



Global Start-up City, FUKUOKA

FUKUOKA City ?

# Fukuoka City ?





# London ~ Amsterdam ~ Fukuoka



# Fukuoka City ?





# Fukuoka City ?

**Within a radius of 2.5km**



**Main station**

**Port**

**Airport**

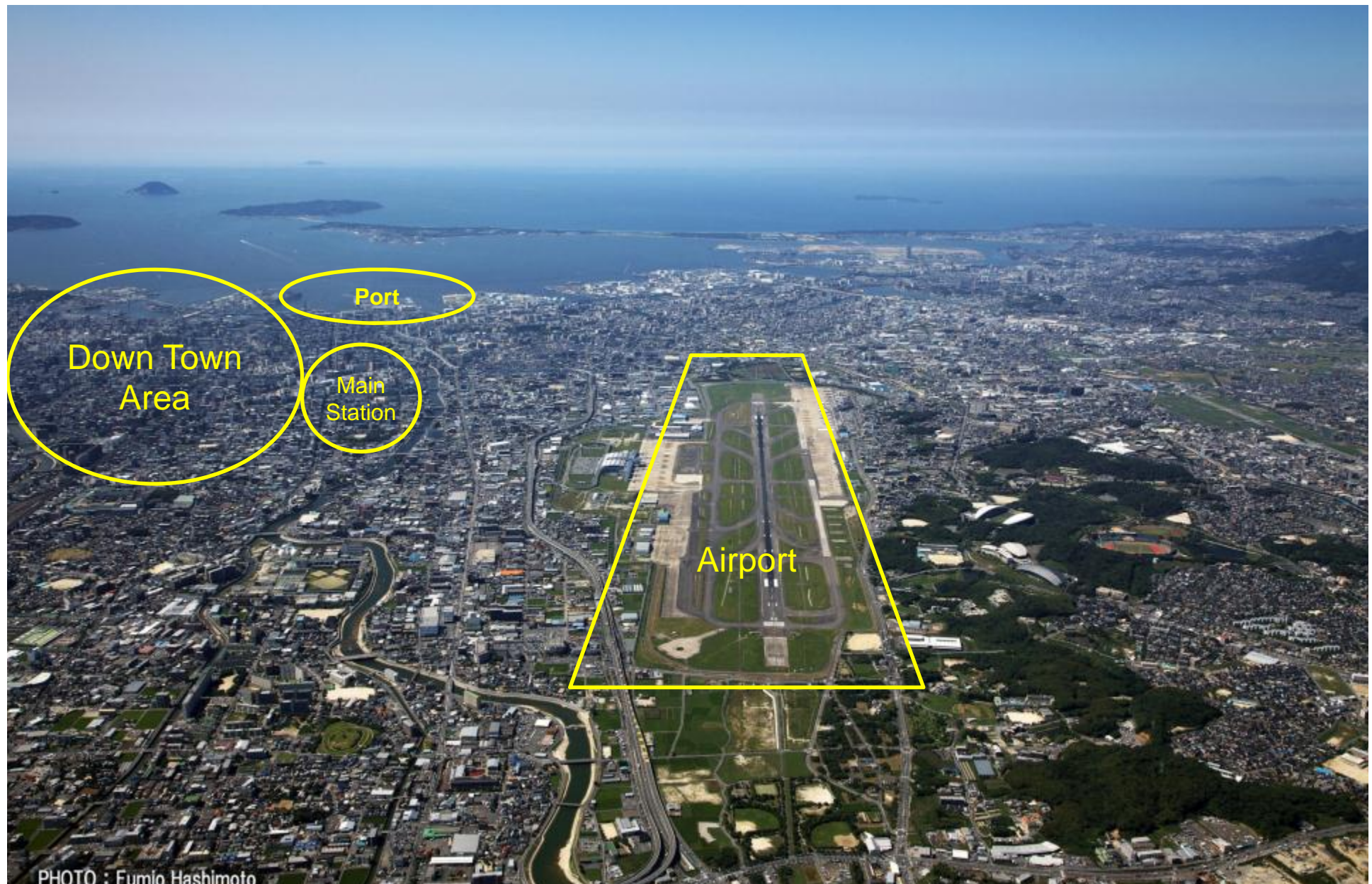
**Downtown**



A map of Fukuoka City showing the city's layout and key locations. A red dashed circle indicates a 2.5km radius from the center. The map includes labels for the Main station, Port, Airport, and Downtown. The Airport is marked with a white star on a green island. The Port is marked with a red dot. The Main station is marked with a red dot. The Downtown area is marked with a red dot. The map also shows the city's coastline, major roads, and green spaces.



# Fukuoka City ?





Compact

# Fukuoka City ?

PHOTO : Fumio Hashimoto





Compact

# Fukuoka City ?

PHOTO : Fumio Hashimoto





Compact

# Fukuoka City ?



PHOTO : Fumio Hashimoto



# Fukuoka City ?

Compact



Compact

# Fukuoka City ?





Nature

# Fukuoka City ?



# Fukuoka City ?

Nature





Nature

# Fukuoka City ?





# Fukuoka City ?

Nature





# Fukuoka City ?

City Centre





# City Centre Fukuoka City ?





# Fukuoka City ?

City Centre





# Resident Satisfaction in Fukuoka City





Night Life

# Fukuoka City ?





# Fukuoka City ?

## Night Life





# Fukuoka City ?

## History





# Fukuoka City ?

History





History

# Fukuoka City ?





# Fukuoka City ?

## History





# Fukuoka City ?

## Traditional Culture





# Fukuoka City ?

## Traditional Culture





# Fukuoka City ?

## Sports





# Fukuoka City ?

Sports





# Fukuoka City ?

## Sports





# Fukuoka City ?

Food





# Fukuoka City ?

Food





# Fukuoka City ?

Food





# Fukuoka City ?

## Food





Food

# Fukuoka City ?







# City Profile



# Profile of Fukuoka City

	Fukuoka	Birmingham
		
Population	1.5MM	1MM
<i>Population of Urban Area</i>	<i>2.4MM</i>	<i>2.3MM</i>
City Area	342km <sup>2</sup>	268km <sup>2</sup>
Industry	Commerce, Service(IT etc.)	Car, Plane metal products



# Economic Magnitude

## Comparison of GRPs

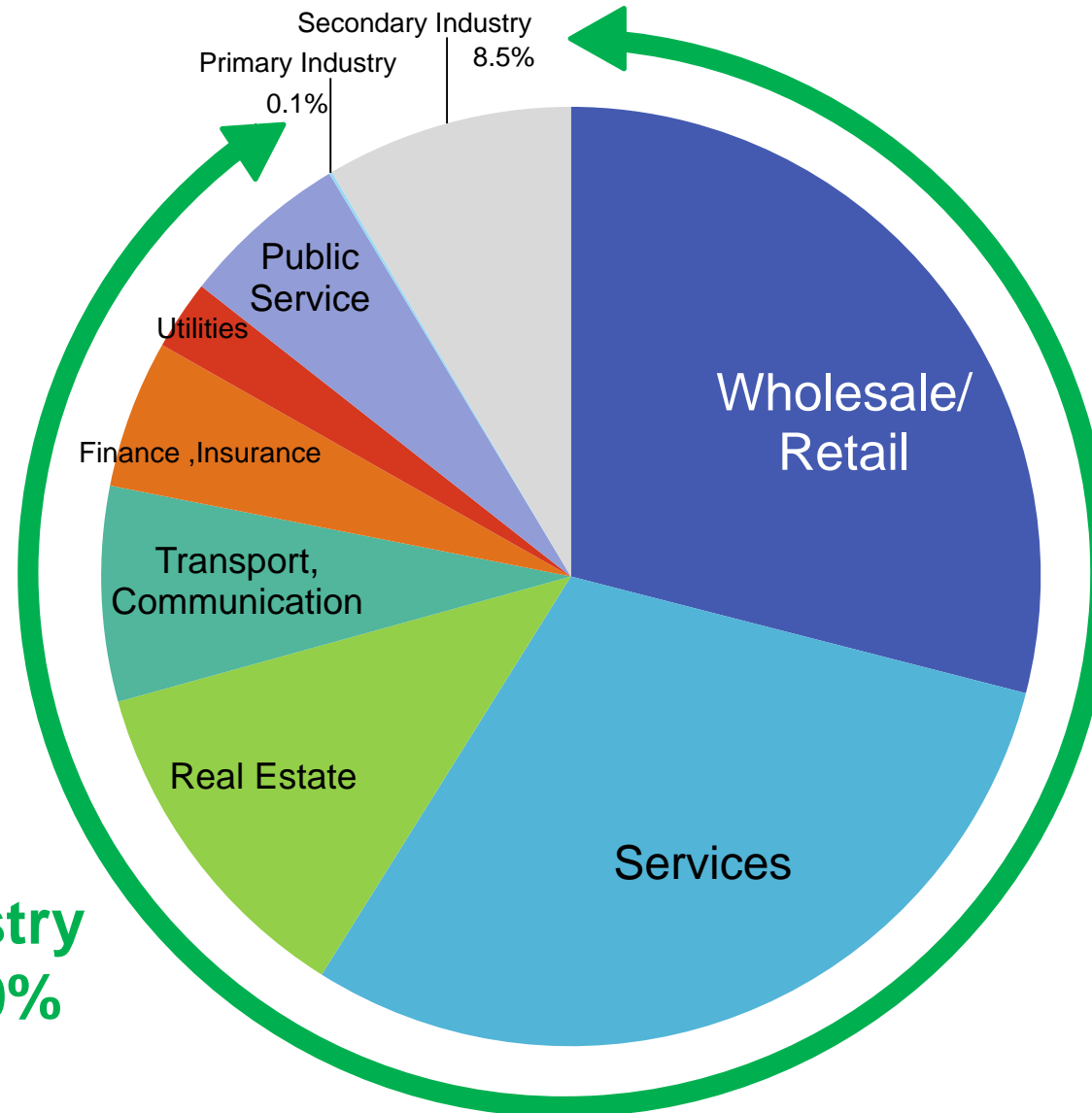
City	Nation	GRP(billion USD)
Fukuoka (Fukuoka ~ Kitakyushu Area)	JPN 	185.6
Frankfurt	GER 	226.9
Sydney	AUS 	203.1
Barcelona	ESP 	171.0
Rome	ITA 	167.8
London	UK 	731.2

Source : The Brookings Institution, 2012



# Fukuoka's Industrial Structure

**The tertiary industry accounts for 90% of the city's GDP**



**Tertiary Industry  
More than 90%**



# High Reputation in World Media



## MONOCLE(U.K.)

### The 12<sup>th</sup> Most Livable City in the World

Article Overview

#### **Fukuoka # 12:**

With many green open spaces, Fukuoka offers relaxing urban life to its 1.5 million residents. Since Tokyo, Shanghai and Seoul are about the same distance from Fukuoka, the city is an ideal location for companies wishing to expand their business to Asian market. In addition to that, Fukuoka is blessed with natural beauty of mountains, sea and clean air while it boasts lively art scene as well as impressive food culture. Attracted by this favorable environment, many world - class high-tech companies established their research institutes in Fukuoka.

# Fukuoka Model for Cities of 1-million in Asia

## BOX 5.4: A COMPACT, DYNAMIC AND LIVEABLE CITY: FUKUOKA, JAPAN



Fukuoka City. © Rumi Kishimoto/Fukuoka City

Fukuoka is located on the southern island of Kyushu in Japan, roughly 1,000 kilometres from Tokyo. Japan's eighth largest city with a population of 1.5 million, Fukuoka enjoys a unique geography, surrounded by the ocean to the north and spacious green suburbs and gentle mountains towards its southern outskirts. It has all the features of a modern urban centre, but none of the rush of a congested mega-city. The interplay of geography and people shapes its character, which is best described as open and friendly. Fukuoka is considered as Japan's most liveable city<sup>1</sup> by a number of foreign publications. The *New York Times* once saw the city as 'a time capsule of modern design' and as 'one of the best places in the world to see the works of world-class contemporary architects side by side.'<sup>2</sup>

It has a well-developed infrastructure and basic services. The city is home to the Fukuoka Method, a semi-urban land-use management process that has been replicated in a number of developing countries. Having experienced several severe water shortages these past few decades Fukuoka is the only city in Japan with its own large-scale seawater desalination plant, which can produce up to 50,000m<sup>3</sup> (or the volume consumed by roughly 250,000 people) of high quality water every day. The facility supplements river/dam water sources, about which information is published daily to raise public awareness on water conservation. Fukuoka is also testing hydrogen as a new source of 'clean', sustainable energy.<sup>3</sup> So far, a pilot scheme (the largest of its kind in the world) has nearly 150 households running

## Report Overview

# "Fukuoka Model"

Fukuoka offers a high quality of life, enabling a good balance between development and the environment, city and suburbs, modernity and tradition.





# Livable city for non-Japanese as well



## ●Fukuoka International School

The City has a WASC-and IB approved international school that provides education in English based on the U.S. curriculum for children from pre-schoolers to high school students.

## ●Rainbow Plaza

Rainbow Plaza, located in Tenjin (downtown), offers information about life in Fukuoka, general consultation and counseling services, legal consultation service, and other support services for non-Japanese residents in Fukuoka.



## ●Voice directions in foreign languages on public transport

Voice direction in multiple foreign languages are available on public transport such as subway. Questions about the subway are answered at the ticket windows at the subway station. (free of charge: available in English, Chinese, and Korean).



## ●Love FM

Love FM provides information about various topics in foreign languages, including the municipal administration, as well as life, tourism and events in Fukuoka.



Fukuoka, Saga, Nagasaki, Kumamoto,  
Oita 76.1MHz  
Fukuoka nishi 82.5MHz  
Kitakyushu, Yamaguchi 82.7MHz

## ●Fukuoka Now

The free monthly information magazine for non-Japanese Fukuoka residents and overseas tourists.



FUKUOKA CITY

The Best Place for  
Investment



# Rich in Human Resources

- University students represent 5.3% of the total population  
⇒ **second highest** of Japan's major cities.
- Approx. **30,000 science major students.**
- Approx. **7,000 people graduate** from universities and technical colleges every year.



KASTEC (Art, Science and Technology Center for Cooperative Research, Kyushu University)



Fukuoka Institute of Technology



Kyushu Sangyo University

# Rich in Talented Human Resources

## ★Young generation

( ages between 15 and 29)  
represents 19.2% of total population.

⇒ the **highest** among major  
cities in Japan. (\*Average rate is 16.5%in ordinance-designated cities)



## ★Young women

(ages between 15 and 29)  
represent 51.7%of total young population.

⇒ the **highest** among major  
cities in Japan. (\*Average rate is 49.8%in ordinance-designated cities)

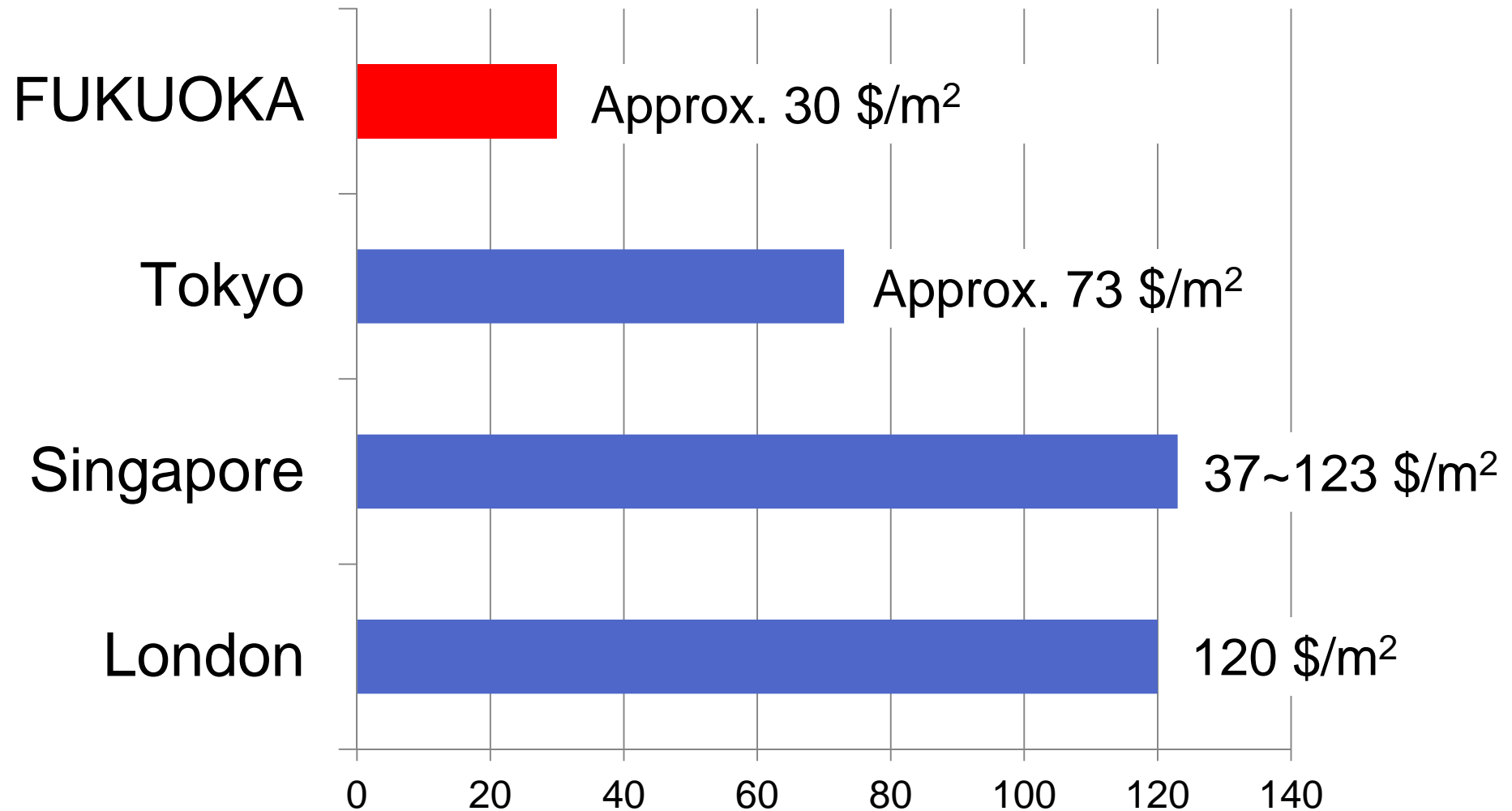




# Reasonable Cost for Business

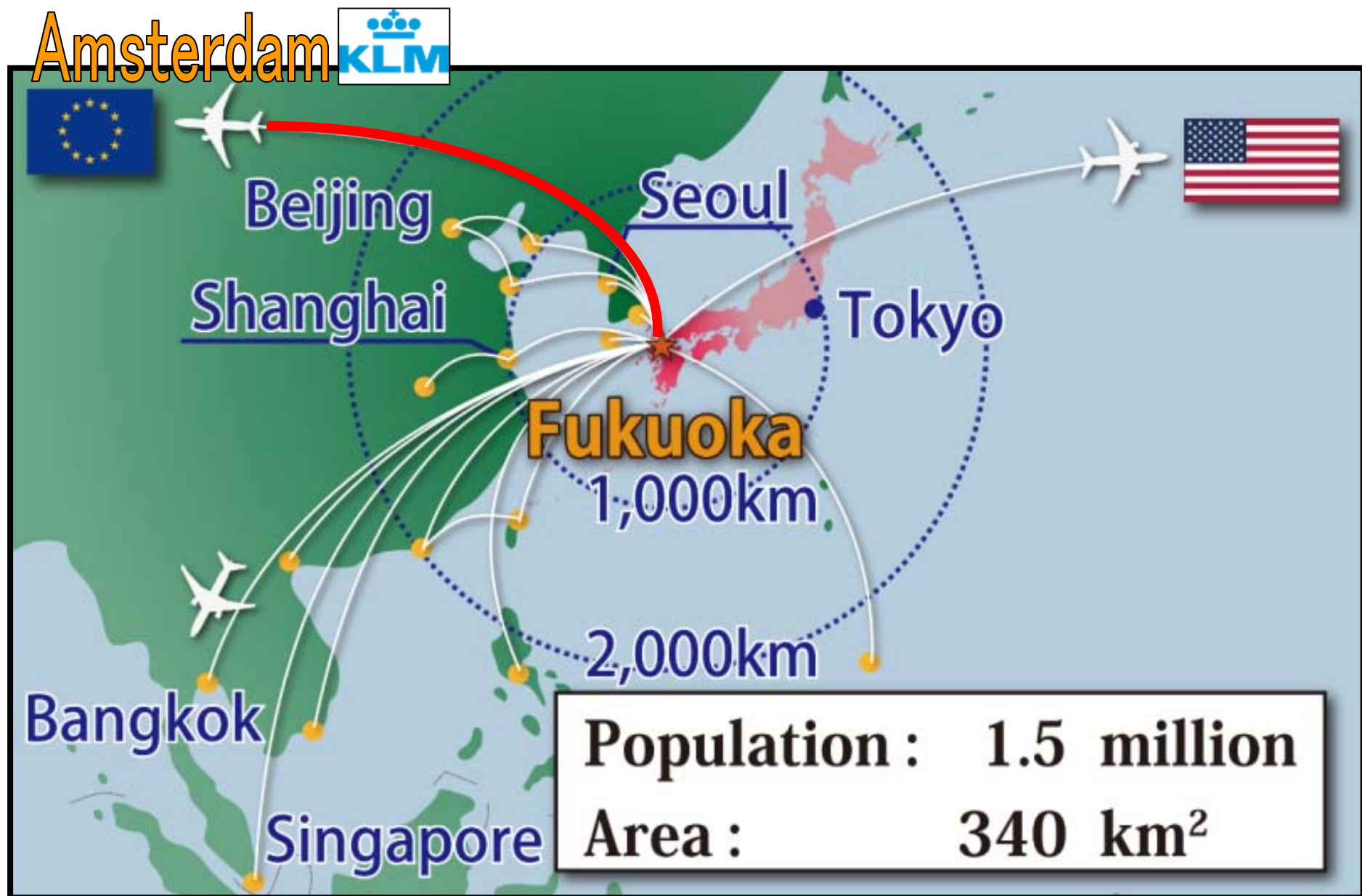
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## Office Rent(USD/m<sup>2</sup>)



Source/ Singapore, London : JETRO Homepage  
Tokyo, Fukuoka: CBRE Office Market Report 2010

# Fukuoka City ?





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Transportation hub



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Transportation hub





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## Transportation hub





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Transportation hub





# Fukuoka City ?

**Within a radius of 2.5km**



**Main station**

**Port**

**Airport**

**Downtown**



A map of Fukuoka City showing the city's layout. A red dashed circle indicates a 2.5km radius. Key locations are marked with red dots and labeled: 'Main station' (top right), 'Port' (left), 'Airport' (bottom right, marked with a white star on a green field), and 'Downtown' (bottom center). The map also shows roads, rivers, and green spaces.



# Fukuoka draws a growing number of companies

Between FY2011 and FY2013

○ **128** companies set up bases of business in Fukuoka

○ Generated

Over **10,000** Jobs

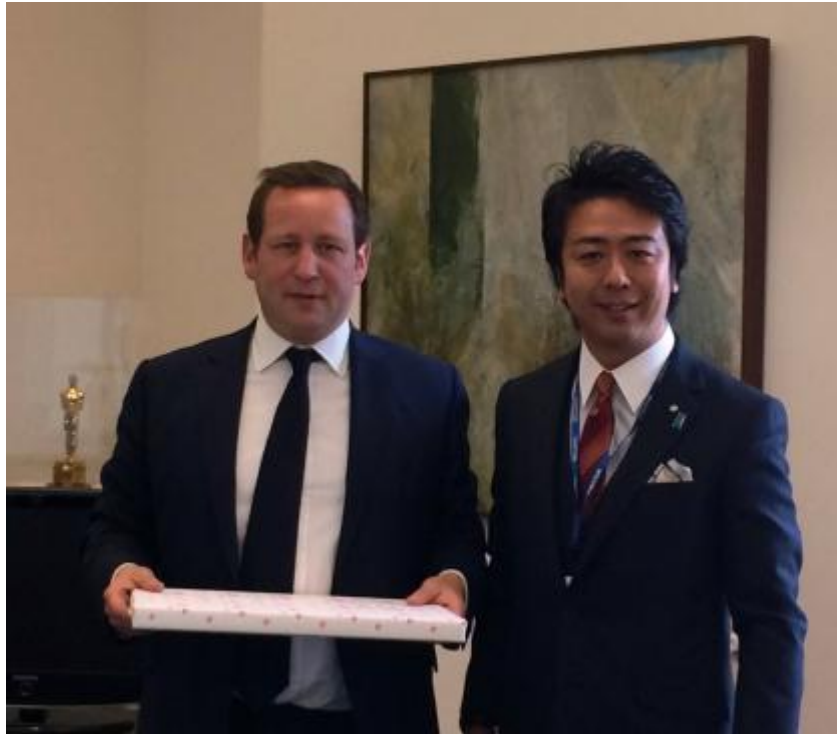


# MOU (Fukuoka City and the UK)





# Fukuoka Delegation to the UK



Mr. Ed Vaizey  
Minister for Culture, Communications  
and Creative Industries



Company visit



Global Start-up City

**FUKUOKA**



# National Strategic Special Zone

Fukuoka city was chosen as the  
Global Startup National  
Strategic Special Zone



# National Strategic Special Zone

Along with Start-up,

Expansion  
of  
Convention  
Business

+

Support  
for  
Start-up

Increase in **Business Entry Rate** !

Promotion of **Innovation** !

Creation of **New Businesses** !



# What can take place in the special zone?

## Prepare draft of government support measures

- Clarify employment conditions
  - Review residence status of foreigners
  - Allow foreign doctors and foreign nurses to practice medicine
  - A reduction in the corporate tax rate
- · · etc

# Various Ideas...

Voices from someone who wants to start business in Japan

- I would like to set up business in Japan. However, it is very difficult to obtain a **status of residence**.

→ **Promote regulatory reform** so that foreign entrepreneurs can more easily stay in Japan...





# Various Ideas

## Voices of people from abroad

- I am willing to start a new business in Japan, however, regulations hinder efforts to launch new business activities
- I am concerned about differences in lifestyle and living environment.

→ Develop measures to address these issues through **deregulation** and **creation of more business-friendly environment**

**Through deregulation, Fukuoka can offer the best business environment!**

Effective use of Global Startup National Strategic Special Zone  
in the collaboration with residents and companies!

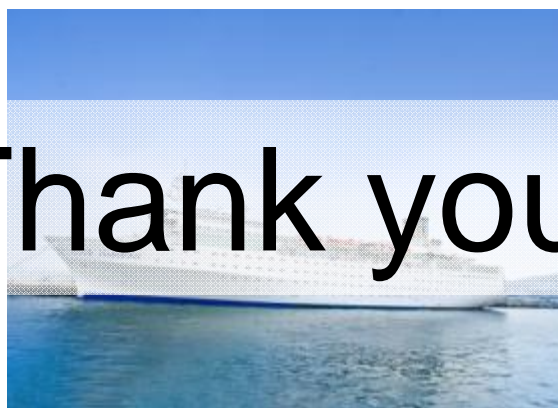
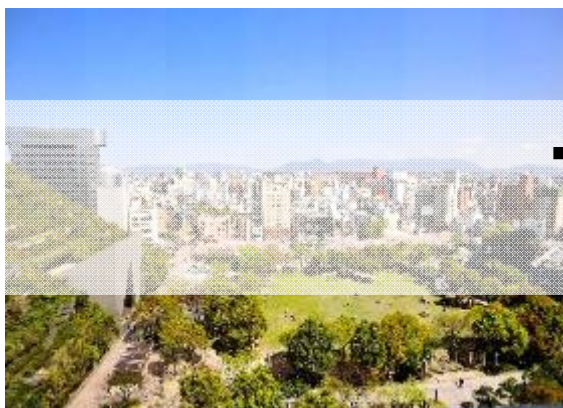
Aiming to be one of **the world's  
best start-up cities**

What can we do in the special zone ?  
**Let's share your ideas about**  
Deregulation measures  
**and**  
Proposals of projects



# Fukuoka

A livable city  
that is take on challenges



Thank you !

