



Reason1. World's third largest economy

GDP

World

No. 3

Domestic Competition

(Market competitiveness evaluated on the extent of market dominance, competition in services etc.)

World

No. 5

The Global Competitiveness Report 2019(World Economic Forum)

(in billion US dollars)

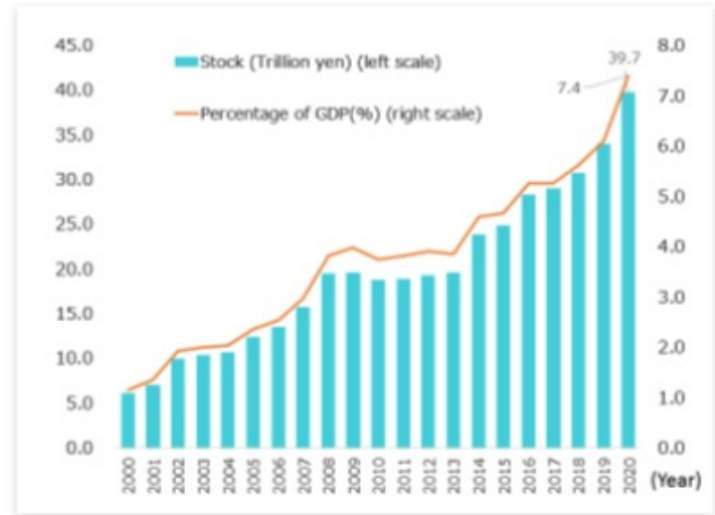
Rank	Country	Nominal GDP
1	United States	20,937
2	China	14,723
3	Japan	4,975
4	Germany	3,846
5	United Kingdom	2,708

Rank	Country	Nominal GDP
6	France	2,630
7	India	2,623
8	Italy	1,886
9	Canada	1,644
10	Korea, Rep.	1,631

[Source] "GDP (Current US\$)" (World Bank)

Inward FDI Stock

39.7 trillion yen



[Source] Ministry of Finance and Bank of Japan "International Investment Position", Cabinet Office "National Accounts of Japan"

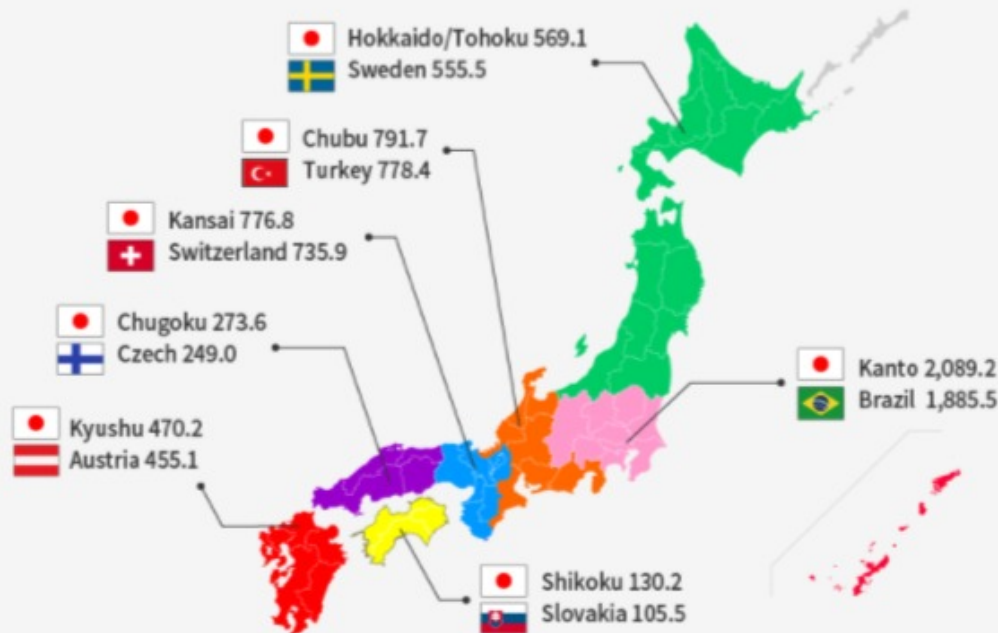
Japan's regional economies have GDPs as big as those of other countries



Japan's economic power is not limited to Tokyo.

Japan's regional economies have GDPs as big as those of European and Asian countries.

(in billion US\$)

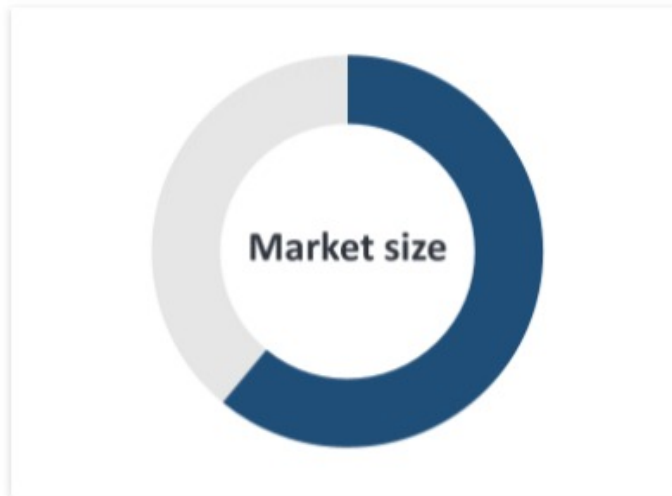


[Source] Cabinet Office, Fiscal 2018 Prefectural Accounts, August 2021.

Evaluation by Foreign Affiliates: The Greatest Attractiveness of Japan is its market



The attractiveness of investing in Japan for companies is "the large market size" and "the potentiality to verify new products and services' competitiveness."



High income levels and large customer base for products and services
(Large market size)

61.0 %



Sensitive to the added value and trends of products and services and can verify new products' and services' competitiveness.

47.3 %

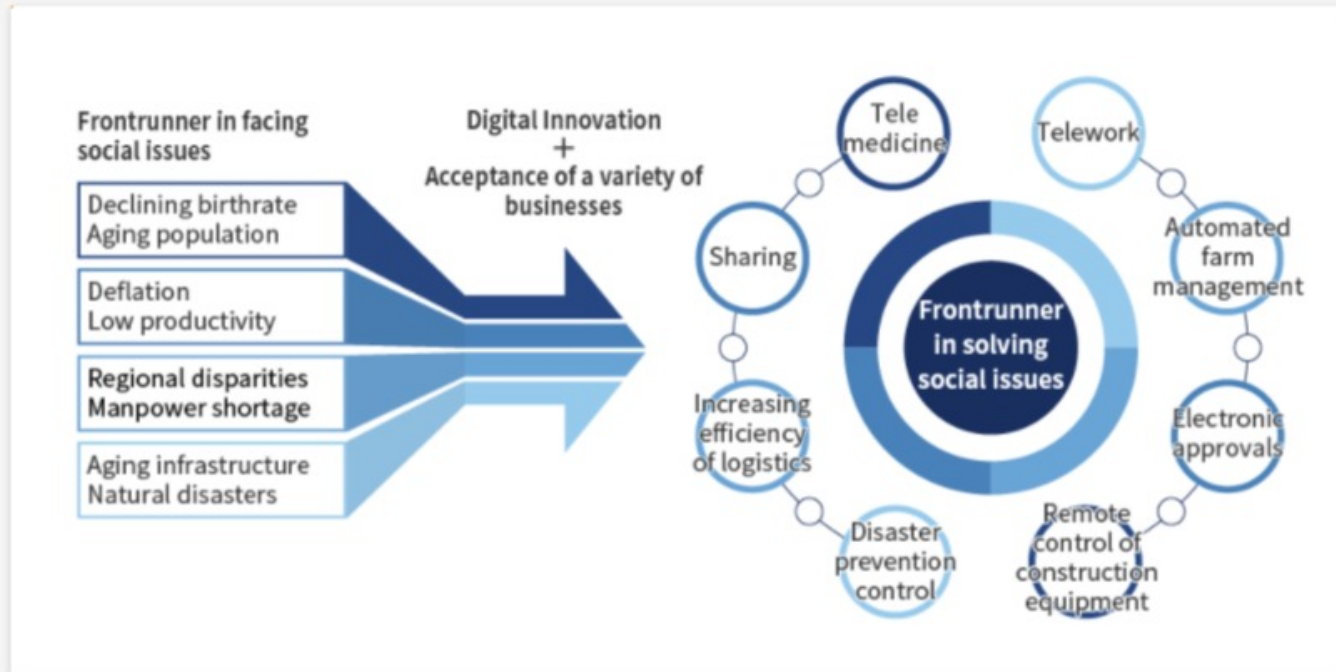
[N.B.] A total of 2,468 companies responded. Respondents selected up to five "attractiveness in business development in Japan" in the questionnaire.

[Source] Compiled from "54th Survey of Trends in Business Activities of Foreign Affiliates (conducted in connection with business for FY2019)" (METI)

Japan aims to be the "frontrunner in solving social challenges"



As Japan faces various social issues such as the declining birthrate and aging population and regional disparities, there is a strong need for digital innovation and diverse businesses.



[Source]"Global Structural Changes and Japanese Responses (May 2018)" (METI)