was established in 2015 at the Okinawa IT Shinryo Park as the near-shore business base of the DHC Group in Japan and is now in its sixth year. We are mainly commissioned by major IT companies in the Tokyo area to provide development, maintenance, and verification services for business and embedded software, system monitoring and operation, and BPO services.

How and why did you locate or start your business in Okinawa?

The DHC Group, based in Dalian, China, has more than 20 years of experience in offshore development for Japan and has accumulated know-how in the IT industry, which requires high technology and quality. In recent years, against the backdrop of the growing near-shore needs of our customers, mainly system development for government offices, we opened a near-shore development base in Okinawa with the aim of maximizing the cost-benefit, after considering various efforts by Okinawa Prefecture such as well-developed IT infrastructure including Data Centers and IT human resources development.

What are the advantages of locating in Okinawa?

Since Okinawa Prefecture has been very active in promoting the IT/ICT industry from a global perspective, we received strong support from the prefecture from the beginning, including location support and human resource development training. Now in our sixth year, we moved to a new office in the brand-new building at IT Shinryo Park, and we are satisfied with the environment.

Future business development and prospects

Recently, due to the impact of the COVID-19 disaster, the global situation, market needs, technology trends, and work environments in the IT industry have been changing dramatically, and Japanese companies have been accelerating their DX activities. We see this as a chance in a million. We are planning to increase the number of employees to 300 by 2025, and we will contribute to the development of the information industry in Okinawa by providing high-value IT services by bringing together the accumulated know-how of the DHC Group in Okinawa.





FPT OKINAWA R&D CO., LTD.



Chu Thi Thanh Ha,
Chairwoman, FPT Software Co., Ltd.

Vietnam



Interviewee

Chu Thi Thanh Ha,
Chairwoman, FPT Software Co., Ltd.



Company Information

● FPT Software Co., Ltd.

- Location : Hanoi, Vietnam
- Industry : Software development
- Web : <https://www.fpt-software.jp/>

《Okinawa Base》

● FPT Okinawa R&D Co., Ltd.

- Location : 2-8-1 Kumoji, Naha City, Okinawa
6th floor of JEI Naha Building
- Industry : IT (software development, consulting,
Integration, operation and maintenance,
and temporary staffing)
- Web : <https://www.fpt-software.jp/fpt-okinawa/>

■ Details of business in Okinawa

FPT Okinawa R&D Co., Ltd. was established in 2017 as a near-shore base for FPT Japan Holdings, the Japanese subsidiary of Vietnam's largest ICT company FPT Software. First, we opened the First center in Kumoji, Naha City, and as our business expands, we opened the second Center in May 2020. Our main business is near-shore development and verification work with top Japanese companies, and we aim to realize a development system with 500 employees by 2023.

■ How and why did you locate or start your business in Okinawa?

Okinawa is geographically located in the center of East Asia, can access not only Japan, but also major cities in the huge Asian market of about 2 billion people, such as Taipei, Seoul, Shanghai, Beijing, Hong Kong, Manila, and Hanoi, in about 4 hours. In addition, the climate is very similar to Vietnam, so it is a comfortable environment for Vietnamese engineers to work. Furthermore, because there are relatively few earthquakes and they are moderately distant from each other in the Tokyo metropolitan area, we can also reduce the risk of simultaneous disasters, which is an advantageous location in terms of corporate BCP. In establishing Okinawa R&D, we researched various cities in Japan, and as a result, we decided that Okinawa was the most suitable location overall.

■ What are the advantages of locating in Okinawa?

FPT Okinawa R & D is able to meet not only the purpose of cost reduction in business but also the needs of information security for the customers who cannot take data to overseas (off-shore). This will enable us to offer a wider range of options to existing and new customers, and it greatly contributes to the expansion of the FPT Group's overall business. We are also very satisfied with the fact that our clients and our engineers can move around flexibly because of the good accessibility by air flights from various cities in Japan.

■ Future business development and prospects

In the future, we intend to provide more support for the digital transformation (DX) that many companies are facing issues, with our "Near-shore (Okinawa) + Off-shore (Overseas)" system. Therefore, we plan to build an Okinawa-based training environment in order to enhance engineer's resources who are familiar with cutting-edge technology. Through this, we hope to attract many talented IT personnel from Vietnam to come to Japan and strongly contribute to the development of the "IT Ecosystem in Okinawa" that combines human resources from Okinawa and Vietnam.



Interview with companies expanded into Okinawa from Mainland Japan

Company FILE.03

AX AXIOHELIX
AXIOHELIX Co. Ltd.



Sivasundaram Suharnan,
President, AXIOHELIX Co. Ltd.

Japan



Interviewee

Sivasundaram Suharnan,
President, AXIOHELIX Co. Ltd.

Company Information

● AXIOHELIX Co. Ltd.

《Head Office》

- Location : 2-16-3 Nishi, Naha City, Okinawa, Japan
Yashima-gumi Head Office Building 2nd Floor
- Industry : Systems development, consulting
- Web : <https://www.axiohelix.com/>

《Tokyo Branch Office》

- Location : 1-12-17 Kanda Izumi-cho,
Chiyoda-ku, Tokyo Kubota Building 8F

Details of business in Okinawa

IT: Building systems using AI and Deep Learning

Life Sciences: Statistical Analysis, and Genome Analysis of Biology Using Databases

Energy: Home energy storage business, monitoring systems

Our company is headquartered in Okinawa, with a satellite office in Tokyo and a development base in Sri Lanka, and we are actively developing client-centered business (You Are the IDEA) to meet the needs of each client.

How and why did you locate or start your business in Okinawa?

Our company applied for Business attraction projects by Okinawa Prefecture and was selected in 2005, and we expanded our gene function system business in Okinawa. At that time, it was difficult to get support for gene function analysis because there was a great deal of concern about risk. In such a situation, while recognizing the risks, Okinawa Prefecture provided us with various support in addition to direct subsidies. It is a Prefecture that accepts challenges. Unfortunately, the business was not very successful, but the fact that they wanted us to stay in Okinawa and do our best is still a great support for us as a company that started in Okinawa Prefecture.

What are the advantages of locating in Okinawa?

Generous support from Hands-on Managers at the Okinawa Prefecture and Okinawa Industry Support Center. Especially, company matching, accompany the business, and business subsidy support without regard to risks. The Okinawa Prefectural Enterprise Fund, The Okinawa Development Finance Corporation and the investment system are also possible for SMEs (there is little competition as in big cities). Also, since some of our employees are from warm regions such as Sri Lanka, Okinawa was also a good place to live.

Future business development and prospects

We have considered and implemented the Okinawa Monozukuri(manufacturing) Platform several times in the past, but have not been able to successfully realized.

I believe that the future will develop not only through the pursuit of convenience and financial abundance, but also through eco-distribution, renewable energy, and agriculture based on the SDGs. Since Okinawa Prefecture, where our company is based, is a hub between Japan and Asia, we would like to develop business efficiency solutions using manufacturing and IT that are conscious of the SDGs.



Japan



Sony Business Operations Inc.



**Satoshi Ihara, President and CEO,
Sony Business Operations Inc**

Interviewee

**Satoshi Ihara, President and CEO,
Sony Business Operations Inc**

Company Information

● Sony Business Operations Inc.

《Head Office》

- Location : 807 Oozato Aza Nakama,
Nanjo City, Okinawa Prefecture
- Industry : Office work consignment,
Business Process Outsourcing
- Web : <https://www.sonybo.co.jp/>

■ Details of business in Okinawa

Outsourcing of office work from Sony Group companies

(Administrative work related to manufacturing, purchasing, product/parts logistics, product/parts import/export, production control, invoicing, product ordering, accounting/finance support, general affairs support, employee relocation support, etc.)

■ How and why did you locate or start your business in Okinawa?

2011 Established Sony Business Operations Inc.

Established through the merger of Sony Marketing Inc. (Sales operation section), Sony Supply Chain Solutions, Inc. (Okinawa Administrative Center) , and Sony Customer Service Inc. (Okinawa Administrative Center).

■ What are the advantages of locating in Okinawa?

Based on Sony's philosophy of "free and open-mindedness" and "spirit of challenge," the company encourages business improvement activities while providing work styles that suit each employee's lifestyle. With small awareness, employees are promoting business improvement across organizations from the bottom up. Not only do things in a certain way, and we speak out freely and discuss what we think, and we change our work processes. We feel that this corporate culture of Sony Business Operations Inc. is made possible by its location in Okinawa.

■ Future business development and prospects

From here in Okinawa, we will support Sony's business in the area of operations. Each employee enjoys work in his or her own way. Growth as an individual leads to the growth of the team, and the company. This corporate culture of Sony Business Operations is great strength in conducting operations of office work. We would like to take advantage of this strength to contribute to the community and develop the company.



Flight Routes

as of Dec 2019

Busan 3flights/week

Required Travel Time 2:15 (1,008km)

Seoul 29flights/week

Required Travel Time 2:20 (1,260km)

Beijing 4flights/week

Required Travel Time 3:40 (1,852km)

Shanghai 21flights/week

Required Travel Time 2:00 (806km)

Nanjing 2flights/week

Required Travel Time 2:30 (1,050km)

Chongqing 3flights/week

Required Travel Time 3:40 (2,097km)

Hangzhou 4flights/week

Required Travel Time 2:35 (837km)

Taipei 63flights/week

Required Travel Time 1:25 (640km)

Taichung 6flights/week

Required Travel Time 1:30 (738km)

Kaohsiung 18flights/week

Required Travel Time 1:45 (843km)

Hong Kong 32flights/week

Required Travel Time 2:35 (1,440km)

Bangkok 7flights/week

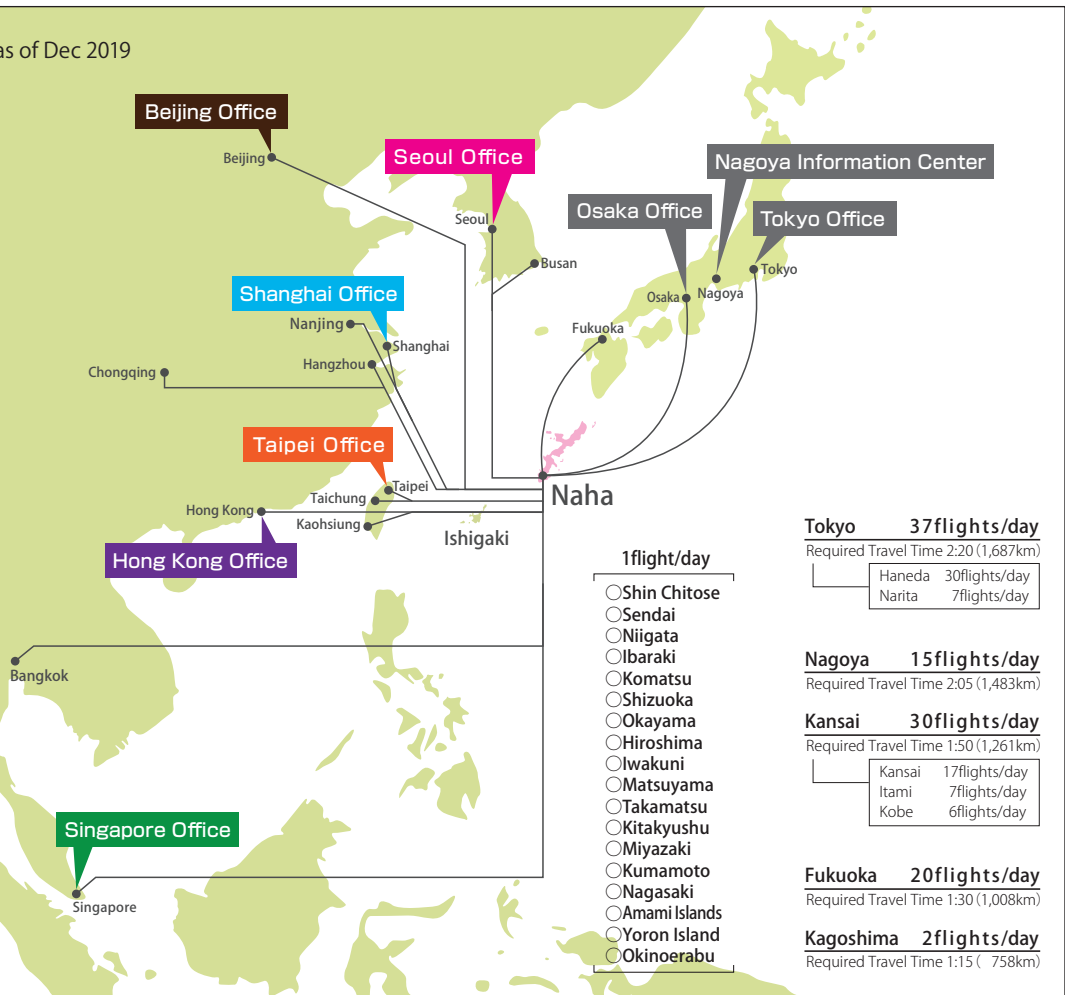
Required Travel Time 4:40 (3,130km)

Singapore 5flights/week

Required Travel Time 5:10 (3,760km)

Ishigaki-Hong Kong 2flights/week

Required Travel Time 1:55 (1,071km)



● Tokyo Office

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