



TOKYO  
METROPOLITAN  
GOVERNMENT



# ACCESS To TOKYO

Overview of

Tokyo Metropolitan Government INVEST TOKYO Program  
for the Special Zone for Asian Headquarters

 accenture

# Looking to Grow in Asia? Here are Reasons to Come to Tokyo.

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**No.1 GDP among Asian Cities  
\$855 BILLION (FY2016)<sup>1</sup>**

**2020 Olympic/Paralympic Games**

**Test Market Entry for Growth in Asia**

**2<sup>nd</sup> Highest Concentration of  
Fortune 500 Companies in the World**

**Government Focus on Supporting  
Industry 4.0 and Fintech**

<sup>1</sup>Tokyo Metropolitan Government data:  
<http://www.metro.tokyo.jp/tosei/hodohappyo/press/2016/12/21/05.html>  
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## **Voices of Successful US Companies in Tokyo**

### **Why was Tokyo was attractive for your line of business?<sup>2</sup>**

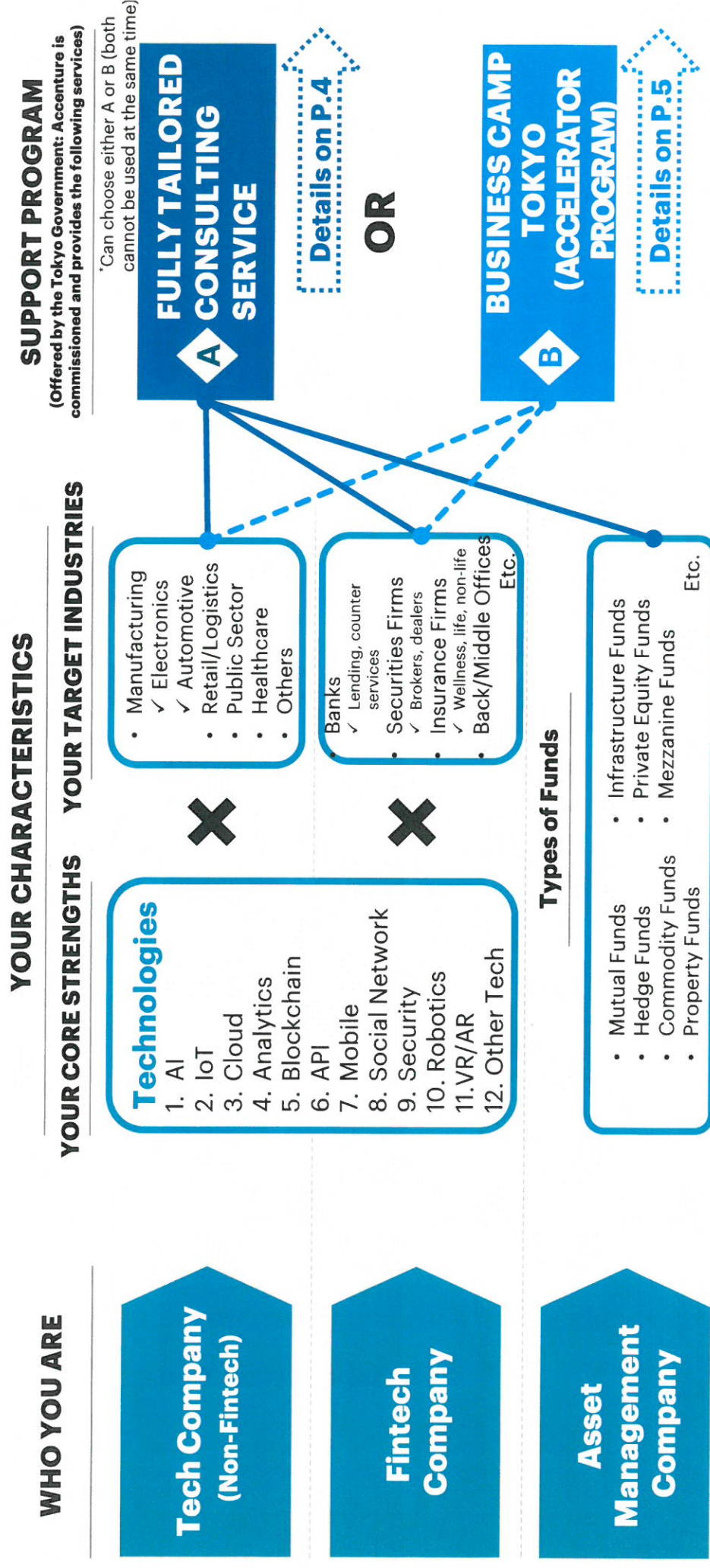
- ☑ “As a leading knowledge based economy, protection of data assets is important. Japan companies are sophisticated and leading the way regionally in Cloud adoption. Susceptibility to natural disaster makes backup and disaster recovery a business requirement.” (US security company)
- ☑ “Tokyo is the information center of Japan, and also a gateway to the world. In addition, the people and companies here are also quite acceptable to new technology, especially in Artificial Intelligence (AI) field. It also an attractive point for us to set up our company in Tokyo.” (US Artificial Intelligence company)
- ☑ “Japan has a sophisticated technology and IT industry which makes it easy for us develop good partnerships and provides a good talent pool from which to build our team. Tokyo is the epicenter of this allowing us to conduct the majority of our business within one city.” (US data storage/backup company)

**...and many more!**

<sup>2</sup> Testimonials from foreign companies quoted on Tokyo Metropolitan Govt. website (paraphrased):  
[http://www.seisakukikaku.metro.tokyo.jp/invest\\_tokyo/english/why-tokyo/50reasons.html](http://www.seisakukikaku.metro.tokyo.jp/invest_tokyo/english/why-tokyo/50reasons.html)



# Program Offerings



# Support Program A-Track vs. B-Track

Support/Services Offered									
Target Timeframe for Setup	Workshops	Consulting	Mentoring/ Business matching	Networking events	Recruiting support	Support in office searching	Your Costs	Other Prerequisites	
<div><div>A</div><div>FULLY TAILORED CONSULTING SERVICE (Business establishment support program) Business expansion in Japan in the IMMEDIATE FUTURE Consulting services fully customized to support market entry</div></div>	Within 1yr  Before Mar. 2020 (Business permission: Before Mar. 2021)	<div><div>X</div></div>	<div><div>✓</div><div>Usually 1-2 months</div></div>	<div><div>✓</div></div>	<div><div>X</div></div>	<div><div>✓</div></div>	<div><div>✓</div></div>	<div><div>Free</div><div>If visiting JPN, companies will need to pay for their own expenses.</div></div>	<div><div>NOT REQUIRED TO VISIT JAPAN</div><div>✓ Visiting Japan <b>not required</b> to receive these services</div></div>
<div><div>B</div><div>BUSINESS CAMP (ACCELERATOR PROGRAM) TAKE A STEP TOWARD business in Japan via program</div></div>	Decide in near future	<div><div>✓</div></div>	<div><div>X</div></div>	<div><div>✓</div><div>Limited to firms pre- selected by Accenture</div></div>	<div><div>✓</div></div>	<div><div>X</div></div>	<div><div>X</div><div>Office provided for free during program</div></div>	<div><div>Costs of Staying in Japan</div><div>✓ Airfare ✓ Hotel ✓ Transport ✓ Food etc.</div></div>	<div><div>REQUIRED TO VISIT JAPAN</div><div>✓ Participate in workshop ✓ Reside in JPN during program (~2 months, Oct. - Dec. 2017) ✓ Participate in mentoring/biz networking, and present pitch</div></div>

**Details on P.5**

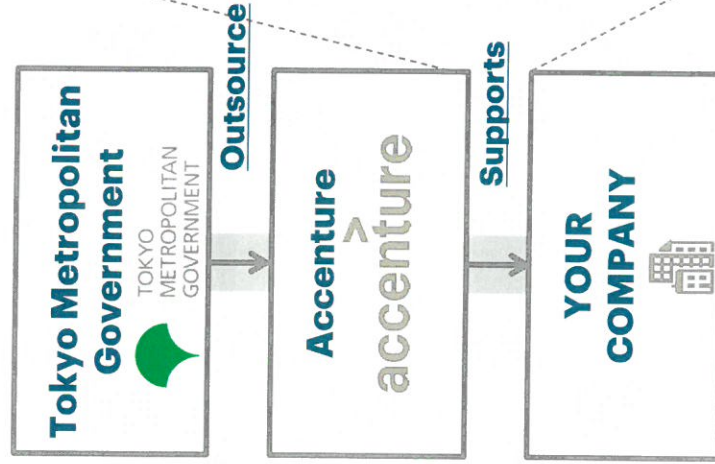
**Details on P.4**

\*Companies which decide to establish a Japanese corporate entity or Branch can receive the following additional support from TMC, regardless of program track:  
 (1) Business Development Center Tokyo: Support with corporate registration, business permit applications, property search, recruiting, etc.  
 (2) Site establishment subsidy for foreign financial companies: Subsidizes (1) consultation fees paid to specialists and (2) a portion of recruiting expenses (conditions apply).



All Companies:

# [A] FULLY TAILORED CONSULTING SERVICES (Site Establishment Support Program)



Support packages can be **CUSTOMIZED, free of charge**

1	<b>Market Research and Analyses</b> (information on JPN's IT and financial markets)	2	<b>Formation of Entry Strategy/ Cost Simulation</b>
3	<b>Business Partner Identification</b> (information on IT companies, financial institutions, etc.)	4	<b>Regulatory/ Stakeholder Research etc.</b>
5	<b>Office Search</b> (Recommend Special Zone offices matching your requirements)	6	<b>Recruiting Support</b> (Recommend talent that best fits your needs)
7	<b>Financial Incentives</b> (Subsidies for establishing a site <sup>1</sup> , reduced price offices)	8	<b>Registration and Business Permit Application Support<sup>2</sup> etc.</b>

1 - 4

**TAILOR-MADE CONSULTING**

provided by Accenture

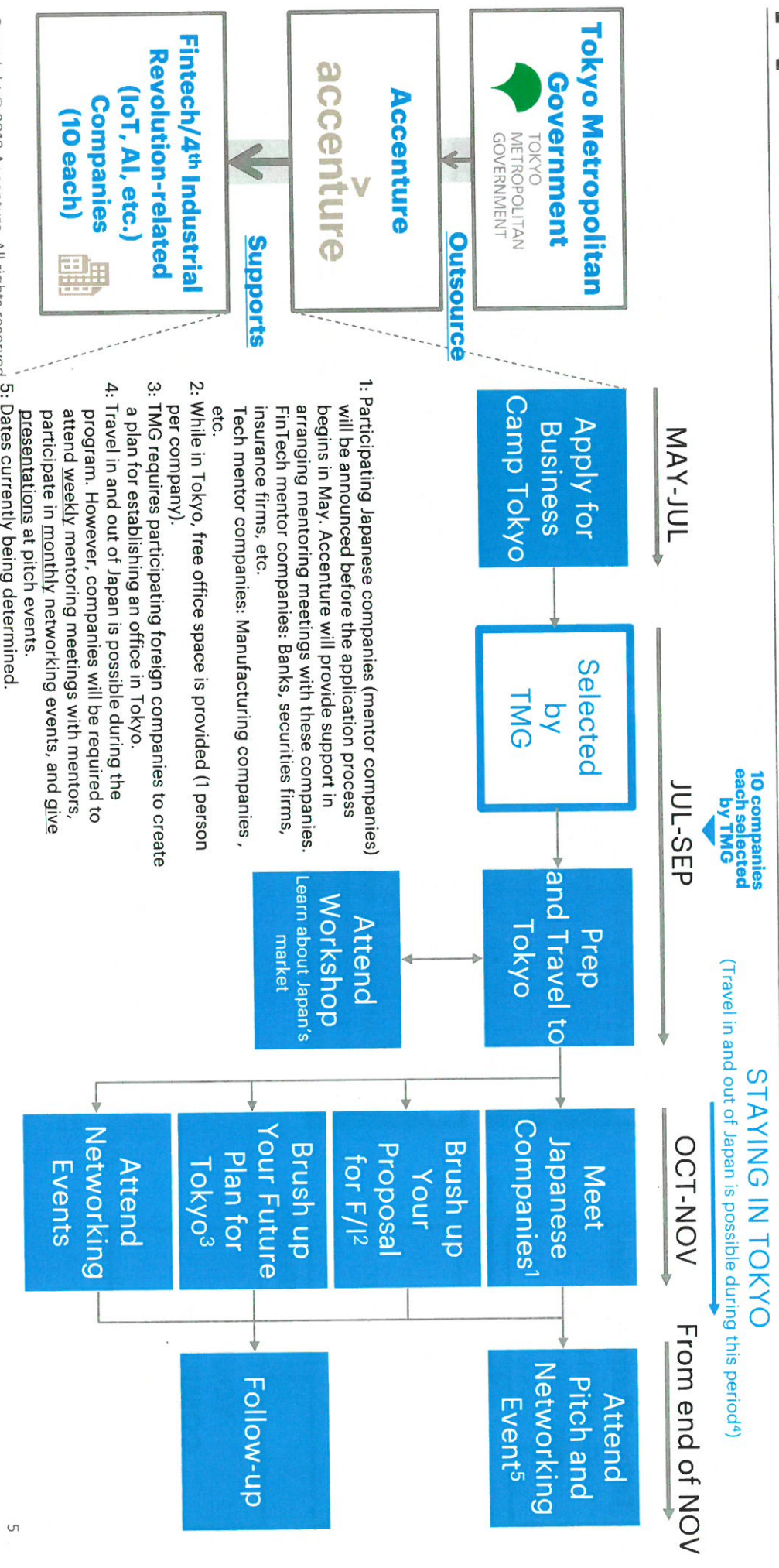
5 - 6 Provided by agencies. Use of the service supported by Accenture.

7 - 8 Provided by TMG. Use of the service supported by Accenture.

<sup>1</sup> Program which targets financial foreign companies, and subsidizes (1) consultation fees paid to specialists, and (2) a portion of recruiting expenses (conditions apply).  
<sup>2</sup> For site establishment, support available from the Business Development Center Tokyo.

**24 companies participated in FY2017**

# [B] FINTECH/NEW TECH BUSINESS CAMP TOKYO





We can't wait to talk with you. Please contact us for more info!

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Contact : [AHQ\\_FDI@accenture.com](mailto:AHQ_FDI@accenture.com)

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The original Japanese version  
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