

WHY JAPAN?

"5 Reasons to Invest in JAPAN"



As of October 2018

JETRO

Japan External Trade Organization (JETRO)
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WHY JAPAN?

“5 Reasons to Invest in JAPAN”

Reason 1 An Ever-growing Economy

Reason 2 A Sophisticated Market

Reason 3 An Innovation Hub

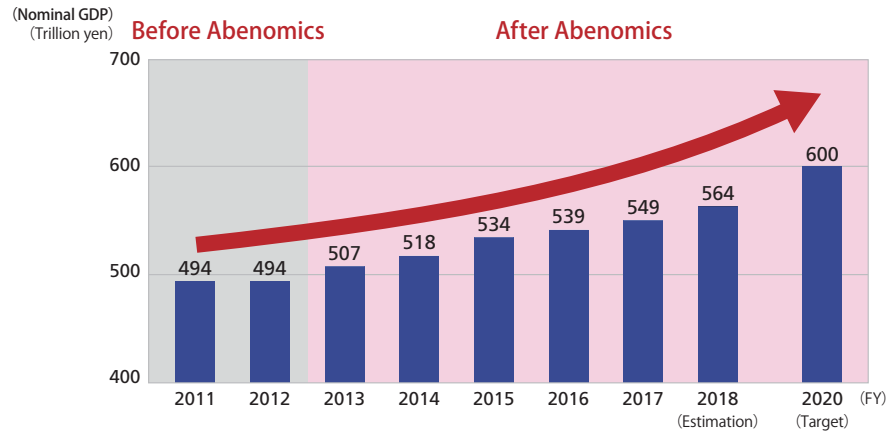
Reason 4 Business-Friendly Infrastructure

Reason 5 A Comfortable Living

Japan's investment environment is improving due to government efforts. The Japanese economy is growing.

Japanese economy steadily recovering from deflation

GDP is steadily headed toward 600 trillion yen

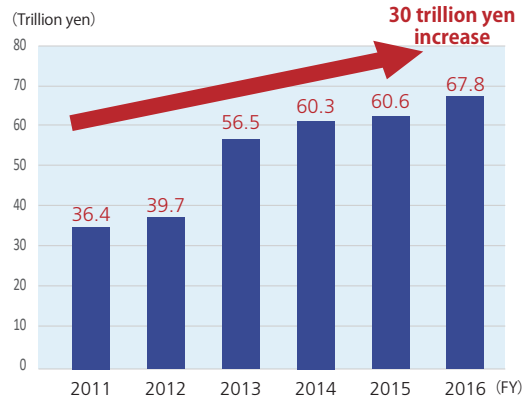


Source: "ABENOMICS", JAPAN GOV, September 2018

Original data: "Fiscal 2018 Economic Outlook and Basic Stance for Economic and Fiscal Management", Cabinet Office

Japan with stronger earning power

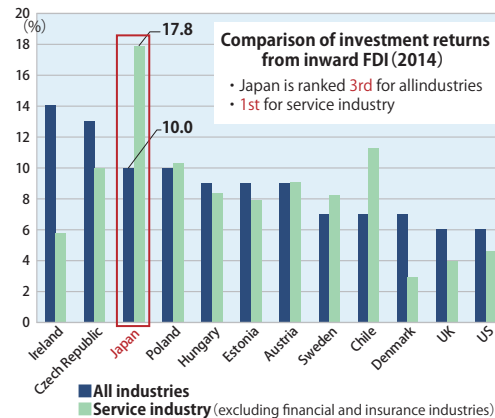
Corporate ordinary income(all industries)



Source: "ABENOMICS", JAPAN GOV, September 2018

Original data: "Financial Statements Statistics of Corporations by Industry, Quarterly," Policy Research Institute, Ministry of Finance of Japan

Highly profitable market



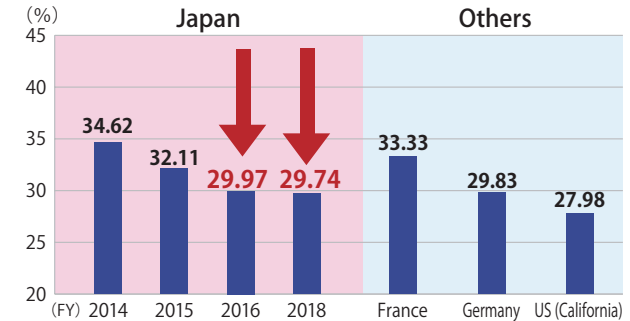
* The graph consist of the top 12 counties.

Source: FDI Figures, OECD, April 2016

Data source: OECD International Direct Investment statistics database

Effective corporate tax rate declining

Effective corporate tax rate reduced to 20% level



Source: Created by JETRO from "Materials on Corporate Taxation", Ministry of Finance
Note: Tax rates as of January 2018

Corporate governance enhanced

"Earning power" of companies increasing through corporate governance reform

- "Japanese Stewardship Code" introduced and revised
 - Accepted by 233 institutional investors as of August 2018

Source: Financial Services Agency

- "Corporate Governance Code" introduced
 - Applied to 2,540 companies as of July 2017

Source: "Corporate Governance" Japan Exchange Group, Inc.

Deregulation/structural reform

Progress in reform of bedrock regulations is attracting new investment into Japan

Reform of fundamental regulations in the sectors of agriculture, medical care and energy is bringing new entries into the Japanese market.

Healthcare system

- Speedy and efficient approval review of advanced medical products (regenerative medicine, medical devices)
- Promoting practical use of regenerative medicine for medical care

Energy market

- Implementing a drastic reform of electric power and gas system for the first time in 60 years
 - Full liberalization of retail market of electricity (April 2016)
 - Full liberalization of retail market of gas (April 2017)

Source: "Abenomics is progressing!", April 2016, Cabinet Office

Establishment of the regulatory sandbox system

Regulatory reform by Project

- Verifying a possibility for practical use by utilizing innovative technologies, etc. and leveraging data gained through demonstration experiments for the regulatory system reform
- Enabling companies to conduct demonstration experiments of new technologies or business models in specific areas for a certain period
- No limitation on business types. Taking 2 months at the earliest until the announcement of a certification result.

(The system was approved by the Cabinet in June 2017 and launched in June 2018)

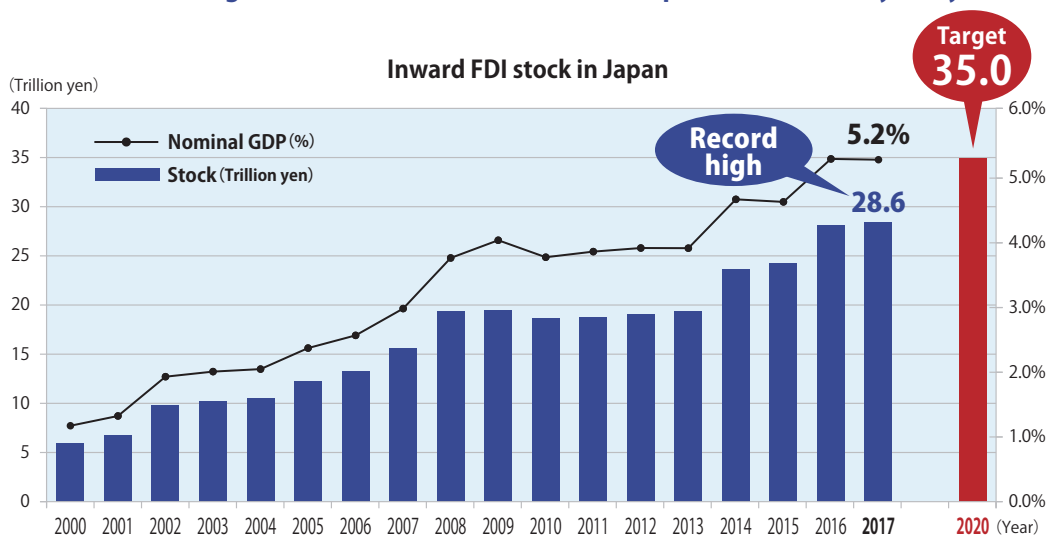
Reference: GOJ's Regulatory Sandbox Team within the Japan Economic Revitalization Bureau of the Cabinet Secretariat

The government is making greater efforts to attract companies and visitors from overseas, while creating a more open market and facilitating business expansion.

Promotion of inward FDI

Government target: Increase inward FDI stock in Japan to 35 trillion yen by 2020.

Inward FDI stock in Japan



Source: Created by JETRO from "Balance of Payments," Ministry of Finance

Five Promises for Attracting Foreign Businesses to Japan (March 2015)

Improving business and living environment for foreign companies and expats

- 1: Removing language barriers**
(Display of information in foreign languages at shops and public spaces)
- 2: Improvement of internet access**
(Installation of free public wireless LAN [Wi-Fi])
- 3: Acceptance of business jets at local airports**
- 4: Enhancement of educational environment for expatriate children**
(international schools)
- 5: Strengthening consultation services to support foreign businesses**
(Investment Advisor Assignment System)

Government actively promoting inward FDI

Designation of the National Strategic Special Zones

To promote a wide range of international business and leading-edge industries, **10 National Strategic Special Zones** have been designated to bring significant deregulation and reform.

Simplifying regulations and administrative procedures/ Aiming for the world's highest level of appropriate and prompt processing

- Fundamentally simplifying regulations and administrative procedures associated with FDI in Japan.
- The **"Tokyo One-Stop Business Establishment Center"** provides **one-stop services** for necessary procedures.
- Promoting online and one-stop procedures for incorporation.

Attracting global talent

- The period of residence required for Highly Skilled Professionals to apply for a permanent residence permit is significantly reduced to 1 year at the earliest 5 years from ("**The Japanese Green Card for Highly Skilled Foreign Professionals**": one of the world's fastest obtainable green cards)
- **An online application system** related to status of residence will start by the end of FY2018.

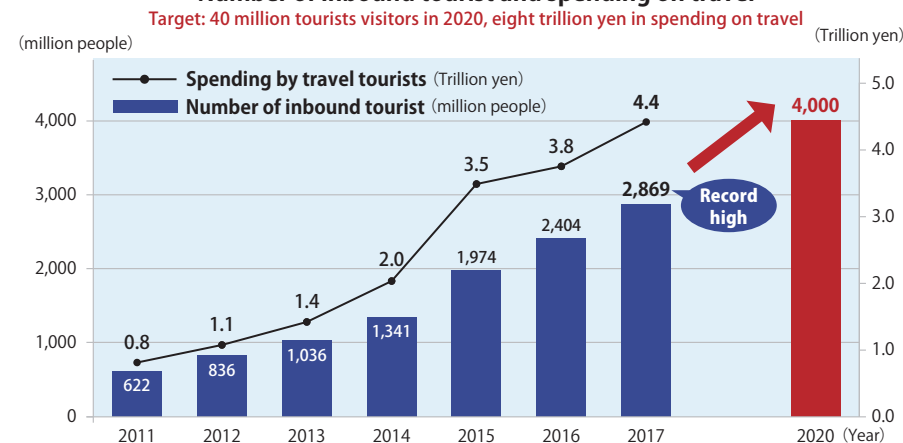
Source: Created by JETRO from "Invest Japan" Cabinet office

Attracting visitors to Japan

Business expansion related to inbound tourism

- Relaxation of visa requirements (Starting from July 2013)
- Expansion of exemption of consumption tax for consumables purchased by inbound tourists (October 2014)
- Tokyo Olympic & Paralympic Games in 2020

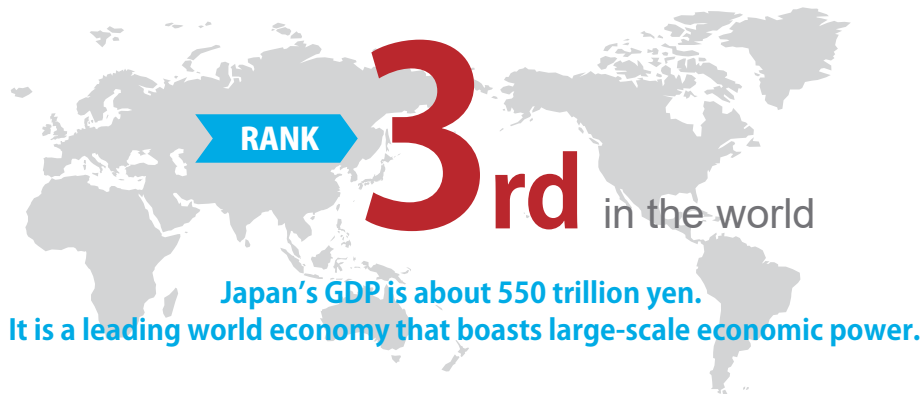
Number of inbound tourist and spending on travel



Source: Created by JETRO from "Consumption Trend Survey for Foreigners Visiting Japan FY2017(2015~2017) Annual numbers (final figures)", Japan Tourism Agency

A huge and sophisticated market exists in Japan.

World's 3rd ranking GDP



Source: "Gross domestic product 2017", World Bank, July 2018

Economy size and population will remain large in 2030

Japan's economy (GDP) will be ranked 4th in the world in 2030

World's GDP ranking (2016)

Rank	Country	GDP
1	US	19,391
2	China	12,238
3	Japan	4,872
4	Germany	3,677
5	UK	2,622
6	India	2,597
7	France	2,583
8	Brazil	2,056
9	Italy	1,935
10	Canada	1,653

Source: Gross domestic product 2017", World Bank, July September 2018 Note: MER base

World GDP ranking forecast for 2030

Rank	Country	GDP
1	China	26,499
2	US	23,475
3	India	7,841
4	Japan	5,468
5	Germany	4,347
6	UK	3,530
7	France	3,186
8	Brazil	2,969
9	Indonesia	2,449
10	Italy	2,278

Source: "The Long View: How will the global economic order change by 2050?", Pricewaterhouse(PWC) February 2017



(Unit: Billion US dollars)

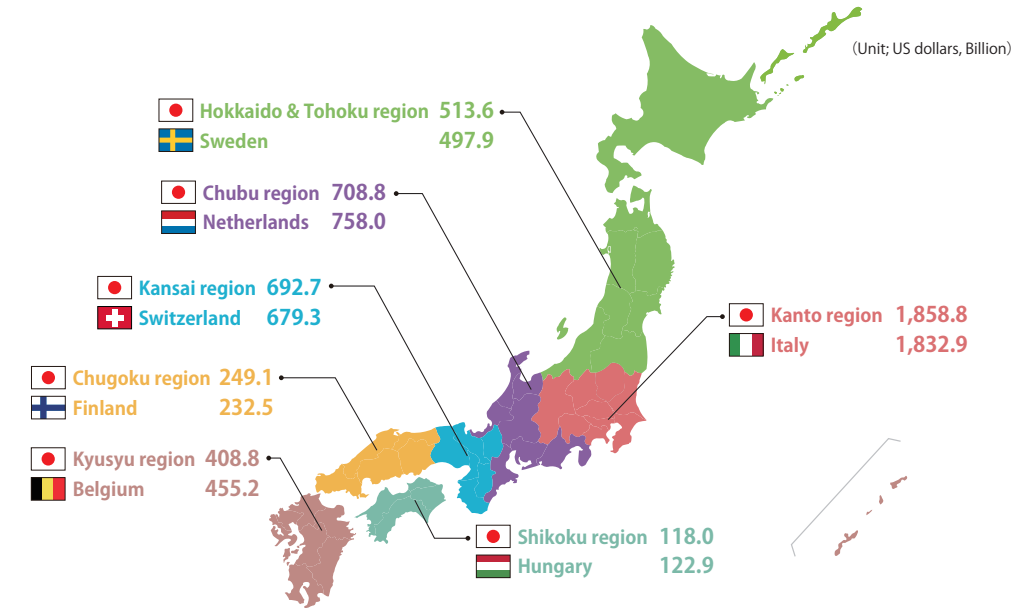
"World Urbanization Prospects" United Nations

Tokyo was first and Osaka seventh place in the 2016 survey. Tokyo will likely maintain first place in 2030.

Source: "The World's Cities in 2016", United Nations

Japan's regional economies have GDPs equal to those of entire countries

International comparison of Japanese regional gross production (nominal, FY2015)



Source: "Report on Prefectural Accounts 2015", Cabinet Office, August 2018

Attractive market for foreign companies

World-class promising markets in Japan

About 70% of 258 foreign companies cited the "Japanese market" as the "biggest reason" why they do business in Japan.

About 70% of 258 foreign companies have answered

Source: JETRO Invest Japan Report 2017

Market size of medical equipment

RANK 2nd
in the world in 2016

Source: Ministry of Economy, Trade and Industry "Current status of medical equipment industry in Japan (2017)" Data compiled by Mizuho Bank's Industry Research Department based on BMI Research "Worldwide Medical Devices Market Forecasts to 2021"

BtoC - Market size of EC

RANK 2nd ^{4th}
in the world
in Asia in 2017

Source: "FY2017 Survey of Infrastructure Development Status for Data-driven Society in Japan 2018", Ministry of Economy, Trade and Industry, April 2018 Data compiled based on "eMarketer, Feb2018" (figures excluding travel and ticket expenses)

Overall score of the ICT/IoT market

RANK 2nd
in the world in 2016

Source: "International competitiveness index for IoT", Ministry of Internal Affairs and Communications (Performance in 2016), January 2018

Sophisticated consumers set world standard

The Japanese market is highly regarded as a source of world standards.

Beckhoff Automation K.K.

(Germany)

As the Japanese FA market is one of the biggest in the world, it was an obvious choice to establish a presence here. As a global company, acquiring a portfolio in Japan was essential for us to develop a world-class brand. We want to create new value with many unique and wonderful companies across the country by utilizing technologies such as ICT. I think that there are infinite opportunities in the Japanese manufacturing industry.

Toshimitsu Kawano, Managing Director
Source: "Success Stories", JETRO

AKA LLC

(US)

AKA LLC (AKA) is a US startup developing and selling "Musio," a social robot equipped with an artificial intelligence (AI) engine. "Japanese people have grown up on anime and comics featuring robots since their childhood. For that reason, they feel more affinity with robots than people in other countries. In addition, Japan manufactures and sells the largest number of robots in the shape of characters in the world. As a market, we felt Japan would be the largest."

Brian Lee, CSO of AKA's Japanese subsidiary
Source: "Success Stories", JETRO

Parfums Christian Dior

(France)

After entering the Japanese market in 1953, we have maintained a long and deep relationship with the country. In addition to the size of its market and scale of its wealthy population, Japan is a "trendsetter" which has disseminated many fashion styles. We think that we would start new businesses from "Japan first".

Claude Martinez, Chairman and Chief Executive Officer
Source: article on "Nikkei MJ", Nikkei, May 3rd, 2017 (Translated by JETRO)

Philips Japan, Ltd.

(Netherlands)

Japan is the world's third largest medical market and the third most important market in the world for Philips. Japan is having the world's top-class IT infrastructure and expects large market growth in the future. We can build a win-win relationship and make products together that will spread from Japan to the world.

Hiroyuki Tsutsumi, President & CEO
Source: "Success Stories", JETRO

Tata Consultancy Services Japan, Ltd.

(India)

In the Japanese market, interest in digital technologies, such as IoT and AI, increased sharply in 2016, and business opportunities have been increasing. We provide customers with services by combining our expertise, global talent and knowledge about the Japanese market in an optimal manner. Additionally, the digitalization of Japanese society itself also presents another opportunity for us to grow our business.

Amur S. Lakshminarayanan Representative Director, President & CEO
Source: "Success Stories", JETRO

Japan is where global enterprises aggregate



Source: "Fortune Global 500 2018", Fortune

Foreign companies contributing to the resolution of social Challenges in Japan

More and more foreign companies have attempted to eliminate the labor shortage and to improve productivity by leveraging digital technologies such as IoT and cloud computing.

Analog Devices, Inc.

(US)

A world-leading semiconductor device company that conducts demonstration experiments of next-generation smart agriculture by integrating super-sensing technologies and master craftsmanship to a high degree to improve the efficiency of farming.



LOOP Japan K.K.

(Canada)

A provider of electric bicycle sharing-services that offer efficient and environment-friendly means of mobility primarily in spots with growing inbound tourism.



CENIT Japan K.K.

(Germany)

A consulting firm mainly for manufacturing companies that conducted an experimental study of a digital factory system to optimize entire factory operations. It increases the feasibility of an automated factory.



Japan's intellectual accumulation generates innovation.

World-class research funding and number of researchers

Science and technology-related research is very active in Japan.

RANK **1st**
among
G7 countries



Research funding by country and percentage compared to GDP (G7 comparison)

Rank	Country	Research funding (\$100 million)	Percentage of research funding to GDP (%)
1	Japan	1,806	3.42
2	Germany	1,148	2.93
3	US	5,029	2.79
4	France	608	2.22
5	UK	463	1.70
6	Canada	267	1.67
7	Italy	301	1.33

Source: Created from "Survey Result on Science and Technology Research 2017," Ministry of Internal Affairs and Communication, December 2017
Original data: Date beside Japan is from "Main Science and Technology Indicators", World Economic Forum

Number of researchers per 10,000 people (G7 comparison)

Rank	Country	Number of researchers (unit: 10,000)	Number of researchers per 10,000 people
1	Japan	66.6	52.5
2	Germany	38.8	47.5
3	Canada	15.9	45.3
4	UK	28.9	44.4
5	US	138	42.9
6	France	27.8	41.7
7	Italy	12.1	19.9

Comments from foreign companies

Acquiring highly -skilled human resources

When we want to conduct research in a wide range of areas/fields, we find many people in Japan with specialized expertise and research skills. Japan is more competitive in terms of expertise as well as R&D than other country. (Finland, manufacturer)

Accessing R&D partners

When we carry out an R&D project in Japan, we often find an appropriate company or university as a partner that we can smoothly perform joint research, after closing an agreement. (Canada, manufacturer)

Source: "Survey on Attitudes of Foreign-Affiliated Companies toward Direct Investment in Japan Report 2018," Ministry of Economy, Trade and Industry, February 2018

An environment that generates innovation

Japan is very active in R&D and innovation, and has filed a large number of patents, many of which have high universal validity.

Number of international patent applications per 1 million people

RANK **1st** in the world

* Based on Patent Cooperation Treaty (PCT)

Source: "The Global Information Technology Report 2018",
World Economic Forum, October 2018

Japan's patent highly valued globally

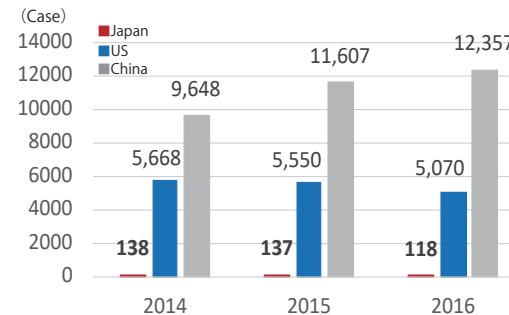
RANK **2nd**
within OECD

*The number of patents with high universal validity the Triadic Patent Families filed among patent offices of the US, Europe and Japan.

Source: "OECD Factbook 2015-2016", OECD

Comparison of the number of lawsuits involving intellectual property rights between Japan, the US, and China

Fewer lawsuits than other countries



Japan: "Number of Intellectual Property Cases Commenced and Disposed, and Average Time Intervals From Commencement to Disposition (Courts of First Instance)", Intellectual Property High Court, February 2018
US: "U.S. District Courts—Civil Judicial Facts and Figures", UNITED STATES COURTS, September 2017
China: "Situation of Intellectual Property protection in China", National Intellectual Property Administration, PRC, 2014-2016

Innovation capability

World Economic Forum "The Global Competitiveness Report 2018"

RANK **2nd** in Asia

Measuring diversity of workforce, comprehensive development, number of international co-inventions per one million people, multi-stakeholder collaborations, scientific publications, patent applications per one million people, R&D expenditure, research institution prominence index, buyer sophistication and the number of trademark applications.

Source: "The Global Competitiveness Report 2018", World Economic Forum

Examination for trademark registration four times faster

The examination for some types of trademark application have been **shortened to 1.8 months on average** while the regular examination period is about seven months (as of 2017).

Reference: "Outline of Accelerated Examination and Accelerated Appeal Examination", Japan Patent Office

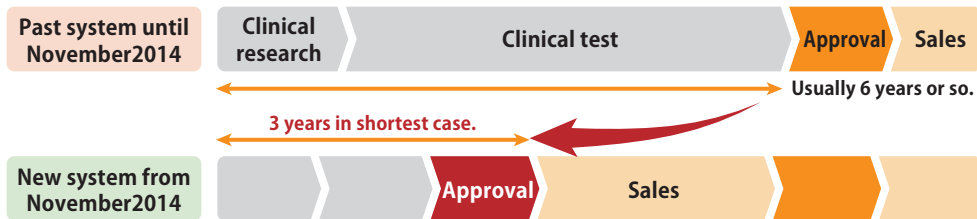
Improving the environment to develop new drugs and medical devices

Development of new drugs/medical devices

- Developing an environment where **companies can continue to develop innovative drugs** by introducing drug price and prioritizing review for early authorization (Sakigake Review).
- Reducing development costs and accelerating approval examination processes through **deregulation to promote practical use of new devices**.
- The "conditional early authorization system", which partially omits chemical trials, introduced in October 2017.

Regenerative medicine

- Japan enforced the Act on the Safety of Regenerative Medicine in 2014, one of the world's top-level early authorization system.



*Source: Documents from the Ministry of Health, Labour and Welfare and Pharmaceuticals and Medical Devices Agency (PMDA)

iPS cells - at the forefront in regenerative medicine

Japan's basic and applied research in regenerative medicine made a leap in progress with the awarding of **the Nobel Prize in Physiology or Medicine** to Professor Shinya Yamanaka of Kyoto University for his development of "iPS cells." Kyoto University has **licensed out its patent to about 180 companies in Japan and abroad (including 75 overseas companies)**.

Source: Created from iPS Academia Japan website

Many Nobel Prize winners produced



Nobel Prize winners
(all-time)

26

(Breakdown)	
Physics	11
Chemistry	7
Physiology or Medicine	5
Literature	2
Peace Prize	1

- Tasuku Honjo: 2018 in Physiology or Medicine
- Yoshinori Ohsumi: 2016 in Physiology or Medicine
- Satoshi Omura: 2015 in Physiology or Medicine
- Takaaki Kajita: 2015 in Physics

Source: Official Nobel Prize website

Innovation created in Japan by foreign companies

Robotis Japan

(Tokyo)

Aiming to market the robots globally in cooperation with Japanese companies and universities
Robotis, a Korean company that has a high worldwide market share in actuators (motors) for small robots, develops robots in cooperation with Japanese companies and educational institutions. The company's motors are used for "FUHGA," a rescue robot developed by the Kyoto University and a snake-shaped robot for plant inspection that the company jointly develops with the University of Electro-Communications, Kanazawa University, and government research institutions. The company aims to expand into the global market with robots made in Japan that are powered by its motors.

Teradyne K.K.

(Kumamoto)

Play a major role in developing testers for new fields

The company now boasts the largest sales in the global ATE market for semiconductors (based on its own research). Its only non-US research and development site of ATE for semiconductor is in Kumamoto Prefecture. The US headquarters highly values the base because of its ability to develop highly creative testers and the company has been working daily on development and manufacturing while analyzing global market needs.

Caterpillar

(Hyogo)

Core base of worldwide hydraulic shovel development

Caterpillar established a global development base for its iconic hydraulic excavator in Akashi, Hyogo, which supplies product designs to factories spread world wide. The facility also contributes to the maintenance of operational efficiency and quality of all companies within the group. Caterpillar is using it to roll out new models of state-of-the-art hydraulic excavators one after another.

MER MEC JAPAN GK

(Tokyo)

Aiming for the innovation in technology of railway inspection systems with Japanese companies

JR West selected MER MEC's railway inspection and diagnostic systems for inspections of Sanyo Shinkansen's track infrastructure, the first foreign-made inspection system selected in Japan. MER MEC JAPAN GK is planning to introduce its systems to local lines other than the Shinkansen through collaboration with Japanese companies and to develop railway infrastructure management software that can prevent secondary disasters in the event of natural disasters.

Laboratory of Hi-Think Corporation

(Kyoto)

Pursuing state-of-the-art software development at Japanese research and development base

Dalian Hi-Think Computer Technology, Corporation, a major software development company in China, established Laboratory of Hi-Think Corporation in Kyoto Research Park (KRP) in October 2016 for IoT and big data analysis. By incorporating Japan's top-level technologies, the company plans to develop a system that improves factory production utilizing big data and artificial intelligence (AI). It also intends to engage in collaborative research with Japanese universities, research institutes and companies and expand its business in China utilizing the technologies created in Japan.

Source: Created by JETRO from each company's website, press releases, "Success Stories", JETRO and other information

Supporting business with well-developed social infrastructure

Outstanding environment for business

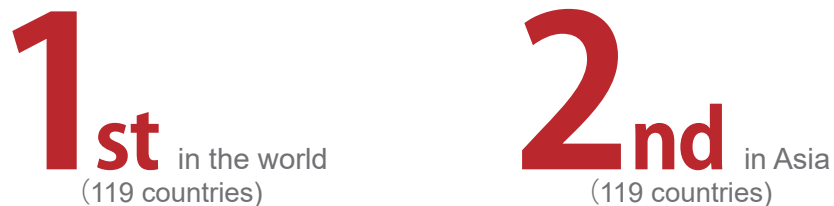
World Economic Forum, "The Global Competitiveness 2018"



Japan takes **fifth place** in WEF Competitiveness Rankings in 2018 that comprehensively evaluates market size, infrastructure, human resources and innovation ecosystems. Japan is highly regarded in the digital field, and **ranked third** in the world for "ICT adoption," which evaluates the penetration rate of fiber-to-home internet connections and mobile phones.

Source: "The Global Competitiveness Report 2018", World Economic Forum, October 2018

Japan's workforce infrastructure highly praised globally



Ratio of highly skilled employees to all employees

Ratio of employees who perform operations requiring expertise and experience in physics/life science, social science, or cultural science to all employees

Good relationships with employees

Evaluating the cooperative level of the employer-employee relationship on a scale of one to seven

Source: "The Global Talent Competitiveness Index 2018", INSEAD

Foreign companies validate Japan's infrastructure

Japan's Attractive Business Environment

RANK **1st**

in the world (136 countries)

Source: "Travel and Tourism competitiveness Report 2017 -2018", World Economic Forum, April 2017

Land and sea route infrastructure

- Quality of railroad infrastructure
- Transportation network on land

Comments from foreign companies

- In addition to the world-class infrastructure, Japan has highly skilled labor force and the culture of innovation. (the Netherlands, information communication/high-technology)
- Japan has wonderful infrastructures such as the public transportation system and the low crime rate. (UK, energy environment technology)
- In Japan, it is easier to introduce new technologies. There is an environment where we can utilize robotics for warehouse management. (Canada, manufacturing)

Source: "Survey on Attitudes of Foreign-Affiliated Companies toward Direct Investment in Japan Report 2018," Ministry of Economy, Trade and Industry (METI), February 2018

Japan's stable infrastructure service

	Category	Japan	Asia-Pacific	World
Internet/ Communication	National ratio of Internet usage	92.0	41.5	45.9
	Ratio of the population having access to LTE/WiMAX networks	99.0	73.6	66.5
	The number of mobile phone users per 100 people	131.8	98.9	101.5
	The number of mobile broadband users per 100 people	132.3	47.4	52.2

*The average as of June 2017

Water

- **1st in the world** in access to improved drinking water
- The diffusion rate for water and sewer services, simple water-supply systems and private water supply is **97.9% (national average)**.

Source: "Measuring the Information Society Report 2017", International Telecommunication Union, November 2017

Source: "Travel and Tourism competitiveness Report 2017", World Economic Forum, April 2017

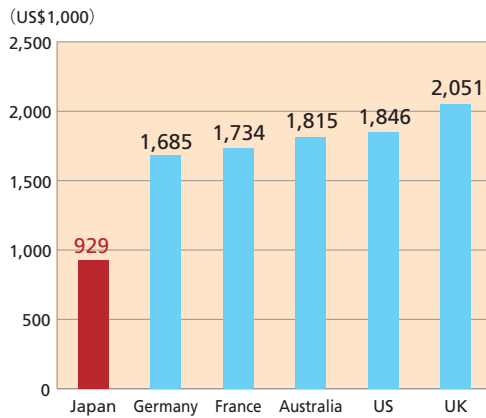
Source: "Water Supply Population and Water Service Diffusion Rate 2016 (Japanese only)", Ministry of Health, Labor and Welfare, Mar 2017

Low infrastructure fees

Transportation fees

(including land transportation and air freight)

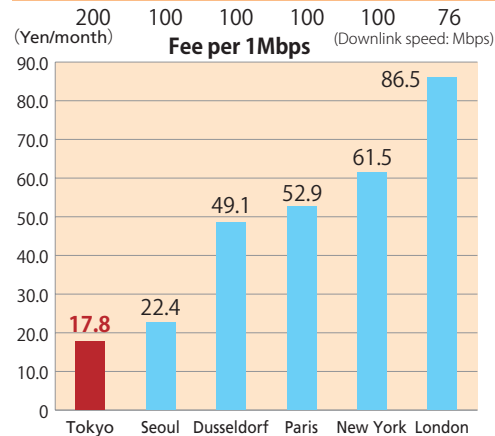
Simulated annual costs based on scheduled deliveries from the factory



Source: "Competitive Alternatives 2016," KPMG, March 2016

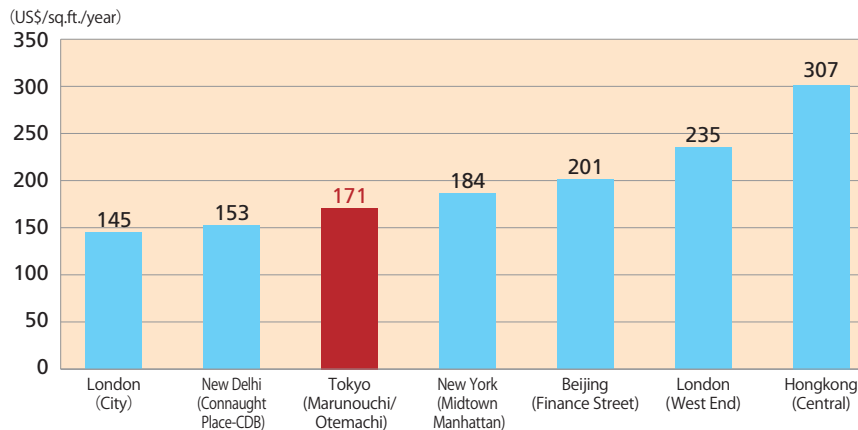
High-speed internet fees

Average monthly internet fees (residential)

Source: "Report on Internal and External Price Difference Related to Telecommunication Service 2017", Ministry of Internal Affairs and Communications, September 2018
Note: Tokyo is an apartment complex

Japan's reasonable real estate cost compared to the world major cities

Prime office rent in world major cities (Average annual cost per sqft)

*As of Q1 2018
Source: "Global Prime Office Occupancy Cost, July 2018", CBRE, June 2018

Japan's convenient transportation infrastructure



* Hub airport: An airport that serves as a hub for the domestic air transportation network or international air transportation network.

Source: Created by JETRO based on the websites of the Ministry of Land, Infrastructure, Transport, and Tourism, and railway companies.

Airports

- Airports with international flights in service: **47**
- Number of arrivals/departures in 2016: international/domestic flights with nearly **750,000** arrivals/departures in FY 2016 (Combined total of Haneda and Tokyo Narita Airports)

World Airport Award 2018

Ranking of international airports according to customer service

- The World's Cleanest Airports (Haneda)
- The World's Best Domestic Airports (Haneda)
- World's Best Airport Security Processing (Narita)

1st
in the world

Railways

- Number of annual railway passengers: **24.6 billion**
- Number of departures by Tokaido Shinkansen from Tokyo Station per hour: **15**

『7-Minute Miracle』

A video about a Japanese company specialized in the thorough and speedy cleaning of the Shinkansen that has been viewed 6.45 million times is used as material for a compulsory course for an MBA at Harvard Business School since 2016.



Source: "Summary of Airport usage situation (FY 2017)", Tokyo and Osaka Aviation Bureau, Ministry of Land, Infrastructure and Tourism (MLIT); "White Paper on Land, Infrastructure, Transport and Tourism in Japan 2017", MLIT; "World Airport Award 2018", SKYTRAX 2018; Central Japan Railway Company (JR Central) Reference: Toyokeizai, September 2016

Most livable Japanese cities chosen by the world

The "25 Most Livable Cities Index"

RANK

2nd Tokyo
in 25 cities of the world



Source: "Quality of Life Survey 2018", UK MONOCLE 2018

* An index ranking which indicates not only economic, social, and functional aspects, but also the city's livability and level of happiness of its residents.

EIU "Top 10 of the world's most livable cities"

RANK

3rd Osaka
in 140 cities of the world



Source: "Global Liveability Index 2018", The Economist Intelligence Unit

* Ranking based on items including political stability, social stability, crime, education, and accessibility to medical healthcare.

A safe and peaceful country

Global Peace Index 2018

RANK

2nd in Asia

Measured in 23 categories such as crime rate, terrorism, and homicides.

Source: "Global Peace Index 2018", INSTITUTE FOR ECONOMICS & PEACE

Safe Cities Index

RANK

Tokyo **1st** Osaka **3rd**

Measuring city security with four indicators: cyber security, medical healthcare security, infrastructure security and personal security. Tokyo ranked 1st and Osaka 3rd among 60 major cities in the world.

Source: "Safe Cities Index 2018", The Economist Intelligence Unit

Other others included

Kyoto **17th**



Fukuoka **22nd**



Source: "Quality of Life Survey 2018", UK MONOCLE 2018

Comments from foreign companies

- **The government** provides various supports.
- Japan is a safe country, and **a foreigner does not feel threatened when he/she walks alone.**
- Safety is evidenced by the **low crime rate.**
- **The country boasts a high quality of life for residents and a stable society.**

Source: "Survey on Attitudes of Foreign-Affiliated Companies toward Direct Investment in Japan Report 2018," Ministry of Economy, Trade and Industry (METI), February 2018

Public safety·Life

Japan having excellent educational systems

The Best Countries for Raising Kids

RANK

2018

1st in Asia

Measured by the degree of development of the compulsory education system.

Source: "Best Countries for Raising Kids", U.S News & World Report

International Students

× 1.65

(Growth rate compared to 2012)

267,000 students

References: School Basic Survey 2017, JASSO 2017, December 2017

Comments from foreign companies

- There is a **high-level international school near my home**.
- With the enhancement of **English education**, it will be more livable for foreigners.
- The **technological advancement** of Japan reflects the **high level of education**.

Source: "Survey on Attitudes of Foreign-Affiliated Companies toward Direct Investment in Japan Report 2018," Ministry of Economy, Trade and Industry (METI).

Education

Japan having excellent healthcare systems

Accessibility and quality of healthcare

RANK

2016

1st in Asia

Source: "The Lancet", vol381 UK medical magazine, June 2018

The number of medical institutions that can accept foreign tourists.

March 2016

March 2018

320 → 1,255

Source: Japan Tourism Agency website

Comments from foreign companies

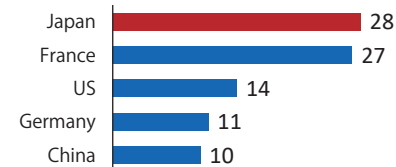
- There is a **solid financial assistance system** to cover costs of health insurance and medical care, especially for family members and children.
- Everyone can receive the same **medical services anytime** all over Japan.
- There are **excellent doctors**, and many hospitals have specialized medical facilities.
- The annual health check up at the employer's cost can be a **big benefit for employees working in Japan**.

Source: "Survey on Attitudes of Foreign-Affiliated Companies toward Direct Investment in Japan Report 2016," Ministry of Economy, Trade and Industry (METI).

Medical

High satisfaction level for Japanese meals

The Top Countries for Michelin 3-Star Restaurants



Source: "The Top Countries For Michelin 3-Star Restaurants", Forbes, November 2017
Original Data: Michelin Guide

The Most Michelin Starred Cities in the World

1st	Tokyo	314
2nd	Paris	141
3rd	Kyoto	138
4th	Osaka	121

Source: "The 17 most-Michelin-starred cities in the world 2017", the drinks business, November 2017
Original Data: Michelin Guide

Worldwide attention Japanese culture

Travel and Tourism Competitiveness

1st in Asia

Analysis of more than 3.8 million words searched in 9 languages

Source: "Travel and Tourism Competitiveness Report 2017", World Economic Forum

Convenient and livable country, Japan

The number of convenience stores

55,000

There are convenience stores everywhere in the country, and people can easily buy necessities, and luxury grocery items within their area of residence or commute.

Reference: "CVS statistics year trend", Japan Franchise Association

Comments from foreign companies

- There are **nearby convenience stores and hypermarkets** where we can buy a wide range of goods including necessities, liquor, and goods for hobbies.
- We can eat a wide variety of food. We can enjoy **cuisine from our home country** and other countries. There is a high level of health consciousness.

Source: "Survey on Attitudes of Foreign-Affiliated Companies toward Direct Investment in Japan Report 2018," Ministry of Economy, Trade and Industry (METI), February 2018

Food

US Travel magazine "Condé Nast Traveler" "The Best Cities in the World" Ranking 2018
Tokyo 1st, Kyoto 2nd, Osaka 12th

Source: "The Best Cities in the World: 2018 Readers' Choice Awards", Condé Nast Traveler 2018