Information and Communication Industry
Business Establishments Guide

Okinawa, the IT hub linking Asia and Japan

10-seater
Okinawan e-bus

🔴 **Okinawa Prefecture**

Attractive OKINAWA - Overview

Basic information on Okinawa

Okinawa Prefecture, located in the southwest of Japan and the center of East Asia, is an island prefecture formed by 48 inhabited islands including Okinawa Island and 112 uninhabited islands. With its warm climate, beautiful sea, and rich nature, Okinawa is surrounded by an attractive environment that can only be found here in Japan.

■ Total area: 2,281㎢
■ Total population: 1.469 Million (Jan 2024 est.)
■ Population density：643.3 /㎢ (Oct 2020)

③Onna Village【Cape Maeda】

④Naha City【Shureimon】

①Motobu Town【Churaumi Aquarium】

②Nago City【NAGO PINEAPPLE PARK】
© OCVB

⑤Iriomote Island

⑥Miyakojima City【Irabu Bridge】

Industries in Okinawa

In Okinawa, 80% of the industries are in the service industry, mainly tourism, and the information and communication industry, which are the major pillars supporting the economy. In addition, the agriculture, forestry, fisheries, and manufacturing industries also produce many attractive specialty products that take advantage of Okinawa's warm climate and unique characteristics.

Living Environment in Okinawa

< Climate >
・The climate is mild all year round with little temperature difference, making it comfortable to spend time here throughout the year.
・Less cedar pollen (allergy) and comfortable in early spring compared with other cities in Japan.

< Kariyushi-wear >
In order to spend the long summer in Okinawa comfortably, the wearing of "Kariyushi-wear" has become an established practice in business scenes and at various tourist spots. The design features motifs of Okinawan culture and nature and is popular among tourists.

< Child-rearing and educational environment >
・Birth rate 1st in Japan
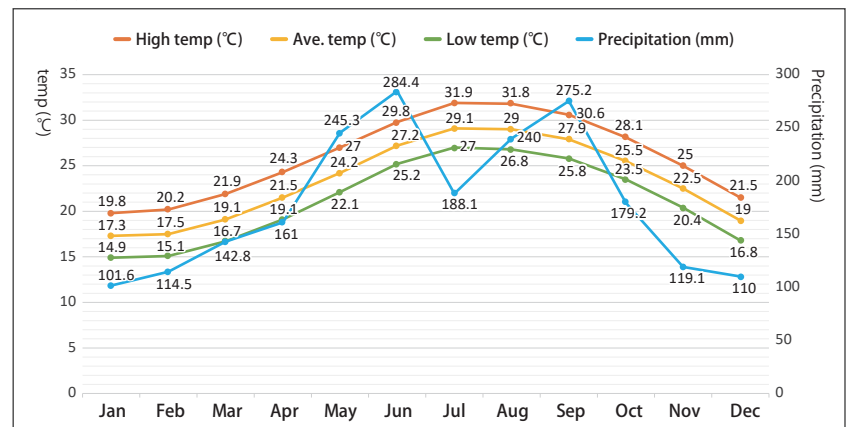・A lot of large parks for children to play.
・A lot of international schools.

Naha City (statistical period 1991～2020): Annual average temperature 23.3 ℃ Annual Precipitation 2161.0 mm

	High temp (℃)	Ave. temp (℃)	Low temp (℃)	Precipitation (mm)

High temp (℃): Jan 19.8, Feb 20.2, Mar 21.9, Apr 24.3, May 27, Jun 29.8, Jul 31.9, Aug 31.8, Sep 30.6, Oct 28.1, Nov 25, Dec 21.5
Ave. temp (℃): Jan 17.3, Feb 17.5, Mar 19.1, Apr 21.5, May 24.2, Jun 27.2, Jul 29.1, Aug 29, Sep 27.9, Oct 25.5, Nov 22.5, Dec 19
Low temp (℃): Jan 14.9, Feb 15.1, Mar 16.7, Apr 19.1, May 22.1, Jun 25.2, Jul 27, Aug 240/26.8, Sep 25.8, Oct 23.5, Nov 20.4, Dec 16.8
Precipitation (mm): Jan 101.6, Feb 114.5, Mar 142.8, Apr 161, May 245.3, Jun 284.4, Jul 188.1, Aug 240, Sep 275.2, Oct 179.2, Nov 119.1, Dec 110

Brimming With Energy, Okinawa is Japan's Youngest Prefecture

■ Average age ········· **43.5** （**1**st in Japan） 🏆1

■ Percentile of Youth Population ········· **16.3**% （**1**st in Japan） 🏆1 Population 1.46 million (25th in Japan)

■ Population growth rate ········· **−0.01**% (Ranks **2**nd nationwide after Tokyo) 🏆2

Haarii - Dragon Boat Race

■ Average age of population by prefecture

Ranking	Prefecture	Age
1	Okinawa	43.5
2	Tokyo	45.3
3	Aichi	45.6

Source: Statistics Bureau, Ministry of Internal Affairs and Communications.
"National Tax Survey 2020"

■ Ratio of youth population by prefecture（2022）

Ranking	Prefecture	proportion（%）
1	Okinawa	16.3
2	Shiga / Saga	13.2
3	Kumamoto	13.0

Source: Statistics Bureau, Ministry of Internal Affairs and Communications.
"Population Estimates（As of October 1, 2022）"

■ Population growth rate by prefecture（2022）

Ranking	Prefecture	Rate of change（%）
1	Tokyo	0.2
2	Okinawa	− 0.01
3	Kanagawa	− 0.04

Source: Statistics Bureau, Ministry of Internal Affairs and Communications.
"Population Estimates（As of October 1, 2022）"

Comfortable Business Environment

As one of Japan's top resort regions visited by large number of tourists from around Japan and the world, Okinawa Boasts an Extensive Aviation Service Network and excellent access also optimal for the business scene.

Optimal Access to Asia's Major Cities

Naha Airport's domestic and international route networks are among the best in Japan. Connect with Asia's major cities in 4 hours or less with flights from Okinawa.

<As of Feb, 2024>
・Domestic flights to 29 cities
・International flights to major cities such as Beijing, Shanghai, Hong Kong, Seoul, and Singapore.

Example: Number of flights and travel time between Okinawa and each major city

- ■ Beijing ⋯⋯⋯⋯ 2 flights/week　(✈ approx. 3.5h)
- ■ Shanghai ⋯⋯⋯ 16 flights/week　(✈ approx. 2.0h)
- ■ Hongkong ⋯⋯⋯ 21 flights/week　(✈ approx. 2.5h)
- ■ Taipei ⋯⋯⋯⋯ 60 flights/week　(✈ approx. 1.5h)
- ■ Seoul ⋯⋯⋯⋯ 35 flights/week　(✈ approx. 2.5h)
- ■ Singapore ⋯⋯⋯ 3 flights/week　(✈ approx. 5.0h)
- ■ Tokyo ⋯⋯⋯⋯ 40 flights/day　(✈ approx. 2.5h)
- ■ Osaka ⋯⋯⋯⋯ 25 flights/day　(✈ approx. 2.0h)
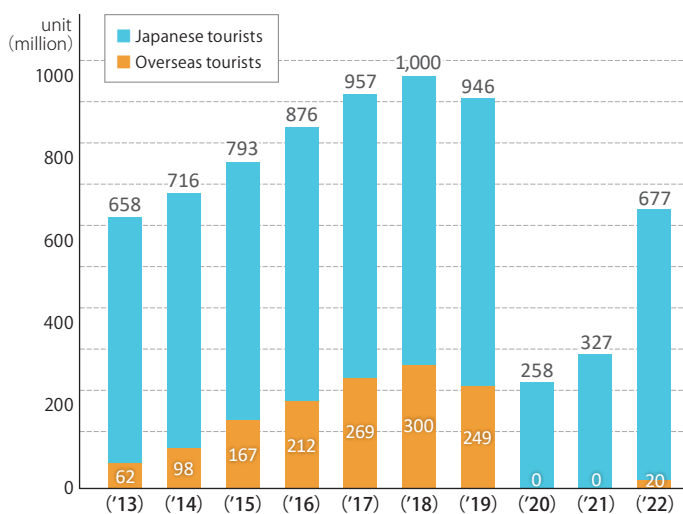- ■ Fukuoka ⋯⋯⋯ 21 flights/day　(✈ approx. 1.5h)

Excellent access enables you to fully enjoy your days off work

- ・Excellent access to major sightseeing spots within Okinawa
- ・Number of landings by airport (Domestic) 2nd place Approx. 40 "Tokyo-Okinawa" flights, 25 "Kansai-Okinawa" flights, etc.
- ・Direct international flights to and from 7 cities around the world. ※As of Feb, 2024 Use your weekends to casually venture overseas!

■ Trends in the number of tourists visiting Okinawa

unit (million)

Japanese tourists
Overseas tourists

Year	('13)	('14)	('15)	('16)	('17)	('18)	('19)	('20)	('21)	('22)
Total	658	716	793	876	957	1,000	946	258	327	677
Overseas	62	98	167	212	269	300	249	0	0	20

※Source: Okinawa Prefecture "Tourist entry statistics"

Ideal for Workcations

Enjoy a "Resort" work station surrounded by a rich natural environment

- ・Locations boasting blue skies and gorgeous beaches that spread before your eyes
- ・Beautiful natural surroundings currently being considered for World Heritage designation

■ Attractiveness Ranking by Prefecture (2022)

Ranking	Prefecture
1	Hokkaido
2	Kyoto
3	Okinawa
4	Tokyo
5	Osaka

※Source: Regional Brand Survey 2022 (Brand Research Institute, Inc.)

Ginoza Village IT Operation Park　Coworking Space

Kanucharian Resort Office (Kanucha Resort)

The Optimal Business Environment for Expanding into Japan

Population of China 1.4 billion

Beijing · Dalian · Seoul · Qingdao · Shanghai · Narita · Haneda · Kansai · Nagoya

Okinawa

Population of Japan 130 million

Guangzhou · Hong Kong · Xiamen · Taipei · Hanoi · Manila · Bangkok · Ho Chi Minh City · Kuala Lumpur · Singapore · Jakarta

Okinawa International Information and Communications Network

Within a Four Hour Flight from Okinawa

★ 4 Reasons to expand into Okinawa ★

❶ Geographical characteristics

- **Optimal access to Asia's major cities**
  Naha Airport's domestic and international route networks are among the best in Japan.
  Connect with Asia's major cities in 4 hours or less with flights from Okinawa.

- **Reducing the risk of simultaneous disasters**
  With the reduced risk of simultaneous disasters due to the prefecture's distance from mainland Japan,
  Okinawa provides answers to business issues by serving as a base for dispersing development and data collection activities.

❷ Substantial IT Infrastructure

- **Public-private partnership cloud environment**
  With submarine fiber-optic cables directly connecting the Asia-Okinawa-Tokyo area and public-private cloud data centers,
  an environment is in place to create two-way business between Asia and Japan.

- **Okinawa IT Shinryo Park and other support facilities**
  The Okinawa IT Shinryo Park, a strategic base for resorts and IT, a bridge between Japan and Asia,
  and other facilities operated by municipalities have been established in various locations.

❸ Support system for your business

- **Tax incentives**
  Special tax incentives such as the highest rate of income tax deduction in Japan (up to 40%) and investment tax credit are available.

- **Software development, human resource development, and employment support**
  These include subsidies for development costs related to overseas business expansion into Okinawa,
  support for demonstration activities using IT technology, support for upgrading the skills of IT engineers, and subsidies for new hires.

❹ Resort Location

Surrounded by a warm climate and abundant nature, you can enjoy both your work and private life.

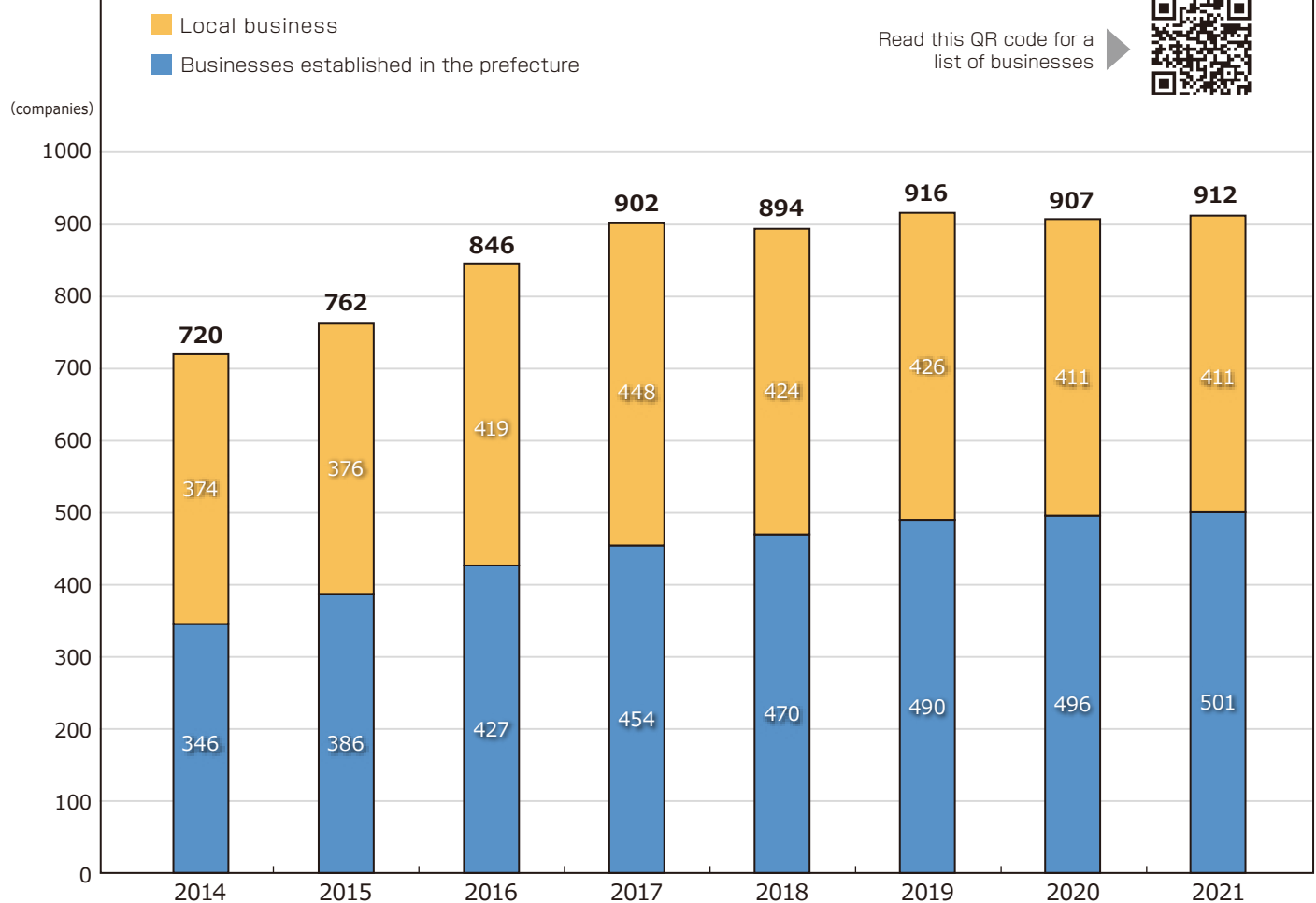# Current Status of the Information and Communication Industry in Okinawa

Approximately 900 companies have accumulated in Okinawa

Okinawa Prefecture has focused its efforts on promoting the Information and Communication industry as a leading industry. As a result, in FY2021, 912 Information and Communication related businesses (including 501 companies from outside the prefecture) have accumulated in Okinawa, and approximately 40,000 workers are engaged in the industry.

〈 Number of businesses and employees by industry 〉

Industry	Number of businesses	Number of employees
Information Service Business	133	8,728
Call Centers	92	16,826
Contents Creation	210	2,996
Software Development	336	9,957
Other	141	3,678
Total	912	42,185

Changes in the Number of the Information and Communication related Businesses in Okinawa

- ■ Local business
- ■ Businesses established in the prefecture

Read this QR code for a list of businesses ▶

(companies)

Year	Businesses established in the prefecture	Local business	Total
2014	346	374	720
2015	386	376	762
2016	427	419	846
2017	454	448	902
2018	470	424	894
2019	490	426	916
2020	496	411	907
2021	501	411	912

(According to the survey results conducted by Okinawa Prefecture)

Future Business Attraction

Okinawa Prefecture is focusing on attracting companies with advanced technologies such as cutting-edge digital technology and big data collection and analysis, companies that contribute to the promotion of DX in the prefecture's industries, and companies that work to resolve Okinawa's regional challenges and create innovation through advanced technologies.
In addition, we will strengthen the support system for companies after they start doing their businesses and promote collaboration among companies by matching them with local companies. We will also provide detailed hands-on support to solve common challenges faced by companies and promote their growth.

Gateway to Japanese Business
ResorTech EXPO in Okinawa

ResorTech Okinawa

Only One in Asia

What is ResorTech? Originally by combining resort and technology, the term has been proposed by Okinawa Prefecture since around 2019. ResorTech EXPO aims to be the only event in Asia that combines resorts and technology. We invite you to come and visit this unique IT show (not only in Asia but worldwide)!

Resort × Technology
ResorTech EXPO in Okinawa

- Business matching with Japanese partners
- Demonstration Project on DX Testbet Island
- Gateway to Japan market
- Support for Establishing a branch in Okinawa

Various Industries — ResorTech EXPO Business Matching — IT Industry

companies | **visitors**

	2020 Feb	2020 Nov	2021 Nov	2022 Nov	2023 Nov
companies	135	85	107	160	208
visitors	8,216	12,382*	9,213 / 13,814		14,662

companies axis: 50, 100, 150, 200
visitors axis: 5,000, 10,000, 15,000
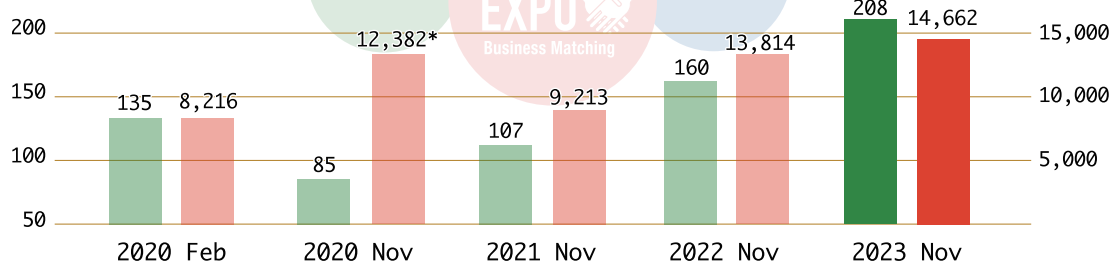
*Calculated in halves for a 4-day event

ResorTech EXPO AWARD

Next is...

Name: ResorTech EXPO 2024 in Okinawa
Date: November 14-15 2024
Venue: OKINAWA ARENA
Host: Executive Committee of ResorTech EXPO in Okinawa

©OKINAWA ARENA

resortech expo

ResorTech Okinawa

ResorTech is a general term for initiatives which promote social and economic DX while working to achieve a digital society in Okinawa.
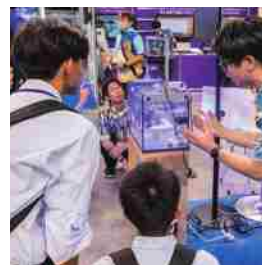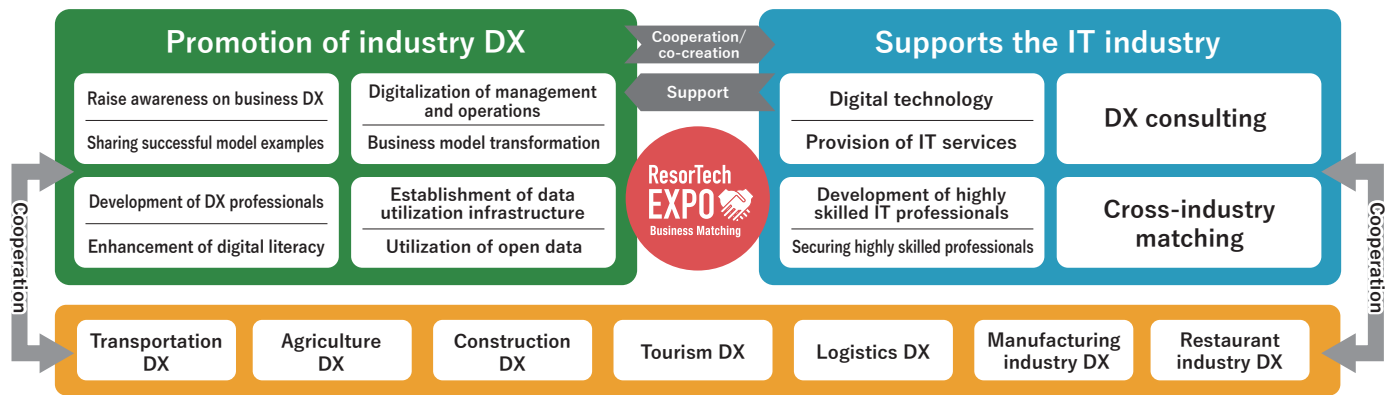
Okinawa prefecture implements various measures and policies under ResorTech Okinawa.

### Promotion of industry DX

Raise awareness on business DX	Digitalization of management and operations
Sharing successful model examples	Business model transformation
Development of DX professionals	Establishment of data utilization infrastructure
Enhancement of digital literacy	Utilization of open data

Cooperation/co-creation

Support

ResorTech EXPO Business Matching

Supports the IT industry

Digital technology	DX consulting
Provision of IT services	
Development of highly skilled IT professionals	Cross-industry matching
Securing highly skilled professionals	

Cooperation

Transportation DX	Agriculture DX	Construction DX	Tourism DX	Logistics DX	Manufacturing industry DX	Restaurant industry DX

Related Web Sites

ITブリッジ沖縄 — IT Bridge Okinawa
沖縄への進出や起業をサポート

We assist with finding collaborative partners and providing event information and information for those considering doing their business in Okinawa.
We will also post useful information for businesses that have started doing business in Okinawa and local businesses.
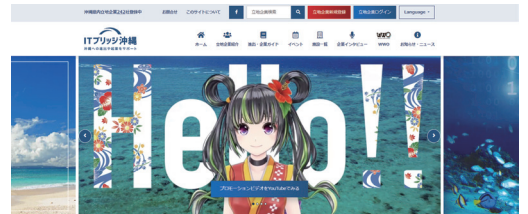
ResorTech EXPO in Okinawa

ResorTech EXPO official site. You can instantly get the latest event information and you can also find past archives.

ResorTech EXPO 2024 in Okinawa — 2023ダイジェスト
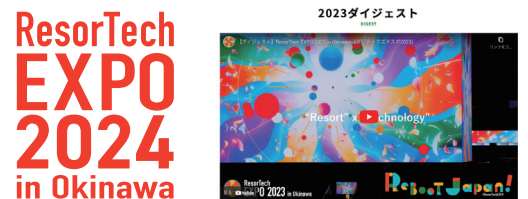
ResorTech Okinawa

We support businesses in the prefecture by providing easy access to DX-related information and by providing information on introduction to IT, DX cases, various events, and support information for businesses in the prefecture through our website.

Industlink
OKINAWA INNOVATION MATCHING SITE

Industlink is a matching service that connects each industry with IT businesses in the prefecture, assists companies by introducing IT tools by searching and comparing IT solutions to help solve their challenges.

Industries → **Matching site** ← **IT companies, universities, research institutes**

Agriculture — Operators want to use AI to manage harvest seasons of crops	Medicine — Operators want to use RPA to automate medical document processes
Construction — Operators want to share site photo data on the cloud	Manufacturing — Operators want to use IoT to manage Production
Tourism — Operators want to use data to predict tourist traffic and improve efficiency of operations	Restaurants — Operators want to predict customer traffic to increase profitability
Logistics — Operators want to optimize delivery routes to improve efficiency	Offices — Operators want to digitalize and shift to remote working

Industlink — Industlink connects companies facing issues with IT solutions providers who can solve them.

Suggests solutions to business issues — Cloud, RPA, IoT, AI, Big Data, VR／AR, Robot, Drone

Suggests methods for solving issues
Provides IT solutions