

INVEST IN KOBE



PRIME LOCATION FOR BUSINESS

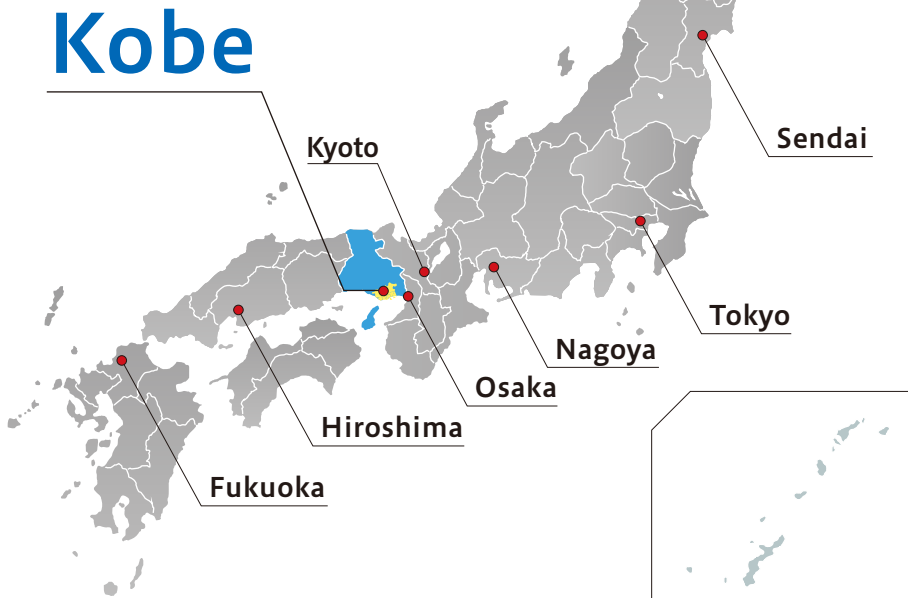
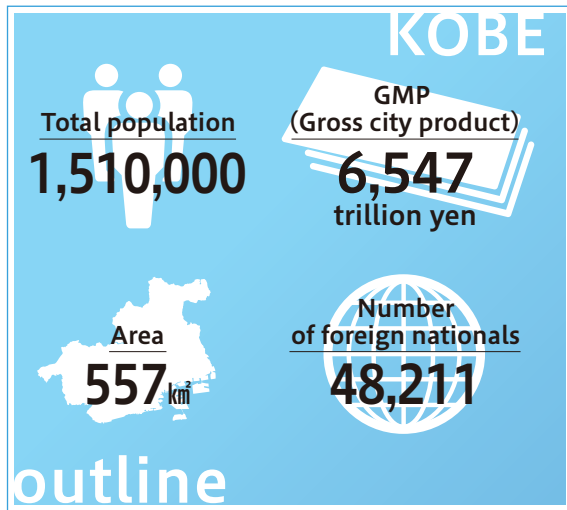


United Nations
Educational, Scientific and
Cultural Organization

City of Design
KOBE 

Member of the UNESCO
Creative Cities Network
since 2008

“1 About Kobe



KOBE

Quality of Living Ranking

1st in Japan **2nd** in Asia
(Tied with Tokyo) (After Singapore)
(Mercer's 2019 Global Quality of Living survey)

Global Best City Sanitation

8th place
(Mercer's 2018 Global Quality of Living survey)



52 places you should visit in the world

7th place
(New York Times (Jan.9, 2019 web edition)
"Setouchi" region, including Kobe was
the only place chosen in Japan.)



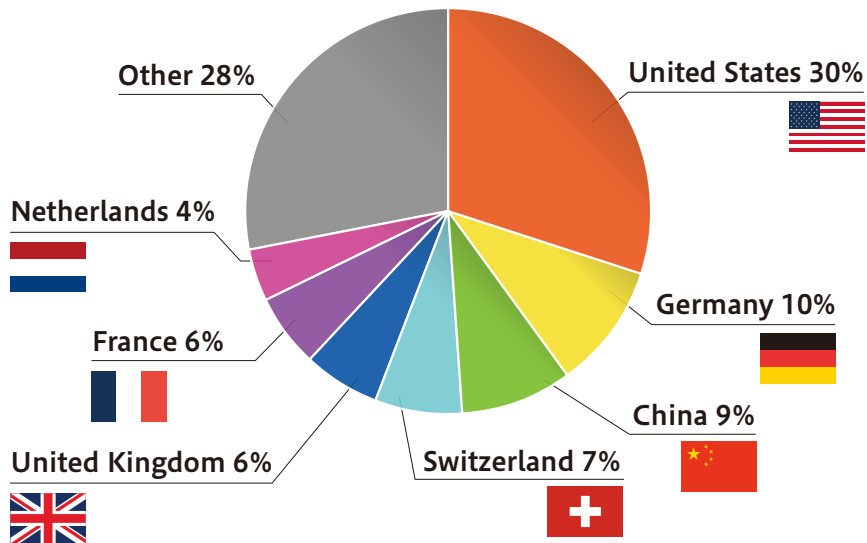
“2 Home for Global Businesses

Foreign-affiliated companies with head offices in Kobe

75 companies (4th in Japan)

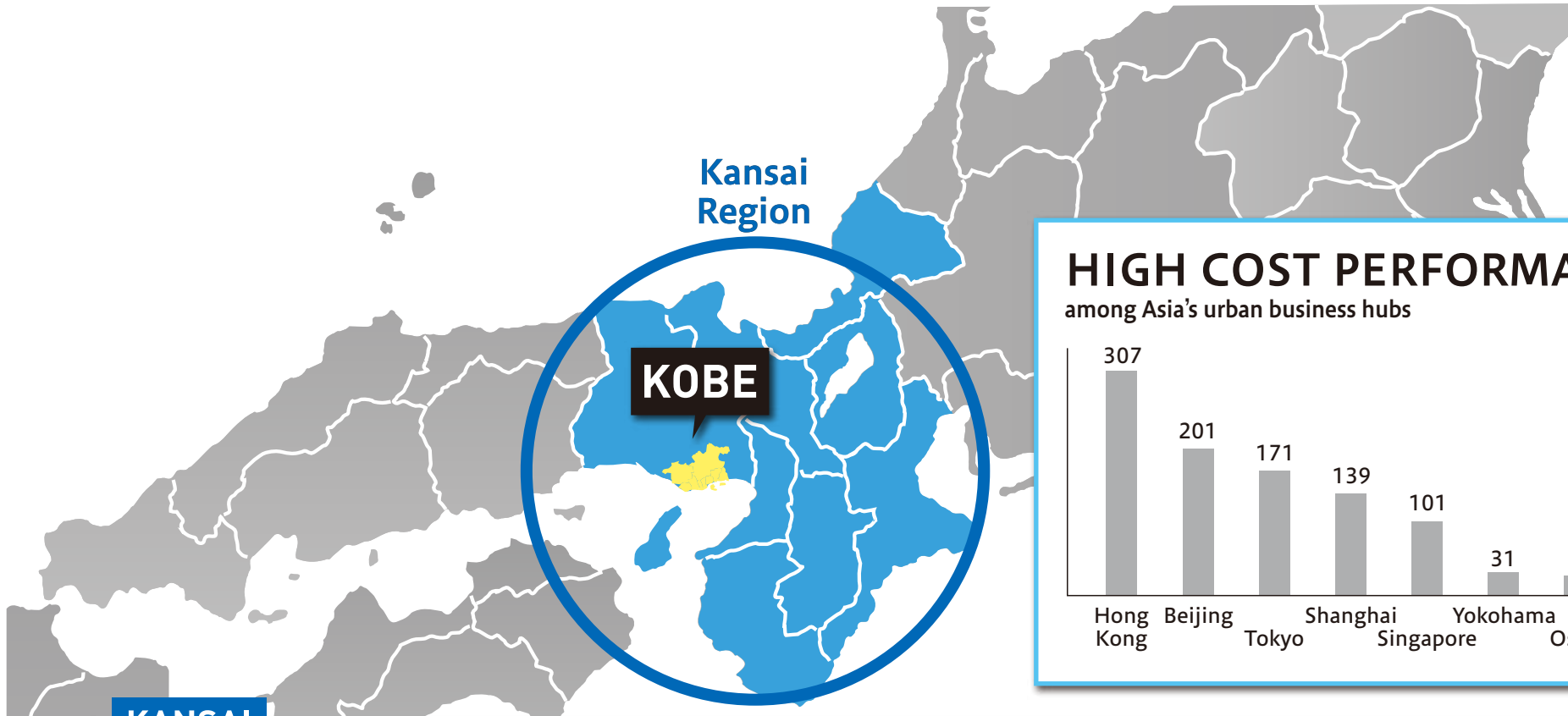
Foreign-affiliates companies, including branch offices and factories

About 280 companies



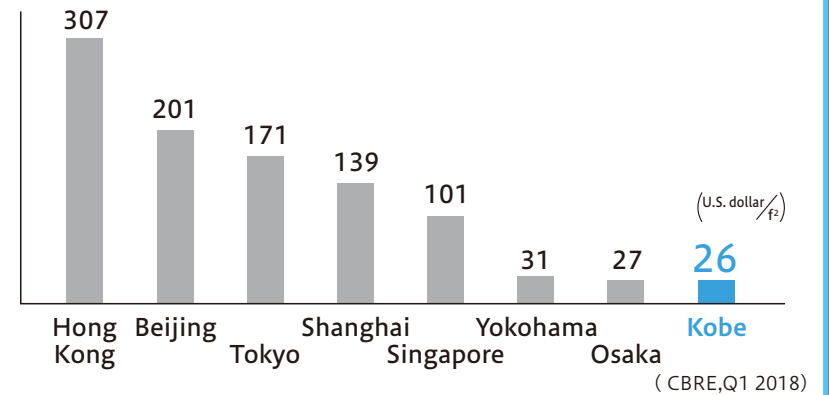
“3

Strategic Business Location in Asia



HIGH COST PERFORMANCE

among Asia's urban business hubs



KANSAI

Economic scale comparable to Netherlands and Switzerland
Ranked the 18th in world
GDP: \$805.2 billion



Population size comparable to New York and Shanghai
8th largest population size in the world
21,454,000

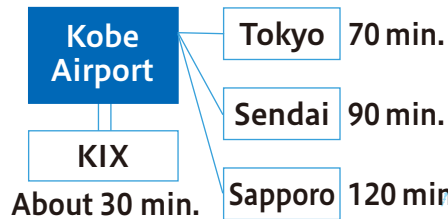
Easy access to major overseas cities

- **Kansai International Airport (KIX)**
(About 80 international routes, about 20 domestic routes)
(30 minutes from KIX to Kobe)
- **Kobe-Osaka International Port,**
(80+ shipping lanes)

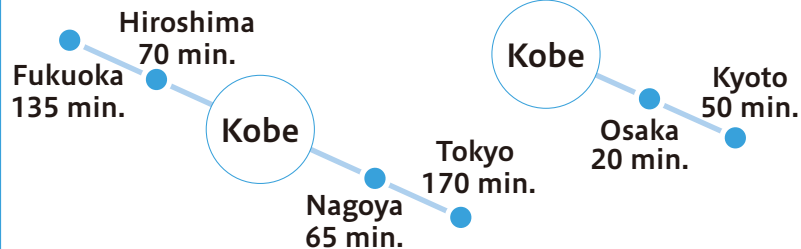
“4 Business Gateway in Japan

Easy Access to Major Japanese Cities

By air  Airplane



By land  Rapid bullet train (Shinkansen)



High Cost-performance Office Rent

Tokyo (prime rate) 10,909 yen/m²

Osaka (prime rate) 7,727 yen/m²

Yokohama 4,991 yen/m²

Fukuoka 4,909 yen/m²

Kobe 3,655 yen/m²

(CBRE:JAPAN Office MarketView Q3 2021)

Superb location for a sustainable business, including a comfortable lifestyle and a short commute

“5 Industries in Kansai Area

1

Battery industry, including lithium-ion batteries and fuel cell batteries

- Panasonic
- Kyocera
- GS Yuasa
- Murata Manufacturing
- Sumitomo Electric



2

Pharmaceutical industry

- Takeda Pharmaceutical
- Shionogi
- Kobayashi Pharmaceutical
- Sumitomo Dainippon Pharma
- Mitsubishi Tanabe Pharma
- Ono Pharmaceutical
- Santen Pharmaceutical
- Eli Lilly
- AstraZeneca
- Boehringer Ingelheim
- Bayer



3

Electronic devices • Analytical and measurement instruments

- Panasonic
- Mitsubishi Electric
- Murata Manufacturing
- Shimadzu
- Horiba
- Sysmex



4

Railway cars

- Kawasaki Heavy Industries
- Kinki Sharyo
- Alna Sharyo



5

Steel • Shipbuilding

- Kobe Steel
- Nippon Steel
- IHI Corporation
- Kawasaki Heavy Industries
- Mitsubishi Heavy Industries
- JMU Amtec



6

Aviation • Aerospace

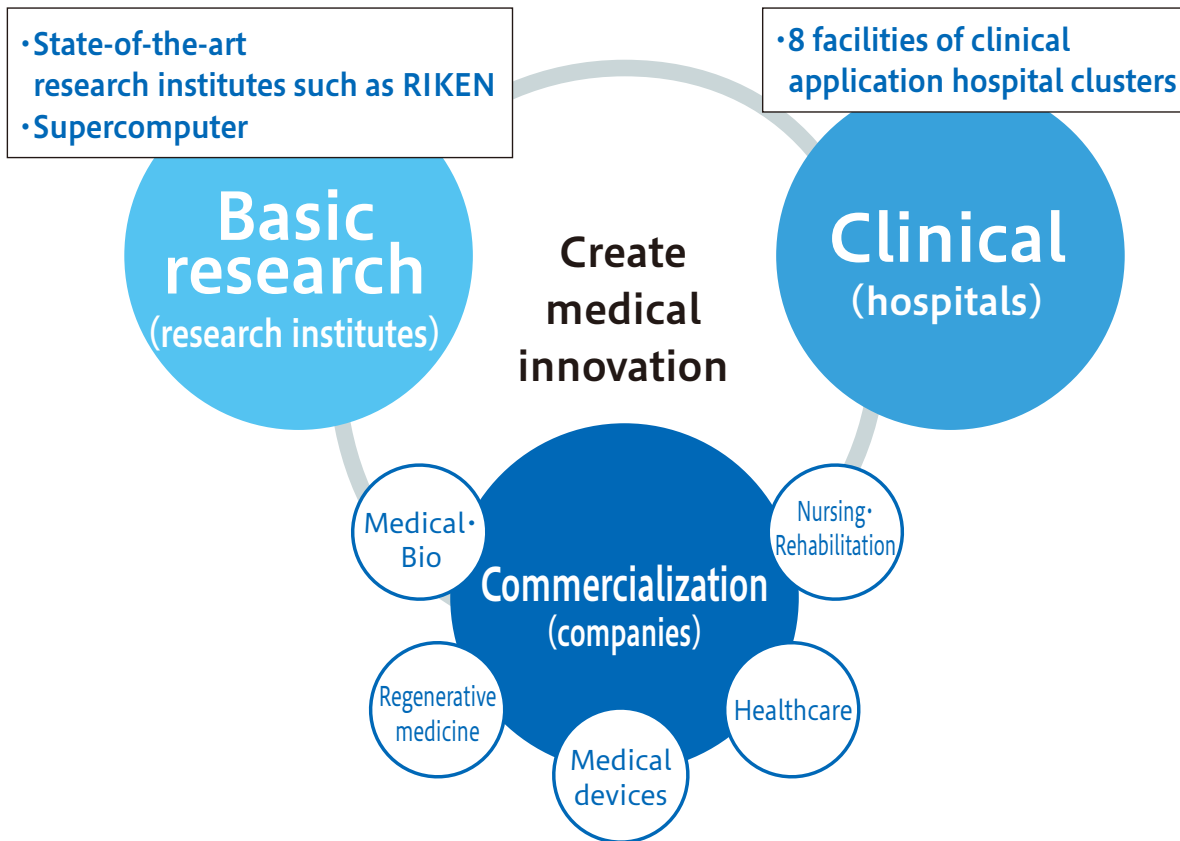
- Kawasaki Heavy Industries
- Kobe Steel
- Mitsubishi Heavy Industries
- ShinMaywa
- Sumitomo Precision Products
- Airbus Helicopters Japan



“6

Kobe Biomedical Innovation Cluster

Asia's top biomedical cluster



Number of companies and organizations at KBIC Number of employees

about **380** about **11,900**
(As of March, 2021)

List of foreign-affiliated companies



United States

- Nihon Medi-Physics • Bay Biosciences
- Johnson & Johnson • Progenicyte Japan
- Simco Japan • IQVIA Services Japan
- Integra Japan • NEI Japan



Germany

- Nippon Boehringer Ingelheim • Siemens Healthcare
- Bayer • Dürr Dental Japan K.K. • provitro AG



Switzerland

- SKAN JAPAN • Electrosuisse Japan • Sucampo Pharmaceuticals



United Kingdom

- Spectris



Belgium

- IBP Technologies



Italy

- Copan Japan



Spain

- Igenomix Japan



China

- BGI JAPAN
- INTERNATIONAL COOPERATION FOR MEDICAL INNOVATION CO.,LTD
- HONDO INNOVATION CENTER CO.,LTD.
- Bioer LifeScience Japan Co.,Ltd.



Korea

- Dexcowin Japan



Singapore

- Access-2-Healthcare Japan

“7” Kobe Biomedical Innovation Cluster



Business Expansion Support

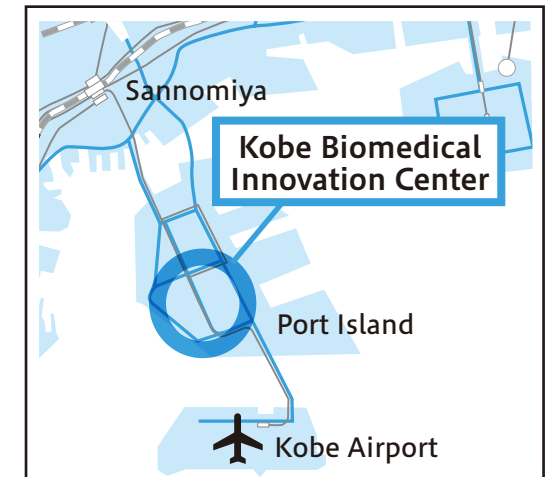
Foundation for Biomedical Research and Innovation (FBRI)
Supported by 15+ coordinators

- Commercialization support
- Business matching support
- Cluster networking events



Location

Easy access to the center of Kobe



Offices • Labs

Ample labs and offices for
marketing/R&D

▶ 17 buildings

Creative Lab for Innovation in Kobe (CLIK)

CoLaborator Kobe (Bayer)



NEW



The third open innovation hub in the world



“ 8

New Energy Industry

Major hydrogen-related manufacturers participating in the project



1

Hydrogen station



2

Building a supply chain



3

World's first demonstration project of electric heat supply to urban areas



Provided by HySTRA NEDO Grant

*NEDO: New Energy and Industrial Technology Development Organization

Provided by Kawasaki Heavy Industries NEDO Grant
Practiced by Kawasaki Heavy Industries, Obayashi Corporation

“9 Aerospace Industry

Leveraging the concentration of aircraft-related manufacturers to support the entry of SMEs

KOBE AREA

Participation of 22 Kobe companies in an integrated production system of aircraft cluster



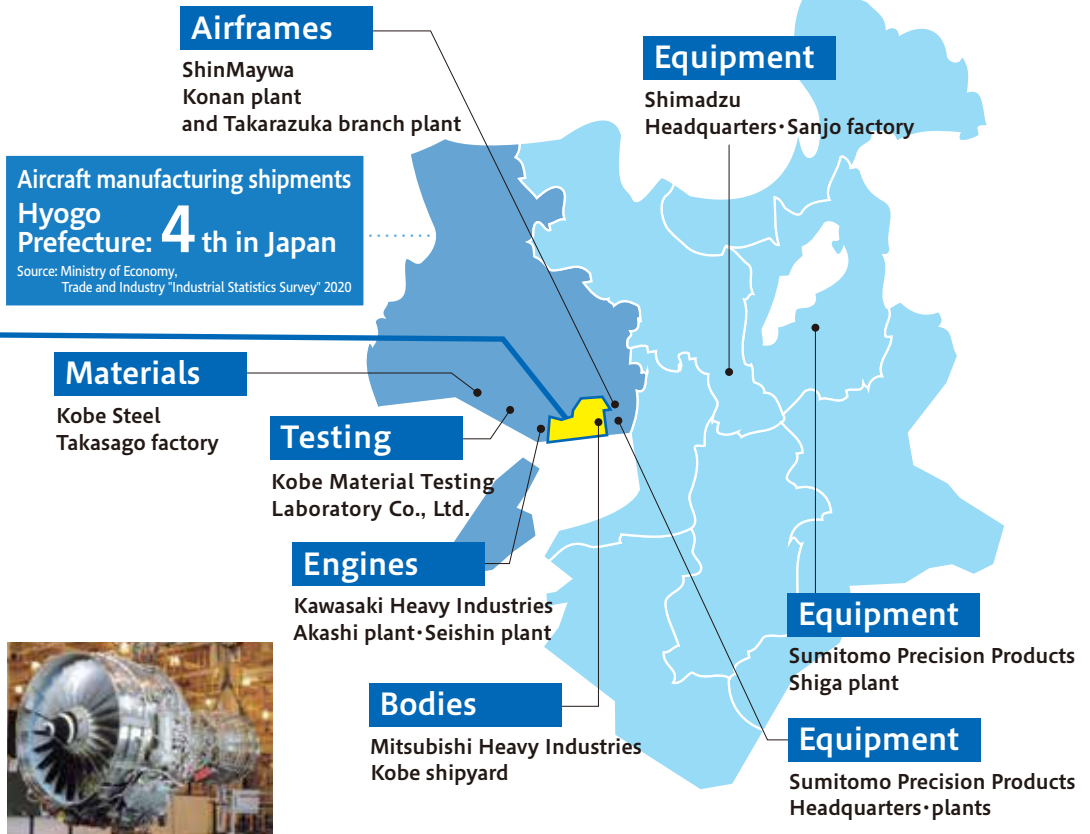
Aircraft non-destructive testing training center (only one in Japan)

Engine Forum Kobe, an international exhibition and meetings



KANSAI AREA

Major companies supporting the aircraft industry in the Kansai area



“10

IT Industry and Startup Ecosystems

Creation of innovation through a concentration of IT industry and startups

Global Mentorship Program

- Customized entrepreneurship support programs in collaboration with prominent domestic and international mentors



UNOPS S3i Innovation Centre Japan

- UNOPOS S3i Innovation Centre Japan, the innovation hubs that are established around the world, is established in Kobe



ANCHOR KOBE

- A center for intellectual exchanges to generate innovation through the concentration and sharing of various knowledge



FUTURE

“11 Living Environment

I Comfortable Living Environment

- Abundant nature with a climate offers cool summers and warm winters
- Seasonal leisure activities as well as Arima hot springs and sake breweries in Nada

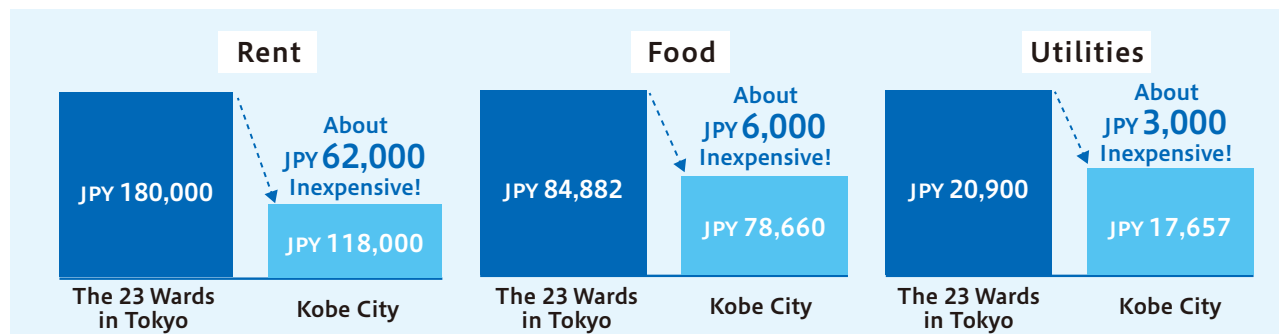


1 Comparison of Commuting Times with Tokyo



Source: Ministry of Internal Affairs and Communications, Survey on Time Use and Leisure Activities, 2016, 25-35 years old

2 Rent, Food, and Utilities Comparison of expense models between Tokyo and Kobe



Source: Ministry of Internal Affairs and Communications, National Survey of Family Income and Expenditure (2014)
Rent is calculated at 70m2 based on the Ministry of Internal Affairs and Communications 2009 Retail Price Survey

3 Extensive Home Relocation Support Menu

- For relocation from outside the Kobe city to rental housing in the Hyogo, Kita, Nagata, Suma, Tarumi, or Nishi wards

Subsidy up to JPY **250,000**

- For relocation to 4+ story rental housing with no elevator

Subsidy up to JPY **350,000**

- For households with children and their parents to live together or nearby

Subsidy up to JPY **200,000**

“12 Living Environment



Canadian Academy
A prestigious K-12 educational institute with approximately 700 students



International Learning Environment

Deutsche Schule Kobe International

German government-accredited infant and primary education institutions located only in Kobe and Yokohama nationwide



8 International schools

- Canadian Academy
- Deutsche Schule Kobe International
- Kobe Chinese School
- Marist Brothers International School
- St. Michael's International School
- Kobe Korean Senior High School
- Kobe Korean Junior High School
- Kobe Korean Elementary School



KENTO Center
A learning support and care center for bilingual children



A city where diverse cultures co-exist



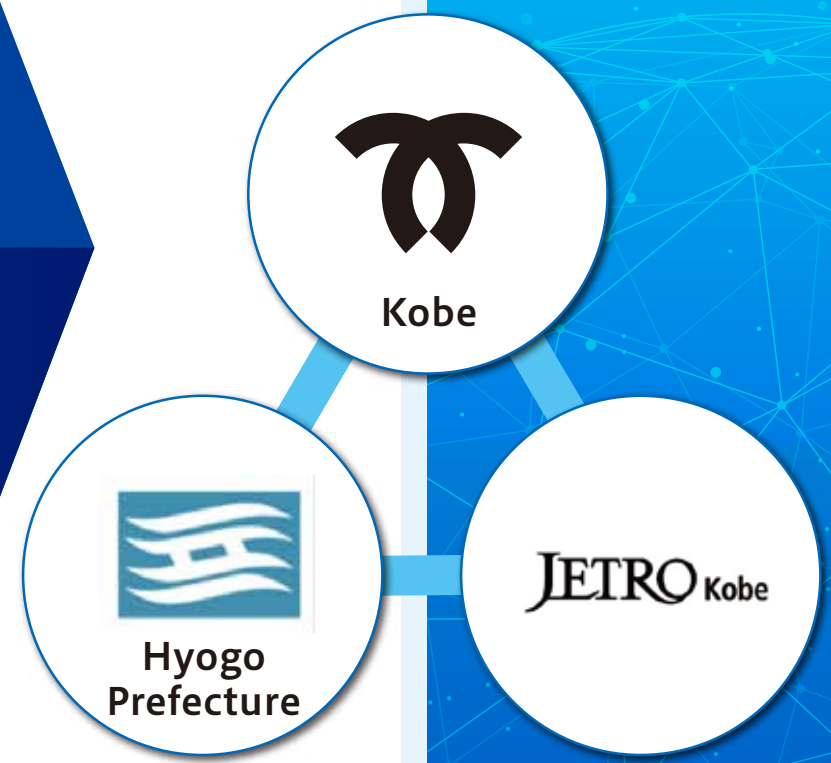
“13

Support System

Warm support for an expansion into Kobe



One-stop service support by 3 entities



“14 Support System

Support system for foreign and foreign-affiliated companies that operate globally

Each support system has eligibility requirements imposed by Hyogo Prefectural Government, Kobe City Government and the JETRO.

Office Rent Subsidy System

[Kobe City]

- ▶ Area: All areas of Kobe City
- ▶ Subsidy amount: Up to 25 % of rent (utilities and taxes excl.)
- ▶ Maximum amount: JPY \1,500/m² per month; JPY \10,000,000 per year
- ▶ Max. Subsidy period: 3 years
(5 years when a space of 1,500m² and more is rented)

[Hyogo Prefecture]

- ▶ Area: Kobe International Economic Zone
- ▶ Subsidy amount: Up to 25 % of rent (utilities and taxes excl.)
- ▶ Maximum amount: JPY \750/m² per month; JPY \1,000,000 per year
(JPY 1,500/m² per month; JPY 10,000,000 per year if 11+ new full-time employees are hired)
- ▶ Maximum subsidy period: 3 years

Prefectural Corporate Enterprise Tax Reduction [Hyogo Prefecture]

- ▶ Area: All areas of Kobe City
- ▶ Reduction rates *1: A 1/3 of prefectural corporate enterprise tax
- ▶ Period: 5 years
- ▶ Requirements *2: 11+ new full-time local employees
(Not limited to relocation of head office functions and offices with addresses in Hyogo prefecture.)

*1,2:

A 1/2 of prefectural corporate enterprise tax reduction is applicable if a space of 1,000m² or more is utilized in Kobe International Economic Zones (employment requirement is not applicable).

Additional Subsidy for Employment [Kobe City]

- ▶ Requirement: Five or more permanent employees (Kobe citizens)
- ▶ Maximum amount: JPY \100 mil.

Kobe City	Site for accumulating business functions *2
• Requirement: Newly moving into Kobe City *1 Indefinite-term full time employee: JPY\1,200,000/ person Other: JPY\200,000/ person	• Requirement: Newly employed Kobe citizens *1 Indefinite-term full time employee: JPY\1,000,000/ person Other: JPY\150,000/ person

*1 Unemployment insurance and other requirements apply.

*2 City area around Sannomiya station, Shin-Kobe, Motomachi, Kobe, Port Island, etc.

Employment Subsidy [Hyogo Prefecture]

- ▶ Requirement: 11+ new full-time employees
- ▶ Maximum subsidy: JPY \300,000 per person (Hyogo citizens)
- ▶ Maximum amount: JPY \300 million

Company Start-up Support [Hyogo Prefecture]

Subsidy for Corporation Registration Fee

- ▶ Area: Kobe International Economic Zone
- ▶ Maximum subsidy: 50% of qualifying expenses
- ▶ Maximum amount: JPY \200,000

Subsidy for Market Research Fee

- ▶ Area: Kobe International Economic Zone
- ▶ Maximum subsidy: 50% of qualifying expenses
- ▶ Maximum amount: JPY \1,000,000

Free Temporary Offices [JETRO Kobe]

- ▶ Maximum Use Period: approx. 3 months

“15 Voice of the company



Bayer Yakuhin, Ltd.



Head of Open Innovation
Center Japan

TAKAHASHI, Shunichi

Q1. Why did you choose Kobe for your location?

A. We have expanded to Kobe for the purpose of establishing an incubation facility to support venture companies. Over a period of two years, we established the “CoLaborator Kobe”, the first initiative of its kind in Japan.

Q2. What are the reasons for your decision?

A. In addition to a convenient location, it was important to have the necessary conditions to develop an ecosystem. Most importantly, the location had to be within easy commuting distance to facilitate building relationships with partners.

Q3. How do you see your decision in retrospect?

A. We actually feel that the location and research environment are excellent. We are also expanding our network with companies and people in the surrounding area through various events.



Ciel Terre Japan Co.,Ltd.



Representative
Director/CEO

MORI, Hajime

Q1. Why did you choose Kobe for your location?

A. In order to strategically expand our floating solar business, we considered the formation of a Western Japan team (business development, O&M, and manufacturing) and selected Kobe as the appropriate base for Western Japan.

Q2. What are the reasons for your decision?

A. There are three reasons for this: the convenient access to the Kansai, Chugoku and Shikoku regions; the support system put in place by Hyogo Prefecture, Kobe City and JETRO Kobe; and the open and warm character of the people of Kobe.

Q3. How do you see your decision in retrospect?

A. This has led to the expansion of projects and customers, and the members of our team have become familiar with Kobe and have become a family-like team.



Dürr Dental Japan K.K.



CEO

HAUL, Uwe Dieter

Q1. Why did you choose Kobe for your location?

A. To expand our business, we were searching for a good location to set up our Japan HQ. We came across Kobe City’s “Kobe Biomedical Innovation Cluster” plan and found a perfect location.

Q2. What are the reasons for your decision?

A. Kobe located geographically in the centre of Japan, and the area we choose with its proximity to the airport, the harbour, as well as having the Shinkansen station close by, Kobe seemed to be the best choice to be able to serve all our customers in all areas of Japan.

Q3. How do you see your decision in retrospect?

A. The ideal environment of a modern city and surrounded with an abundance of nature gives us every day’s energy and creativity. Many of our customers consider visiting us in Kobe instead of us visiting them.

“16 Voice of the company



Gripple Japan K.K.



Managing Director
MAKINO, Takahiro

Q1. Why did you choose Kobe for your location?

A. To penetrate the market, our head office decided that we needed to interface with our customers and be grounded in our activities. We do not choose the capital city for our business in other countries; instead, we tend to look for a location where we can engage in steady business and steady growth. For that reason, we chose the vibrant Kansai region.

Q2. What are the reasons for your decision?

A. We chose Kansai as a candidate because of its convenience for importing. We took into consideration the vitality of the city for creating a loyal customer base to put down roots in the region, and we were impressed by the warmth of the people in Kobe, and therefore we chose Kobe.

Q3. How do you see your decision in retrospect?

A. The Kobe Airport and the shinkansen from Shin-Kobe Station are extremely convenient even for business trips to distant places. The food is delicious, and the people from the UK headquarters who come to Japan 4-5 times a year are always happy to comeback.



Knorr-Bremse
Rail Systems Japan Ltd.



Managing Director
KIM Peter

Q1. Why did you choose Kobe for your location?

A. Locally rooted sales activities and after-sales follow-up are indispensable to earn the trust of customers in the Kansai area. For that reason, we expanded to Kobe City.

Q2. What are the reasons for your decision?

A. In order to support our business partners in the Kansai area, we thought we could maximize the location's merits by setting up the office in Kobe City.

Q3. How do you see your decision in retrospect?

A. Such factors as the convenience of the office and the surrounding environment have exceeded the expectations of not only the employees working in Kobe but also those coming from Tokyo on business trips.



Director, Finance controller &
Office Manager
Mayumi Yamaguchi

Q1. Why did you choose Kobe for your location?

A. We were considering relocating at the expiration of our lease contract due to the deterioration of the headquarters in Suita City. Due to the soaring rent in Osaka City, where the company was founded, we were looking for potential relocation sites within commuting distance.

Q2. What are the reasons for your decision?

A. Convenient access to the Kansai International Airport, Kobe Airport, Shin-Kobe Station and Sannomiya Station was an advantage for our domestic business as well as for overseas visitors. In addition, the preferential incentive policies of Hyogo Prefecture and Kobe City for foreign companies led an approval from headquarters in overseas.

Q. What would you like to achieve in Kobe?

A. In a social structure that has changed in many ways since the Covid pandemic, we aim to achieve new growth by collaborating with companies active in the National Strategic Special Zones by utilizing new materials using the strengths of global companies.

“ 17 Voice of the company



Oerlikon Japan Co., Ltd.



President and Representative Director
TSUYUKUBO, Haru

Q1. Why did you choose Kobe for your location?

A. Our branch in Osaka relocated to Kobe for more convenient access to our customers in the Kansai areas as well as for convenience for visitors from overseas.

Q2. What are the reasons for your decision?

A. The reason is the various means of transportation connecting Kobe with other parts of Japan, including railroads, airlines, and buses, as well as convenient access to the Kansai International Airport for overseas travel.

Q3. How do you see your decision in retrospect?

A. Surrounded by the sea and mountains, the business district and residential areas are closely integrated and employees and visitors from abroad can enjoy the exotic atmosphere of the city. I think this kind of environment is also important for our work.



Svanehoj Japan, LLC



Director, Head of Japan Office
Hirohide Gohda

Q1. Why did you choose Kobe for your location?

A. In 2018, our company became independent from the Wärtsilä Corporation in Finland and established a Japanese subsidiary to expand our business in Japan. Since our customers are mainly in the Kansai and Setouchi areas, we were looking for a base in the Kansai region.

Q2. What are the reasons for your decision?

A. Access to our customers involved in the shipbuilding business is ideal for us, in addition to which, Kobe City provides an unparalleled infrastructure for business support, including accounting firms and law firms. The allure of a foreign ambiance is very attractive for European business travelers.

Q3. How do you see your decision in retrospect?

A. In a word, Kobe is wonderful place to do business due to the convenience of travel, both by land and air, to neighboring areas as well as country-wide, combined with a vibrant atmosphere replete with many restaurants offering delectable dishes, meaning that all daily needs are within walking distance.



TreeFrog Therapeutics Japan K.K.



CEO
Fabien DEBAECKER

Q1. Why did you choose Kobe for your location?

A. From the very start of the company, our goal was to set up a research & development and business hub in Japan. Japan has been known as a pioneer in the field of iPS-based cell therapies for the past 10 years. When we learned about the Foundation for Biomedical Research and Innovation at Kobe (FBRI), the largest medical industry cluster in Japan, we started investigating how we could settle in Kobe.

Q2. What are the reasons for your decision?

A. Obviously, there's already an ecosystem in Kobe that is of utmost interest to us. Then, transportation to and from Kobe is convenient. Quality of life is attractive. And the Kobe City council was very supportive to help us create our first offices and labs.

Q3. What would you like to achieve in Kobe?

A. In 2021, we demonstrated that the C-Stem™ technology allows to produce iPS cells with unprecedented scalability, quality and reproducibility. With our lab in Kobe, our goal is to establish partnership with Japanese labs, biotech and pharmas, to co-develop safer, more efficient, and more affordable iPS-derived cell therapies.



BE KOBE

Kobe Enterprise Promotion Bureau

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