

INNOVATION CITY YOKOHAMA

横浜

Find New Opportunities Here in Yokohama

A Guide for
Establishing
New Business
in Yokohama



Rich Business and Living Environment

Cost benefit

In Yokohama, the assumed achievable rent is lower than other major cities in Tokyo. With the same budget, you can rent an office in Yokohama that is 2.2 times as large as in Marunouchi, Tokyo. You can achieve a comfortable and spacious work environment that encourages communication.

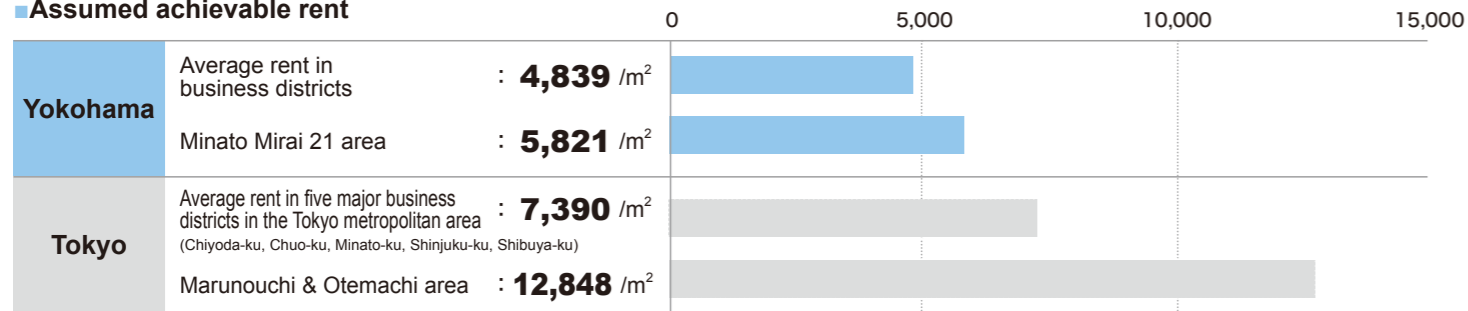
Space you can rent for one million yen

Minato Mirai 21 area
172 /m²

Marunouchi area
78 /m²



Assumed achievable rent



* Q4 2019, CBRE Office Market View

Quality living environment

Yokohama is a modern city, yet you can feel close to the sea and green nature and enjoy culture and art. It provides the perfect environment to stimulate creativity and generate new innovations.



Minato Mirai 21: Leading-edge waterfront area



Sankeien: Japanese garden where you can feel the season and culture



Yokohama Chinatown: More than 600 restaurants line the streets



International schools: Excellent educational environment for children of foreign nationalities



Yamashita Park: A place adjacent to the port for people to relax



Noge Harmonica Street: Lined with nostalgic Japanese-style bars

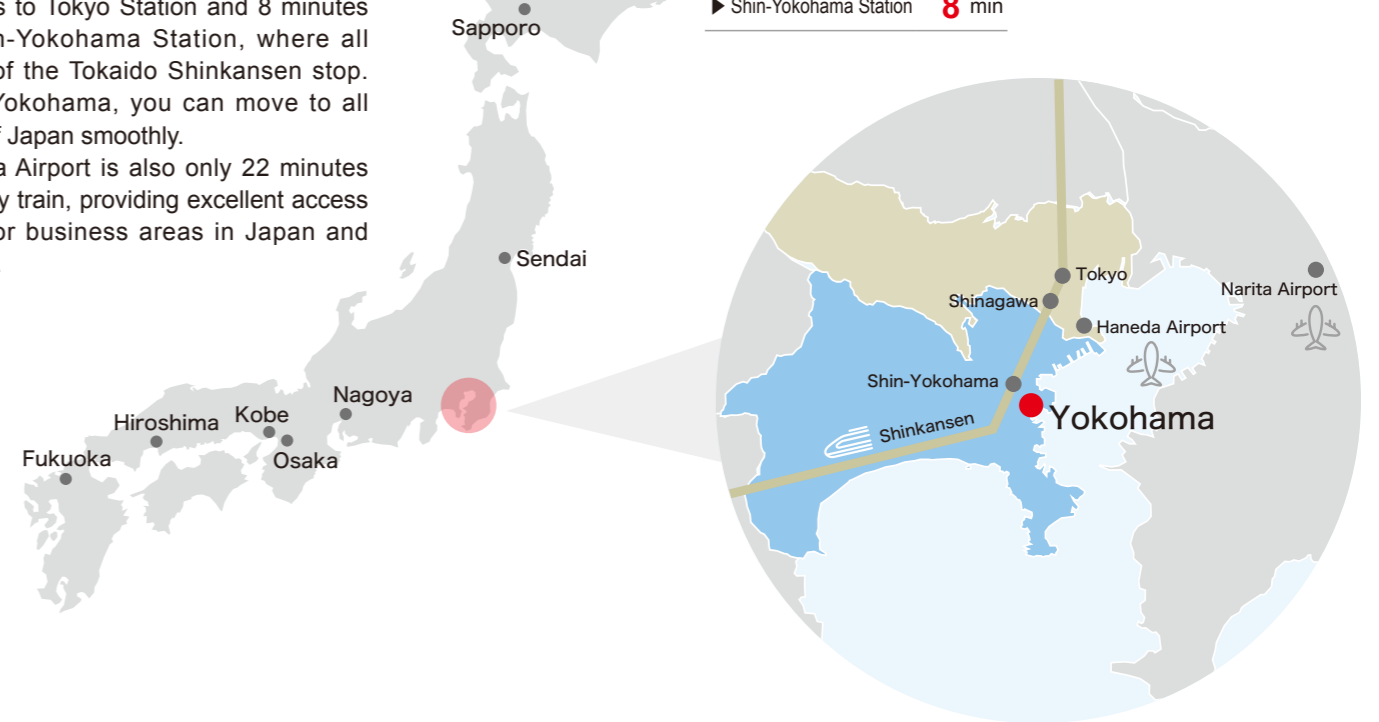
No. 1
for 6 consecutive years in "The Most Desirable Place to Live in Kanto" rankings

* The Most Desirable Place to Live in rankings by SUUMO

International schools:
10

Connected with major cities in and outside Japan

From Yokohama Station, it takes only 24 minutes to Tokyo Station and 8 minutes to Shin-Yokohama Station, where all trains of the Tokaido Shinkansen stop. From Yokohama, you can move to all parts of Japan smoothly. Haneda Airport is also only 22 minutes away by train, providing excellent access to major business areas in Japan and abroad.



Research and academic city

Population of Yokohama * ¹	378 million
Working-age population ¹	1.75 million
GDP (nominal) ²	JPY 14,525.5 billion
Number of establishments ³	124,866

*¹ 2020 Population Census, Statistics Bureau, Ministry of Internal Affairs and Communications (MIC)

*² FY2019 Prefectural Accounts, Cabinet Office

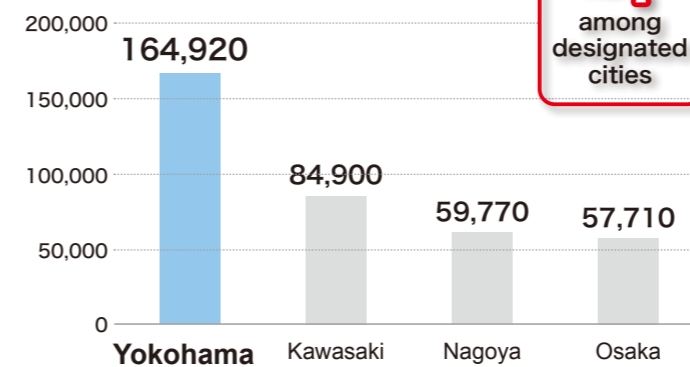
*³ 2016 Economic Census, Statistics Bureau, Ministry of Internal Affairs and Communications (MIC)

Number of universities in Yokohama
27



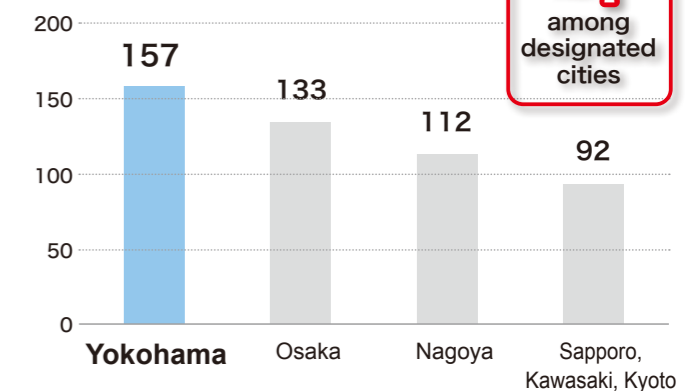
Yokohama City University

Number of engineers and researchers



* 2020 Population Census, Engineers

Number of academic and R&D institutions



* 2016 Economic Census-Activity Survey

Yokohama, the Base to Foster Innovation



Facilitating open innovation in IoT

It is a platform that supports exchange, collaboration, project promotion, human resource development, etc. for business creation utilizing IoT by taking advantage of the concentration of manufacturing and IT industries, which is one of the strengths of the economy of Yokohama. It supports demonstration experiments and business-to-business matching to create new products and business models and solve social issues.

Support for demonstration experiments

Matching

Support for increasing productivity

Support for human resource development

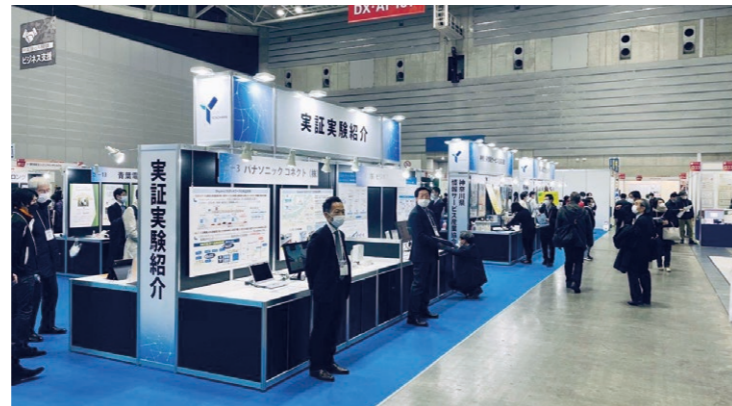
Support for exhibiting at trade shows

Holding seminars and workshops

Demonstration experiment of Intelligent Ground Surface Information Transmission System



Support for exhibiting at trade shows (Technical Show Yokohama)



Create innovation in the health and medical fields

LIP. Yokohama is a platform for the city to collaborate with industries, academia, government, and financial institutions aiming to sustainably promote innovation in the health and medical fields. While creating innovative projects from networks of companies, universities, and research institutions, the platform provides support to small and medium-sized companies and startups for commercialization and promotes the development of new technologies and products.

Individual consultation

Support in the digital healthcare sector

Subsidies

Support for exhibiting at trade shows

Support for overseas expansion

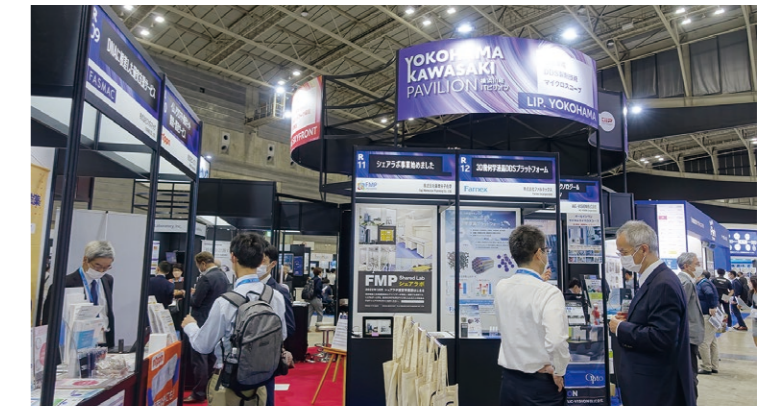
Holding events and seminars

R&D support for the wearable chair "archelis"

Eliminate the pain of standing work from the world



Support for exhibiting at trade shows (BioJapan)



Under the concept of YOXO (YOKOHAMA CROSS OVER), the city is promoting initiatives to create innovation through collaboration among diverse players in the industry, academia, public, and private sectors, across organizations and fields.

YOXO BOX

City of Yokohama has set up the YOXO BOX, the base to support growth of startups. It provides support programs for startups, individual consultations by experts of supporting startups, and business events.



Yokohama Future Organization

Yokohama Future Organization aims to promote creating innovation by supporting players who take on new challenges in collaboration with people who are active in Yokohama, in Japan, and outside Japan. It coordinates collaboration of human resources and ideas across organizational boundaries. It also aims to build a future city by promoting demonstration experiments and social implementation that will generate innovation in Yokohama as a field.



Exchange meeting of Yokohama Future Organization

Support for cooperation between foreign companies and Yokohama-based companies

In addition to these platforms, the city is also implementing initiatives to promote innovation, such as providing matching and networking opportunities for foreign companies with companies, universities, and research institutions based in Yokohama.

<Example of cooperation>

A Hong Kong company and its counterpart in Yokohama jointly developed products to promote solar power generation

Asuka Solution is a subsidiary of a Hong Kong-based company that manufactures and sells measuring devices (smart meters) for electricity and water. It has been active in Japan since 2017, with a base in Yokohama. Yokohama Kankyo Design is a Yokohama-based company that designs, sells, installs, and provides maintenance services of solar power generation systems throughout Japan.

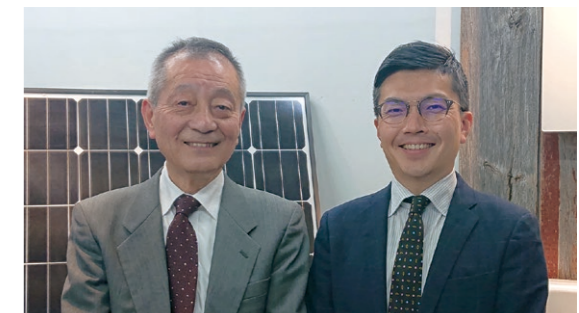
In 2020, the two companies provided their ideas and technologies and jointly developed a new smart meter for solar power generation. From Yokohama, they are working to increase the use of solar power generation systems in Japan.

For more information on the support system for foreign companies, see p. 7.

Jointly developed residential meter (installed at the demand site)



Mr. Honda, President & Representative Director of Asuka Solution (left) and Mr. Akai, General Manager and Executive Officer of Yokohama Kankyo Design

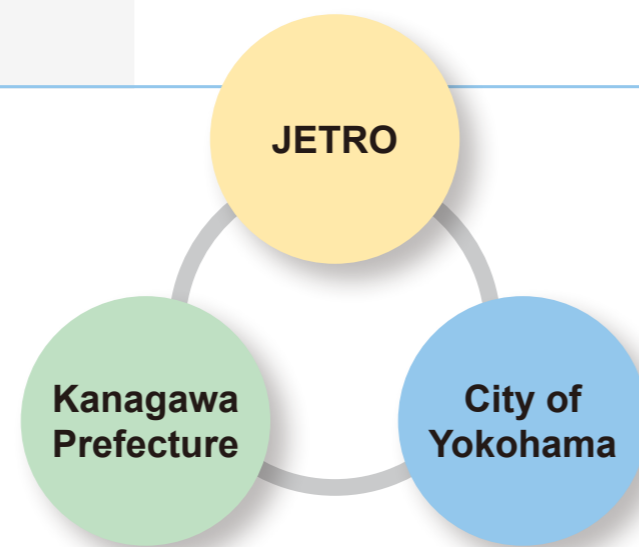


Support Menu of JETRO, Kanagawa Prefecture and City of Yokohama

	Before leaving your home country	Preparation for setting up a business base	When setting up the business base	After setting up the business base (business expansion)
Support for setting up a business base and corporation	<p>City of Yokohama City of Yokohama Startup Visa (Project to support foreign nationals to start business)</p>	<p>JETRO</p>	<p>Consultation on procedures for setting up a base or corporation, introduction of specialists, etc. (Business start-up procedures, corporate registration, opening bank accounts, tax returns, visa application, introduction of administrative scriveners and tax accountants, etc.)</p>	<p>JETRO Introduction of specialists needed for business expansion (Labor and social security attorney for creating work rules and administrative scrivener for additional visa application)</p>
Securing office		<p>JETRO Support for finding an office (Introduction of real estate companies and provision of property information)</p> <p>Kanagawa Prefecture Support for finding an office (Introduction of real estate companies and provision of property information)</p>	<p>JETRO Temporary office (for up to 50 business days)</p> <p>Kanagawa Prefecture Rental office (for up to 3 years)</p>	<p>JETRO Support for finding a new location (Introduction of real estate companies and provision of property information)</p>
Securing human resources		<p>JETRO</p>	<p>Support for securing human resources, labor consultation, and introduction of specialists (Information on personnel placement services, introduction of labor and social security attorneys, etc.)</p>	<p>JETRO Matching with highly skilled foreign human resources</p>
Business support	<p>JETRO (overseas office) Introduction of business environment in the destination</p> <p>City of Yokohama (overseas office) Introduction of business environment in Yokohama</p> <p>Kanagawa Prefecture (overseas office) Introduction of business environment in Kanagawa</p>		<p>JETRO Posting on the website, press releases</p> <p>Kanagawa Prefecture Posting on the website, press releases</p>	<p>JETRO</p> <ul style="list-style-type: none"> • Matching with highly skilled foreign human resources • Support for public relations <p>City of Yokohama</p> <ul style="list-style-type: none"> • Provision of business information (web and e-mail newsletters) • Matching support with companies in Yokohama (IDEC Yokohama) • Business consultation (IDEC Yokohama) • Open innovation platform (I・TOP Yokohama, LIP, Yokohama) • Support for startups (YOXO BOX) <p>Kanagawa Prefecture Networking</p>
Subsidy system			<p>City of Yokohama</p> <ul style="list-style-type: none"> • Support systems for the promotion of establishing new businesses • Subsidies for startups to establish business base <p>Kanagawa Prefecture</p> <ul style="list-style-type: none"> • Support for setting up business (partial subsidies for registration fees, fees for the use of experts, personnel placement services, etc.) • Partial subsidies for office rent, etc. 	<p>City of Yokohama Partial subsidies for office rent, etc. (for expansion)</p> <p>Kanagawa Prefecture Partial subsidies for office rent, etc. (for expansion)</p>



JETRO Invest Japan Business Support Center (IBSC)



Useful information for foreign companies to establish new business in Yokohama

Support systems for the promotion of establishing new businesses in Yokohama



Kanagawa Prefecture Foreign Firm Setup Support Program



Yokohama Startup Visa (Foreign Entrepreneurship Promotion Project)



Kanagawa Prefecture SELECT KANAGAWA NEXT



Subsidy for startups to establish new business



JETRO Invest Japan



JETRO

www.jetro.go.jp/invest/

JETRO Yokohama Japan External Trade Organization (JETRO)

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