

# NAGANO PREFECTURE



Nagano's Prefecture Flag

**Main City:** Nagano

**Population:** 2,122, 000 people, ranking 16/47 prefecture (2013) [1]

**Area:** 13,585 km<sup>2</sup> [2]

Latest update: August 2013



## Geographical / Landscape description

Nagano is an inland prefecture within 200 km of the Tokyo metropolitan area. The province's mountains have made it relatively isolated, and many visitors come to Nagano for its mountain resorts and hot springs. Nine of the twelve highest mountains in Japan can be found in Nagano.

As of 1 April 2012, 21% of the total land area of the prefecture was designated as Natural Parks. [2]

## Climate

Nagano's climate typically features a large span between daily high temperatures and daily lows. Nagano has a dry climate, with one of the lowest annual precipitation rates in the country. There is a distinct difference in snow accumulation amounts within the prefecture. Northern Nagano has many days of snow, while the lowlands of Central and Southern Nagano have a drier atmosphere with sunnier days. [3]

## Time zone

GMT +7 in summer (+8 in winter)

**International dialling code:** 0081

## Recent history, culture

The prefecture is symbolized by the Japanese Alps, which were so named by English mining engineer William Gowland in his publication of 1881 in reference to the Alps of Europe. Nagano hosted the XVIII Olympic Winter Games in February 1998. [4]

## Economic overview

Since its days as the "silk kingdom" of Japan up until the present, Nagano has always flexibly adapted to the changing times thanks to its bold entrepreneurial spirit and manufacturing "DNA" that has been handed down from each generation to the next.

Currently, Nagano has the most specialized concentration of manufacturing and assembly industries, including electrical machinery, information and communications equipment, electronic components and devices, and transportation equipment. A number of companies involved in a diverse range of fundamental manufacturing technologies, such as cutting, pressing, plating, and die machining, have established corporate facilities in the prefecture. [5]

## Economic Indicators

	Nagano Prefecture	All Japan
Population (2013) [1]	2,122,000	127,350,000
Unemployment rate (2012) [6]	3.4%	4.3%
GPD (2010) [7]	1.6% of Japan's	495 trillion Yen

## Infrastructure

### Road/railways

Good connections to Tokyo and nearby areas.

Taking the Nagano Shinkansen (bullet train) allows travellers to go between Tokyo and Nagoya in as little as 90 minutes. [8]

### Civil Aviation

Shinshu Matsumoto Airport offers direct access to Sapporo in the North, and Fukuoka in the South. [9]

### Living Environment

Rich of nature, Nagano is a popular destination for sports and leisure during all year long attracting roughly 90 million tourists visiting it a year. (Of them 70% are visiting the prefecture on a same day return trip). [10]

## Major types of economic activities

### Agriculture

Nagano Prefecture is in the top 10 for agricultural output. Local specialities are vegetables (lettuce, broccoli, cabbage), fruits (apples, grapes), mushrooms and flowers. The prefecture ranks first for the production of agar and miso. [10]

### Manufacturing

In 2011, the manufacturing industry's shipment value was principally composed of ICT related (19.4%), electronic components (16.2%), and machinery equipment (8.1%). [11]

According to the Chukeiren report, being originally a silk industry relying prefecture, with time the industrial focus shifted toward electrical devices - primarily computer-related electronic components. Companies in the prefecture have produced many products incorporating state-of-the-art technologies, such as quartz watches and medical robots.

At the same time, the prefecture is also known for traditional industries such as Japanese confectionery, sake brewing, lacquer ware, dyeing, and woodworking. Shinshu miso accounts for about 40% of miso fermented bean paste produced and consumed in Japan. [12]

### R&D, Innovation, Scientific research

Located in the prefecture is the Nagano Prefecture General Industrial Technology Center supporting research and development of manufacturing industry within the prefecture and Nagano Techno Foundation supporting technological development in various industrial sectors.

## Opportunities for EU Investors / Exporters / Importers

### Promising sectors for cooperation

Long-established industries: agriculture, foodstuffs and beverages, precision machinery industries, communication machinery, transportation machinery, electronic parts, wood products, tourism. [5][10]

## Financial/logistic support

No recent information available in English, only in Japanese.

More information: <http://www.nagano-ritti-navi.jp/preferential/ordinance.php>

## Setting up a business in Nagano

Industrial Policy Division, Commerce, Industry and Labor Department  
692-2 Minaminagano Habashita, Nagano-city, Nagano Prefecture 380-8570  
TEL: +81(0)26-235-7193 FAX: +81(0)26-235-7496

## Other contacts:

Nagano Prefecture  
<http://www.pref.nagano.lg.jp/kokusai/government/english/index.html>  
Nagano Prefecture General Industrial Technology Center  
<http://www.gitc.pref.nagano.lg.jp/index-e.html>  
Nagano Prefecture Tourism Association  
<http://www.go-nagano.net/>  
Nagano Techno Foundation  
<http://www.tech.or.jp/english/>

## Sources and footnotes

- [1] <http://www.stat.go.jp/data/jinsui/2.htm>
- [2] [http://en.wikipedia.org/wiki/Nagano\\_Prefecture](http://en.wikipedia.org/wiki/Nagano_Prefecture)
- [3] <http://www.go-nagano.net/modules/contents01/>
- [4] [http://en.wikipedia.org/wiki/Japanese\\_Alps](http://en.wikipedia.org/wiki/Japanese_Alps)
- [5] <http://www.JETRO.go.jp/en/invest/region/nagano/>
- [6] <http://www.stat.go.jp/data/roudou/pref/index.htm>
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Matsumoto Castle



Mount Shirouma



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