

## **1 Optimized for innovation**

### ➤ **Japan provides an ideal environment for R&D**

- ✓ R&D expenditures vs GDP and the number of researchers per capita are No.1 in G8 countries.
- ✓ Japanese firms rank high globally in PCT patent applications.
  - International patent applications during 2011:  
USA: 27%, Japan: 21%, Germany: 10%, China: 9%, South Korea: 6%
  - Number of the ecology-related patents between 2001-2009:  
Japan: 36,703, USA: 20,609, China: 19,346, Europe: 18,364, South Korea: 8,933

### ➤ **Japan provides diverse, high added value to multinational companies**

- Japan has produced as many as six Nobel Prize winning scientists in five years from 2008. In 2012, Professor Shinya Yamanaka of Kyoto University received the Nobel prize in Physiology or Medicine for research of iPS cells.
- Of Apple Inc.'s 156 suppliers, 32 of them are Japanese.

## **2 World-class business and living environment**

### ➤ **Stable business conditions and safe, secure living environment**

- ✓ Many global companies represented in Tokyo.
  - Tokyo is host to the highest number of Fortune Global 500 company headquarters in the world.
- ✓ Excellent medical coverage
  - Japan ranks top in the world for the number of hospital beds per capita.
- ✓ Secure living environment
  - Japan is the only country in Asia to enter the top 10 of the World Peace Index (Japan is world No.5).

### ➤ **Excellent transportation network - an ideal base for expansion into Asia**

- ✓ Number of flights from Japan to key countries :  
China: 867, South Korea: 700, Thailand: 125, Singapore: 118
- ✓ Access to the airport:
  - In terms of airport-to-city center access times, Haneda Airport is even closer than Heathrow:  
Haneda (Japan): 13 minutes, Heathrow (United Kingdom): 16 minutes, Beijing (China): 26 minutes

## **3 World trend leader**

### ➤ **Large, dynamic world top class market**

- ✓ Comparison of Japan's GDP with major economic regions (Unit: 1 billion USD, 2009):
  - Japan: 5,035, U.S.A.: 13,939, EU27: 16,360, China: 4,991
  - Kanto Region in Japan: 2,055, United Kingdom: 2,181
  - Tohoku Region in Japan: 428, Sweden: 406
- ✓ Timely supply of parts to industry:
  - Japan has mega-size assembly plants such as those for the automotive industry. Timely supply of parts to industry is realized by being located in Japan.

### ➤ **Ideal place to test-market your business plan before entering Asian markets**

- ✓ Study comparing the public's impression of Japanese products across 14 cities in emerging markets:
  - High quality: Japanese products No. 1 (European No. 2)
  - Good value for money: Japanese products No. 1 (South Korea No. 2)
  - Looks good / cool: Japanese products No. 1 (U.S.A. No. 2)

### ➤ **Enormous potential for growth in areas of new energy, ecology and more**

- ✓ The number of recipients of nursing care and long-term health care has steadily increased (Unit: million):
  - 2006: 43.0, 2007: 43.8, 2008: 45.3, 2009: 47.2, 2010: 49.3, 2011: 51.8