



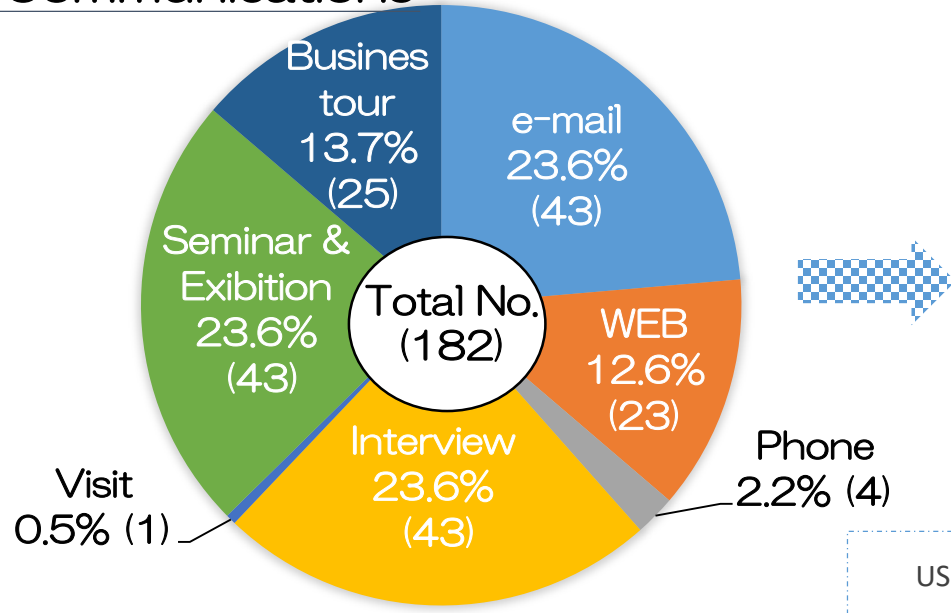
Fiscal Year 2016 to 2017
From October 2016 to March 2018

Analytical Report for Consultation by Okinawa Investment Support Center

公益財団法人
沖縄県産業振興公社
Okinawa Industry Promotion Public Corporation
Overseas and Business Support Division



Communications

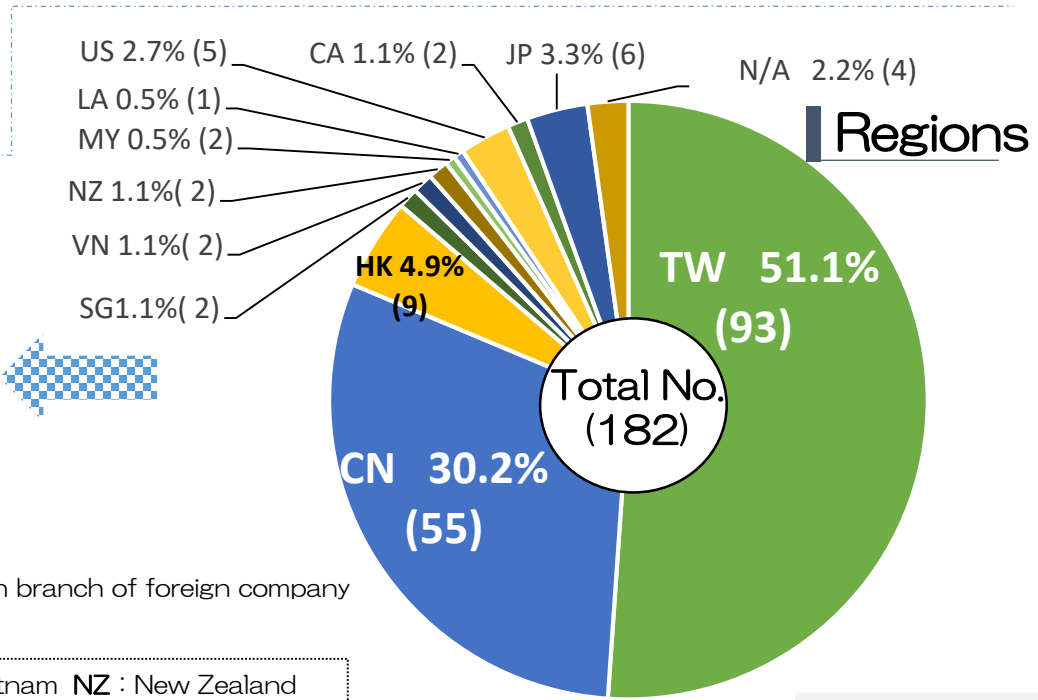


Comments

The consultation and publicity at seminar & exhibition led to increasing the number of ensuing consultation. Communications by e-mail, interview and seminar & exhibition are most common.

Comments

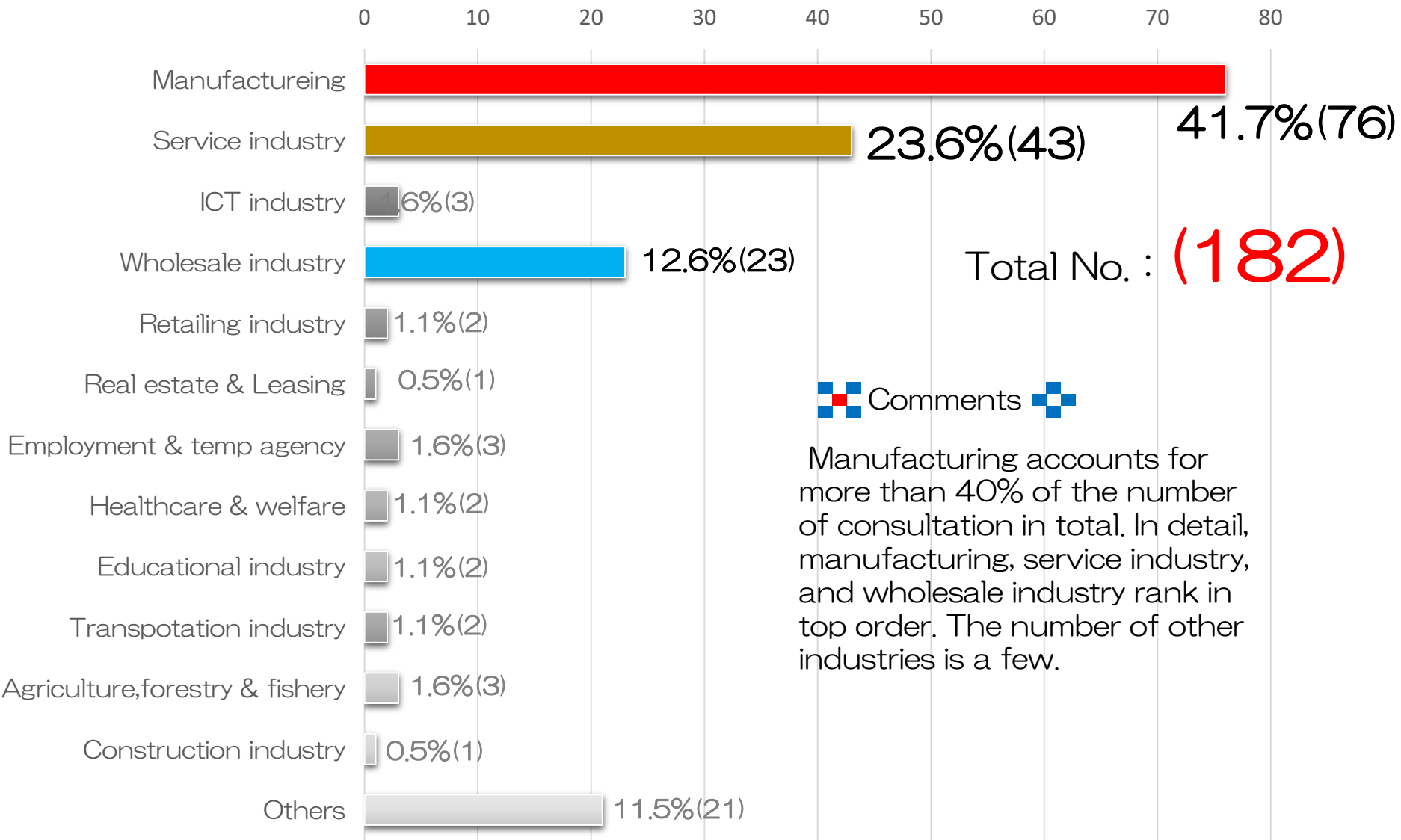
The consultations from Greater China account for more than 80% in total. In details, top rank is Taiwan which surpass 50%, followed by China and Hong Kong. Approximately, 20% of consultation are from English-speaking country.



JP: Investments in Okinawa, such as OEM plant or company, by Japan branch of foreign company
 N/A : No company information available

TW : Taiwan CN : China HK : Hong Kong SG : Singapore VN : Vietnam NZ : New Zealand
 MY : Malaysia TH : Thailand LA : Laos US : America CA : Canada FR : France JP : Japan

2. Category of Consultation by Industry (1) Industry Classification



Comments

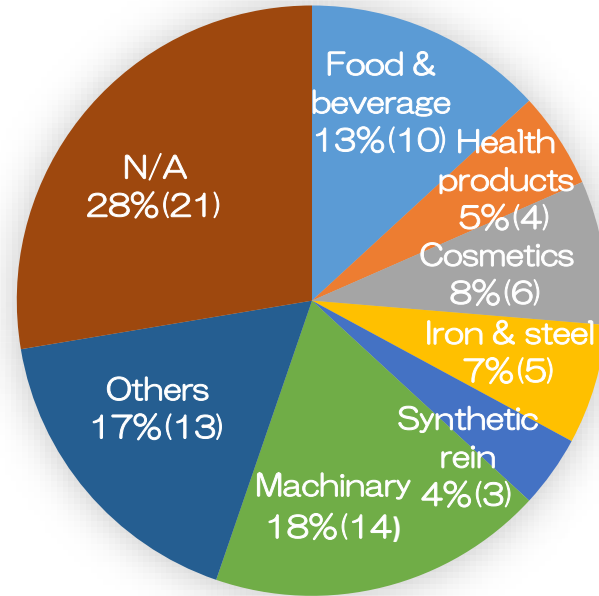
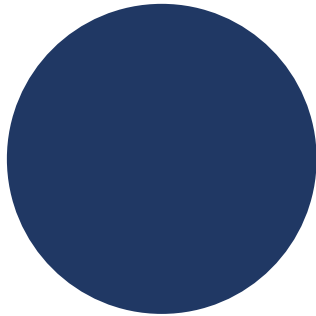
Manufacturing accounts for more than 40% of the number of consultation in total. In detail, manufacturing, service industry, and wholesale industry rank in top order. The number of other industries is a few.

Others : ① No company information available ② Sole proprietor

※ Refer to 'Industry clarification category 1 to category 2', page 13 for listing.

2. Category of Consultation by Industry (2) Category 2 1) Manufacturing

Manufacturing
41.76% (76)



Unit : Number

	TW	CN	HK	MY	LA	US	JP	Total
Food & beverage	9		1					10
Health products	4							4
Cosmetics	4	1					1	6
Iron & steel	3	1			1			5
Plastic	2	1						3
Machinery	12	1		1				14
Others	9	4						13
N/A	13	7				1		21
Total	56	15	1	1	1	1	1	76

Comments

Among 14 inquiries in machinery, 12 inquiries has bee made from Taiwan companies. Among 10 inquiries in Food & beverage, 9 inquiries has bee made from Taiwan companies.

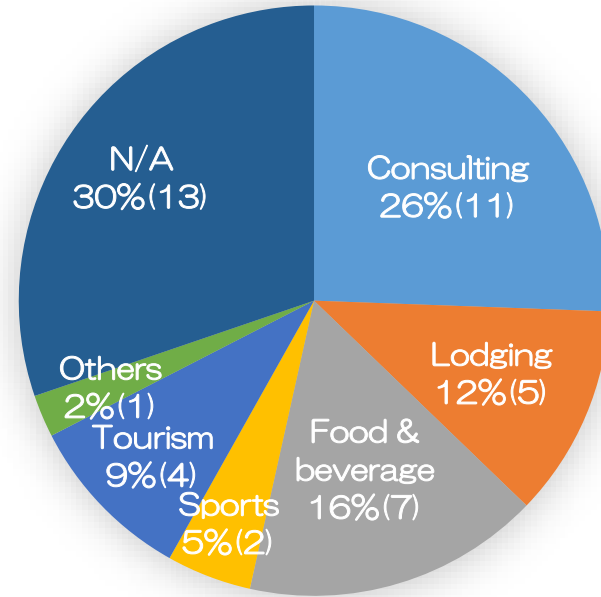
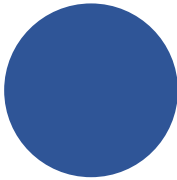
Others : ①Inquired for information purpose with no specific business plan ②No information available

N/A : Inquired for information purpose from unnamed companies

※Showed only the countries where inquiries were made.

2. Category of Consultation by Industry (2) Category 2 2) Service Industry

Service Industry
23.63% (43)



Unit : Number

	TW	CN	HK	US	CA	N/A	Total
Consulting	4	5	1			1	11
Lodging	3	1				1	5
Food & beverage	3	1	2		1		7
Sports	1			1			2
Tourism	1	3					4
Others		1					1
N/A	3	8	2				13
Total	15	19	5	1	1	2	43



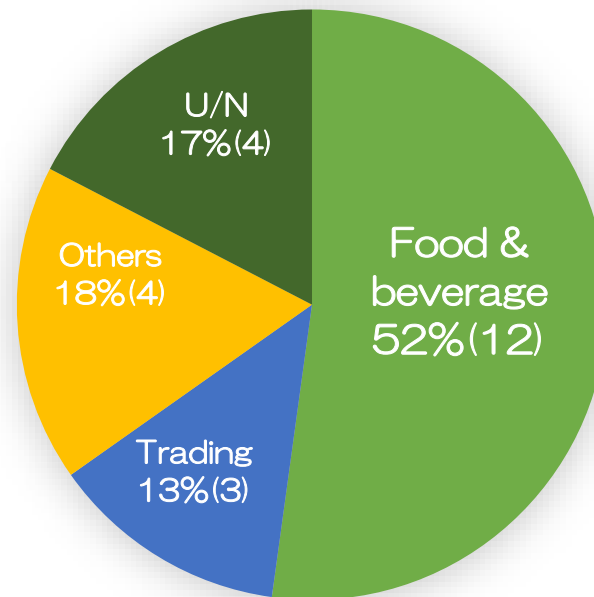
Comments

Consulting accounts for more than 26% of the number of consultation of service industry in total. The details of consultation is providing information of investment condition in Okinawa.

Others : ① Inquired for information purpose with no specific business plan ② Company information wasn't available.
N/A : Inquired for information purpose from unnamed companies

※Showed only the countries where the inquiries were made.

Wholesale Industry
12.64% (23)



 Comments 

By and large, Food & beverage accounts for more than 50% of the number of consultation of wholesale industry in total. It can be assumed that foreign companies export local goods.

Unit : Number

	TW	CN	HK	NZ	US	JP	N/A	Total
Food & beverage	5	2			3	2		12
Trading	2	1						3
Others	1	3						4
N/A	1	1	1	1				4
Total	9	7	1	1	3	3		23

Others : ① Inquired for information purpose with no specific business plan ② No company information available
N/A : Inquired for information purpose from unnamed companies

※Showed only the countries where the inquiries were made.

2. Category of Consultation by Industry (2) Category 2 4) Other Industries ①

Unit : Number

Category 1	Category 2	TW	CN	HK	SG	VN	NZ	MY	LA	US	CA	JP	Total	Total
ICT Industry	Internet	1		1										2
	Broadcasting		1											1
	Sub-total	1	1	1										3
Retailing Industry	Others						1							1
	N/A											1		1
	Sub-total						1					1		2
Real estate & Leasing	Goods	1												1
	Sub-total	1												1
Employment & Temp agency	Temp		1	1									1	3
	Sub-total		1	1										3
Healthcare & Welfare	Health care		1											1
	Welfare		1											1
	Sub-total		2											2



The number of consultation of ICT industry, and Employment & Temp agency are in top rank by 3 each, followed by Retailing industry and Healthcare & Welfare by 2 each.

Retailing Industry : Import and export, etc.
 Real estate & Leasing : Motorcycle sharing
 Employment & Temp agency :
 Condition of employment, etc.
 Healthcare & Welfare : Silver industry

※ Showed only the countries where the inquiries were made.

2. Category of Consultation by Industry (2) Category 2 5) Other Industries ②

Unit : Number

Category 1	Category 2	TW	CN	HK	SG	VN	NZ	MY	LA	US	CA	JP	N/A	Total
Educational Industry	Study support	1	1											2
	Sub-total	1	1											2
Transportation Industry	Carrier		1									1		2
	Sub-total		1									1		2
Agriculture, forestry & fishery	Agriculture	1	1											2
	Fishery					1								1
	Sub-total	1	1			1								3
Construction Industry	Construction		1											1
	Sub-total		1											1
Others & N/A	Others	2	5		1						1			9
	N/A	7	1		1	1						1	1	12
	Sub-total	9	6		2	1					1	1	1	21

Educational industry :

Technical school of finance

Transportation industry :

Marine distribution, etc.

Agriculture, forestry & fishery:

Artificially raised

Construction Industry :

Others & N/A : Unclassified industry



In other industries, ICT industry, Employment & Temp agency, and Agriculture, forestry & fishery are in top rank by 3 each, followed by Retailing industry, Healthcare & Welfare, and Transportation industry by 2 each.

※Showed only the countries where the inquiries were made.

3. Outline of Consultation (1) Category of consultation by regions

	Bus. Tour	Made in Japan	Start up bus.	Status of residence	Registration	Licence	OEM	Bus. matching	Rental plant	Real estate	Others	Support menu	Logistics	Information-gathering	Investment condition	HR	Refer bus. partner	Others	Total
TW	22	11	20	5		6	5	3	15		3	8	2	17	7	3	11	11	149
CN	15	6	3	4		1	3	1	3	2	3	5	6	8	4	4	4	3	75
HK	1	1	2					1		2		1	2	2			2	1	15
SG																	1	1	2
VN								1						1					2
NZ			1					1								1			3
MY																1			1
TH																			0
LA									1										1
US														2			4		6
CA										1						1	1		3
FR																			0
JP	1								1			1	3		1	1		2	10
N/A												1		2		1			4
Total	39	18	26	9		7	8	7	20	5	6	16	13	32	12	12	23	18	271

Unit : Number

Comments

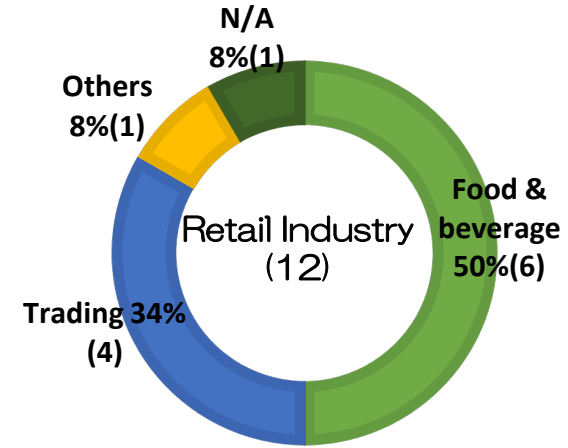
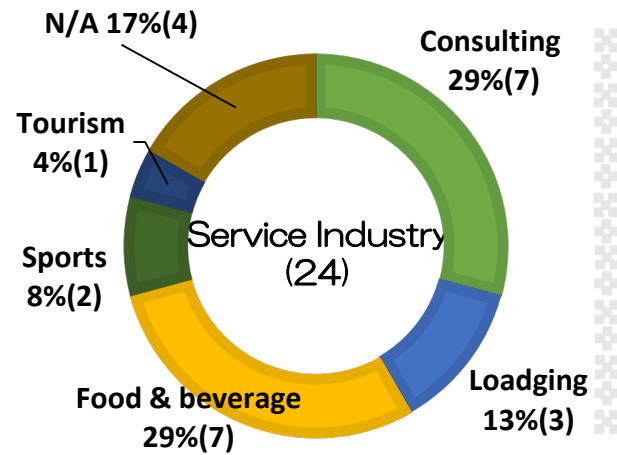
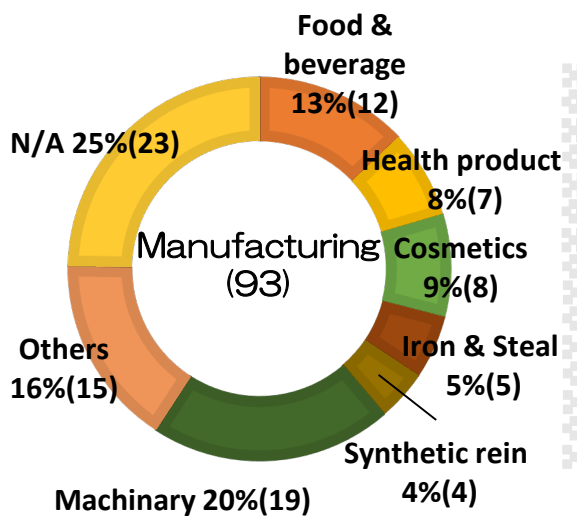
By regions, inquiry from Taiwan ranks at the top and constitute of 54.89% in total. Top 3 order of consultations are business tour, start up business, and information gathering in turns.

※ Refer to ' Summary of Consultation ' page 16 for listing.

※The number does not match with the total number of companies due to the multiple inquiries from same company.

3. Outline of Consultation (1) Category of Consultation by Region 1) Taiwan

Total No. : (149)



	Category 1	Category 2	The contents of consultation	Total
Other Industry (20)	ICT industry	Internet	Start up business:1, License:1, HR : 1	3
	Real estate/Leasing	Goods	Start up business:1	1
	Educational business	Study support	Others : 1	1
	Agriculture, forestry fishery	Agriculture	Others : 1	1
	Others/N/A	Others	Business tour : 1, Information-gathering : 1	2
		N/A	Business tour : 4, Start up business : 1, Rental plant : 1, Others : 1, Support menu : 1, Information-gathering: 4	12

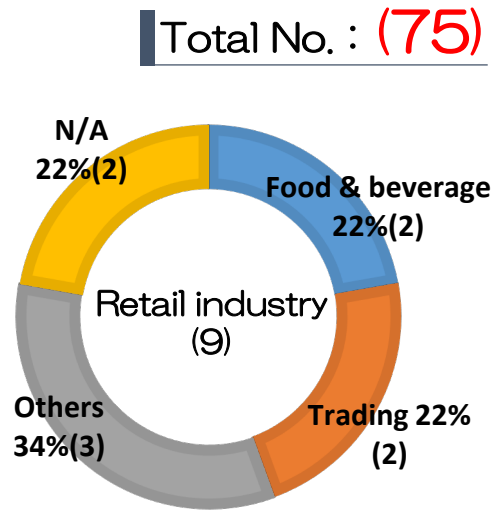
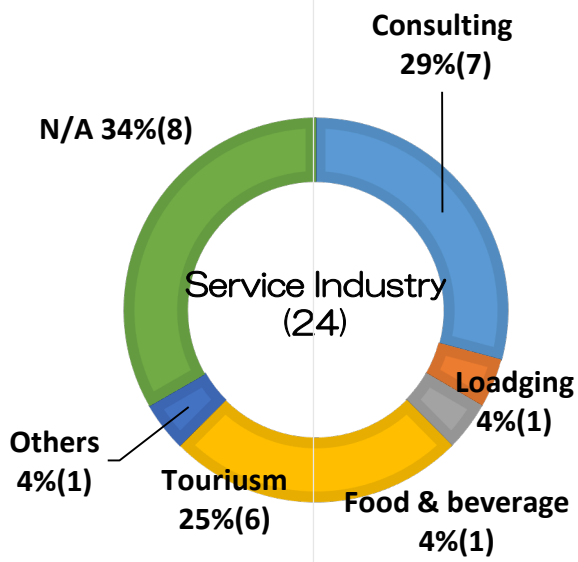
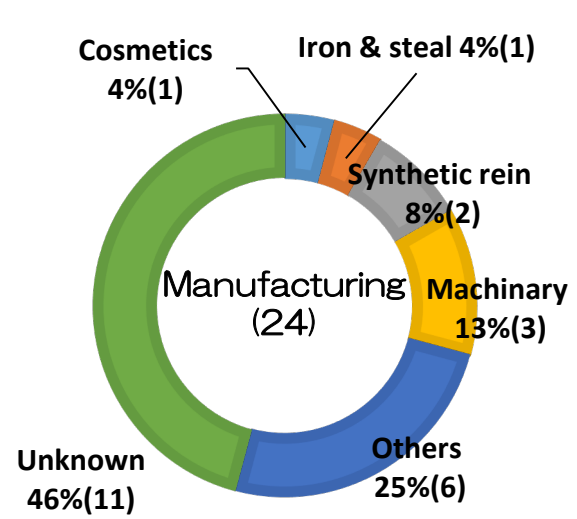
Comments

By industry, the consultation from Taiwan accounts for 93 cases, 62% in manufacturing, 24 cases, 16% in service industry, 12 cases, 8% in wholesale industry. Most frequent inquiry by each industry are machinery for 19 cases, 20% in manufacturing, consulting and food & beverage for 7 cases in service industry.

※ The number does not match with the total number of companies due to the multiple inquiries from same company.

※ Showed only the industries which the inquiries were made.

3. Outline of Consultation (1) Category of consultation by region 2) China



Total No. : (75)

	Category 1	Category 2	The contents of consultation	Total
Other Industry (18)	ICT industry	Broadcasting	Others : 1, Logistics : 1	2
	Employment & Temp agency	Temp	Gathering-information : 1, Human resource : 1	2
	Healthcare & Welfare	Medical	Business tour : 1	1
		Welfare	Gathering-information : 1	1
	Educational industry	Study support	Business tour : 1	1
	Transportation Industry	Carrier	Logistics : 1	1
	Agriculture, forestry fishery	Agriculture	Business tour : 1	1
	Construction Industry	Construction	License : 1, Support menu : 1	2
	Others/N/A	Others	Business tour : 2, Business matching : 1, Gathering-information : 1, Refer business partner : 1, Others : 1	6
N/A		Business tour : 1	1	

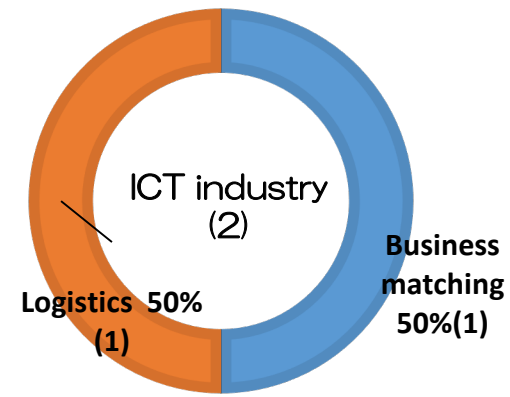
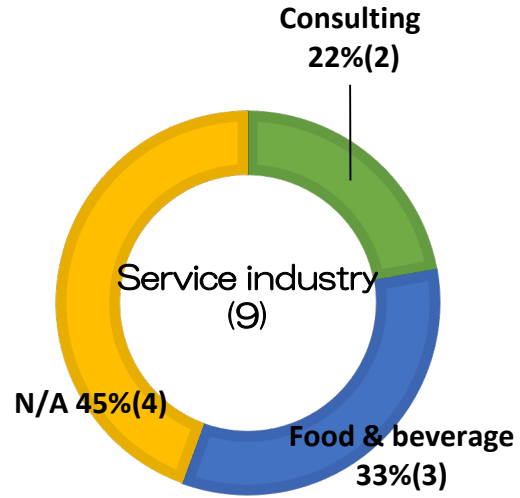
Comments

By industry, manufacturing ranks at the top for 24 cases, 32%, followed by service industry for 24 cases, 32%, and retail industry for 9 cases, 12%.

※ Showed only the industries which the inquiries were made.

※ The number does not match with the total number of companies due to the multiple inquiries from same company.

Total No. : (15)



Other Industry (3)	Category 1	Category 2	The contents of consultation	Total
	Employment & Temp agency	Temp	Start up business : 1	1
	Wholesale industry	N/A	Support menu : 1	1

Wholesale industry : N/A ⇒ Life-style related commodities

Comments

By industry, manufacturing accounts for 2 cases, 13%, service industry accounts for 9 cases, 60% and ICT industry for 2 cases, 13%.

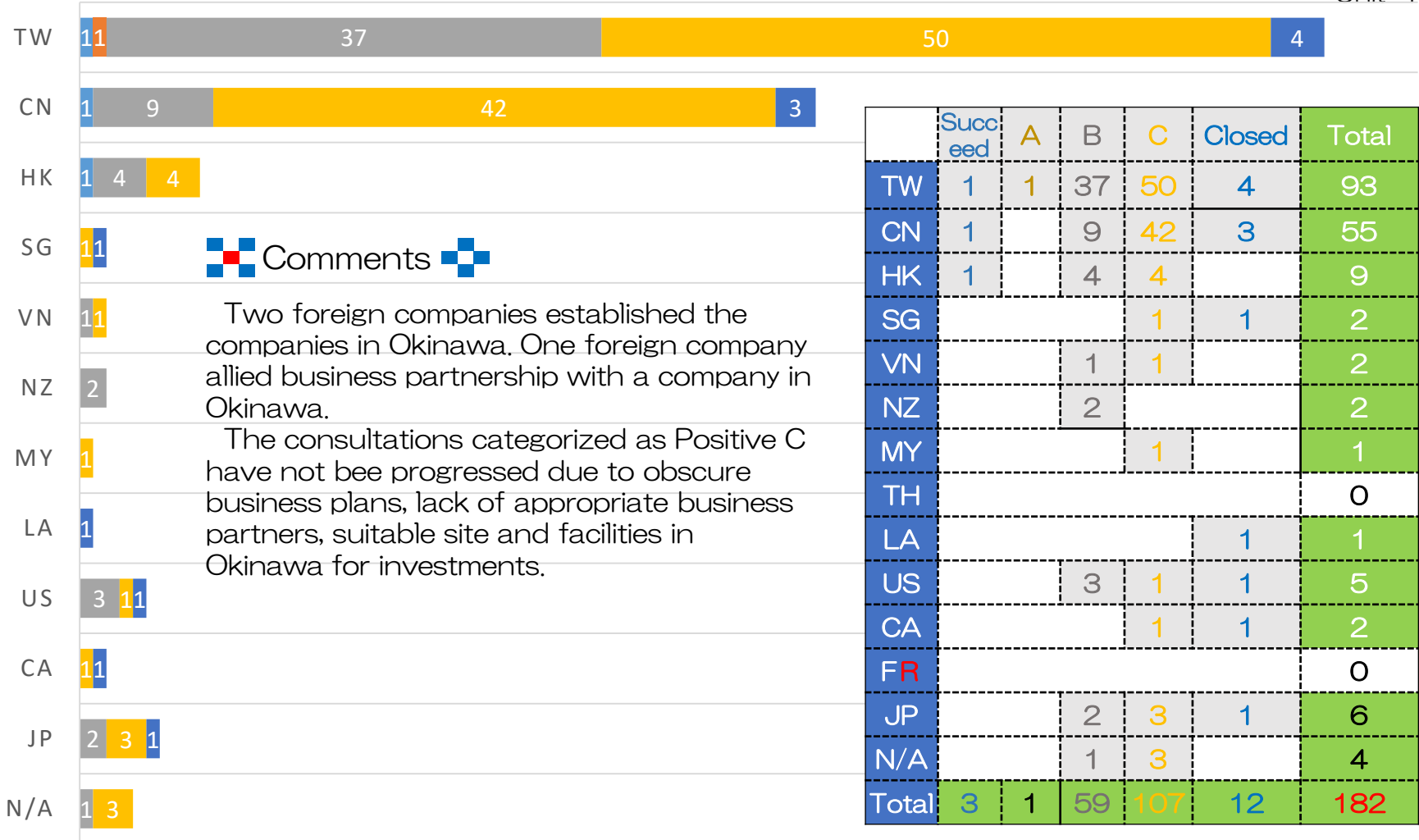
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4. Outcome of Consultation

■ Succeed
 ■ Positive A
 ■ Positive B
 ■ Positive C
 ■ Closed

Unit : Number



Comments

Two foreign companies established the companies in Okinawa. One foreign company allied business partnership with a company in Okinawa.

The consultations categorized as Positive C have not been progressed due to obscure business plans, lack of appropriate business partners, suitable site and facilities in Okinawa for investments.

Succeed : Incorporated or invested or tied up alliance in Okinawa
 Positive A : Concrete and feasible case
 Positive B : Concrete but constrained and time-consuming case
 Positive C : No concrete plan
 Closed : Closed due to cancellation, or no progress

※Consultations from Thailand and France made in FY 2018.

Category 1  Category 2

Manufacturing		1. Food beverage, 2. Health products, 3. Cosmetics, 4. Steel, 5. Resin, 6. Machinery, 7. Others
Service industry		1. Consulting, 2. Lodging, 3. Food beverage, 4. Sports, 5. Tourism, 6. Travel, 7. Others
Wholesale industry		1. Food beverage, 2. Machinery, 3. Life-style related commodities, 4. Trading, 5. Others
ICT industry		1. Internet, 2. Broadcasting, 3. Information production, 4. Others
Retail industry		1. Food beverage, 2. Machinery, 3. Life-style related commodities, 4. Others
Real estate & Leasing		1. Real estate, 2. Goods, 3. Others
Employment & Temp Agency		1. Employment placement, 2. Temp, 3. Others
Healthcare & welfare		1. Healthcare, 2. Welfare, 3. Others
Transportation industry		1. Transportation, 2. Warehouse, 3. Others
Agriculture, forestry & fishery		1. Agriculture, 2. Fishery, 3. Others
Construction industry		1. Construction, 2. Others
Others, N/A		1. Others, 2. N/A

※ Reference of industry classification : ' Japan standard Industry Classification general principles'

※ Classified based on the consultation revived during the service period

※ Refer to 'Reference ②' for category 3 in details

Category 1	Category 2	Category 3
Agriculture, forestry & fishery	Agriculture, forestry & fishery	Agriculture, forestry, & fishery
	Others	
Construction industry	Construction industry	Architecture, Facility construction
	Others	
Manufacturing	Food & beverage	Health products, Supplements
	Cosmetics	
	Iron & steel	Various parts, Automobile components
	Synthetic resin	Plastic etc., except for metal
	Machinery & Appliance	For industrial, medical, and household use
	Semiconductor	
ICT industry	Others	
	Internet	Application, software development, electronic payments, e-commerce
	Broadcasting	Broadcasting, mobile phone, Wi-Fi etc.,
	Information production	Video, Audio, textual information production, digital contents
Transportation industry	Others	
	Transportation	Land, sea and air transport industry
	Warehouse	Logistics warehouse
Wholesale industry	Others	
	Food & beverage	Health products, Supplements
	Machinery & Appliance	
	Trading	Export & import
Retail industry	Others	
	Food & beverage	Health products, Supplements
	Machinery & Appliance	
Real estate & Leasing	Others	
	Real estate	Real-estate agency for office, warehouse, housing
	Leasing	Rental car, bicycle and motorbike sharing
Service industry	Others	
	Consulting	Including professionals
	Lodging	Vacation rental, guest house, hotel
	Food & beverage	Café, restaurant, mobile catering
	Sports	Soccer, baseball, sports camp
	Tourism	Diving, experience farm
	Tour business	Planning travel tour, operations by certified travel agency
Others	Photographer, interpreter	
Healthcare & welfare	Healthcare	Hospital
	Welfare	Elder care facilities, nursing and care facilities
	Others	
Employment & Temp Agency	Job placement	
	Temp	
	Others	
Educational industry	Education	School
	Study support	Education for finance, academy, and language school
Others	Others	



Reference ②



Category of consultation	Details
Business Tour	arrange and attend business tour
Made in Japan	qualification as 'made in Japan'
Start up Business	procedures and notifications for starting up business
Status of residence	status of residence for operating business in Japan
Registration	procedures, duration, and cost for company's registration
License	license and regulations for starting up business
OEM	research OEM company in Okinawa
Business matching	develop business relationship with company in Okinawa
Rental plant	availability of lease facilities in Uruma/Okinawa district
Real estate	Introduce real estate with foreign language support, price level of rent, bond
Others	request for purchasing private land, necessary procedures for lodgings business, introduce resale plant and temporary office space
Support menu	preferential tax treatment, subsidy
Logistics	Passenger flight network in Naha airport, marine transport network in Okinawa, tariff, transport cost
Information gathering	living conditions, information about similar company, vendor supplier
Investment condition	merit of investment in Okinawa, general investment condition in Okinawa
Human resource	personnel expenses, employment environment, staffing services
Refer business partner	Introduce professionals with foreign language support, foreign entrepreneur, interpreter, similar company, and pertinent organization
Others	non consultation, such as request for alliance or information sharing