

## NIIGATA PREFECTURE



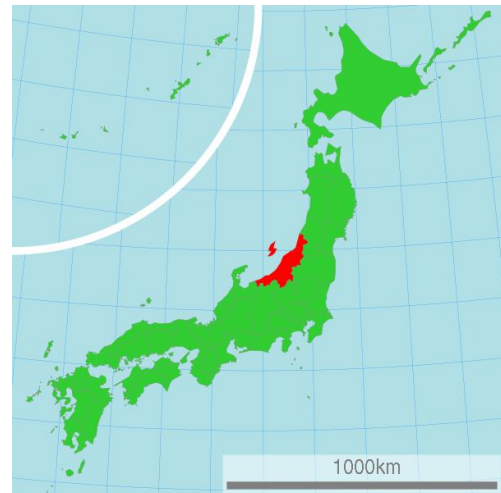
Prefecture's flag

**Main City:** Niigata

**Population:** 2,374,000 people, ranking 14/47 prefecture (2013) [1]

**Area:** 12,582 km<sup>2</sup> [2]

Latest update: August 2013



### Geographical / Landscape description:

Niigata Prefecture stretches about 240 km along the Sea of Japan, from the southwest to the northeast, with a coastal plain between the mountains and the sea.

The prefecture is generally divided into four geographical areas: Joetsu in the south, Chuetsu in the centre, Kaetsu in the north, and Sado Island. The mouth of the Shinano River, the longest river in Japan, is located in Niigata Prefecture. Niigata city is the largest city on the Japan Sea coast. [2]

### Climate:

Niigata City features a humid subtropical climate. The climate in Niigata City is characterized by its high humidity and strong winds from the Sea of Japan. While many other parts of Niigata Prefecture tend to have heavy snow, Niigata City itself usually receives less due to its low-lying elevation and the shielding effect of Sado Island.

In summer, the south wind makes the weather rather hot. [2]

### Time zone:

GMT +7 in summer (+8 in winter)

**International dialling code:** 0081

### Recent history, culture

The city of Niigata is now the largest Japanese city facing the Sea of Japan. It was the first Japanese port on the Sea of Japan to be opened to foreign trade following the opening of Japan by Matthew Perry (1854). It has since played an important role in trade with Russia and Korea. [2]

### Economic overview

The food product and metallic product industries are far more prevalent in Niigata than in other prefectures. The food products industry is spread throughout the prefecture and takes advantage of the prefecture's abundance of agricultural and marine products, such as rice. In particular, Niigata is home to some of Japan's largest manufacturers of rice biscuits, sake and fish products, among others. The metallic products industries are concentrated in and around the Tsubame and Sanjo regions. It is one of the largest concentrations of metallic tableware, housewares and tools in the country. [3]

## Economic Indicators

	Niigata Prefecture	All Japan
Population (2013) [1]	2,374,000	127,350,000
Unemployment rate (2012) [4]	3.7%	4.3%
GPD (2010) [5]	1.7% of Japan's	495 trillion Yen

## Infrastructure

### Road/railways

Niigata is situated approximately 250 km directly north of Tokyo, and is connected with Tokyo via the Shinkansen (1h37min with the fastest train) and an expressway. [6]

### Shipping

2 major ports in Niigata City and Naoetsu City with regular connections to China and Korea [6]

### Civil Aviation

Niigata Airport with international flights to Russia, China and Korea. [7]

## Major types of economic activities

### Agriculture, natural resources

Rice is the principal product of local agriculture and among the prefectures of Japan Niigata is second only to Hokkaido in terms of rice output. The area around Uonuma is known for producing the Koshihikari variety, widely considered to be the highest-quality rice produced in Japan. Rice-related industries are also very important to the prefectural economy. [2]

### Manufacturing

In 2011, the manufactured product shipment value for major manufacturing industries: 15.3% for food products, 12.4% for chemical products and 8.6% for metallic products. [8]

### R&D, Innovation, Scientific research

Various organisations promoting R&D are located in the prefecture as the Niigata Agricultural Research Institute, the Industrial Research Institute of Niigata Prefecture and the Niigata Industrial Creation Organization.

## Opportunities for EU Investors / Exporters / Importers

### Promising sectors for cooperation

Long-established industries: electronics, food processing, machinery, metal products manufacturing, chemistry, electric machinery. [3]

### Financial/logistic support

- \*Several business subsidies (for leasing an office, hiring employees, etc.) depending on the type of industries and on the invested amount
- \*Preferential system for establishing a factory: business subsidy for industrial location, dedicated to certain types of industries and subject to conditions
- \*Varied types of support (seminars, advice on trade and investment, technology-related support, staff training...)

More information: [http://www.city.niigata.lg.jp/multilingual/e\\_index/business.html](http://www.city.niigata.lg.jp/multilingual/e_index/business.html)

## Setting up a business in Niigata

Department of Industry, Labor and Tourism Industrial Establishment Division  
4-1 Shinko-cho, Chuo-ku, Niigata-city, Niigata Prefecture 950-8570  
TEL: +81(0)25-280-5248 FAX: +81(0)25-280-5508

### Other contacts:

Niigata Prefecture

<http://www.pref.niigata.lg.jp/en/>

Niigata Agricultural Research Institute

<http://www.ari.pref.niigata.jp/>

Niigata Industrial Creation Organization

<http://www.nico.or.jp/>

Industrial Research Institute of Niigata Prefecture

<http://www.iri.pref.niigata.jp/>

Niigata Prefecture Tourism Association

<http://www.enjoyniigata.com/english/>

### Sources and footnotes

- [1] <http://www.stat.go.jp/data/jinsui/2.htm>
- [2] [http://en.wikipedia.org/wiki/Niigata\\_Prefecture](http://en.wikipedia.org/wiki/Niigata_Prefecture)
- [3] <http://www.jetro.go.jp/en/invest/region/niigata/>
- [4] <http://www.stat.go.jp/data/roudou/pref/index.htm>
- [5] [http://www.esri.cao.go.jp/jp/sna/sonota/kenmin/kenmin\\_top.html](http://www.esri.cao.go.jp/jp/sna/sonota/kenmin/kenmin_top.html)
- [6] <http://www.jetro.go.jp/en/invest/region/niigata/infra.html>
- [7] <http://www.niigata-airport.gr.jp/?lang=en>
- [8] <http://www.stat.go.jp/data/e-census/2012/sokuho/gaiyo.htm>

### Lake Okutadami



## Niigata City



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