

# **TOKYO: GATEWAY TO THE GROWING ASIAN MARKET**

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# *UK Companies in Tokyo*

## Examples of Major UK Companies in Tokyo

**Finance & Insurance**  
Barclays  
Lloyds Bank  
The Royal Bank of Scotland  
Standard Chartered Bank

**Resources**  
BP  
Rio Tinto

**Medical**  
GlaxoSmithKline  
Smiths Medical  
Smith & Nephew

**Airlines**  
Virgin Atlantic  
British Airways

**Manufacturing**  
Rolls-Royce  
Dyson

**Construction**  
Arup

**Communications**  
BT Group

# *Global Business Hub*

## Cities with Center of Fortune Global Companies

**Tokyo 48**

Beijing 44

Seoul 11

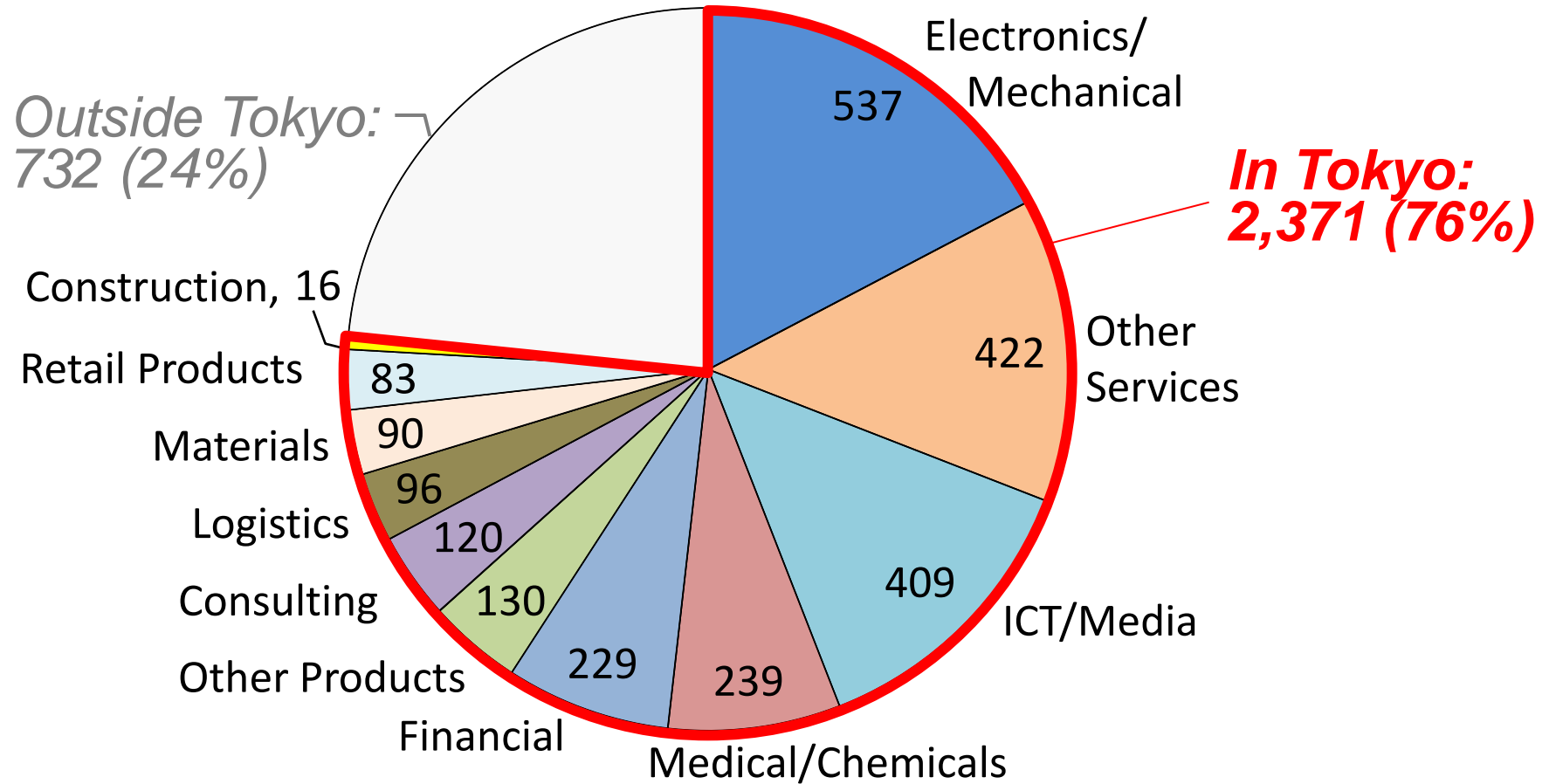
Shanghai 6

Hong Kong 4

Fortune Global 500 (2012)

# Global Business Hub

Tokyo is home to 76% of foreign firms with HQs in Japan



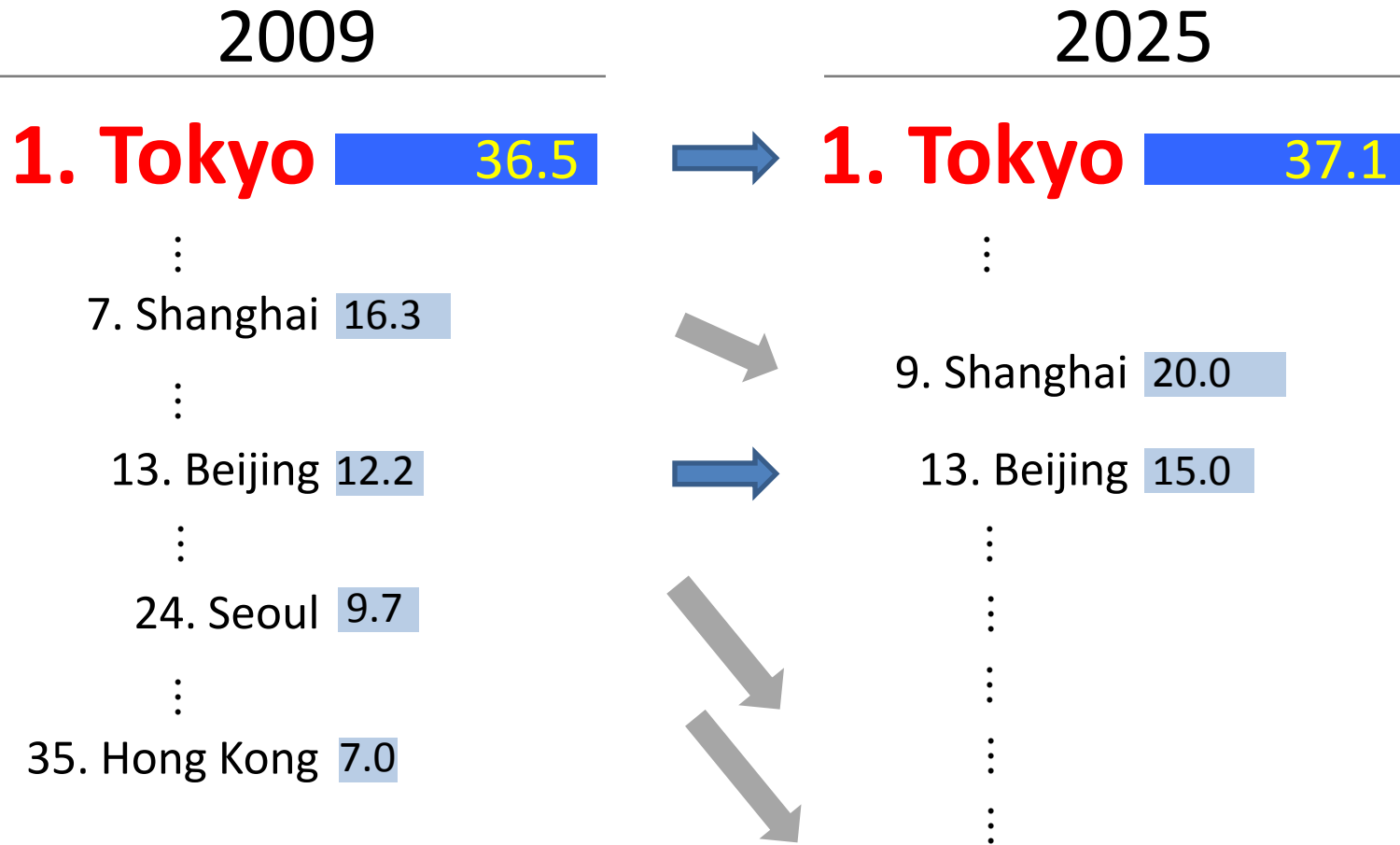
TMG Analysis from Toyo Keizai "Gaishikei Soran 2013"

# Why Tokyo?

- 1. Huge and new market*
- 2. Cutting-edge metropolis*
- 3. Stable business environment*
- 4. Premier living environment*
- 5. Policies and support*

# 1. Huge and new market

## Urban Agglomeration (Million Persons)



United Nations "World Urbanization Prospects, the 2009 Revision"

# 1. Huge and new market

## Market Size (GBP)



84.1 B



69.4 B

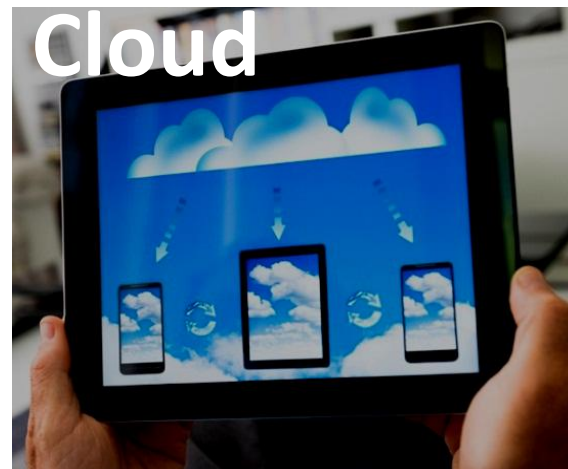


37.1 B

TMG "Invest Tokyo" webpage (1 GBP = 170 JPY)

# 1. *Huge and new market*

## New Market





## *2. Cutting-edge metropolis*


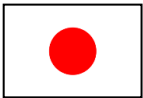



Trends

Innovation

Quality

### 3. *Stable business environment*

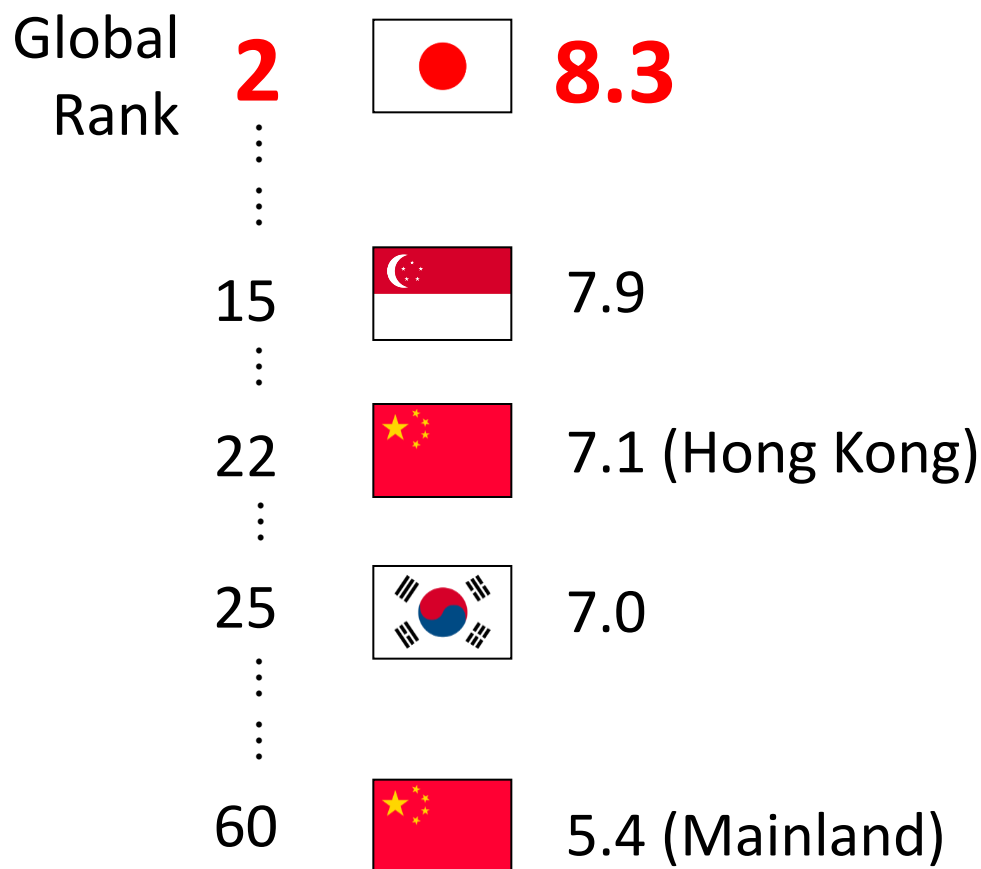
#### Low Political & Economic Risks

Global Rank	1		0.67
	:		
	<b>3</b>		<b>1.90</b>
	:		
	5		2.64 (Hong Kong)
	:		
	:		
	11		6.90
	:		
	12		7.00 (Mainland)

Political and Economic Risk Consultancy's Annual Report 2012

### 3. *Stable business environment*

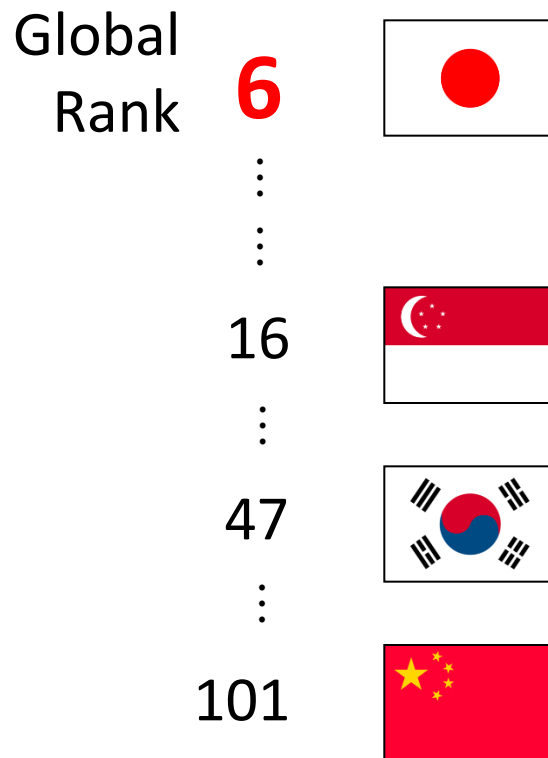
#### Rights Protection



2013 Intellectual Property Rights Index Ranking

# 4. Premier living environment

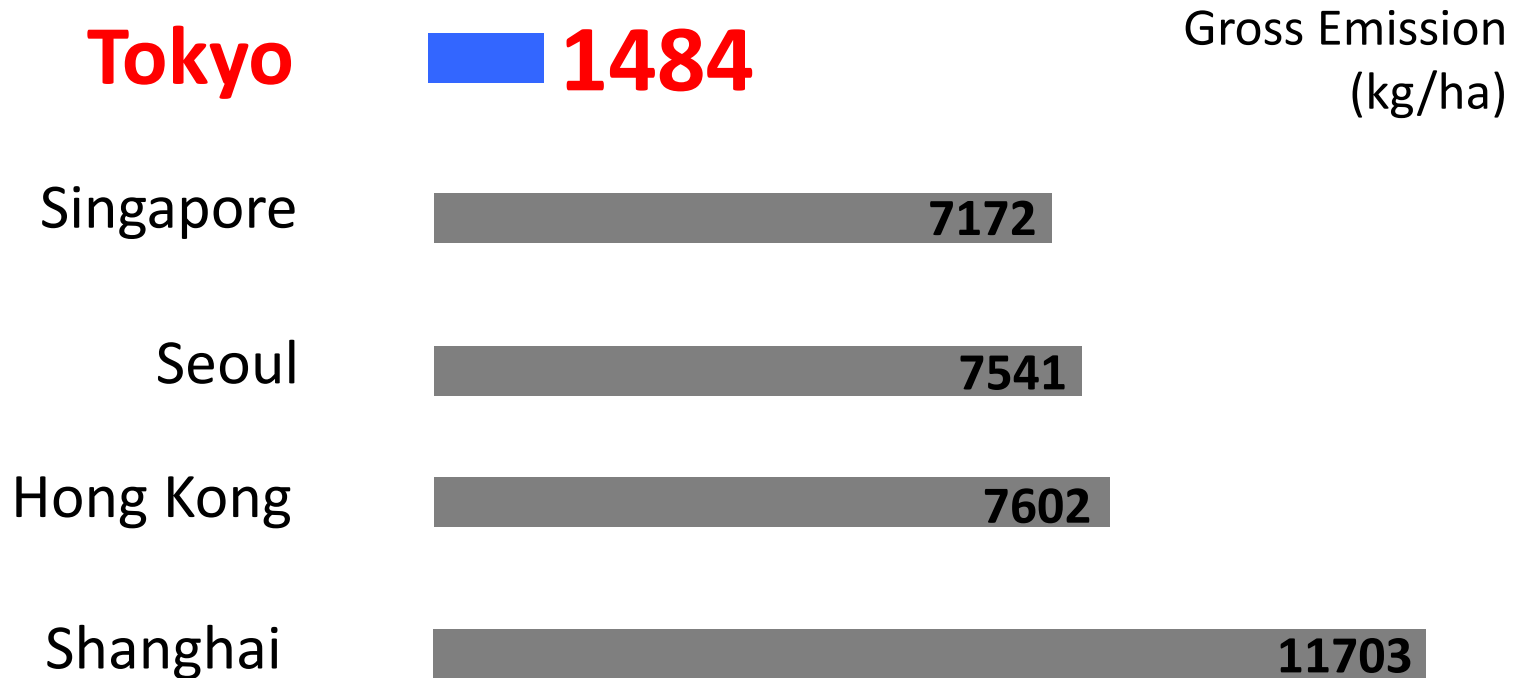
## Safest in Asia



Economic intelligence Unit “2013 Global Peace Index”

## 4. Premier living environment

### Cleanest Air



# 4. Premier living environment



Shopping



Eating

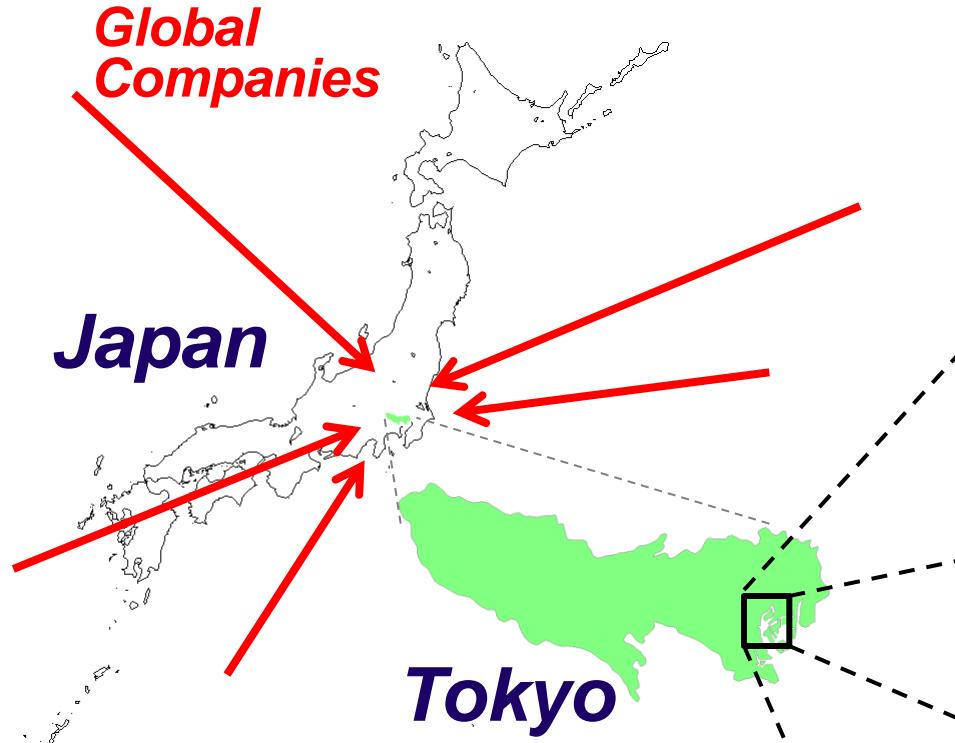


Drinking

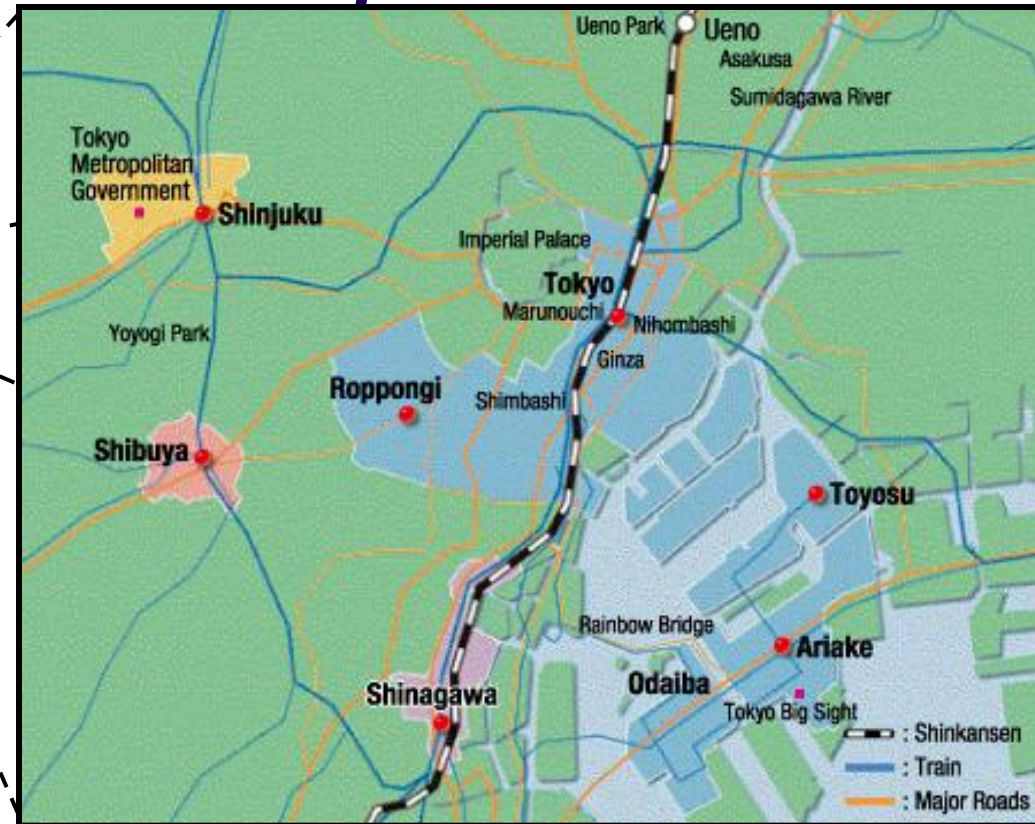


Art & Music

# 5. Policies and support



## Asian Headquarters Special Zone





# *5. Policies and support*

## Support Programs

- Tax Deductions
- Subsidies
- Business Support



# Looking Forward to Seeing You!

## Contact:

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## Business Support :

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