

# SHIZUOKA PREFECTURE



Prefecture's Flag

**Main City:** Shizuoka

**Population:** 3,717,000 people, ranking 10/47 prefectures (2013) [1]

**Area:** 7,779 km<sup>2</sup> [2]

Latest update: August 2013



## Geographical / Landscape description

Home to Mt. Fuji, the internationally recognised symbol of Japan, and recently (June 2013) added to the World Heritage List as a Cultural Site, Shizuoka prefecture is an elongated region following the coast of the Pacific Ocean. In the west, the prefecture extends deep into the Japanese Alps. In the east, it becomes a narrower coast bounded in the north by Mount Fuji, until it comes to the Izu Peninsula, a popular resort area pointing south into the Pacific. [2]

## Climate

Shizuoka is nationally known to be blessed with a mild and comfortable climate. There is little snow away from the mountains in northern Shizuoka. [2]

## Time zone:

GMT +7 in summer (+8 in winter)

**International dialling code:** 0081

## Recent history, culture

Various locations in the prefecture such as the Hamamatsu Castle, Mishima Taisha Shrine and the Okuni Shrine and the Hattasan Son-eiji Temple will allow visitors to experience Japanese culture through the fascinating architectural beauty of past periods. The scenic beauty of the area and the many ryokans (traditional hotels) and hot springs of the Izu area were particularly loved by some of the greatest writers of Japanese literature. [3]

## Economic overview

Shizuoka is known as the "Manufacturing Prefecture" and, according to the latest data (2011), it occupies the fourth place in Japan for the amount of shipped manufactured goods. Shizuoka's manufacturing industry has a good balance of industry sectors spread across all its regions. In the eastern region of the prefecture, the manufacturing industry includes electrical machinery, paper and pulp, medical products, and transport equipment; in the central region, electrical machinery, furniture and fishery products; and in the western region, transport equipment, general machinery, chemicals, textiles, and cutting-edge optoelectronics. [4] [5]

## Economic Indicators

	Shizuoka Prefecture	All Japan
Population (2013) [1]	3,717,000	127,350,000
Unemployment rate (2012) [6]	3.4%	4.3%
GPD (2010) [7]	3.2% of Japan's	495 trillion Yen

## Infrastructure

### Road/railways

The Tomei Expressway which connects Japan from east to west runs across Shizuoka. It takes only two hours to get to Tokyo and Nagoya and four hours to Osaka, allowing for effective land transportation.

If you take the Shinkansen from Shizuoka Station, you can get to Tokyo or Nagoya in just one hour and to Osaka in two hours. [8]

### Shipping

Shizuoka has Shimizu Port (specially designated port) and Omaezaki Port (designated port). Shimizu Port is also directly connected to major arterial routes in Japan, such as the Tomei Expressway, making it a key business hub. [8]

### Civil Aviation

Mt. Fuji Shizuoka Airport has regular flights to Hokkaido, Okinawa, Fukuoka, and Kagoshima. International routes directed to South Korea, China, and Taiwan. [9]

### Living Environment

Shizuoka Prefecture is blessed with a magnificent natural environment and tourism resources, including Mt. Fuji, Suruga Bay, and hot springs in the Izu Peninsula and elsewhere. [10]

## Major types of economic activities

### Agriculture, natural resources

Shizuoka ranks first in Japan in products such as green tea (40% of national production), mandarin oranges, “wasabi” horseradish, bonito, mackerel, yellow fin tuna, and cherry-coloured shrimp. Shizuoka's location, almost exactly in the middle of the country, allows for easy distribution of these products across Japan. [11]

### Manufacturing

Shizuoka-based industries dominate the domestic market and are world leaders in several major industrial sectors. Honda, Yamaha, and Suzuki brand motorcycles all had their start in Shizuoka and are still manufactured locally, with the prefecture accounting for 66% of the domestic motorcycle market. Yamaha and Kawai pianos began in Shizuoka in the early twentieth century, and are now global brands. Shizuoka-made pianos now hold 100% of the domestic market. Shizuoka is also a leader in the photonics, plastic models, and corduroy textiles industries. [12]

In 2011, the manufacturing industry's shipment value was principally composed of transport machinery (26.4%), chemicals (10.4%), and electrical machinery (10.1%). [5]

### R&D, Innovation, Scientific research

Shizuoka Triangle Research Cluster is being created from the work done at Photon Valley, Food Science Hills, and Pharma Valley, and is clearing the way for crucial synergies in research, technology, and manufacturing. Photon Valley in western Shizuoka is a centre for next-generation optoelectronics technologies. Food Science Hills in central Shizuoka hosts joint projects between academia and local industries to study and boost the health properties of food. Pharma Valley, in eastern Shizuoka, focuses on cutting-edge cancer therapies and other medical treatments centred on the Shizuoka Cancer Centre. [12]

## Opportunities for EU Investors / Exporters / Importers

### Promising sectors for cooperation

Long-established industries: pharmaceutical, optical and electronic technology, agriculture, forestry, fisheries, electric machinery, electronic devices, musical instruments, foodstuffs and beverages, transportation machinery, general machinery, pulp, paper, photonics, chemicals and plastics. [4][12]

### Financial/logistic support

\*Office rent subsidy covering half of the expenses during one year

\*One-stop Service Centre

Free of charge consultation support about: investment environment, incentive programs, tax accountants and local attorneys, business development

\*12 public business support facilities in Shizuoka able to provide a start-up office in business incubation centres used before by other foreign-affiliated companies as a first entry step

More information:

<http://www.pref.shizuoka.jp/sangyou/sa-530/english/index.html>

<http://www.onestop-shizuoka.jp/english/index.html>

## Setting up a business in Shizuoka

Business Development Office Division of Commerce and Industry Department of Industry 9-6, Otemachi, Aoi-ku, Shizuoka-shi Shizuoka-ken 420-8601 Japan TEL: +81(0)54-221-2217 FAX: +81(0)54-221-3216	Foreign-affiliated firm supporting One-Stop Center Shizuoka International Business Association (SIBA) 44-1 Ohtemachi, Aoi-ku, Shizuoka-shi, Shizuoka 420-0853 Japan TEL: +81(0)54-254-5161 FAX: +81(0)54-251-1918 E-mail: <a href="mailto:info@onestop-shizuoka.jp">info@onestop-shizuoka.jp</a>
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### Other contacts:

Shizuoka Prefecture

[http://www.pref.shizuoka.jp/a\\_foreign/english/index.html](http://www.pref.shizuoka.jp/a_foreign/english/index.html)

Food Science Hills

<http://www2.ric-shizuoka.or.jp/fsh/>

Industrial Research Institute of Shizuoka Prefecture

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

Pharma Valley Center

<http://www.fuji-pvc.jp/english/center/about.html>

Shizuoka Triangle Research Cluster Development

<http://www.pref.shizuoka.jp/sangyou/sa-580/english/index.html>

Shizuoka Guide Digital Library

<http://www.shizuoka-guide.com/digitallib/english/index.html>

Shizuoka Prefectural Tourism Association

<http://www.shizuoka-guide.com/english/index.html>

## Sources and footnotes

- [1] <http://www.stat.go.jp/data/jinsui/2.htm>
- [2] [http://en.wikipedia.org/wiki/Shizuoka\\_Prefecture](http://en.wikipedia.org/wiki/Shizuoka_Prefecture)
- [3] <http://www.shizuoka-guide.com/english/history/>
- [4] <http://www.JETRO.go.jp/en/invest/region/shizuoka/>
- [5] <http://www.stat.go.jp/data/e-census/2012/sokuho/gaiyo.htm>
- [6] <http://www.stat.go.jp/data/roudou/pref/index.htm>
- [7] [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)
- [8] <http://www.jetro.go.jp/en/invest/region/shizuoka/infra.html>
- [9] <http://www.mtfuji-shizuokaairport.jp/english/index.html>
- [10] <http://www.jetro.go.jp/en/invest/region/shizuoka/living.html>
- [11] [http://www.pref.shizuoka.jp/a\\_foreign/english/glance/agriculture.html](http://www.pref.shizuoka.jp/a_foreign/english/glance/agriculture.html)
- [12] [https://www.pref.shizuoka.jp/a\\_foreign/english/glance/business.html](https://www.pref.shizuoka.jp/a_foreign/english/glance/business.html)

## Mount Fuji and tea plants field



Hiryu Festival, Hamamatsu City



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