



# Fiscal Year 2019 Analytical Report for Consultation

Asia Business Network Project

① Okinawa Investment Support Center  
~ Overseas ⇄ Okinawa ~



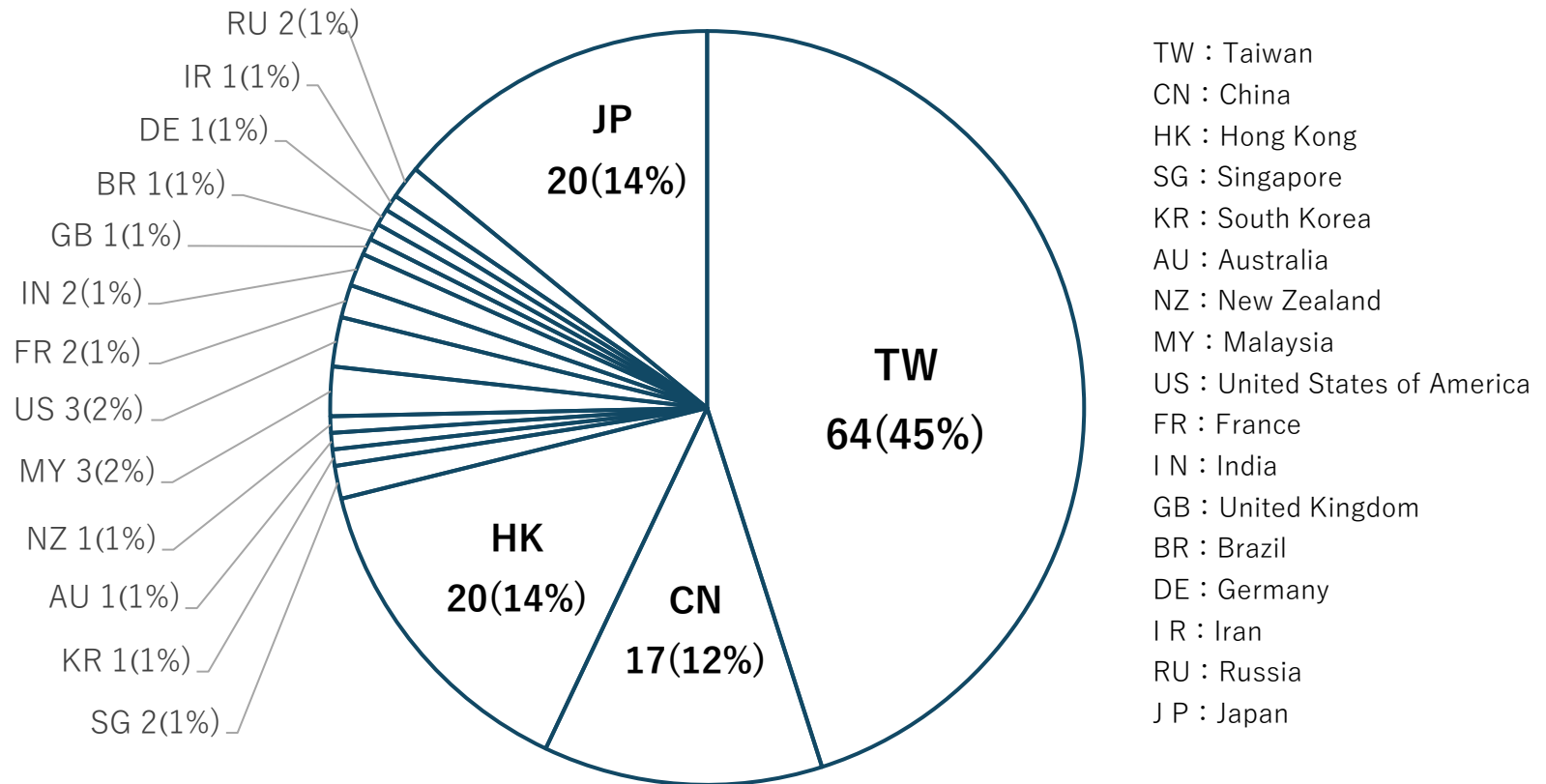
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## Number of companies by Region

Total : 142

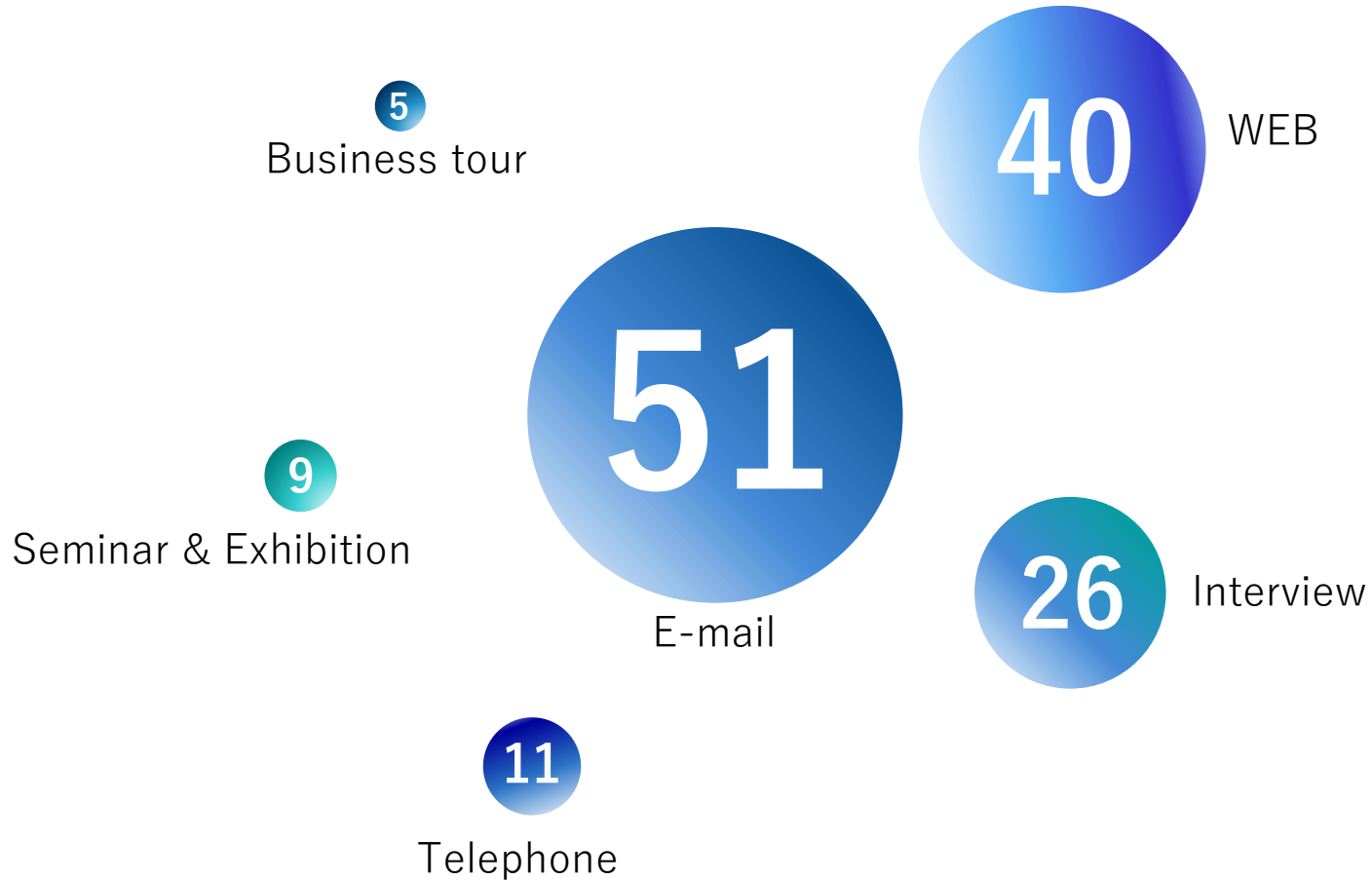


### Comments

Nearly 70% of the 142 companies are from Chinese speaking area. Taiwan accounted for about half of the total, followed by Hong Kong and China. 20 companies in Japan were involved in secondary investment into Okinawa and consultation from foreigners in Okinawa.



# Communications

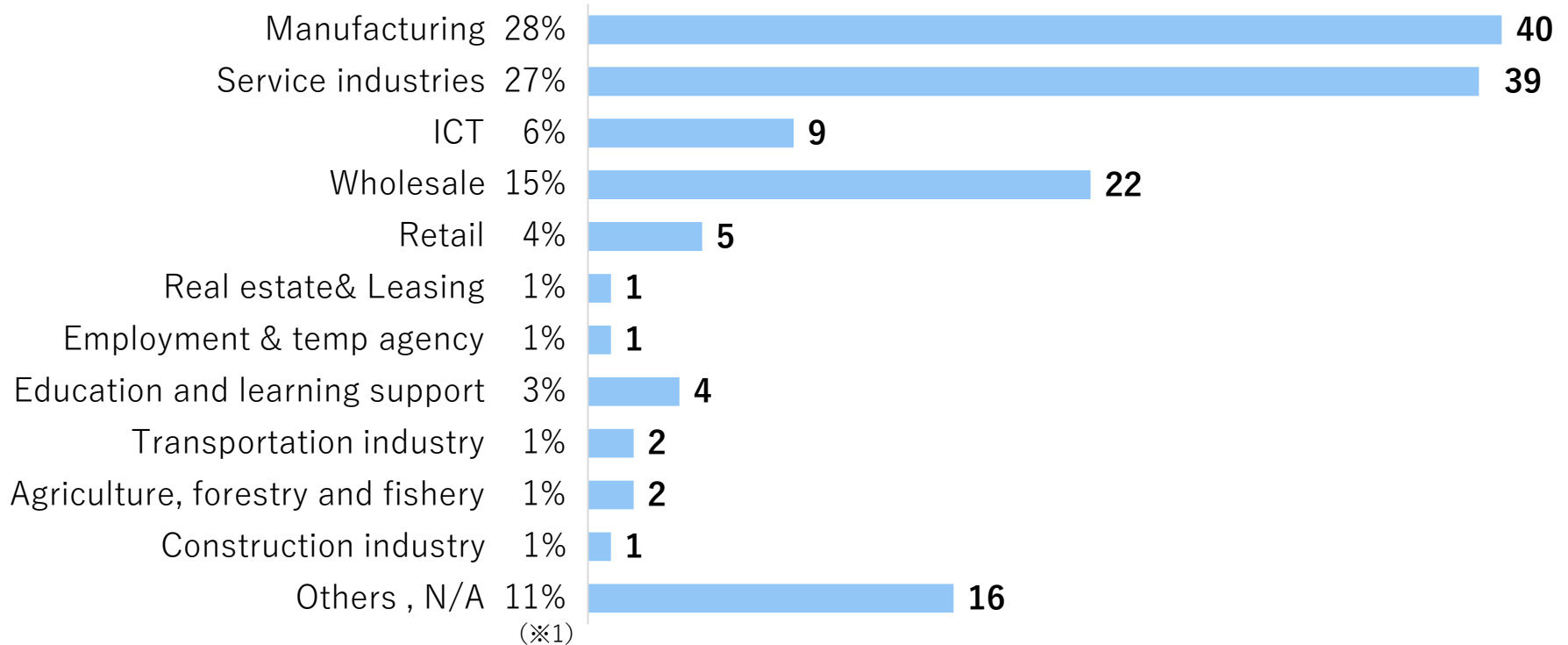


## Comments

Among the 142 companies in total, inquiries by e-mail were the largest in number at 51 companies (35%).  
Next, 40 companies (28%) from our web inquiry form.



# Category of Consultation by Industry



## Comments

The largest proportion is for the Manufacturing, at 40 companies (28%), followed by Services at 39 companies (27%) and Wholesale at 22 companies (15%).

"Others , N/A" means we have not obtained company data from a consultor or they were just information gathering.

(※1) The composition ratio does not necessarily add up to 100% because the numbers after the decimal point are rounded off.



# Category of Industry by Region (Manufacturing)

	TW	CH	HK	US	FR	IN	BR	IR	RU	JP	Total
Food & beverage	6	2			1			1		1	<b>11</b>
Healthy foods	4										<b>4</b>
Cosmetics	3	1								1	<b>5</b>
Steels and metals	2										<b>2</b>
Synthetic resins			1								<b>1</b>
Machinery and appliances	4	1				1	1		1		<b>8</b>
Others(※1)		2	1			1				3	<b>7</b>
N/A(※2)	1			1							<b>2</b>
<b>Total</b>	<b>20</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>40</b>

## Comments

50% of the 40 manufacturing companies are Taiwanese.

For "Food and Beverage", 6 out of 11 companies are Taiwanese companies.

For "Healthy food", all 4 companies are Taiwanese.

- Only regions where we were asked to consult are indicated.
- (※1) (1) Just information gathering and no definite business plan is available. (2) Did not provide any details.
- (※2) The details of the business plans are unknown because of the purpose for just gathering information.



# Category of Industry by Region (Service industries)

	TW	CH	HK	SG	NZ	MY	GB	DE	JP	Total
Consulting	4									<b>4</b>
Lodging	3		3	1		1				<b>8</b>
Food and Beverage	5		1					1	2	<b>9</b>
Travel		1							1	<b>2</b>
Others(※1)	4	2	5		1	1	1		2	<b>16</b>
Total	<b>16</b>	<b>3</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>39</b>

## Comments

The second most frequently consulted industry after the Manufacturing was Service industry with 39 companies.

The reason for the large number of consultations on "Lodging" and "Food and Beverage" in the service industry is considered to be due to the favorable tourism industry in Okinawa.

- Only regions where we were asked to consult are indicated.
- (※1) (1) Just information gathering and no definite business plan is available. (2) Did not provide any details.



# Category of Industry by Region (Wholesale)

	TW	CH	HK	MY	US	RU	JP	Total
Food and Beverage	3		1		1			<b>5</b>
Trading	2	5	3			1	2	<b>13</b>
Others(※1)	2			1			1	<b>4</b>
Total	<b>7</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>22</b>

## Comments

22 foreign companies plan to export Japanese products, including Okinawa's, to overseas markets.

The product lineup includes health foods, sweets, ingredients, etc.

The 4 "Others" companies collected information about products that were likely to sell overseas.

- Only regions where we were asked to consult are indicated.
- (※1) (1) Just information gathering and no definite business plan is available. (2) Did not provide any details.





# Category of Industry by Region (Other industries)

		TW	HK	CN	SG	KR	AU	US	FR	JP	Total
ICT (9)	Internet	1									1
	Broadcasting	1									1
	Data production	2								1	3
	Others, N/A	2	1							1	4
	Subtotal	<b>6</b>	<b>1</b>							<b>2</b>	<b>9</b>
Retail (5)	Food and Beverage	2									2
	Others	1	1		1						3
	Subtotal	<b>3</b>	<b>1</b>		<b>1</b>						<b>5</b>
Education and learning support (4)	Education	3									3
	learning support									1	1
	Subtotal	<b>3</b>								<b>1</b>	<b>4</b>
Transportation Industry (2)	Carrier			1							1
	Warehousing	1									1
	Subtotal	<b>1</b>		<b>1</b>							<b>2</b>
Agriculture, forestry and fishery (2)	Agriculture	2									2
Real estate & Leasing (1)	Goods	1									1
Employment & Temp agency (1)	Temp	1									1
Construction (1)	N/A		1								1
Others, N/A (16)	Others	3		2			1		1	4	11
	N/A	1	2			1		1			5
	Subtotal	<b>4</b>	<b>2</b>	<b>2</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>16</b>
Total for Other Industries		<b>21</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>7</b>	<b>41</b>

## Comments

9 comprises from the ICT industry. It seems to be related to the degree of improvement of infrastructure in Okinawa. In other industries, information gathering was the main purpose. Regarding Others, N/A, most of them are unclear industries, and are simply information gathering purpose.



# Category of Consultation by Region

	TW	CN	HK	SG	KR	AU	NZ	MY	US	FR	IN	GB	BR	DE	IR	RU	JP	Total
Business Tour	17	9	7	1						1						1	3	<b>39</b>
Made in Japan	6	1																<b>7</b>
New business in general	14	2	5			1		1	2					1			2	<b>28</b>
Resident status	4	2	10					1										<b>17</b>
Registration	2	1				1										1		<b>5</b>
Permission, application	7	2	5	1		1		1	1				1				5	<b>24</b>
OEM	4	3															1	<b>8</b>
Business matching	22	7	4	1			1		2	1				1		1	3	<b>43</b>
Factory for lease	8	2	1								1		1		1	1	1	<b>16</b>
Real estate				1				1								1	2	<b>5</b>
Other Properties	6	1	1	1												1	4	<b>14</b>
Support menu	6	3	1			1							1				9	<b>21</b>
Logistics	7	2	1	1						1							4	<b>16</b>
Information gathering	11	3	9		1	1			1		2				1	1	4	<b>34</b>
Investing	1		2			1			1								1	<b>6</b>
Human resource	1																3	<b>4</b>
Referral	15	3	5					2						1		1	9	<b>36</b>
Others	12	4	7			1	1	2	1	2		1		1		1	7	<b>40</b>
<b>Total</b>	<b>143</b>	<b>45</b>	<b>58</b>	<b>6</b>	<b>1</b>	<b>7</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>9</b>	<b>58</b>	<b>363</b>

## Comments

By Category of consultation, Business matching was the most common with 43 cases, followed by Business Tour with 39 cases and Information gathering with 34 cases. By region, out of 143 consultations from Taiwan, 22 cases were Business matching with Okinawan companies.



# Category of Consultation by Region

## Taiwan (Manufacturing/Service industries/Wholesale)

Number of companies consulted from Taiwan : 64 / Number of consultations : 143

		Business Tour	Made in Japan	New business in general	Resident status	Registration	Permission, application	OEM	Business matching	Factory for lease	Other Properties	Support menu	Logistics	Information gathering	Referral	Others	Total
Manufacturing industries (20)	Food & beverage	2	2	1					6		2	1	2			1	17
	Healthy foods		1					1	3	1	1		1	1		1	10
	Cosmetics	1	2	1			1	1	1	2				1		1	11
	Steels and metals	1										1	2	1		1	6
	Machinery and appliances	1		1			1		1	1					1	1	7
	N/A	1		1				1		1	1				1		6
	Subtotal	6	5	4			2	3	11	5	4	2	5	4	1	5	57
Service industries (16)	Consulting			1					1	1		1		1			5
	Lodging			1								1		1	1		4
	Food and Beverage	3		2	1	1	1		2					1	1	2	14
	Others			1					1	1					2	2	7
	Subtotal	3		5	1	1	1		4	2		2		3	4	4	30
Wholesale (7)	Food & beverage					1			3				1	1	1		7
	Trading							1							1	1	3
	Others													1	1		2
	Subtotal					1		1	3				1	2	3	1	12
Total for 3 industries		9	5	9	1	2	3	4	18	7	4	4	6	9	8	10	99

### Comments

The most common category of inquiries from Taiwan was the Manufacturing industry with 20 companies (57 cases) . Of these, “Food and Beverage” with 17 cases, “Cosmetics” with 11 cases, “Healthy foods” with 10 cases.

As a feature, there were many consultations regarding plans to manufacture products as Made in Japan in collaboration with Okinawan companies and export them to all over the world.



# Category of Consultation by Region

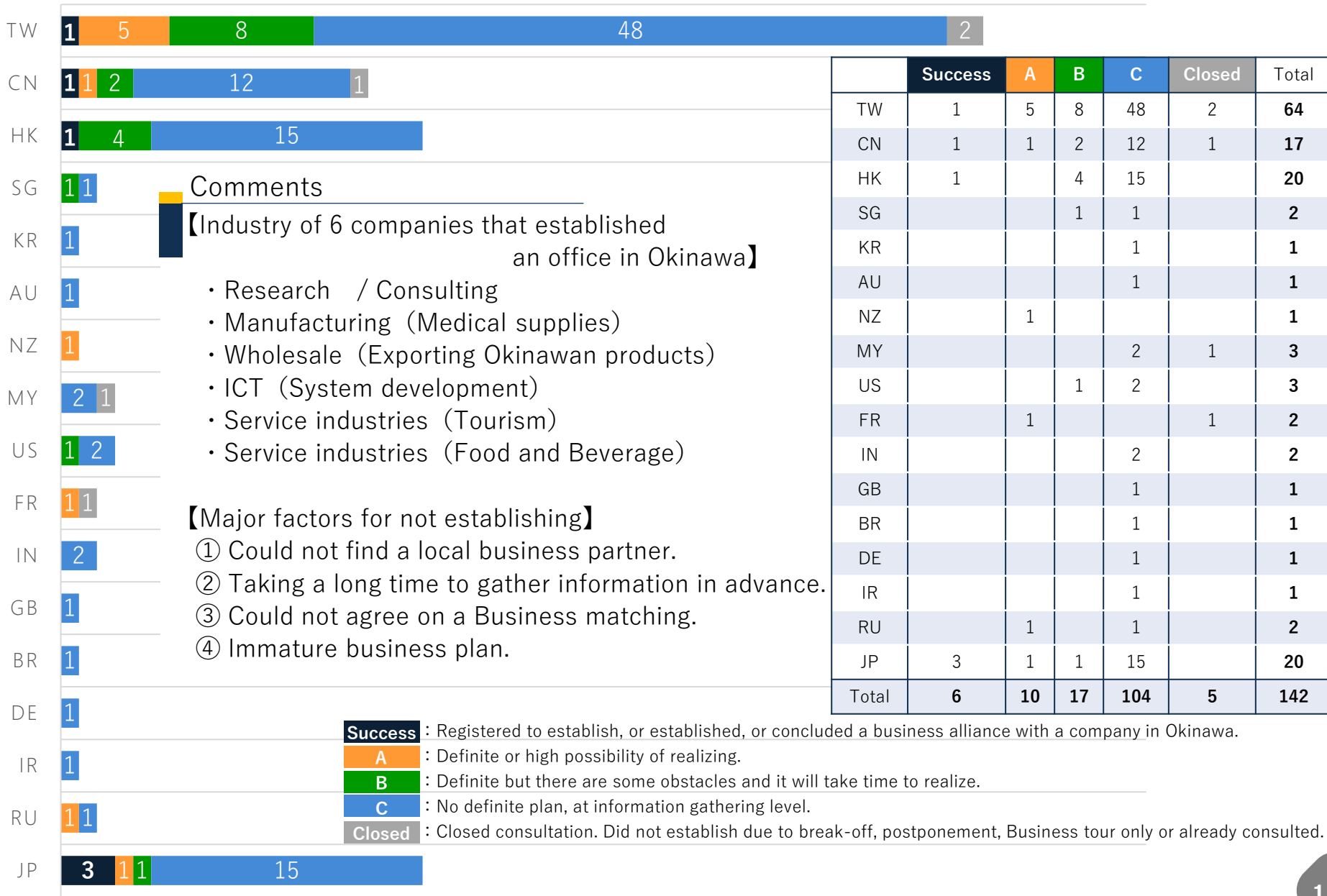
## Taiwan (Other industries)

Number of companies consulted from Taiwan : 64 / Number of consultations : 143

		Business Tour	Made in Japan	New business in general	Resident status	Permission, application	Business matching	Factory for lease	Other Properties	Support menu	Logistics	Information gathering	Investing	Human resource	Referral	Others	Total
ICT (6)	Internet														1		1
	Broadcasting	1		1	1										1		4
	Data production	1		2		1			1	1					1		7
	Others	1					1									1	3
	N/A			1	1										1		3
	Subtotal	<b>3</b>		<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>		<b>1</b>	<b>1</b>					<b>4</b>	<b>1</b>	<b>18</b>
Retail (3)	Food & beverage	1					1									1	3
	Others						1				1				1		3
	Subtotal	<b>1</b>					<b>2</b>				<b>1</b>				<b>1</b>	<b>1</b>	<b>6</b>
Real estate & Leasing (1)	Goods					1									1		2
Employment& Temp agency (1)	Temp			1													1
Education and learning support (3)	Education	2	1				1				1						5
Transportation Industry (1)	Warehousing										1						1
Agriculture, forestry and fishery (2)	Agriculture					2		1	1	1				1			6
Others, N/A (4)	Others, N/A	2			1								1		1		5
<b>Total for Other Industries</b>		<b>8</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>7</b>	<b>2</b>	<b>44</b>



# Consulting results



## Comments

【Industry of 6 companies that established an office in Okinawa】

- Research / Consulting
- Manufacturing (Medical supplies)
- Wholesale (Exporting Okinawan products)
- ICT (System development)
- Service industries (Tourism)
- Service industries (Food and Beverage)

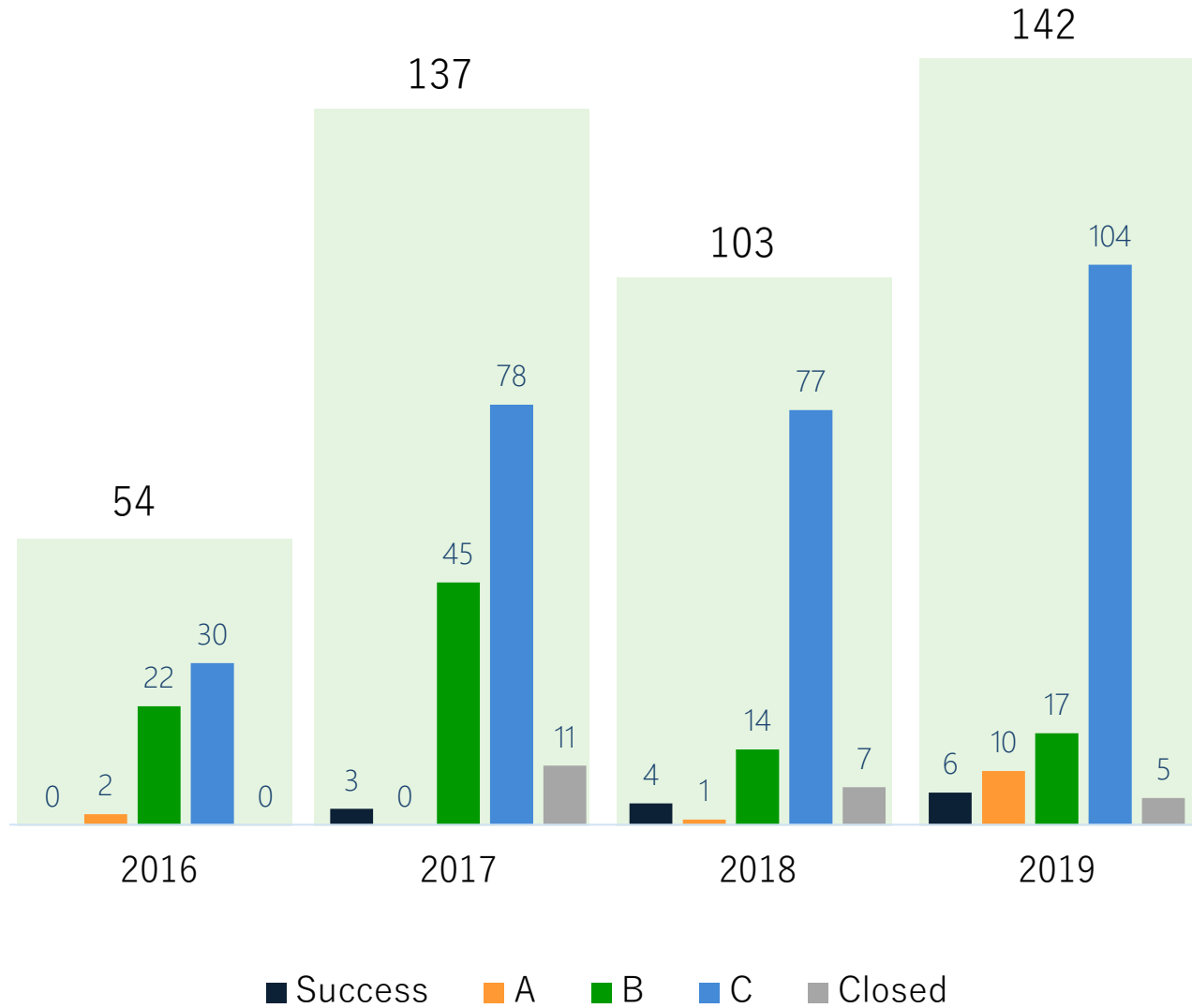
## 【Major factors for not establishing】

- ① Could not find a local business partner.
- ② Taking a long time to gather information in advance.
- ③ Could not agree on a Business matching.
- ④ Immature business plan.

**Success** : Registered to establish, or established, or concluded a business alliance with a company in Okinawa.  
**A** : Definite or high possibility of realizing.  
**B** : Definite but there are some obstacles and it will take time to realize.  
**C** : No definite plan, at information gathering level.  
**Closed** : Closed consultation. Did not establish due to break-off, postponement, Business tour only or already consulted.



# Number of companies consulted each Fiscal Year





# Cases of consultation



## Contents of consultation

1. Hope to purchase Okinawan products
2. Logistics subsidy
3. Introducing logistics companies
4. Establishment of local company
5. Obtaining the business/management visa
6. Introducing OEM manufacturers in Okinawa



## Contents of Support

1. Introducing Okinawan companies on request
2. Introducing various subsidies information
3. Introducing some logistics companies
4. Introducing Judicial scriveners using foreign languages
5. Introducing Administrative scriveners using foreign languages
6. Introducing related OEM companies



# Number of business tours each Fiscal Year



Countries, regions	2016	2017	2018	2019	Total
TW	4	17	16	<b>17</b>	54
CN	1	6	2	<b>7</b>	16
HK		2	1	<b>3</b>	6
US		1	1	<b>1</b>	3
FR				<b>1</b>	1
RU				<b>2</b>	2
SG				<b>1</b>	1
JP		1	1	<b>1</b>	3
<b>Total</b>	<b>5</b>	<b>27</b>	<b>21</b>	<b>33</b>	<b>86</b>

Consultor	2016	2017	2018	2019	Total
Prefectural Overseas Offices		7	7	<b>12</b>	26
Prefectural government office	5	10	4	<b>1</b>	20
Others (※2)		2	3	<b>3</b>	8
Individual		8	7	<b>17</b>	32
<b>Total</b>	<b>5</b>	<b>27</b>	<b>21</b>	<b>33</b>	<b>86</b>

(※2) Introduction from Consultants and Economic organizations.

Purpose of Business tour	2016	2017	2018	2019	Total
Information gathering	5	27	21	<b>23</b>	76
Matching		10	10	<b>18</b>	38
<b>Total</b>	<b>5</b>	<b>37</b>	<b>31</b>	<b>41</b>	<b>114</b>

Category of Industry	2016	2017	2018	2019	Total
Manufacturing	1	7	13	<b>12</b>	33
Wholesale		4	3	<b>7</b>	14
Economic organization(※1)	2	5	3		10
Retail				<b>1</b>	1
Agriculture			1		1
Academic			1		1
Real estate	1				1
ICT	1			<b>2</b>	3
Service industries		8		<b>6</b>	14
Transportation		2			2
Construction				<b>2</b>	2
Official duty		1			1
Education and learning support				<b>2</b>	2
Others, N/A				<b>1</b>	1
<b>Total</b>	<b>5</b>	<b>27</b>	<b>21</b>	<b>33</b>	<b>86</b>

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

Business tour/ visited sites	2016	2017	2018	2019	Total
Factory for lease	4	11	14	<b>4</b>	33
Logistics	2	10	2	<b>3</b>	17
Naha Port	1	4	1		6
Others (※3)	4	15	11	<b>30</b>	60
Prefectural government office	1	9	8	<b>2</b>	20
<b>Total</b>	<b>12</b>	<b>49</b>	<b>36</b>	<b>39</b>	<b>136</b>

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





公益財団法人  
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Okinawa Industry Promotion Public Corporation

# Asia Business Network Project



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