

# Fukuoka City National Strategic Special Zone for Global Startups & Job Creation

## Fukuoka's Strengths

- A compact and **livable** city.
- Growing population and **abundance of human resource**.
- Easy access to overseas.
- Low business costs, etc.

**MONOCLE**

(UK magazine)

The World's Top 25 Most Liveable Cities  
**12<sup>th</sup> place (2015)**



## Startup-Friendly City!

## Fukuoka City as a Startup City!

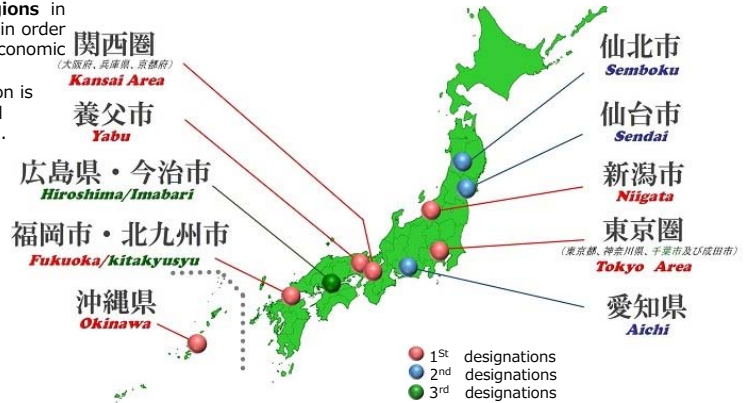
2012	Fukuoka City declares itself as a Startup City.
	The Japanese national government invites proposals for National Strategic Special Zone.
2013	Fukuoka City makes a proposal jointly with Fukuoka D.C., an industry-government-academia organization.
	The Startup City Promotion Consortium is established.
2014	Designated as <b>Fukuoka City National Strategic Special Zone for Global Startups &amp; Job Creation</b> (one of the first six National Strategic Special Zones)

## What is National Strategic Special Zone ?

- **National Strategic Special Zones** are special designated regions in which **exclusive regulatory and system reforms** are implemented in order to verify their effects, and are created for the purpose of economic revitalization of Japan.
- The National Strategic Special Zone for Global Startups & Job Creation is different from the original Special Zones in that the Japanese national government **takes initiative** in theme selection and zone designation.



## Promising audacious regulatory & system reforms



## Fukuoka City Special Zone Project ① Startup Support

### Fukuoka City Startup Package !

As National Strategic Special Zone, Fukuoka City has prepared the Startup Package, which helps the city attract domestic and international companies and entrepreneurs, through implementation of **regulatory reforms in status of residence, employment, and taxes**.

#### Startup Cafe x The Employment Consultation Center x Startup Human Resource Matching Center

Fukuoka City opened the **Startup Cafe** in October 2014 as a meeting spot for startup entrepreneurs and those who want to support them. In November 2014, the national government set up the country's first **Employment Consultation Center** inside the Startup Cafe. At the center, lawyers and staff provide explanation and consultation on laws based on employment guidelines, in order to facilitate startups' and global companies' entrance into the Japanese market. In addition, to promote matching between startups and potential employees in the public and private sectors, the first **Startup Human Resource Matching Center** in the country was launched inside Startup Cafe in the end of March 2016.



Startup Cafe (End of March 2016)  
More than **2,200** consultations !  
**570** events!  
Approx. **50** startups!



The Employment Consultation Center (End of March 2016)  
In 14 months, **approx. 1,300** consultations!

## Startup Visa

With the Startup Visa, foreign applicants may receive status of residence despite unsatisfied requirements. If **Fukuoka City deems that applicant will meet all requirements within 6 months** based on his/her business plans, and approval is given by the Immigration Bureau, then the status may be granted.



In addition to regulatory reform



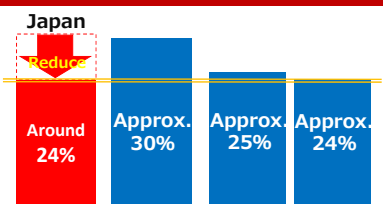
First issuance of Confirmation Letters of NBIP in January 2016.

#### Fukuoka City's Support Efforts with Startup Cafe.

## Startup Corporate Tax Cuts

Fukuoka City has implemented the **Startup Corporate Tax Cut**, targeting **risk-taking and pioneering startup entrepreneurs**. The tax cut **eliminates 20% of taxable income** for companies in their first **five years** of establishment.

※ Targeted fields: IOT, international affairs, medical care and agriculture.



Source: Fukuoka City's estimations

# Fukuoka City National Strategic Special Zone for Global Startups & Job Creation

## Fukuoka City Special Zone Project ② Environmental Improvement for Startups

### Providing advanced medical treatment ①

**Fukuoka Children's Hospital** is a center of advanced medical care for children. The hospital increased the number of beds to provide advanced fetal treatment for TTTS (a disease with a high risk of stillbirth, affecting approximately 10% of identical twins during their fetal stage).

In Japan, limits are set on the number of hospital beds for certain diseases. In Fukuoka City, the number of hospital beds for TTTS has already exceeded the designated limit; thus in principle, increasing new beds is impossible. However, the city has **utilized an exemption for National Strategic Special Zone and has been granted approval to increase beds in order to provide world-class medical treatment.**



### Providing advanced medical treatment ②

**Kyushu University Hospital (KUH)** plays a central role in the field of clinical research and clinical trial research in Japan. **Utilizing exemption for National Strategic Special Zone, KUH is working on reducing strain on patients and advancing research efforts** on treatment for systemic sclerosis (a multisystem autoimmune disease that causes skin fibrosis, pneumonia, etc.; there is currently no cure) and other diseases using unapproved medicines and medical equipment in Japan.



### Medical treatment by foreign medical doctors

A well-known doctor from Yonsei University Health System of South Korea was invited to **Kyushu University Hospital** to demonstrate robotic surgery for stomach cancer. To increase awareness of the surgery video footage and the doctor's research findings, a lecture was held in February 2016.

This series of efforts is **the first that utilizes a new regulation (in effect since October 2014), which allows high-performance foreign doctors to practice in Japan without a Japanese medical license.**

The lecture was broadcasted not only to medical staffs in Fukuoka City, but also to those in Thailand, Vietnam, and the Philippines, and generated active discussions. Doctors from America are scheduled to visit in summer 2016.



### Establishing childcare centers in city parks



In the city center of Fukuoka City, especially around Hakata Station, there is a lack of childcare centers due to land shortage. To solve this problem, Fukuoka City will utilize exemption for National Strategic Special Zone and establish childcare centers inside city parks, thus meeting the needs of parents working in the city center and encouraging **women's social advancement.**

### Tenjin Big Bang!

To strengthen Fukuoka's role and functions as a hub city in Asia, and to create new space and employment, the **Tenjin Big Bang** Project has begun!

Taking advantage of the **granted exemption of height restriction by the Civil Aeronautics Act**, the city is implementing original policies, including deregulation of floor area ratio, to promote urban development. By facilitating the rebuilding of 30 buildings within 10 years, Fukuoka City plans to greatly improve its city functions and to increase floor area.



Construction investment effect in 10 yrs. **290 billion yen!**  
(Approx. \$ 2.5 billion)  
Annual economic ripple effect after rebuilding **850 billion yen/year!**  
(Approx. \$ 7.5 billion)

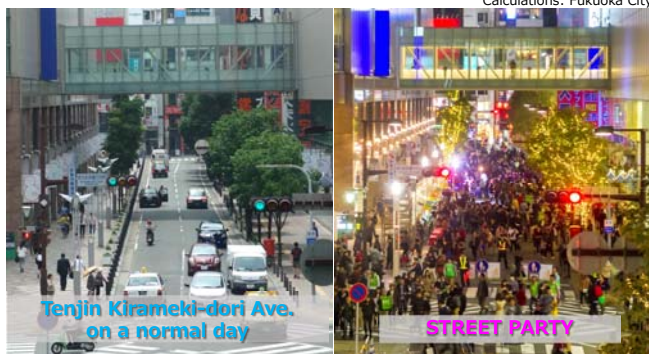
Calculated by Fukuoka Asian Urban Research Center

### Street Party!

**"STREET PARTY"** is the first series of events in Japan that involves **exemption in the Road Act regarding area management**; it has been held regularly since November 2014. At the November 2014 event at Tenjin Kirameki-dori Avenue, there were MICE gathering, performances by DJs, musicians and street performers, and food booths and resting space were set up, attracting many participants.

Tenjin Kirameki-dori Ave. becomes a party venue!  
In 3 days **130 thousand participants!**  
Approx. economic effect of **1.4 billion yen!**  
(Approx. \$ 12.3 million)

Calculations: Fukuoka City



### Speeding up certification procedures for NPOs

Procedures to certify NPOs have been shortened from at most four months to **two and a half month**. The acceleration of procedures is expected to lead to increased efficiency of NPOs to advance their projects.

In April 2016, the Fukuoka City NPO Volunteer Exchange Center moved to the vicinity of the Startup Cafe. Social business will be promoted through exchanges between the two entities, and efforts are being made to increase the worth of the city by **creating businesses and employment and solving local issues.**



NPO Volunteer Exchange Center