

October 2023 edition

For those who are considering to establish new business in Kuwana

*Welcome to KUWANA!!*



Would you like to make great strides in your business based in Kuwana City ?



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**Business Attraction Division**

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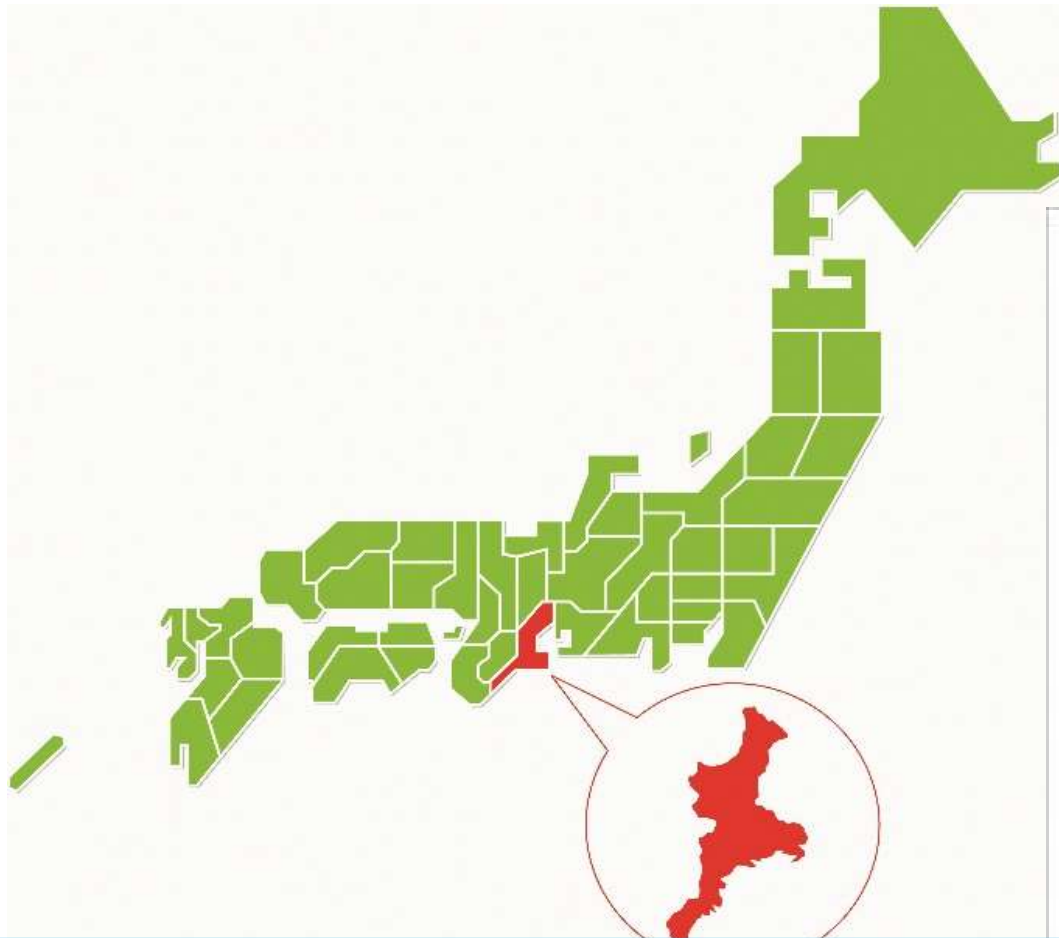
1. Introduction of Kuwana City
2. The advantages of Kuwana City
3. Well-developed support system to attract companies
4. Promoting businesses location in Kuwana



# 1. Introduction of Kuwana City



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- Kuwana City, Nagashima Town, and Tado Town merged in 2004 to form the current Kuwana City.
- Population : 139,169 (Working-age population: 84,033 )
- Area : 136.65 km<sup>2</sup>



# 1. Introduction of Kuwana City



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## 「City of Sightseeing」 Kuwana

### Nagashima Resort

Leisure complex facilities visited by 15 million people annually





# 1. Introduction of Kuwana City



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## 「City of Food」Kuwana

### Clams(Hamaguri)





# 1. Introduction of Kuwana City



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## 「City of Culture」 Kuwana

### Ishidori Festival

The resonating sounds of the beating of so many taiko drums and gongs is said to make Ishidori Festival "Japan's noisiest festival". Designated as UNESCO Intangible Cultural Heritage.



# 1. Introduction of Kuwana City



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## 「City of History」 Kuwana

National Important Cultural Property: Rokkaen





# 2. The advantages of Kuwana City



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## 【Great location with high accessibility in transportation】

Well-developed highway network!  
5 interchanges (highway exit)  
About 30 minutes to Nagoya



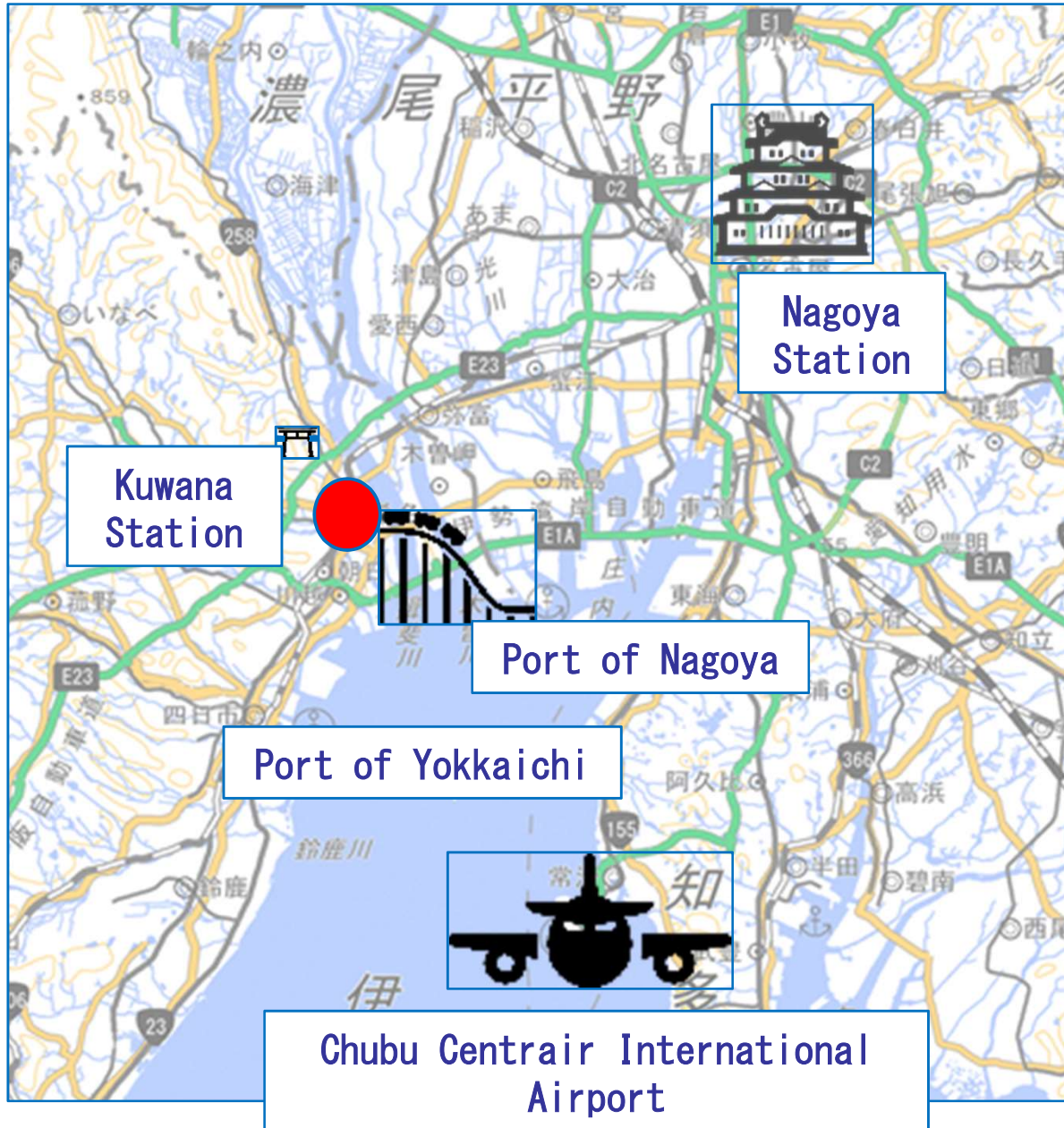
- High Convenience !
- About 20 minutes to Nagoya
- 4 railway lines: “JR Line, Kintetsu Line, Yoro Line, Hokusei Line”



Access not only to Nagoya, but also to the Kanto and Kansai regions is outstanding.  
About 70 minutes to Osaka, about 120 minutes to Tokyo



# 2. The advantages of Kuwana City



## Reasons for choosing Kuwana

- ① Cost advantages
- ② Business benefits
- ③ Convenience of transportation
- ④ Low risk of natural disaster occurrence and damage
- ⑤ Employment advantages

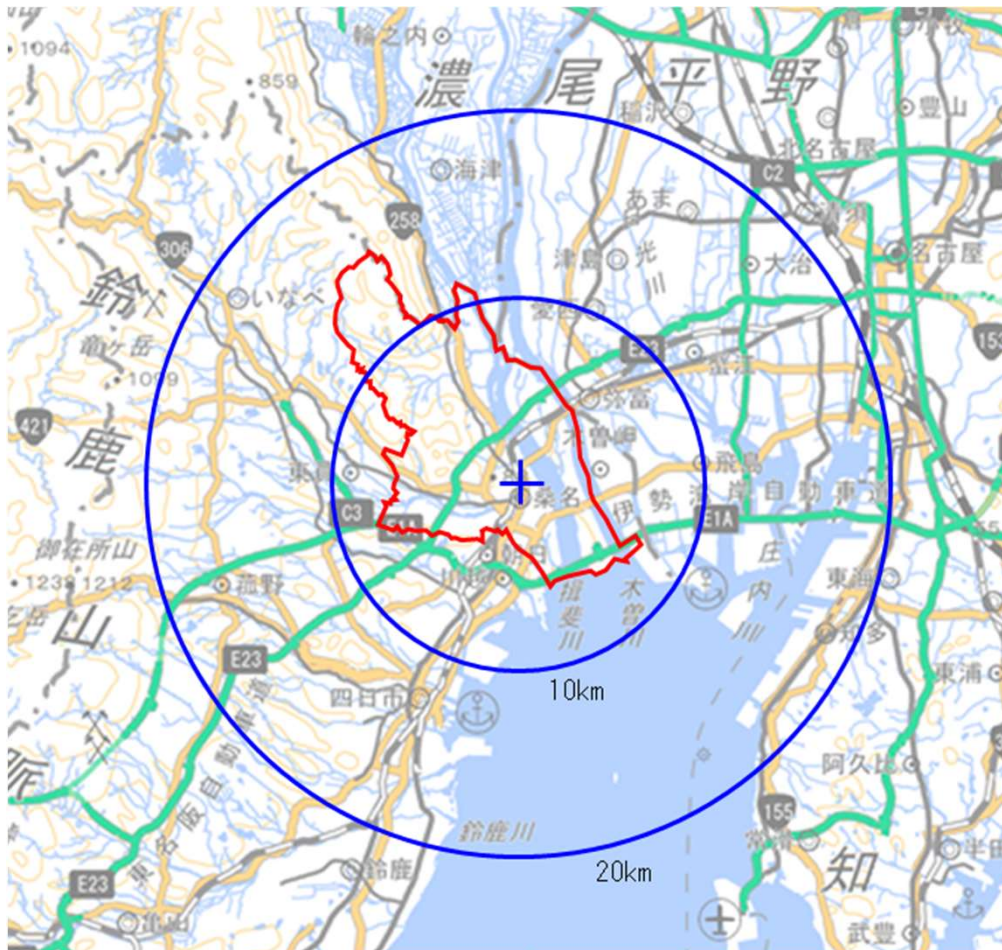


**City with the 5 Best criteria for selecting candidate relocation sites** 2021, Trend

Survey on Regional Relocation Kanto Bureau of Economy, Trade and Industry)

# 2. The advantages of Kuwana City

## 3.2 million people live within 20 km of Kuwana City



10 km圏内の市町村

県名	市町村名	人口	割合
三重県	桑名市	140,134	4.30%
	東員町	25,891	0.79%
	川越町	15,477	0.47%
	朝日町	11,071	0.34%
	木曾岬町	6,081	0.19%
愛知県	愛西市	62,112	1.90%
	弥富市	44,060	1.35%
合計		<b>304,826</b>	<b>9.35%</b>

20 km圏内の市町村

県名	市町村名	人口	割合
三重県	四日市市	309,825	9.50%
	いなべ市	44,919	1.38%
	菟野町	41,476	1.27%
愛知県	名古屋市	2,293,437	70.33%
	あま市	88,885	2.73%
	清須市	69,300	2.13%
	蟹江町	37,214	1.14%
	大治町	33,167	1.02%
	飛島村	4,706	0.14%
岐阜県	海津市	32,980	1.01%
合計		<b>2,955,909</b>	<b>90.65%</b>



# 2. The advantages of Kuwana City

2023 National Academic Achievement /  
Learning Status Survey  
【National Assessment of Academic Ability】

3rd grade student of junior high school



Subject	Kuwana City	Japan	Mie Prefecture
National language	71 %	69.8 %	69 %
Math	57 %	51 %	51 %
English	51 %	45.6 %	45 %

\*From "Ministry of Education, Culture, Sports, Science and Technology"

All subjects are above average!

We have a high educational environment

## 2. The advantages of Kuwana City



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### Steel industry

**1st**

in the prefecture

35.1 billion yen

Expand business opportunities

Manufacture of general machinery and equipment

**2nd**

in the prefecture

61,760.8 million yen

Electronic Components, Devices and Circuits Manufacturing

**4th**

in the prefecture

61,978.57 million yen

※ From the "2020 Economic Census"



### 3. Well-developed support system to attract companies



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## Generous support for companies locating to Kuwana City

**One-stop  
Service**

A service that can be completed at  
a single point of contact

**Substantial  
Support  
System**

**We provide full support!**

### 3. Well-developed support system to attract companies



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Application procedures are complicated and difficult to understand

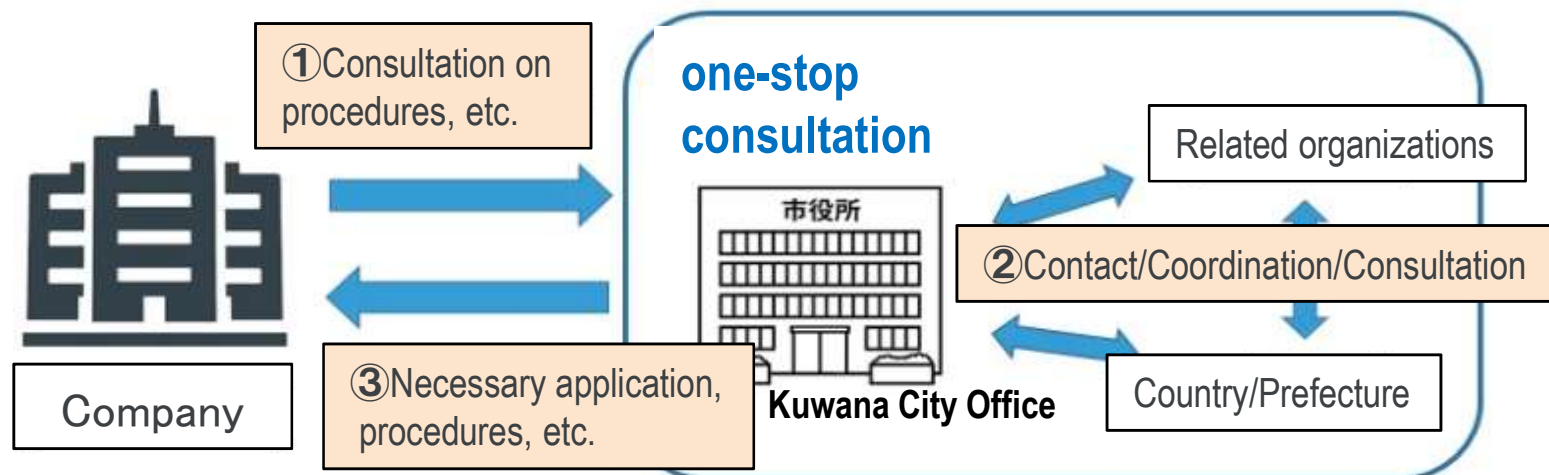
Is my company eligible?

I've been going from one office to another, but I can't seem to get through the process.

**Have you ever experienced something like this?**

**To solve...**

**The Commerce and Industry Division provides one-stop consultation.**





### 3. Well-developed support system to attract companies



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## We support businesses to reinvest or to set up new locations in Kuwana City.

### ★ Incentive for location: A subsidy for up to 300 million yen!

Issued to "newly expanding companies" and "capital investment accompanying the expansion of offices, etc."

### ★ Incentive to promote residence in Kuwana City:

#### A subsidy for up to 100 million yen!

Issued to newly hired employees or newly relocated permanent employees who have their address in the city.

### ★ Incentive for establishing lodging facilities:

#### A subsidy for up to 300 million yen!

Issued to accommodation facilities newly established in the city.

### 3. Well-developed support system to attract companies



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#### Support for companies

#### Location incentive

Incentives are granted for capital investment involving “new construction,” “expansion,” and “relocation.”

#### Incentive amount

**1st year**

**100 %** of property tax

**2nd year**

**75 %** of property tax

**3rd year**

**50 %** of property tax

※ Maximum grant payment is 100 million yen per year.

#### Eligible facilities

- The manufacturing industry, and plant factories
- Research facilities
- Information processing facilities
- Accommodation facilities

※ Location must be within the designated area.



### 3. Well-developed support system to attract companies

Support for  
workers

#### Settlement promotion incentive

Incentives are issued to “newly hired employees” and “newly transferred employees (permanent)” who live in Kuwana City so that they can live in Kuwana City for a long time.

#### Incentive amount

**300,000 yen/person**

The upper limit for one year is 50 million yen

#### Eligible persons

- Newly employed workers residing in Kuwana
  - or
  - Newly transferred employees residing in Kuwana
- ※Continued employment of 1 year or longer is required

### 3. Well-developed support system to attract companies



#### Accommodation incentive

Support for  
companies

In order to promote the establishment of new accommodation facilities in the city, incentives are issued to these facilities.

#### Incentive amount

10% of acquisition amount

(Up to 100 million yen)

#### Requirements

- Construction area of 1,000 m<sup>2</sup> including a convention hall (Floor area of 350 m<sup>2</sup> or more)

or

- Standard guest room area 20m<sup>2</sup>

or

Standard room  
area 40m<sup>2</sup>

※Target period: From October 2, 2019 to March 31, 2025



# 4. Promoting businesses location in Kuwana (Industrial Park subdivision status)



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Under sale		
分1	Tado Town Oyama Land Readjustment Project Enforcement area: 35.9 ha	Oyama, Tado Town

Under development		
I1	Chikarao-Tobu-Kogyodanchi (Expansion) Enforcement area : 9.9 ha	Mizono, Tado Town
I2	Mizono-Nanbu-Kogyodanchi Enforcement area:13.4 ha	Mizono, Tado Town

Under development plan		
計1	Tado-Nanbu-Kogyodanchi Enforcement area: about 68.9ha	Mizono/Chikarao, Tado Town
計2	Harima-Seibu-Kogyodanchi Enforcement area:about 66ha	Harima, Kuwana City
計3	Chikarao-Hokubu-Kogyodanchi Enforcement area: about 13ha	Chikarao, Tado Town

In operation		
A	Tado-Kogyodanchi	
B	Tado-Dai2-Kogyodanchi	
C	Tado-Industrial-Park	
D	Kuwana-Business-Research-Park	
E	Tech Base Kuwana	
F	Tado-Dai3-Kogyodanchi	
G	Chikarao-Tobu-Kogyodanchi	

A plan to create approximately 147.9ha is underway by a private company.



# 4. Promoting businesses location in Kuwana (Industrial Park subdivision status)



Tech Base Kuwana



Kuwana-Business-Research-Park



Tado-Kogyodanchi



Tado-Dai2-Kogyodanchi

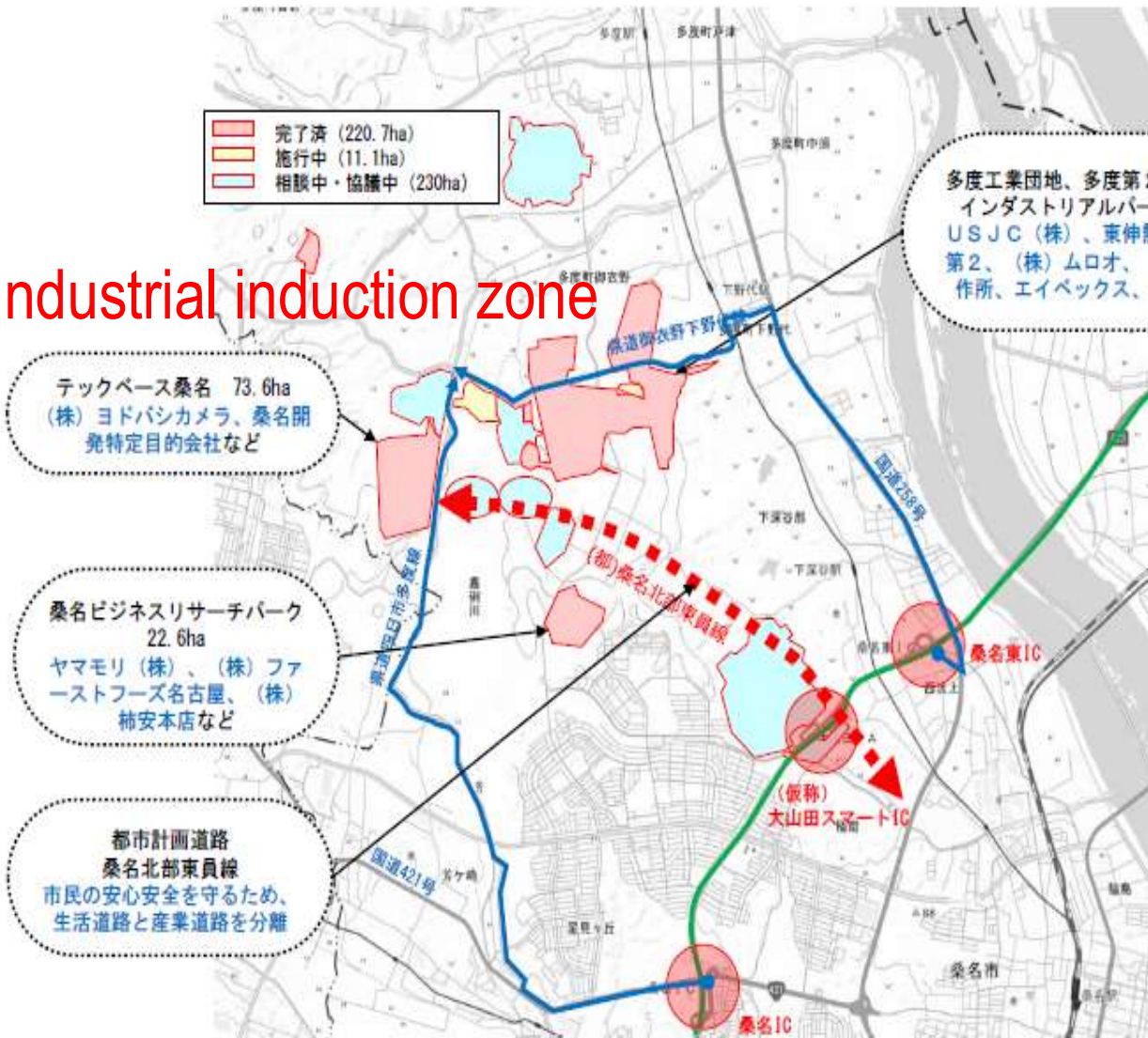


# 4. Promoting businesses location in Kuwana (Oyamada smart interchange concept)



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## Industrial induction zone



A smart interchange is one of the functions of highways in Japan. It is a simple interchange exclusively for ETC-equipped vehicles that is installed so that you can enter and exit from the existing facilities of the highway to the general road.

Reduces access time to industrial induction zones

Improving the convenience of commuting to work or school

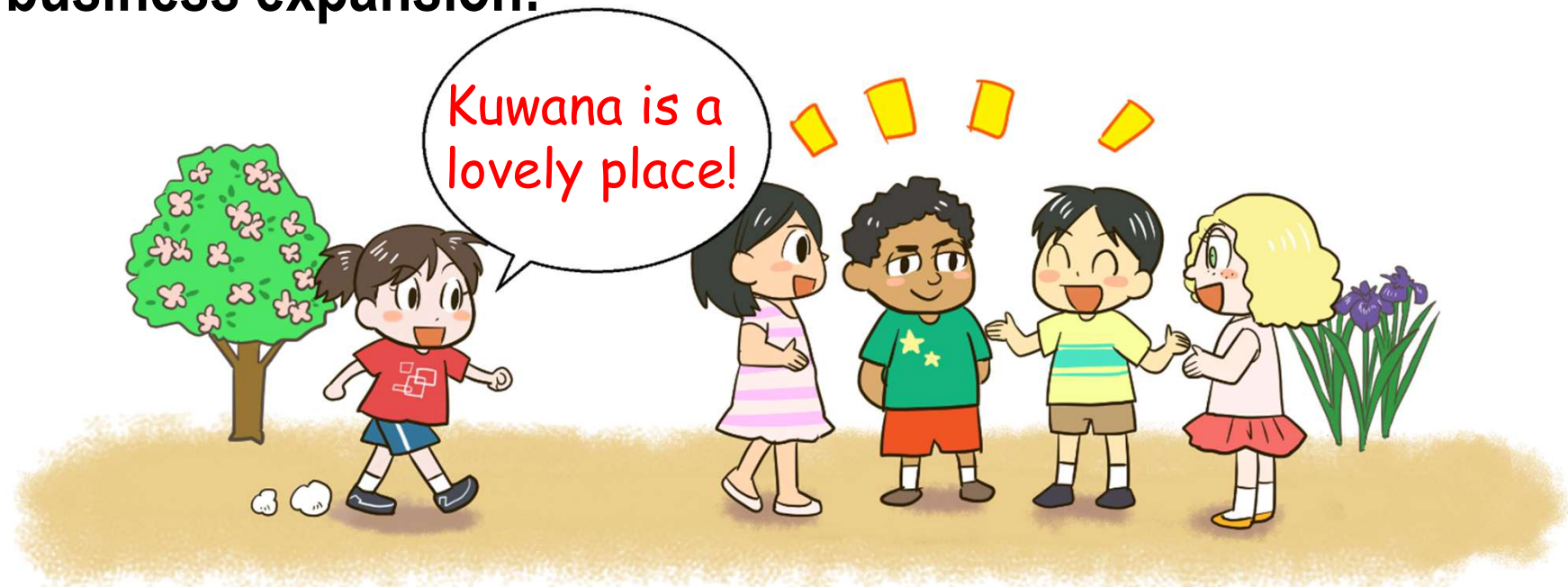
Access to the interchange without fear of flooding

The new smart interchange is expected to further enhance corporate activities.

**Kuwana City is blessed with beautiful nature, rich in history and culture, and a comfortable place to live and work!**

**High-speed transportation networks, including smart interchanges, are being developed, and further development is expected!**

**We will do our best to support the operations of your company, so please consider Kuwana City as a potential location when considering a new business expansion!**



Kuwana City will promote "attracting companies" in order to play a role in the creation of a city where citizens can realize happiness that matches their individual wishes.