

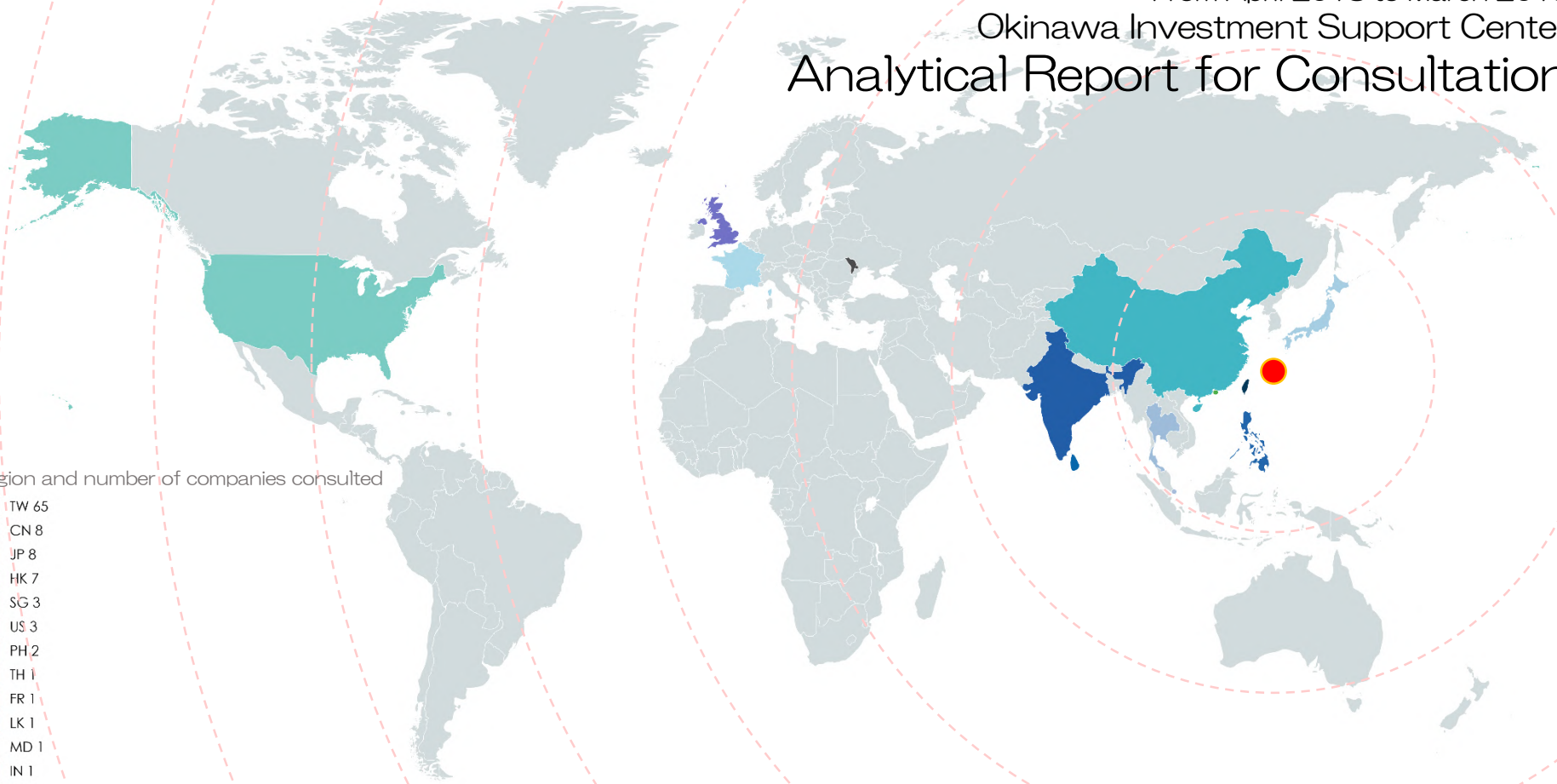
INVEST OKINAWA 2018

Fiscal Year 2018

From April 2018 to March 2019

Okinawa Investment Support Center

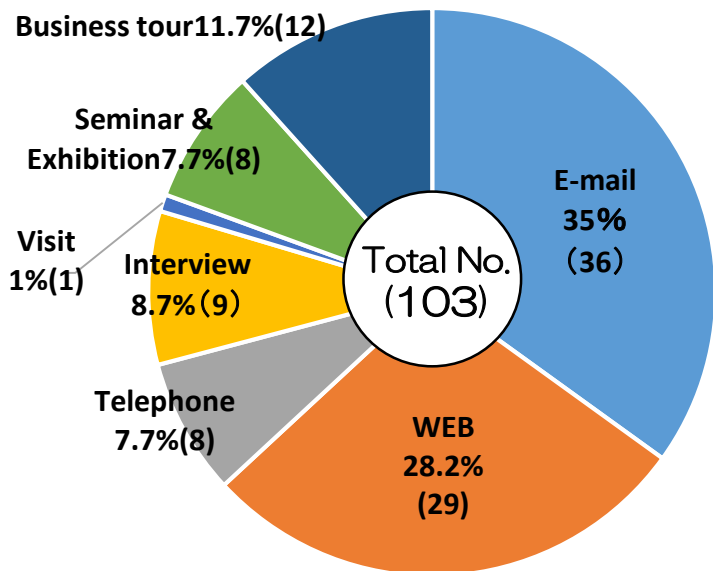
Analytical Report for Consultation



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Communications



Comments

- Many companies are considering investing in Okinawa after promotions at exhibitions and seminars held last year.
- In general, most consultations are by e-mail or via Web site.

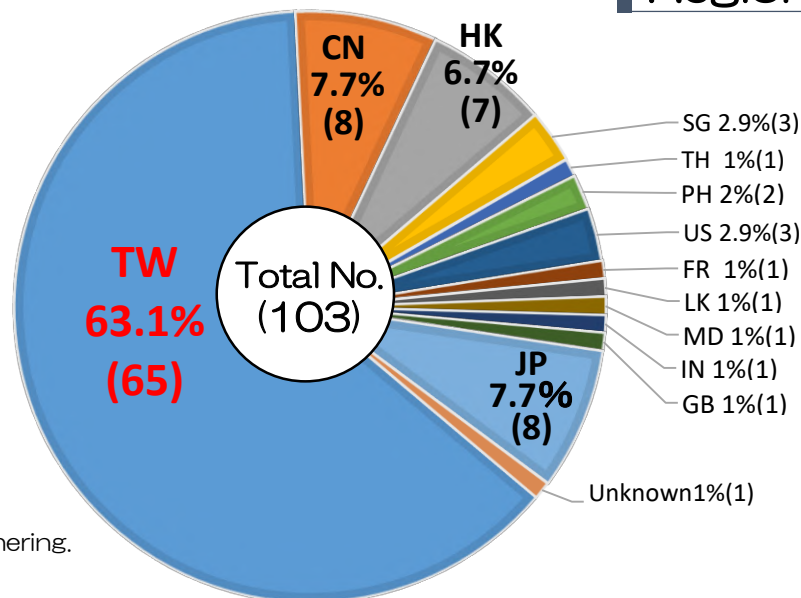
Comments

80% are from Chinese-speaking countries. More than half are from Taiwan, followed by China then Hong Kong. About 20% are from English-speaking countries.

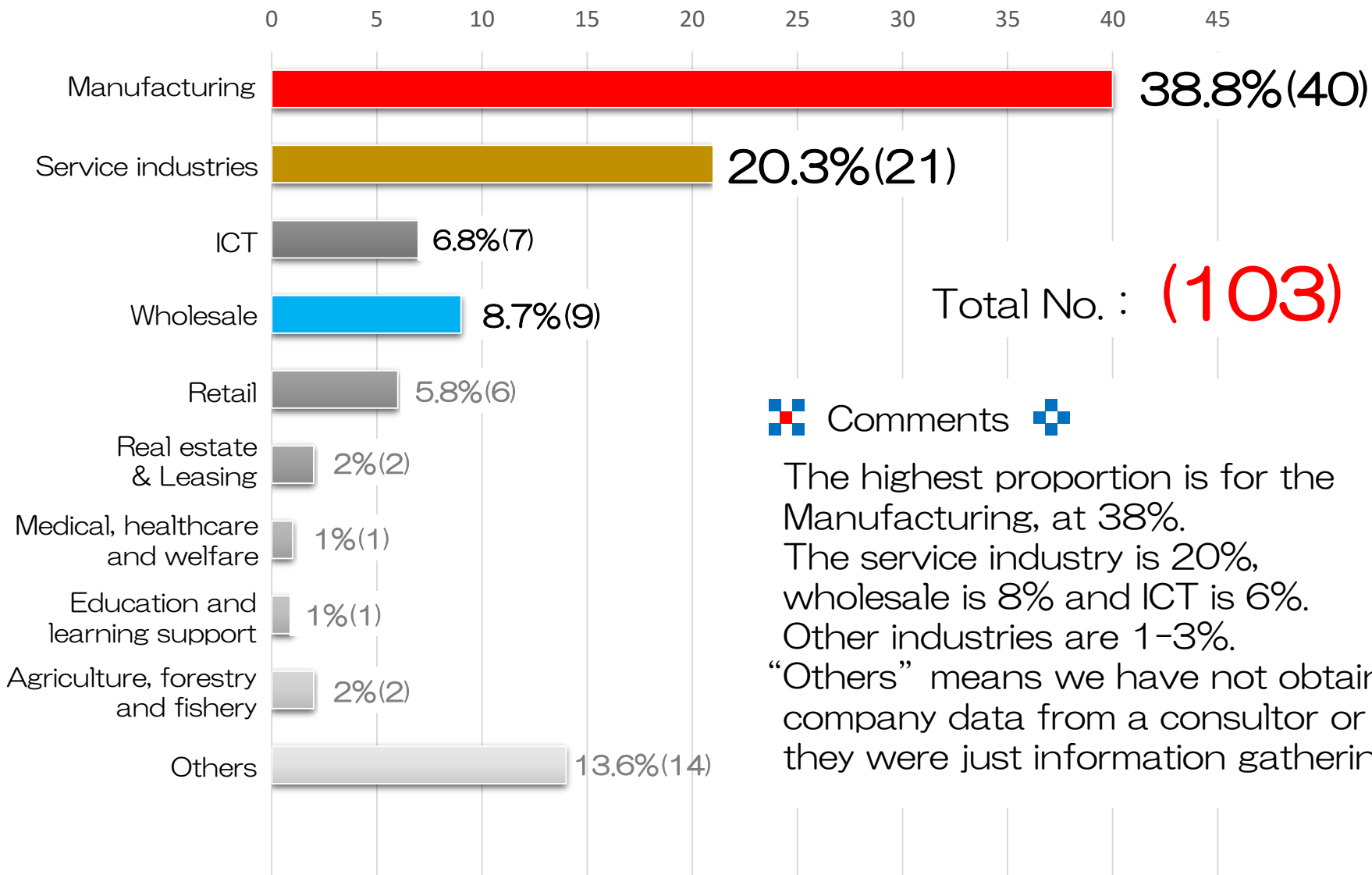
JP: OEM companies in Okinawa or foreign companies that have established a company located in Okinawa.

N/A: Have not received company data from a consultant or just information gathering.

Regions



2. Category of Consultation by Industry



Comments

The highest proportion is for the Manufacturing, at 38%.
 The service industry is 20%,
 wholesale is 8% and ICT is 6%.
 Other industries are 1-3%.
 "Others" means we have not obtained company data from a consultant or they were just information gathering.

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

Manufacturing
38.8% (40)



	TW	CN	PH	US	JP	Total
Food & beverage	8	1				9
Healthy foods	2					2
Cosmetics	8					8
Steels and metals			1			1
Synthetic resins	1					1
Machinery and appliances	7	1				8
Others	5			1	3	9
N/A	1				1	2
Total	32	2	1	1	4	40

Unit : Number

Comments

Of the 40 manufacturing companies, 80% are Taiwanese. For beverages and foods, 8 out of the 9 companies are Taiwanese. All 8 cosmetics companies are Taiwanese.

Others: (1) Just information gathering and no definite business plan is available. (2) Did not provide any details.
N/A: Just information gathering and a business plan is under development.

※Only regions where we were asked to consult are indicated.

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

Service industries
20.3% (21)



	TW	CN	HK	SG	TH	JP	N/A	Total
Lodging	2	1	0	1			1	5
Restaurants	1		2		1	1		5
Sports	1		1					2
Tourism	2		1					3
Travel	1	1						2
Others	1							1
N/A	2		1					3
Total	10	2	5	1	1	1	1	21

Unit : Number

Comments

Most consultations are from the lodging industry (5 companies).
This may be because tourism is strong in Okinawa.

Others: (1) Just information gathering and no definite business plan is available. (2) Did not provide any details.
N/A: Just information gathering and a business plan is under development.

※Only regions where we were asked to consult are indicated.

2-3. Category of Consultation by Industry (Other Industries)

Category 1	Category 2	Region: the number of companies consulted	Total
ICT	Internet	SG(1)	7 (6.8%)
	Data production	TW(1) , MD(1)	
	Others	IN(1) , GB(1)	
	N/A	TW(1) , SG(1)	
Wholesale	Food & beverage	TW(1) , US(1) , FR(1)	9 (8.7%)
	Commodities	CH(1)	
	Trading	TW(1) , CH(1) , HK(2) , JP(1)	
Retail	Food & beverage	TW(4)	6 (5.8%)
	Commodities	TW(1)	
	Others	TW(1)	
Real estate & Leasing	Real estate	JP(1)	2 (2%)
	Goods	TW(1)	
Medical, healthcare and welfare	Medical	TW(1)	1 (1%)
Education and learning support	Education	TW(1)	1 (1%)
Agriculture, forestry and fishery	Agriculture	TW(1)	2 (2%)
	Others	PH(1)	
Others , N/A	Others	TW(3) , LK(1)	14 (13.6%)
	N/A	TW(6) , CN(2) , US(1) , JP(1)	

Unit : Number

Comments

Others , N/A: Just information gathering and a business plan is under development.

3. Category of Consultation by Region

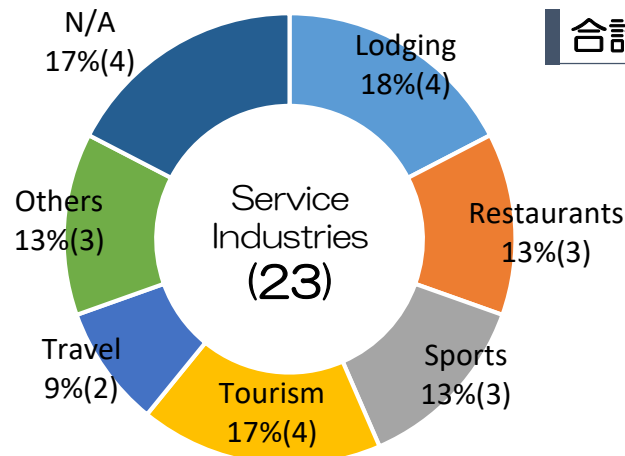
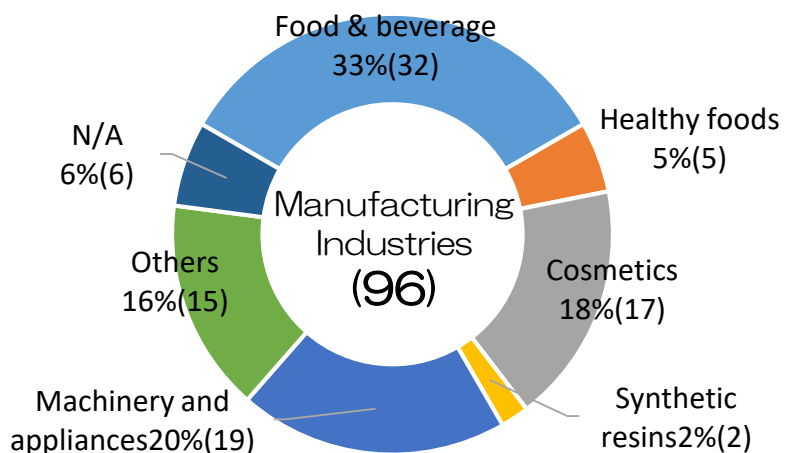
	TW	CN	HK	SG	TH	PH	US	FR	LK	MD	IN	GB	JP	N/A	Total
Business Tour	24	3	1				1						3		32
Made in Japan	3	1											1		5
New business in general	15		3				1			1			3		23
Resident status	8	1	2	1									1		13
Registration	3		1										1		5
Permission, application	9	2	1	1									2		15
OEM	11														11
Business matching	2				1				1						4
Factory for lease	11	1											1		13
Real estate			1										1		2
Other Properties	6						1						2		9
Support menu	8	1	1	1									5		16
Logistics	2												1		3
Information gathering	17	1	2	2		1	2	1					4		30
Investing	8					1							1		10
Human resource	2		1				1				1				5
Referral	25		2	1			2		1				2		33
Others	9	1	1									1	4	1	17
Total	163	11	16	6	1	2	8	1	2	1	1	1	32	1	246

Unit : Number

Comments

By region, among 163 consultations by Taiwanese companies, the most was 25 referrals (referrals of Okinawa companies) followed by 24 Business tours and 17 information gathering. Inquiries about OEM and factories for lease both counted for 11.

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



合計：163件

Unit : Number

Category 1	Category 2	Content of consultation	Total
ICT	Data production	New business in general(1)	4
	N/A	New business in general(1), Resident status(1), Support menu(1)	
Wholesale	Food & beverage	OEM(1), Referral(1)	4
	Trading	Resident status(1), Others(1)	
Retail	Food & beverage	Registration(1), Permission, application(2), OEM(1), Information gathering(2), Referral(2), Others(1)	14
	Commodities	OEM(1), Referral(1)	
	Others	Made in Japan(1), Registration(1), Permission, application(1)	
Medical, healthcare and welfare	Medical	other properties(1), Information gathering(1), Referral(1)	3
Education and learning support	Education	Business tour(1), Investing(1)	2
Agriculture, forestry and fishery	Agriculture	Business tour(1), Permission, application(1), Matching(1)	3
Others, N/A	Others	Business tour(1), Resident status(1), Referral(1),	14
	N/A	Business tour(1), New business in general(2), Information gathering(4), Investing(2), Referral(1)	

Comments

From Taiwan, the most inquiries were 96 for Manufacturing. After those, 32 were for foods & beverages, 19 for machinery and appliances, and 17 for cosmetics. In most cases they manufacture in Okinawa and export or sell overseas.

3-2. Category of Consultation by Region (CN/HK/JP)

CN : Total(11)

Unit : Number

Category 1	Category 2	Content of consultation	Total
Manufacturing industries	Food & beverage	Business tour(1)	4
	Machinery and appliances	Business tour(1) Permission, application(1) Factory for lease(1)	
Service industries	Lodging	Permission, application(1)	3
	Travel	Support menu(1) Information gathering(1)	
Wholesale	Commodities	Made in Japan(1)	2
	Trading	Trading(1)	
Others , N/A	N/A	Resident status(1) Others(1)	2

HK : Total(16)

Unit : Number

Category 1	Category 2	Content of consultation	Total
Service industries	Restaurants	New business in general(1) Support menu(1) Information gathering(1) Referral(1)	4
		New business in general(1) Resident status(1) Registration(1) Information gathering(1) Referral(1)	
	Tourism	Resident status(1) Permission, application(1) Real estate(1)	3
	N/A	New business in general(1) Human resource(1)	2
Wholesale	Trading	Business tour(1) Others(1)	2

JP : Total(32)

Unit : Number

Category 1	Category 2	Content of consultation	Total
Manufacturing industries	Others	Business tour(2) Made in Japan(1) New business in general(2) Resident status(1) Registration(1) Permission, application(1) Factory for lease(1) other properties(1) Support menu(3) Logistics(1) Information gathering(2) Referral(1) Others(3)	20
		N/A	
Service industries	Restaurants	Permission, application(1) other properties(1) Referral(1) , Others(1)	4
Wholesale	Trading	Support menu(1)	1
Real estate & Leasing	不動産	Business tour(1) Real estate(1) Information gathering(1)	3
Others , N/A	N/A	Support menu(1) Information gathering(1)	2

Comments

After Taiwan, inquiries from Japan were the next highest. Specifically, many consultations were through Japanese business partners.

3-3. Category of Consultation by Region (Other regions)

Others(24)

Unit : Number

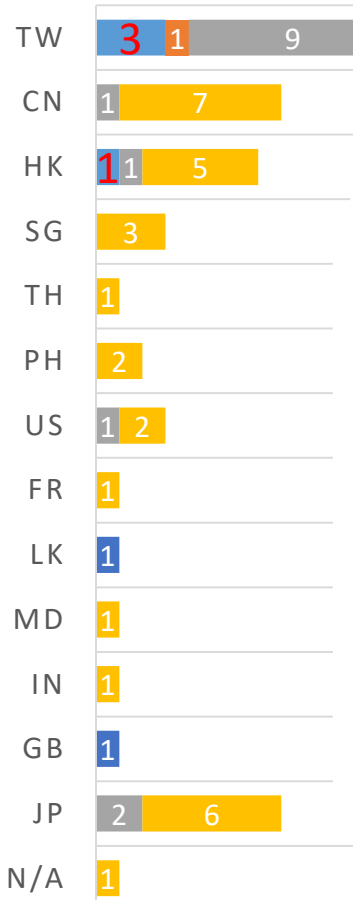
Regions	Category 1	Category 2	Content of consultation	Total
SG	ICT	Internet	Resident status(1) , Permission, application(1) , Support menu(1) ※Procedures to operate an internet service provider business.	6
		N/A	Information gathering(1) ※Investment costs for an ICT business.	
	Service industries	Lodging	Information gathering(1) , Referral(1) ※Want to operate a hotel business.	
TH	Service industries	Restaurants	Matching(1) ※Want to import and sell marine products.	1
PH	Manufacturing industries	Steels and metals	Investing(1) ※Information to establish a company in Okinawa.	2
	Agriculture, forestry and fishery	Others	Information gathering(1) ※Planning to sell marine products in Okinawa.	
US	Manufacturing industries	Others	New business in general(1) ※Want to have a manufacturing center in Okinawa and sell in Japan and overseas.	8
	Wholesale	Food & beverage	Business tour(1) , Information gathering(1) , Referral(1) ※Want to export to and sell healthy foods in USA.	
	Others	N/A	Other properties(1) , Information gathering(1) , Human resource(1) , Referral(1) ※Want to collaborate with market research companies, etc.	
FR	Wholesale	Food & beverage	Information gathering(1) ※Want to sell alcoholic beverages in Okinawa.	1
LK	Others , N/A	Others	Matching(1) , Referral(1) ※Want to collaborate with salt companies in Okinawa.	2
MD	ICT	Data production	New business in general(1) ※Want to establish a software development company in Okinawa.	1
IN	ICT	Others	Human resource(1) ※Want to operate a call center business, etc.	1
GB	ICT	Others	Others : 1 ※Want to research the economic situation in Okinawa.	1
N/A	Service industries	Lodging	Others : 1 ※Business plan unknown.	1

Comments

In the other regions, 9 companies were involved in the ICT business.
The purpose of most consultations was for information gathering.

4. Consulting results

■ Success ■ Possibility A ■ Possibility B ■ Possibility C ■ Closed



Comments

【Major factors for not establishing】

- ①Immature business plan.
- ②Could not find a local business partner.
- ③Want to establish a manufacturing center but the infrastructure to support the manufacturing industry is weak. Also it will take too much time before the manufacturing center is ready to run.

【Industry of 4 companies that established an office in Okinawa】

- ①Retail・Trading ※Exporting Okinawan products
- ②Service industries ※Restaurants
- ③Agriculture, forestry and fishery ※Cultivating agricultural products.
- ④Service industries ※Inbound tour planning.

【Business matching】

- Succeeded in business transactions for Okinawan products

Unit : Number

	Success	A	B	C	Closed	Total
TW	3	1	9	47	5	65
CN			1	7		8
HK	1		1	5		7
SG				3		3
TH				1		1
PH				2		2
US			1	2		3
FR				1		1
LK					1	1
MD				1		1
IN				1		1
GB					1	1
JP			2	6		8
N/A				1		1
Total	4	1	14	77	7	103

Success : Registered to establish, or established,

or concluded a business alliance with a company in Okinawa.

Possibility A : High importance, definite or high possibility of realizing.

Possibility B : Middle importance, definite but there are some obstacles and it will take time to realize.

Possibility C : Low importance, no definite plan, at information gathering level.

Closed : Closed consultation. Did not establish due to break-off, postponement,

Business tour only or already consulted.

5. Fiscal Year 2016 to 2018 (From October 2016 to March 2019)

【Countries, regions】

Unit : Number

	2016	2017	2018	Total
TW	4	17	16	37
CN	1	6	2	9
HK	0	2	1	3
US	0	1	1	2
JP	0	1	1	2
Total	5	27	21	53

【Consultor】

Unit : Number

	2016	2017	2018	Total
Overseas office	0	7	7	14
Prefectural government office	5	10	4	19
Other(※1)	0	2	3	5
Individual	0	8	7	15
Total	5	27	21	53

(※1) Other: Inquiry through Taiwanese consultants and economic organizations

【Purpose of Business tour】

Unit : Number

	2016	2017	2018	Total
Information gathering	5	27	21	53
Matching	0	10	10	20
Total	5	37	31	73

【Category of Industry】

Unit : Number

	2016	2017	2018	Total
Manufacturing industries	1	7	13	21
Wholesale	0	4	3	7
Economic organization(※2)	2	5	3	10
Agriculture	0	0	1	1
Academic	0	0	1	1
Real estate	1	0	0	1
ICT	1	0	0	1
Service industries	0	8	0	8
Transportation	0	2	0	2
Official duty	0	1	0	1
Total	5	27	21	53

(※2) Including business tours led by an economic organization that collected companies.

【Business tour/visited sites】

Unit : Number

	2016	2017	2018	Total
Factory for lease	4	11	14	29
Logistics	2	10	2	14
Naha Port	1	4	1	6
Other(※3)	4	15	11	30
Prefectural government office	1	9	8	18
Total	12	49	36	97

(※3) Other: OEM commissioned manufacturers, consultants, experts.

Comments

Overall, there were many business tours from Taiwan (37 projects). By industry, 21 were for manufacturing, 53 were for information gathering and 29 for business tour purposes of factory leasing at Uruma/Okinawa Area