

JETRO Digital Investment Initiative: Nevada



ネバダへようこそ



Nevada: Powering Ahead

**Nevada is the
Fastest
Growing
State in the
Nation**

Rank	State	Annual Growth
1	Nevada	+2.09%
2	Idaho	+2.05%
3	Utah	1.87%
4	Arizona	+1.74%
5	Florida	+1.54%

** Source: United States Bureau of Labor Statistics*



Japan	
Population (2019):	126,131,000
Area:	145,932 mi ²
GDP (2018):	\$4.97 trillion

Nevada	
Population (2019):	3,080,156
Area:	110,567 mi ²
GDP (2018):	\$166 billion



*Nevada Rankings**



#1

Private Sector
Job Growth



#1

Las Vegas - largest
Metro with most
startup businesses



#2

Cultural
Diversity



#2

Women
Entrepreneurs in
2020



#2

2019 Small
Business Policy
Index



#3

2019 Small
Business Tax
Index



#3

CEO Rankings for
Best State for
Business in 2020



#4

HyperX Esports
Stadium is 4th in the
world for its cutting-
edge technology and
gaming facilities

** A comprehensive list of sources available at GOED*



Geographic Location

Proximity to major markets and logistic/transportation advantages:

One day truck service
to seven state and
over 56 million
people

Two-day truck service
to 11 states and over
64 million people



Airports

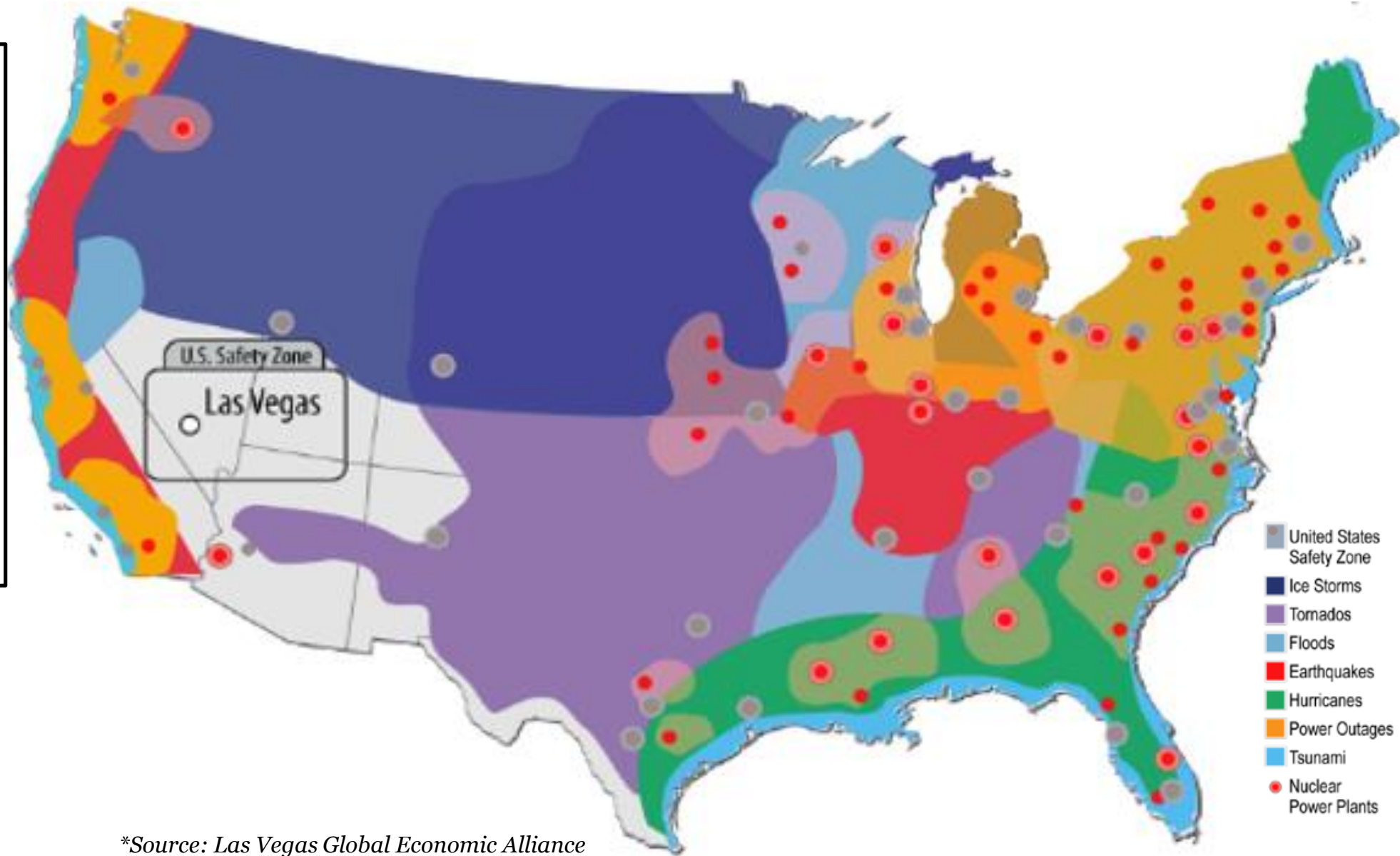
- McCarran Intl. Airport (Las Vegas)
 - 6th busiest airport in the Northern America
- Reno-Tahoe Intl. Airport
 - strategically located between major ports of San Francisco and Los Angeles, official diversion airport for California.

Rail Service

- Northern Nevada Service Providers
 - Burlington Northern Santa Fe
 - Union Pacific
- Southern Nevada Service Provider
 - Union Pacific

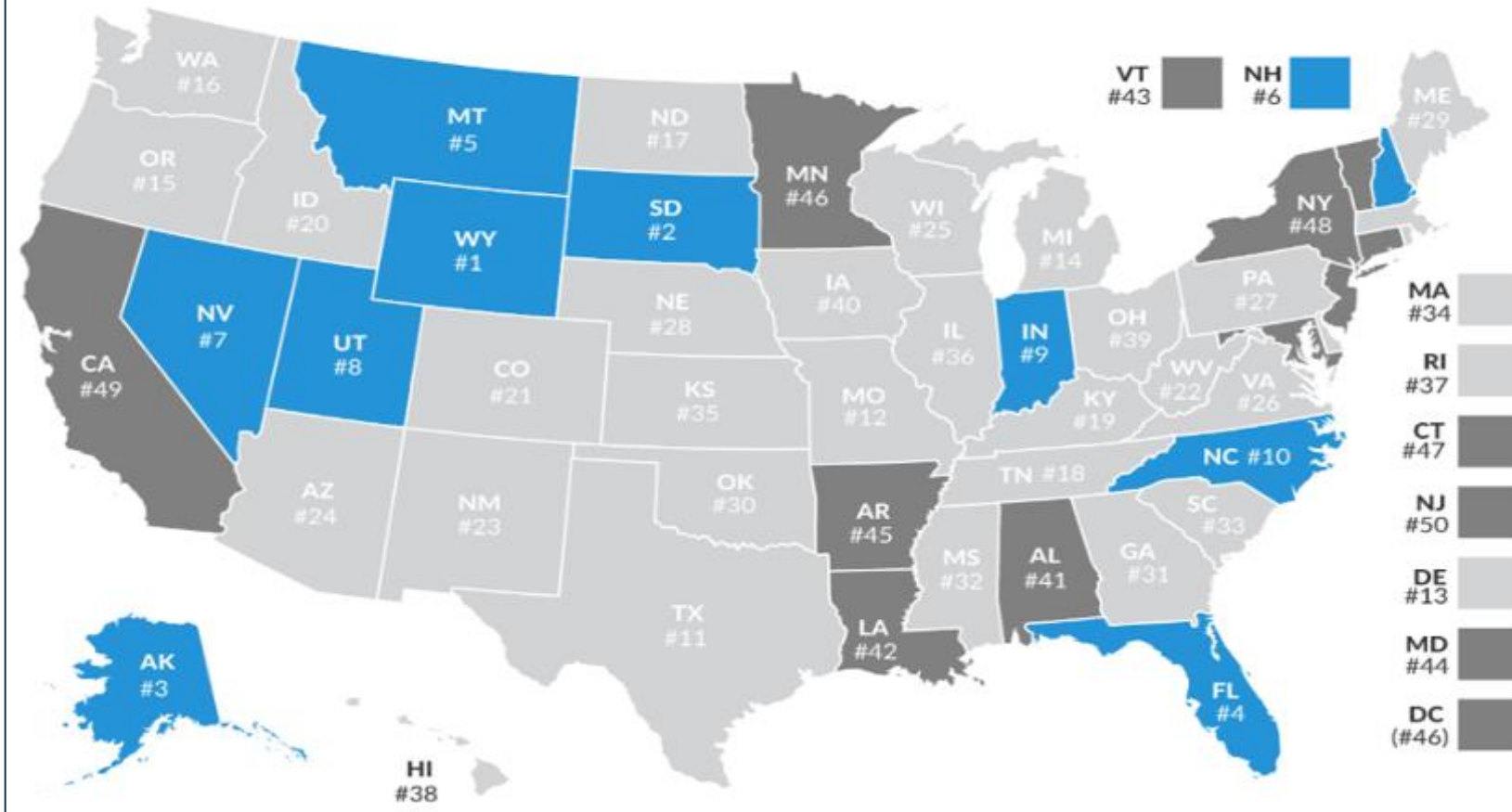


**Greater
Vegas
Region is
Least
Likely for
Business
Interruption**



Business Advantages – Tax Structure

2021 State Business Tax Climate Index



Nevada's Tax Structure is one of the least burdensome in the nation:

- NO Corporate Income Tax
- NO Personal Income Tax
- NO Inventory Tax
- NO Unitary Tax
- NO Franchise Tax
- NO Inheritance Tax
- NO Special Intangible Tax



Working with the Nevada Governor's Office of Economic Development (GOED)



GOED works closely with local governments and other state agencies, as well as commercial real estate entities, to fast-track process of finding the adequate commercial property/land with adequate infrastructure, and to help and support for licensing or permitting processes.

Our office can also provide direction and support on a range of areas such as business incentives, workforce development, data and analytics, procurement assistance, and taxation queries.

Nevada's dedicated group of economic development professionals stand ready to assist Japanese companies and looks forward to working with you all.



Incentive Programs

Standard Tax Abatements:

Sales and Use Tax Abatement - Sales and use tax abatement for up to 2 years on qualified capital equipment purchases, with reductions in the rate up to 2%.

Modified Business Tax Abatement - Up to 50% abatement for up to 4 years on quarterly payroll over \$50,000 taxed at 1.475%.

Personal Property Tax Abatement - An abatement on personal property not to exceed 50% over a maximum of 10 years.

Real Property Tax Abatement for Recycling - Up to 50% abatement for up to 10 years on real and personal property for qualified recycling businesses.

Industry Specific Tax Abatements:

Aviation Parts Tax Abatement - Approximate 75% sales tax and 50% personal property tax abatements for up to 10 years.

Data Center Tax Abatement - Approximate 75% sales tax and 75% personal property tax abatements for up to 10 and 20 years.



Tools and Resources for Businesses

Rural Community Development Block Grants

Build prosperity and enhance the quality of life in rural Nevada, by focusing on housing, and the creation of economic opportunities in rural parts of the state.

Nevada Main Street

Encourages development of capacity and capital to revitalize Nevada Main Streets by improving aesthetics and promoting business creation/retention.

Entrepreneurship Program for Rural Nevada

Entrepreneur network will create a complete ecosystem of entrepreneurs, mentors, and investors resulting in successful business development across rural Nevada.

Film Office

Offers transferable tax credits for film and other productions; it has a variety of production resources and crew + service information.

Procurement & Technical Assistance Center

Helps simplify the process and cut through the red tape of selling services and/or products to the government, connecting businesses with lucrative opportunities.



Workforce Development Programs



Workforce Innovations for a New Nevada – administered by GOED

Employers may receive assistance from GOED to connect to an existing program or develop a custom program to meet their unique need.

Learn & EARN Advanced-Career Pathways (LEAP)

LEAP integrates education, government and industry in a standardized process to ensure that workers have the skills they need to succeed in both the short and long-term.



Workforce Connections

Southern Nevada's Local Workforce Development Board responsible for the operation of the One-Stop Delivery System in the Southern Nevada Local Workforce Development Area. It connects Employers to a Ready Workforce establishing dynamic partnerships with employers and the community to connect job seekers to education, job training, and employment opportunities.



Key Industries in Nevada: Technology

- 56.9% increase in jobs (2010-2019)
- Blockchain
- Smart City
- Smart Mobility
- Water Technology



Underground tunnel network in Las Vegas



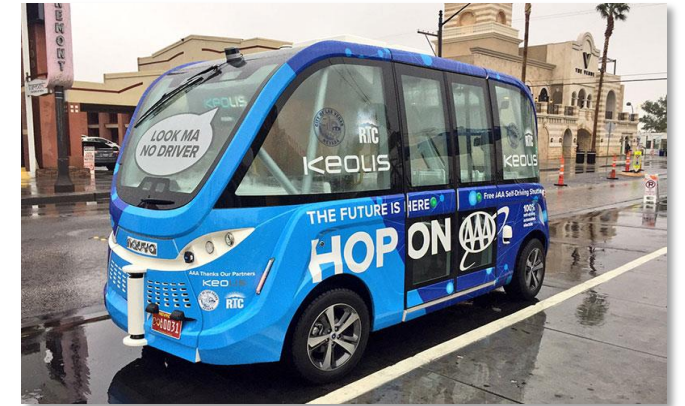
Blockchain Smart City Project in Northern Nevada



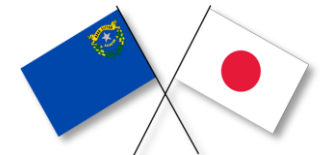
Google second data center in Nevada



Smart City Project in Las Vegas

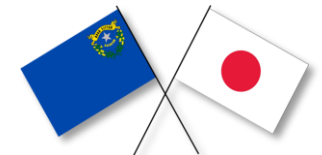


Autonomous Shuttle in Las Vegas



Manufacturing & Logistics

- 153,679 jobs (2019)
- Nevada manufacturing grew at a faster rate than any other sector (2018)
- Largest contributor to the state's gross domestic product (2018)
- APEX Industrial Park in Southern Nevada: 18,000+ developable acres / 72.84 km²
- Tahoe-Reno Industrial Center in Northern Nevada: 30,000+ acres / 121.40 km²
- 7,500 acres (30.35 km²) of Foreign Trade Zones (key benefit: improve cash-flow by deferring, reducing, and eliminating customs duties)
- Projections set to continuously increase and drive Nevada as a leading manufacturing state



Agriculture

- 60.8% increase in jobs (2010-2019)
- Nevada's ranches rank third in the nation in size, averaging 3,500 acres
- Japan is top food and agriculture trade partner, in 2020 exports from Nevada to Japan increased to over \$ 33 million*

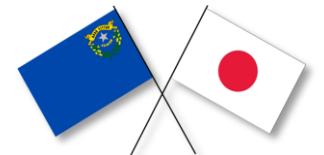
Natural Resource Technologies

- 47.2% increase in jobs from 2010-2019
- Hydroponic, aeroponic, and aquaponic technologies



Dayton Valley Aquaponics, Northern Nevada

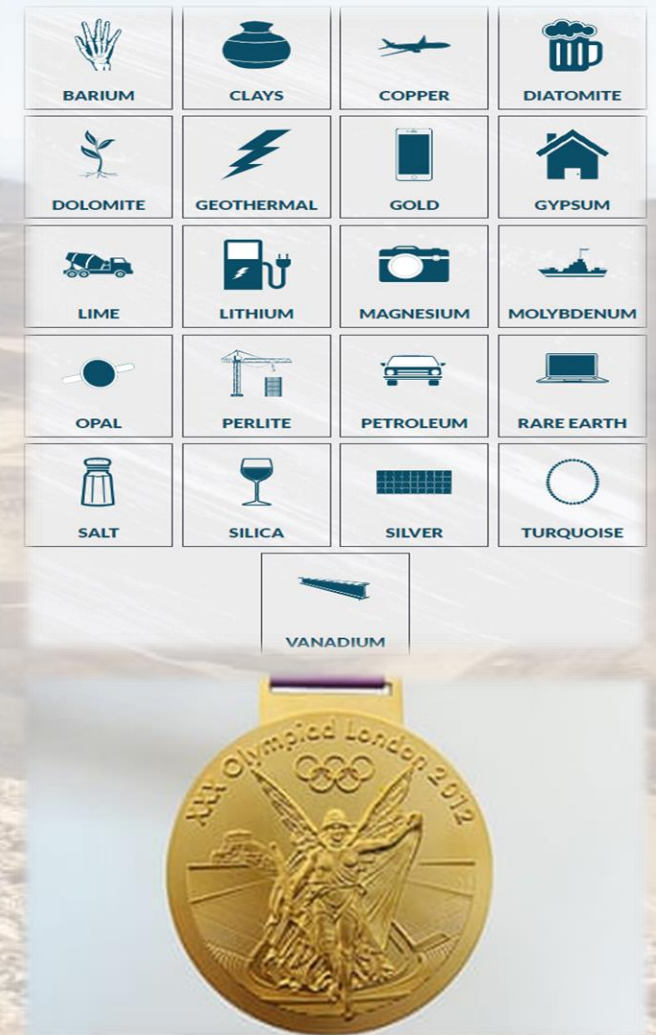
* Source: Euromonitor International, 2020



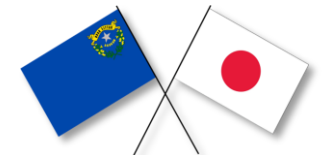
Mining

- 14,875 jobs (2019), 127% above national average
- More than **20 minerals** critical to our daily life are produced in Nevada
- **The top jurisdiction in the world** for investment in 2020 based on the Investment Attractiveness Index is Nevada, which moved up from 3rd place in 2019*
- The University of Nevada's Mackay School of Earth Sciences and Engineering, based in Reno, is one of the leading mining schools in the world

* Source: *Fraser Institute Annual Survey*



Medals at the London Olympics shone a little brighter, thanks to Nevada gold



Aerospace

- 16,535 jobs (2019), 24.6% increase (2010-2019)
- Nellis Air Force Base, Creech Air Force Base, Naval Air Station, Hawthorne Army Depot
- Nevada, #2 ranked Drone Industry position for a second consecutive year as a **national leader** in Unmanned Aerial Systems (UAS).*
- Nevada, the only **state-wide UAS** test site for Federal Aviation Administration integration into National Airspace System, managed by Nevada Institute for Autonomous Systems

Education & Research

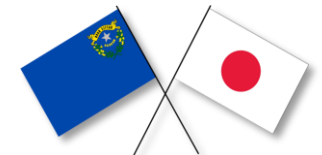
Las Vegas campus of
Embry-Riddle
Aeronautical
University

University of Nevada,
Reno Nevada Center
for Applied Research -
Nevada Advanced
Autonomous Systems
Innovation Center

Desert Research
Institute

University of Nevada,
Las Vegas UAS minor
program

**Business Facilities' 15th Annual Rankings: State Rankings Report*



Healthcare

Nevada is a center of advanced health and medical research, as well as leading clinical treatment and education institutions.

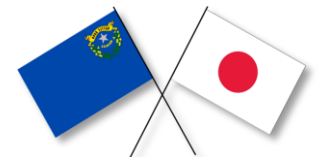
- 124,353 jobs (2019)
- 40.8% job increase (2010-2019), national average 22.9%

Leading Academic Institutions:

- University of Nevada Reno School of Medicine
- University of Nevada Las Vegas School of Medicine
- Touro University
- Roseman University School of Health Sciences

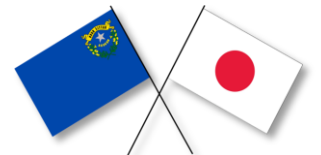
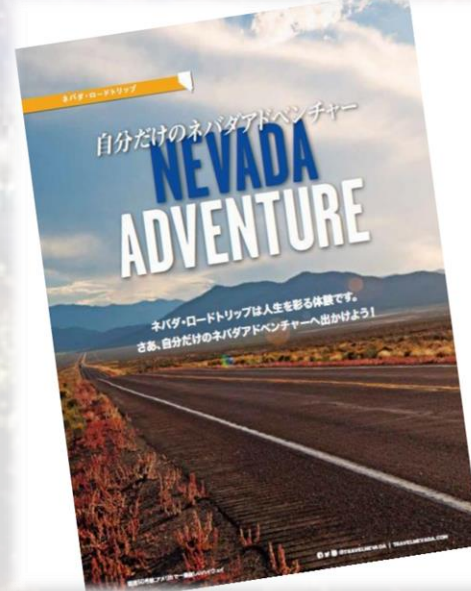
Leading Businesses:

- Cenegenics Medical Institute, *the world's largest age management practice*
- Spectrum Pharmaceuticals, *biopharmaceutical company with a primary focus in oncology*
- Varian Medical Systems, *oncology R&D and medical device manufacturing*
- Cleveland Clinic Lou Ruvo Center for Brain Health



Tourism & Hospitality

- 433,405 jobs (2019), 117% above national average
- Over 56 million people visit Nevada each year
- Over 6,6 million convention attendees (2019)
- 150,000 hotel rooms
- William F. Harrah College of Hotel Administration at University of Nevada Las Vegas, ranked 2nd worldwide
- 243,500 visitors traveled from Japan to Las Vegas in 2019, 14.5% increase from 2018



Global Cluster Leaders in Nevada

<u>Technology</u>	<u>Energy</u>	<u>Healthcare</u>	<u>Manufacturing</u>
          	     	    	         
<u>Logistics</u>	<u>Defense/Aerospace</u>	<u>Gaming/Hospitality</u>	<u>Mining</u>
  	   	        	      



Startup Ecosystem

- Nevada is projected to have the 2nd fastest rate of tech job growth in the nation (20.4 %) through 2026.

Source: Applied Analysis

- Nevada is 6th in the U.S. for startup job creation.

Source: Ewing Marion Kauffman Foundation

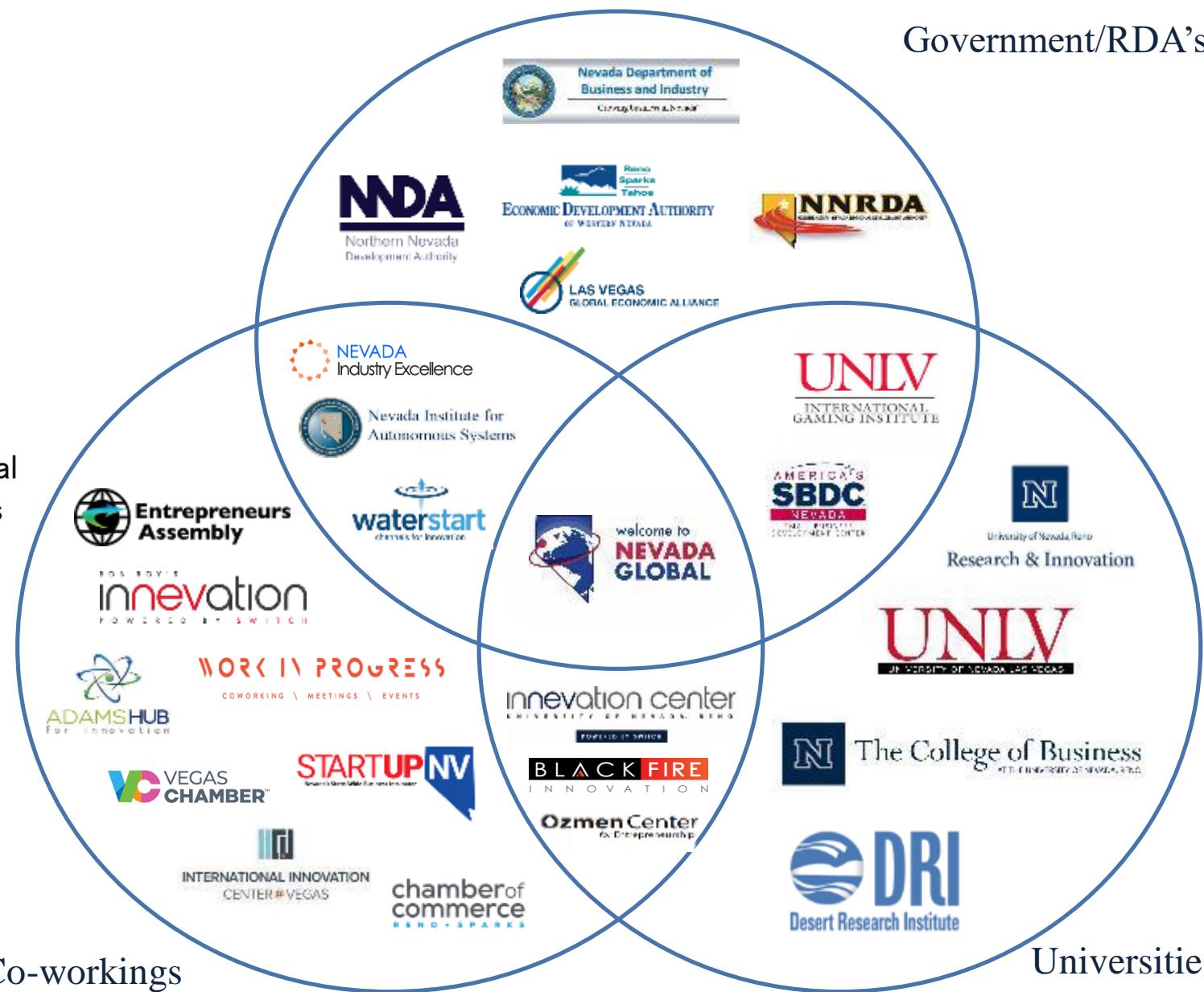
- Recent partnership with renowned venture capital firm, 500 Startups
 - 500 Startups is most active in venture capital, with over 2400 startups invested in more than 75 countries



Nevada Global

- Partnership-based soft-landing platform targeting high growth international companies
- Soft-landing ecosystem to attract international businesses to Nevada
- Connects homegrown entrepreneurial ecosystem to international networks and new sources of capital
- Market access, business set up and operations, and work force requirements assistance

Government/RDA's



Business Support/Co-workings

Universities/Research

Nevada Governor's Office of
ECONOMIC DEVELOPMENT



Japan – Nevada Facts

- **8,100** jobs created by Japanese companies in Nevada
- **\$2.9** million in payroll of Japanese manufacturing employment
- Over **\$3.1** billion in Japanese gross property, plant, and equipment of affiliates
- **103** Japanese affiliates with assets, sales, or net income greater than \$20 million

Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2018 data



High growth for employees based out of Japanese companies

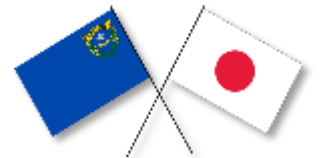
- Employment* at Japanese companies in Nevada has been **increased** by almost **44%** over 2015- 2018
- Nevada is **outperforming** all other states in terms of percentage of growth

	Ranking	Employment Growth 2015-2018	Employment 2018**
Nevada	#1	43.94%	8,100
Oregon	#2	27.59%	14,800
Washington	#3	16.30%	23,000
Alaska	#4	15.72%	3,800
California	#5	2.34%	126,400
Hawaii	#6	-99.3%	2,900

*Note: employment statistics are specifically from Japanese-based companies operating in these states

** No. of employees working in Japanese companies

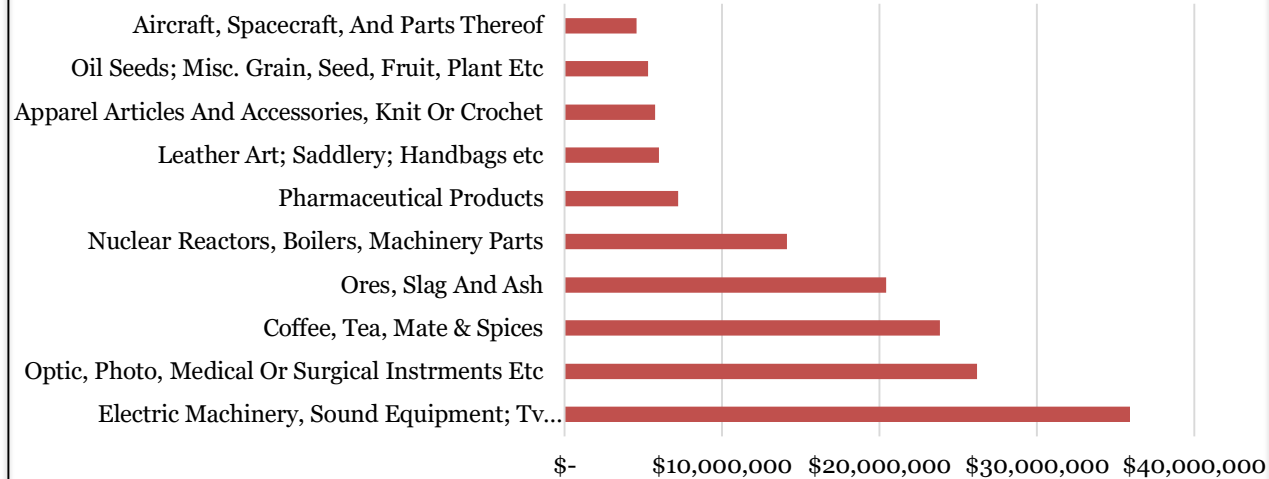
Source: U.S. Department of Commerce, Bureau of Economic Analysis, 2018 data



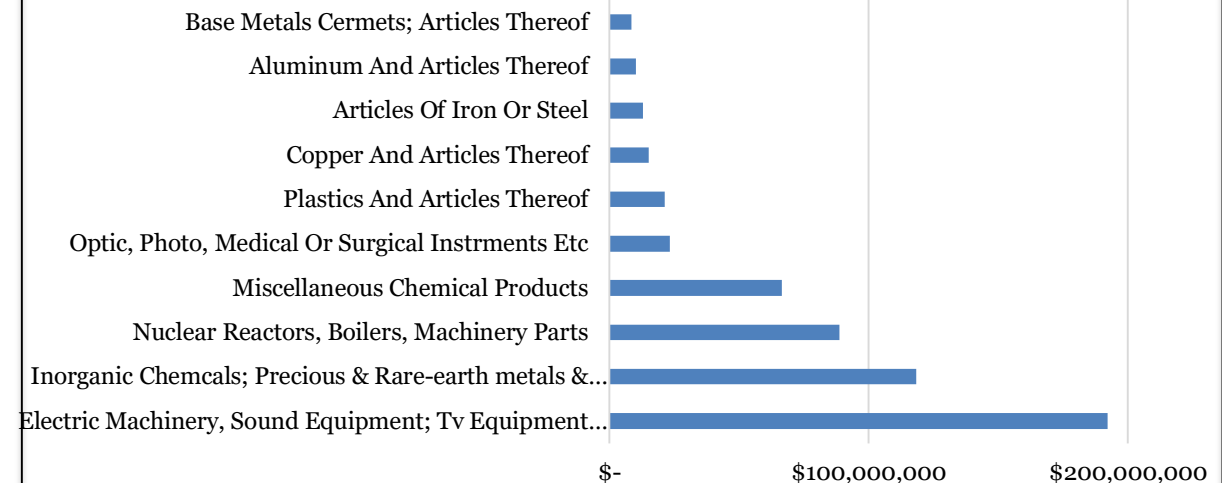
Japan – Nevada Trade Data

Year	Exports	Imports	Total Value
2018	Japan - 9 th largest exports market	Japan - 7 th largest imports market	\$716 million / 780億円
2019	7 th largest exports market	9 th largest imports market	\$698 million / 760億円
2020	12 th largest exports market	7 th largest imports market	\$781 million / 850 億円

2020 Exports From Nevada to Japan

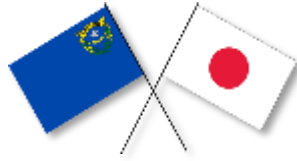


2020 Imports from Japan to Nevada

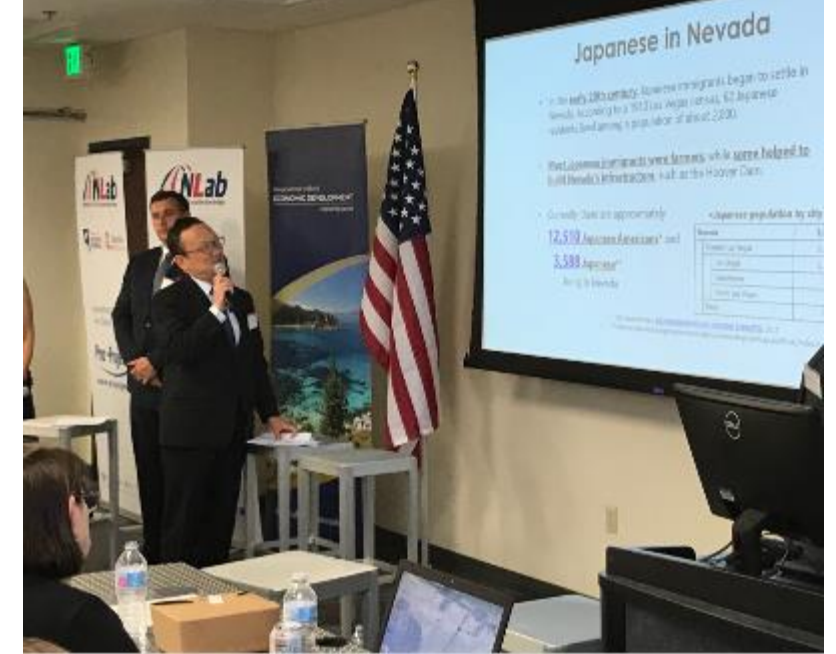


Source: U.S. Census Bureau





Japanese-Nevada relations were highlighted during the first ever **Nevada Global Summit** held in June of 2019 featuring the Consulate General of Japan in San Francisco and JETRO San Francisco.



Honorary Consul of Japan in Las Vegas, Ms. Kathleen Blakely



JETRO Tokyo, Japan



JETRO @ CES Las Vegas



Osaka Innovation Hub & Osaka City Government, Japan



JETRO Osaka, Japan





**First ever Japan-Nevada Business Roundtable,
December 3, 2020**

**Japanese Affiliated Companies : Mary's Gone
Crackers, NTT, Sega Sammy Creation**

**Consulate General of Japan in San Francisco,
JETRO San Francisco & GOED**

**Japanese Delegation at
2020 Consumer Electronics Show,
Las Vegas**



Japanese Manufacturing Companies in Nevada

Panasonic Energy of North America

- Largest employer in Northern Nevada with 3,500 employees

“A Better Life, A Better World”



Panasonic Headquarters Visit,
Nevada Trade Mission to Japan



Gigafactory 1, Tahoe-Reno
Industrial Center, Nevada

Japan Cash Machine Global (JCM)

- Innovating Automated Transaction Technology over 65 years
- Awarded three Self-Service World Outstanding Achievement Awards at the KioskCom trade show, deployed for Nevada Department of Motor Vehicles



GOED visit to JCM Tokyo Office



Japanese Manufacturing Companies in Nevada

Konami Gaming

- Received 3 awards in Casino Journal's Annual Top 20 Most Innovative Gaming Technology Awards
- Konami Gaming Lab at University of Nevada, Las Vegas



Sega Sammy Creation

- Awarded with the Safety and Health Achievement Recognition Program by Nevada State and the U.S. Department of Labor



Japanese Manufacturing Companies in Nevada

Nikkiso Cryo Inc

- Nikkiso Cryo Inc is based in North Las Vegas, where they develop innovative technologies for manufacturing, aerospace, and medical industries



Molten USA

- High quality sports equipment producer headquartered in Reno with operations on 5 continents



Japanese Manufacturing Companies in Nevada

Mary's Gone Crackers

- Mary's Gone Crackers is a subsidiary of Kameda Seika Group, the largest manufacturer of rice crackers in Japan
- The 425,000 ft² bakery in Reno produces 2.5 billion crackers annually
- Sponsor of University of Nevada, Reno Wolf Pack Basketball
- Supporting local non-profits



NTT – Accelerating Smart City, Community, and State Technologies

MOU - 2018

State of Nevada



City of Las Vegas



NTT



Agreed on accelerating smart city initiatives for mutual benefit



NTT広報室 @NTTPR · Nov 14, 2018

NTTは、現在スペインで開催されているSmart City Expo World Congressに出展し、ジオラマなどを利用してSmart Cityについての事例を展示・紹介しています。講演ではNTT DATA ServicesのVice President、Bill Baverがプレゼンテーションを行いました。

#SCEWC18 #SmartCity @SmartCityexpo



Top 10 Reasons Japanese Companies Locate In Nevada

1.



Tax benefits

2.



Las Vegas is epicenter of gaming industry

3.



Tax incentives

4.



Low cost of living

5.



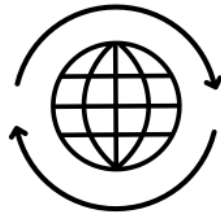
Good business atmosphere

6.



Convenient location of NV

7.



Las Vegas & Reno are designated Free Trade Zones

8.



Nevada government officials are easily accessible and proactive in growing business

9.



High quality of labor

10.



Excellent quality of life

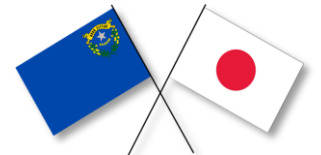
Source: Nevada Commission of Economic Development: Nevada Investment Guide for Japanese Companies, revised in 2006



Japanese Community in Nevada

- Japanese Citizens: 3,776 Japanese Americans: 24,304
 - During 2013 – 2018, Nevada's Japanese American population grew by approximately 26%. (Nevada's total population grew by 8% during the same period)*
- Japan America Society of Nevada (JASN)
 - Enhancing the relationship between the people of Japan and Nevada
- Las Vegas Gakuen Japanese School
- Japanese Students at Nevada universities (2020): 190
- Japan Exchange and Teaching Program (JET): 1,700 alumni registered in JET Alumni Association of Northern California, which includes Nevada in its jurisdiction and is the largest JET Alumni group in the world

** Source: Consulate General of Japan in San Francisco*



Japanese Culture and Tradition in Nevada

Kizuna Spring Festival, Las Vegas 2019



Aki Matsuri, Las Vegas
2019

Nevada Governor's Office of
ECONOMIC DEVELOPMENT





Fly Geyser, Gerlach NV



Seven Magic Mountains, Las Vegas NV

Nevada Highlights



Sand Harbor, Incline Village NV



Las Vegas Blvd, Las Vegas NV



Esports Arena, Luxor Las Vegas NV



Tesla Loop, Las Vegas Convention and Visitors Authority NV

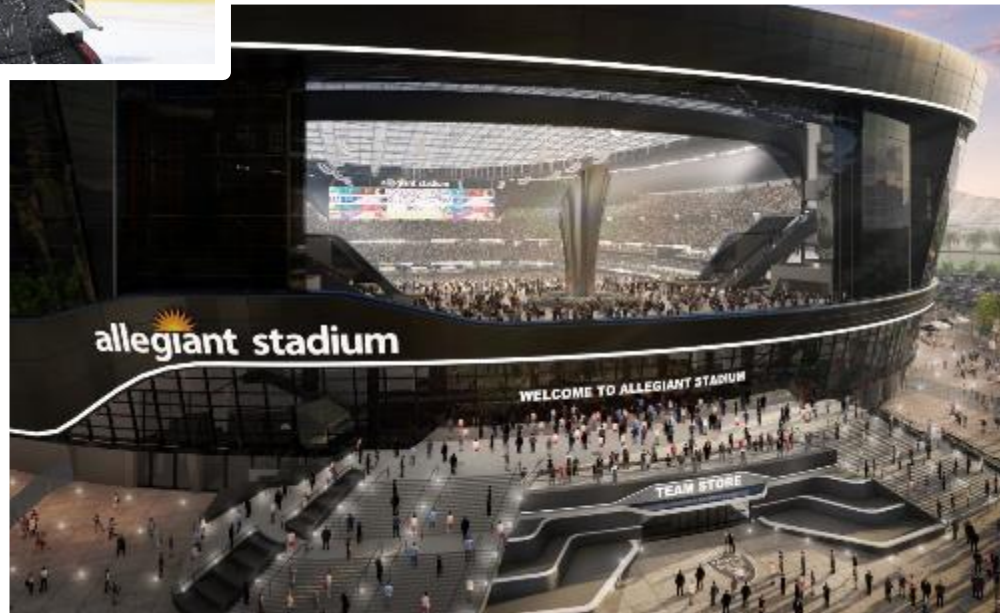
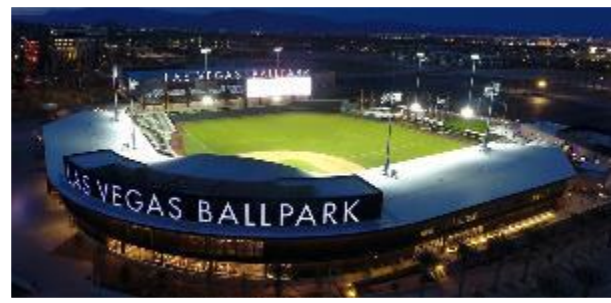


UNLV Blackfire Innovation, Las Vegas NV

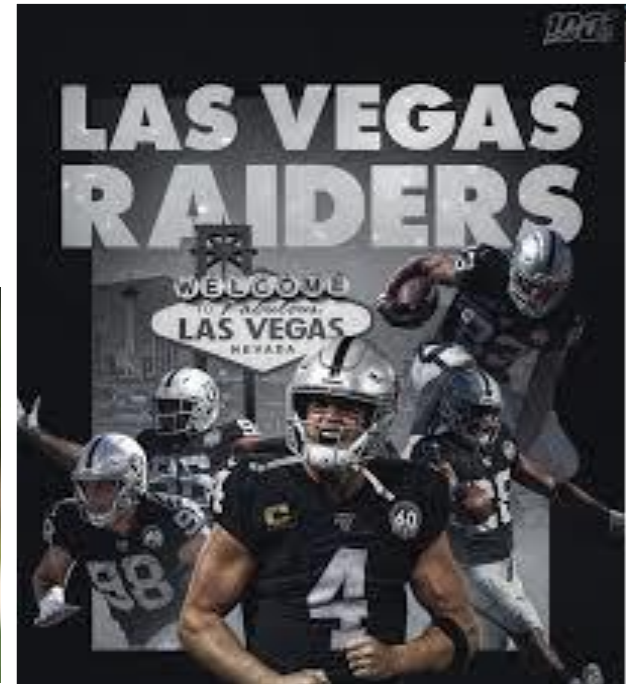


THE WORLD'S MOST POWERFUL
HYPERSCALE DATA CENTER ECOSYSTEMS





LAS VEGAS
AVIATORS





LAKE TAHOE NEVADA STATE PARKS >



*Welcome
to*



**A WORLD WITHIN.
A STATE APART.**

www.travelnevada.jp

どうもありがとうございました。

Melanie Sheldon

Director of Business Development

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Pawel Pietrasienski

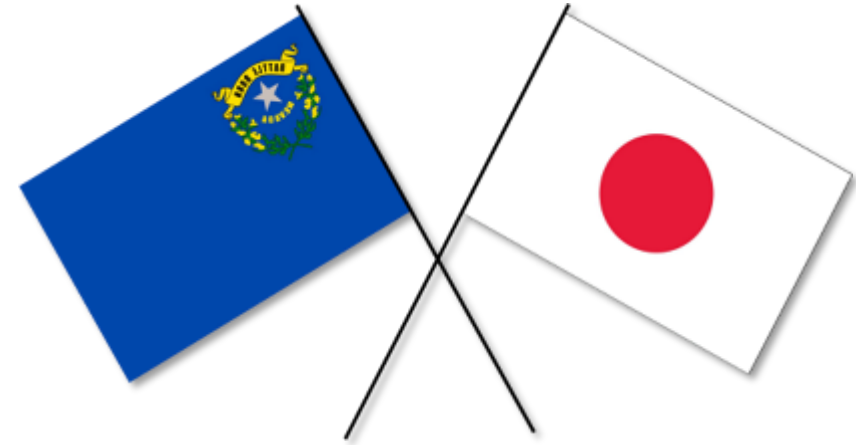
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