Livable × Business City: Fukuoka

National Strategic Special Zone for Global Startups & Job Creation
Fukuoka’s Vision for a Sustainable City

People

Based on the concept of "universal design" in which all people can live their lives in comfort, Fukuoka’s urban environment has been developed in cooperation with local citizens, from both hard and soft infrastructure perspectives.

- Universal Design
- Civic Engagement
- Monitoring Services

Civic Engagement

Using IT, smart public services have been established to watch over

- Children
- Senior Citizens

Fukuoka City Subway

Narrow Gap

Environment

Fukuoka City has overcome urban problems such as water shortages and waste management. It has succeeded in creating a comfortable urban environment and a high quality of life while maintaining continuous growth.
Fukuoka D.C.
The Fukuoka D.C. is a multi-sectoral “think-and-do-tank,” which has formulated regional growth strategies to create a new vision for the future of Fukuoka and to strengthen the international competitiveness of the region.

Steady Results: Record high tax revenue & inbound tourists

Local tax revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>264.2</td>
</tr>
<tr>
<td>2010</td>
<td>265.4</td>
</tr>
<tr>
<td>2011</td>
<td>268.3</td>
</tr>
<tr>
<td>2012</td>
<td>269.7</td>
</tr>
<tr>
<td>2013</td>
<td>276.1</td>
</tr>
</tbody>
</table>

Rate of Increase 4.0%
No.1 among Ordinance-designated cities

Inbound tourists

<table>
<thead>
<tr>
<th>Year</th>
<th>Number (million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>16.14</td>
</tr>
<tr>
<td>2010</td>
<td>16.42</td>
</tr>
<tr>
<td>2011</td>
<td>16.78</td>
</tr>
<tr>
<td>2012</td>
<td>17.40</td>
</tr>
<tr>
<td>2013</td>
<td>17.82</td>
</tr>
</tbody>
</table>

Record high for two consecutive years

Selected as National Strategic Special Zone

National Strategic Special Zone

- Facilitate startups
- Maintain startup-friendly environment
- Increase in Business Entry Rate!
- Promotion of Innovation!
- Creation of New Businesses!

Special Zone for Global Startups & Job Creation
There are 372 daily domestic flights and 488 international flights a week, serving about 19 million passengers a year.

Besides the airport, Fukuoka offers a fully developed railway and subway network. There are also large-sized cruise ships that call at the Port of Hakata.

Compared to major cities in the world, Fukuoka’s costs are very appealing.

Fukuoka Airport is one of the world’s most easily-accessible airports. It only takes about 10 minutes to arrive in the city center.

Besides the airport, Fukuoka offers a fully developed railway and subway network.

There are also large-sized cruise ships that call at the Port of Hakata.
Rich in Human Resources

You can easily secure talented people who have sufficient knowledge and skills in the IT and content industries.

One advantage is our pool of talented human capital. Universities and technical colleges in Fukuoka produce as many as 7,000 science major students every year.

◆ University students represent 5.3% of the total population ⇒ Second highest of Japan’s major cities.

◆ Young generation (ages 15 – 29)  
  ... 19.2% of total population.  
  ⇒ the highest among major cities in Japan.  
  (*Average 16.5% in ordinance-designated cities)

◆ Young women (ages 15 – 29)  
  ... 51.3% of total young population.  
  ⇒ the highest among major cities in Japan.  
  (*Average 49.8% in ordinance-designated cities)

MONOCLE (U.K.)
The 12th Most Livable City in the World

“Tenjin Big Ban” Deregulation in the Special Zone
Dynamic growth under the Mayor’s leadership
Investment for the future (fuel-cell stations, BRT)
More inbound tourist from Asia

for Non-Japanese as well!

◆ Number of International Students – No. 2 after Tokyo (Fukuoka Prefecture)

◆ Voice directions in foreign languages on public transport

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

◆ 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.
Looser building height restrictions under the Civil Aeronautical Act

Looser street occupancy restrictions

Effect of Deregulation

Current Maximum Height
67m (15F)
76m (17F)

Tenjin Big Bang Project
Encouraging 30 buildings to be reconstructed in the next 10 years

Construction investment effect over the next 10 years
290 billion yen
(Approx. $2.4 billion)

Knock-on effect after completion of redevelopment
850 billion yen/year
(Approx. $7.1 billion/year)

Startup Café
Networking hub for startups

Consultations for startups

Seminars/Networking events

Facilitating startups

Employment Consultation Center
Increase in publicity of employment rules & prevention of labor disputes
Proposed Measures

① Deregulation of Wireless Radio Act
- The global IoT market is expected to greatly expand in the future
- Proposing regulations of the Wireless Radio Act to be eased to simplify licensing procedures
- Making Fukuoka an R&D hub for IoT

② Corporate Tax Cut for Startups
- A deregulation measure to reduce corporate taxes to compete with rivals in Asia
- Eligibility is restricted to companies headquartered in Fukuoka City which have been in business in Fukuoka for five years or less.

③ Reduce Barriers for Foreigners
- Reduce barriers for foreigners who wish to start a business in Japan.
- Create the world’s most welcoming entrepreneurial environment.

Barriers for foreigners who wish to start a business in Japan

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Fukuoka’s strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>A foreign national who wishes to acquire the “Business Manager” status of residence must make an investment of at least ¥5 million or employ two or more full-time employees.</td>
<td>A foreign national may be granted the “Business Manager” status of residence after completing a screening process of his/her business plans. (A foreign national applicant must make an investment of at least ¥5 million or employ two or more full-time employees within 6 months.)</td>
</tr>
<tr>
<td>Procedures for setting up a company and starting a business in Japan are not only very complicated but also very time-consuming.</td>
<td>Providing one-stop services for global entrepreneurs.</td>
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</tbody>
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