

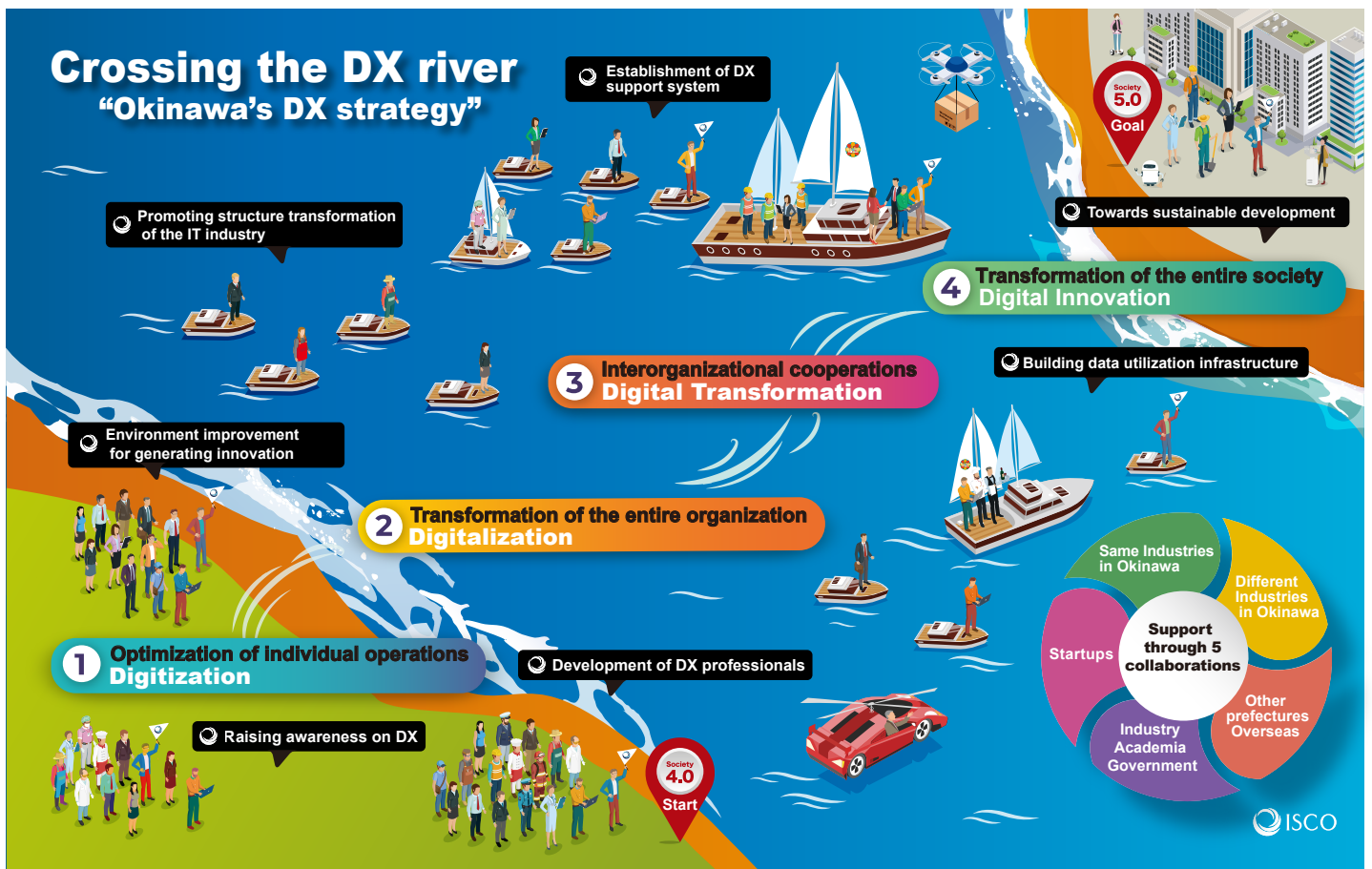
# IT Innovation and Strategy Center Okinawa

Creating opportunities to bring in innovation and utilization of data and digital technology as an industry support organization fostering the development of Okinawa's economy to promote the generation of new value and solutions for challenges that all industries have.

- As a neutral industry support organization, we will connect Okinawan industrial circles with the IT industry to formulate innovative platforms that enable various players to cooperate and co-create.
- Support DX of various industries in Okinawa and lead productivity improvement, creation of new businesses, and resolution of various social challenges.
- Propose growth strategies for promoting overall industries in Okinawa, including IT-related industries by utilizing cutting-edge IT technology.

ISCO supports development of Okinawa's IT industry and innovation

ISCO's role



## Startups



We promote sustainable development of Okinawa by assisting establishment of startup systems in Okinawa and revitalize the economy with innovations in various fields.

## Development of professionals



We support development of IT professionals through seminars, events, and IT personnel exchanges with overseas.

## Business Matching



We connect businesses which have challenges with solutions and services that IT companies offer.

## Data Driven



We provide consistent support from how to analyze data, fundamental knowledge, such as processing data, to hypothesis verification through data collection and analysis, as well as the utilization of open data.

## Proposing Strategies



We support Okinawa's industries and ICT (Information and Communication Technology) /DX related policies through conducting research, proposals, and formulating visions and plans, etc.

## DX support



We assist with the promotion of digitalization that leads to resolutions of business and administrative challenges by dispatching experts, etc.

## Supporting Companies

ISCO was established through a public-private joint investment as an organization that contributes to society through the IT innovation in 2018.

Okinawa Prefecture, Naha City, the three major domestic carriers, local telecom companies, national vendors, energy, finance, and many other organizations support ISCO.

Field	Okinawa Local	Mainland Japan
<b>Local governments, Public organizations</b>	Okinawa Prefecture, Naha City, IIA(Information Industry Association of Okinawa)	
<b>Mobile carrier</b>	Okinawa Cellular	SoftBank. NTT docomo
<b>SI</b>		NEC, NTT WEST, HITACHI
<b>Energy</b>	The Okinawa Electric Power Company	
<b>Finance</b>	Bank of The Ryukyus The Bank of Okinawa THE OKINAWA KAIHO BANK	

## Cooperation with overseas organizations

ISCO will work with various organizations outside of the prefecture and overseas to introduce and create IT solutions to solve issues facing Okinawa.

### Taiwan

**IAPS** Center of Industry Accelerator and Patent Strategy, National Chiao Tung University

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**TCA** Taipei Computer Association

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**GO SMART** Global Organization of Smart Cities

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**CISA** Information Service Industry Association of R.O.C.

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**STS** Startup Terrace Linkou

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**TTIA** Taiwan Telematics Industry Association

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**TXA** TXA Private Board

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**GLORIA** National Tsing Hua University Global Research & Industry Alliance

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### Korea

**KOTRA** Korea Trade-Investment Promotion Agency

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**JCCEI** The Center for Creative Economic Innovation , Jeju

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### Hong Kong

**CIH** City Innovation Hub

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### China

**SBDA** Shenzhen Big Data Research and Development Association

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**SSIA** Shenzhen Software Industry Association

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**CSIA** China Software Industry Association

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### Vietnam

**VJC** Vietnam-Japan IT Cooperation Committee

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**VNITO** Viet Nam ITO Alliance

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### Europe

**LIAA** Investment and Development Agency of Latvia

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**STACC** Software Technology and Applications Competence Center

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### 《 Examples of collaboration with organizations signed MOUs 》

- Inviting to the Startup Festa hosted by ISCO
- Participating in various events such as Startup Pitches organized by MOU partners
- Cooperating in company matching
- Conducting seminars abroad

## Okinawa Venture Friendly Declaration

With the aim of making Okinawa a leading location for creative innovation, ISCO serves as the secretariat for the "Okinawa Venture Friendly Declaration", which was announced by 39 large companies and organizations. This will create an environment that facilitates collaboration and cooperation between start-ups and large companies and promote utilizing cutting-edge technologies and services.



**[Contact]** IT Innovation and Strategy Center Okinawa (ISCO)  
Naha Business Incubation Office 4F, 2-3-6 Mearu, Naha City, Okinawa 900-0004



URL <https://isc-okinawa.org/>



## Interviewing companies that have expanded into Okinawa from Overseas

Company FILE.01



### Okinawa Hi-Think Corporation



Wang Yue, President,  
Okinawa Hi-Think Corporation

China



#### Interviewee



Wang Yue, President, Hi-Think Technology, Corp.  
Okinawa Hi-Think Corporation

#### Company Information

##### ● Hi-Think Technology, Corp.

- Location : High and New Technology Industrial Park, Dalian, China
- Industry : Software development, Information services
- Web : <http://www.dhc.com.cn/>

##### ● Okinawa Hi-Think Corporation

- Location : 14-29 Suzaki, Uruma City, Okinawa Prefecture
- Industry : Software development, Information services
- Web : <http://www.ohcc.co.jp/>

### Details of business activities in Okinawa

With strong support from Okinawa Prefecture, our company was established in 2015 at the Okinawa IT Shinryo Park as the near-shore business base of the DHC Group in Japan and is now in its ninth year. We are mainly commissioned by major IT companies in the Tokyo area to provide development, maintenance, and verification services for business and embedded software, system monitoring and operation, and Business Process Outsourcing (BPO) services.

### Why did you decide to do business in Okinawa and how did you conduct business?

The DHC Group, based in Dalian, China, has more than 20 years of experience in offshore development for Japan and has accumulated know-how in the IT industry, which requires high technology and quality. In recent years, against the backdrop of the growing near-shore needs of our customers, mainly system development for government offices, we opened a near-shore development base in Okinawa with the aim of maximizing the cost-benefit, after considering various efforts by Okinawa Prefecture such as well-developed IT infrastructure including Data Centers and IT human resources development.

### What are the advantages of doing business in Okinawa?

Since Okinawa Prefecture has been very active in promoting the IT/ICT industry from a global perspective, we received strong support from the prefecture from the beginning, including location support and human resource development training. Now in our ninth year, we keep expanding our business at our new office in the brand-new building at IT Shinryo Park, and we are satisfied with the environment.

### Future business development and prospects

Recently, the global situation, market needs, technology trends, and work environments in the IT industry have been changing dramatically, and Japanese companies have been accelerating their DX activities. This will further increase the demand for IT and DX professionals. We see this as a chance in a million. We are planning to increase the number of employees to approximately 300 by 2026, and we will contribute to the development of the information industry in Okinawa by providing high-value IT services by bringing together the accumulated know-how of the DHC Group in Okinawa.





**Vietnam** 

**FPT NEARSHORE JAPAN CO., LTD.**



**Luong Hong Hai,**  
President, FPT NEARSHORE JAPAN CO., LTD.

**Interviewee**

**FPT NEARSHORE JAPAN CO., LTD.**  
President **Luong Hong Hai**



**Company information**

- **FPT Software Co., Ltd.**
- **Location :** Hanoi, Vietnam
- **Industry :** Software development
- **Web (Japanese subsidiary) :** <https://www.fpt-software.jp/>

**《Okinawa Base》**

- **FPT NEARSHORE JAPAN CO., LTD.**
- **Location :** [First Development Center (HQ)]  
2-8-1 Kumoji, Naha City, Okinawa  
6th floor of JEI Naha Building
- **Industry :** Software development, Information system consulting, Integration, operation and maintenance, and temporary staffing
- **Web :** <https://fptsoftware.jp/about-us/fpt-nearshore-japan>

**Details of business activities in Okinawa**

FPT Okinawa R&D Co., was established in 2017 as a near-shore base for FPT Japan Holdings, the Japanese subsidiary of Vietnam’s largest ICT company FPT Software. First, we opened the First center in Kumoji, Naha City, and as our business expands, we opened the second Center in May 2020. Our main business is near-shore development and verification work with top Japanese companies, and we aim to realize a development system with 2,000 employees by 2025 nationwide including in Okinawa.

**Why did you decide to do business in Okinawa and how did you conduct business?**

Okinawa is geographically located in the center of East Asia, can access not only Japan, but also major cities in the huge Asian market of about 2 billion people, such as Taipei, Seoul, Shanghai, Beijing, Hong Kong, Manila, and Hanoi in about 4 hours. In addition, the climate is very similar to Vietnam, so it is a comfortable environment for Vietnamese engineers to work. Furthermore, because there are relatively few earthquakes and they are moderately distant from each other in the Tokyo metropolitan area, we can also reduce the risk of simultaneous disasters, which is an advantageous location in terms of corporate BCP. In establishing FPT NEARSHORE JAPAN CO., LTD. (then FPT Okinawa R&D), we researched various cities in Japan, and as a result, we decided that Okinawa was the most suitable location overall.

**What are the advantages of doing business in Okinawa?**

FPT NEARSHORE JAPAN CO., LTD. is able to meet not only the purpose of cost reduction in business but also the needs of information security for the customers who cannot take data to overseas (off-shore). This will enable us to offer a wider range of options to existing and new customers, and it greatly contributes to the expansion of the FPT’s Group’s overall business. We are also very satisfied with the fact that our clients and our engineers can move around flexibly because of the good accessibility by air flights from various cities in Japan.

**Future business development and prospects**

In the future, we intend to provide more support for the digital transformation (DX) that many companies are facing issues, with our “Near-shore (Okinawa) + Off-shore (Overseas)” system. Therefore, we plan to build an Okinawa-based training environment in order to enhance engineer’s resources who are familiar with cutting-edge technology. Through this, we hope to attract many talented IT personnel from Vietnam to come to Japan and strongly contribute to the development of the “IT Ecosystem in Okinawa” that combines human resources from Okinawa and Vietnam.



## Interviewing companies that have expanded into Okinawa from Overseas

Company FILE.03

**AX** AXIOHELIX  
AXIOHELIX Co. Ltd.

Japan



**Sivasundaram Suharnan,**  
President, AXIOHELIX Co. Ltd.

### Interviewee

**AXIOHELIX Co. Ltd.**  
President, Sivasundaram Suharnan

### Company information

#### ● AXIOHELIX Co. Ltd.

#### 《Head Office》

- Location : 2-16-3 Nishi, Naha City, Okinawa, Japan  
Yashima-gumi Head Office Building 2nd Floor
- Industry : Systems development, consulting
- Web : <https://www.axiohelix.com/>

#### 《Tokyo Branch Office》

- Location : 1-12-17 Kanda Izumi-cho,  
Chiyoda-ku, Tokyo Kubota Building 8F

## Details of business activities in Okinawa

IT: Building systems using AI and Deep Learning

Life Sciences: Statistical Analysis, and Genome Analysis of Biology Using Databases

Energy: Home energy storage business, monitoring systems

Our company is headquartered in Okinawa, with a satellite office in Tokyo and a development base in Sri Lanka, and we are actively developing client-centered business (You Are the IDEA) to meet the needs of each client. We have focused on developing new technology over the past few years.

## Why did you decide to do business in Okinawa and how did you conduct business?

Our company applied for Business attraction projects by Okinawa Prefecture and was selected in 2005, and we expanded our gene function system business in Okinawa. At that time, it was difficult to get support for gene function analysis because there was a great deal of concern about risk. In such a situation, while recognizing the risks, Okinawa Prefecture provided us with various support in addition to direct subsidies. It is a Prefecture that accepts challenges. Unfortunately, the business was not very successful, but the fact that they wanted us to stay in Okinawa and do our best is still a great support for us as a company that started in Okinawa Prefecture.

## What are the advantages of doing business in Okinawa?

Generous support from Hands-on Managers at the Okinawa Prefecture and Okinawa Industry Support Center. Especially, company matching, accompany the business, and business subsidy support without regard to risks. The Okinawa Prefectural Enterprise Fund, the Policy Finance Corporation Loan, and the investment system are also possible for SMEs (there is little competition as in big cities). Also, since some of our employees are from warm regions such as Sri Lanka, Okinawa was also a good place to live. As we expand our business targeting not only in Japan, but also Asia, we feel that Okinawa is highly convenient as it has direct flights to each country.

## Future business development and prospects

We have considered and implemented the Okinawa Monozukuri(manufacturing) Platform several times in the past, but have not been able to successfully realized. I believe that the future will develop not only through the pursuit of convenience and financial abundance, but also through remote eco-distribution, renewable energy, and agriculture based on the SDGs. Since Okinawa Prefecture, where our company is based, is a hub between Japan and Asia, we would like to develop business efficiency solutions using manufacturing and IT that are conscious of the SDGs. We would like to expand our business by exporting our know-how and technology that we have developed in Okinawa.



**KAFILIX** Cloud  
kafilixcloud Co., Ltd.

Korea



CEO Shin Jeongmin /ROY

#### Interviewee

kafilixcloud Co., Ltd.  
CEO Shin Jeongmin /ROY

#### Company information

● kafilixcloud Co., Ltd.

#### 《Okinawa HQ》

- Location : 501 Goujin Naha Matsuyama Building  
2-1-12 Matsuyama Naha, Okinawa
- Industry : Car Rental Infrastructure Mobility Technology
- Web : <https://www.kafilixcloud.co.jp/>

#### 《Tokyo Branch》

- Location : 5th floor Kasumigaseki Building  
3-2-5 Kasumigaseki Chiyoda-ku, Tokyo

## ■ Details of business activities in Okinawa

In order to achieve full digital transformation of the entire car rental market, we mainly conduct digital transformation (DX) projects for car rental providers and GDS (Global Distribution System) environmental establishment projects for OTA (Over-the-air) and travel agencies. Strengthening the cooperation between OTA and Cloud ERP (Enterprise Resources Planning) system, which utilizes the first "Property Management System (PMS)" introduced in Japan allows us to automate car reservation operations. A user can directly book a car via a reservation application or website in real-time. When renting a car, a user can complete the process from check-in to payment with Kiosk devices using face recognition functions. We also have a car scanning project for when returning a rented car, and in the next year, we are going to launch the connected car project combining keyless and an OBD (On-Board Diagnostics device).

## ■ Why did you decide to do business in Okinawa and how did you conduct business?

While I was engaged in the travel industry, I focused on the stagnant car rental business during the pandemic and realized that it is a very analog operation. I strongly felt the need for DX to address the labor shortage. We have developed our service by adding our unique know-how to the reservation system technology which utilizes Kiosk device and has already succeeded in Korea. When we considered expanding our business in Japan, we deemed that it is favorable to start our service in Okinawa, where the tourism and car rental industry is flourishing. We established a corporation in Okinawa in 2022.

## ■ What are the advantages of doing business in Okinawa?

Our success in Okinawa, where the market is large, has been shared with great conviction when we expand our business in the car rental industry nationwide. In addition, as most of the car rental providers are directly managed by their headquarters, we were able to easily approach their headquarters. There is also good start-up support and DX-related subsidies which enable us to coordinate with municipalities smoothly. These supports and subsidies are great merits for us.

I believe that not many prefectures offer such supports when starting a business and expanding services. I recommend examining each municipality's initiatives and characteristics, and not only those in the Tokyo metropolitan area, before considering locations that match your business.

## ■ Future business development and prospects

Although we have been able to promote manpower reduction (approximately 1/10 of the current figure) of the car rental industry, we will continue to expand our service until there is full automation. Not only will we facilitate DX and improve convenience in the industry, but we also want to achieve DX throughout the tourism industry.



## Flight Routes

As of Feb 2024

**Seoul** 35flights/week

Required Travel Time 2:20 (1,260km)

**Beijing** 2flights/week

Required Travel Time 3:40 (1,852km)

**Shanghai** 16flights/week

Required Travel Time 2:00 ( 806km)

**Taipei** 60flights/week

Required Travel Time 1:25 ( 640km)

**Kaohsiung** 10flights/week

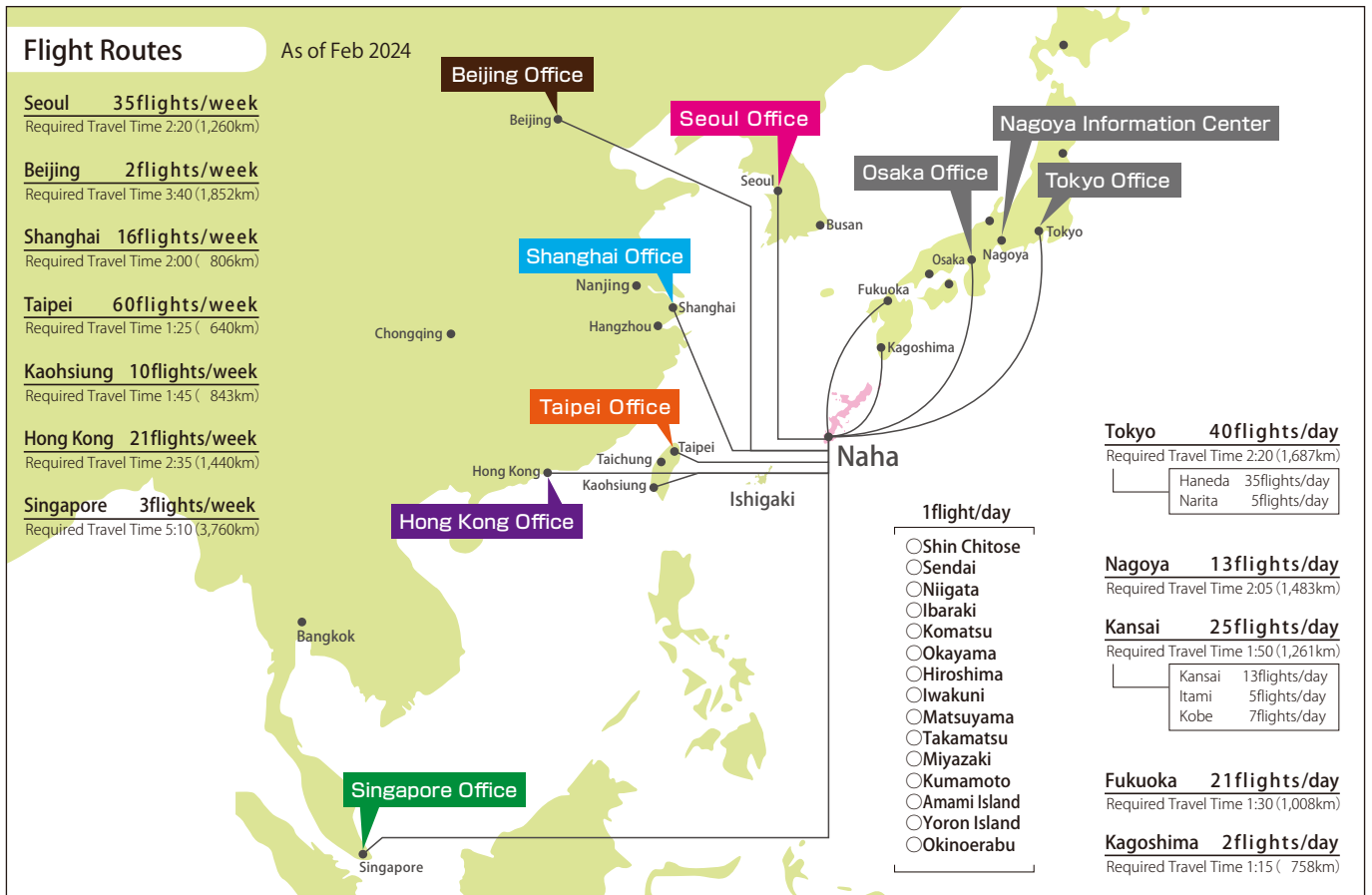
Required Travel Time 1:45 ( 843km)

**Hong Kong** 21flights/week

Required Travel Time 2:35 (1,440km)

**Singapore** 3flights/week

Required Travel Time 5:10 (3,760km)



**Tokyo** 40flights/day

Required Travel Time 2:20 (1,687km)

Haneda 35flights/day

Narita 5flights/day

**Nagoya** 13flights/day

Required Travel Time 2:05 (1,483km)

**Kansai** 25flights/day

Required Travel Time 1:50 (1,261km)

Kansai 13flights/day

Itami 5flights/day

Kobe 7flights/day

**Fukuoka** 21flights/day

Required Travel Time 1:30 (1,008km)

**Kagoshima** 2flights/day

Required Travel Time 1:15 ( 758km)

※Although COVID-19 has caused some flights to be reduced or suspended, some of these routes have already resumed operations.

※As of December 2019, there were domestic flights to Shizuoka, Kitakyushu, and Nagasaki, as well as international flights to Busan, Nanjing, Chongqing, Hangzhou, Taichung, and Bangkok.

### Okinawa Prefectural Offices Located Outside the Prefecture

#### ● Tokyo Office

Todofuken Kaikan, 10th Floor, 2-6-3 Hirakawa-Cho,  
Chiyoda-Ward, Tokyo 102-0093  
TEL +81-3-5212-9087 FAX +81-3-5212-9086



#### ● Osaka Office

Osaka Ekimae Bldg. 3, 21st Floor South,  
1-1-3-2100 Umeda, Kita-Ward, Osaka 530-0001  
TEL +81-6-6344-6828 FAX +81-6-6346-1784



#### ● Nagoya Information Center

Chunichi Bldg. 5th Floor, 4-1-1 Sakae Naka-ku,  
Nagoya City, Aichi 460-0008  
TEL +81-52-263-3618 FAX +81-52-263-3619



### Official Social Media for Business Attraction



### Okinawa Prefectural Overseas Offices

#### ● Beijing Office

Room 1701, Block B, Lucky Tower,  
No. 3, North Dongsanhuan Road, Chaoyang District, Beijing  
TEL +86-10-6466-8679 FAX +86-10-6466-6693



#### ● Shanghai Office

Room 1603B Huasheng Bldg., 398 Hankou Road, Shanghai  
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#### ● Hong Kong Office

Unit 1211, 12/F, Prosperity Millennia Plaza, 663 King's Road,  
North Point, Hong Kong  
TEL +852-2968-1006 FAX +852-2968-1003

#### ● Taipei Office

Room E, 4th Floor no. 148m Songjiang Rd, Taipei 104, Taiwan (R.O.C.)  
TEL +886-2-2521-0376 FAX +886-2-2542-7075

#### ● Singapore Office

1 North Bridge Road #06-22 High Street Centre, Singapore 179094  
TEL +65- 6694-6408 FAX +65-6694-5442

#### ● Seoul Office

04520 6F, The Exchange Seoul Building 21,  
Mugyo-ro, Jung-gu, Seoul, South Korea  
TEL +82-2-318-6330 FAX +82-2-753-8751

## Department of Commerce, Industry and Labor Okinawa Prefecture

1-2-2, Izumizaki, Naha City, Okinawa 900-8570



### IT Innovation Promotion Division

TEL.+81-98-866-2503 FAX.+81-98-866-2455  
<https://www.pref.okinawa.jp/kensei/kencho/1000011/1017705/1017716.html>



### ITブリッジ沖縄

沖縄への進出や起業をサポート  
<http://it-bridge.okinawa/>



### Industrial Site Promotion Division

TEL.+81-98-866-2770 FAX.+81-98-866-2846  
<https://www.pref.okinawa.jp/kensei/kencho/1000011/1017705/1017714.html>



### Support Office for Foreign Enterprise 「Okinawa Investment Support Center」

<http://invest-okinawa.biz/>