

Why invest in Japan?

Firstly, Japan has a diverse and deep industry landscape as exemplified by the presence of 3,700 listed companies. There is better governance as a result of the regulatory reforms to enhance corporate governance and the performance and payout ratio are showing solid improvement. Especially in the SME sector, there are highly competitive companies in the cutting-edge industry sectors such as environmental technology, life science, pharmaceuticals and AI and they have not always been discovered by global investors – so there is tremendous upside to be expected.

Secondly, innovations such as fintech are sweeping the world and Japan is also seeing major transformation in areas such as autonomous vehicles, AI, cashless society. This global megatrend of digital transformation can be seen as a tailwind to enable Japan to further leverage the industries where it has always had an international competitive advantage. These advantages show that Japan is clearly on the verge of a significant transformation and global investors and entrepreneurs need to be ahead of the curve in capitalizing on these great opportunities.

OUR MISSION

Tokyo as a global financial city:

1. Asia's financial hub

Tokyo will become an important hub which will financially service growth in Asia, as well as in Japan, through Japan's abundant personal financial assets abundant in Japan.

2. The accumulation of financial professionals, funds, information and technology

Tokyo will become a hub that attracts high-caliber financial professionals, working assets and information from around the world, along with financial firms that possess advanced financial technology.

3. Promote the development of asset management and FinTech

Tokyo has placed the promotion of asset management and FinTech at the top of the agenda and aims to create an ecosystem for these fields.

4. Contribute to the resolution of social problems

Tokyo will contribute to the realization of a sustainable society by promoting initiatives that aim to solve social problems, such as those surrounding ESG investment, which is attracting international interest.

Members

FinCity.Tokyo is sponsored by 39 organizations including the Tokyo Metropolitan Government, financial industry associations and major financial institutions, global investors, and service providers (As of December 2019).



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Tokyo, a global financial city
where new businesses are created.



FinCity.Tokyo

The Organization of Global Financial City Tokyo

Aiming to become the most diversified and open financial city in the world

For foreign asset managers and investors, the current favorable financial and economic environment in Japan offers excellent investment opportunities like never before. Corporate governance has made great strides in recent years. Shareholder return and management efficiency have also been improving. There is now a growing trend for overseas investors to consider investing in small and medium sized businesses, startups and ESG-friendly companies in Japan.

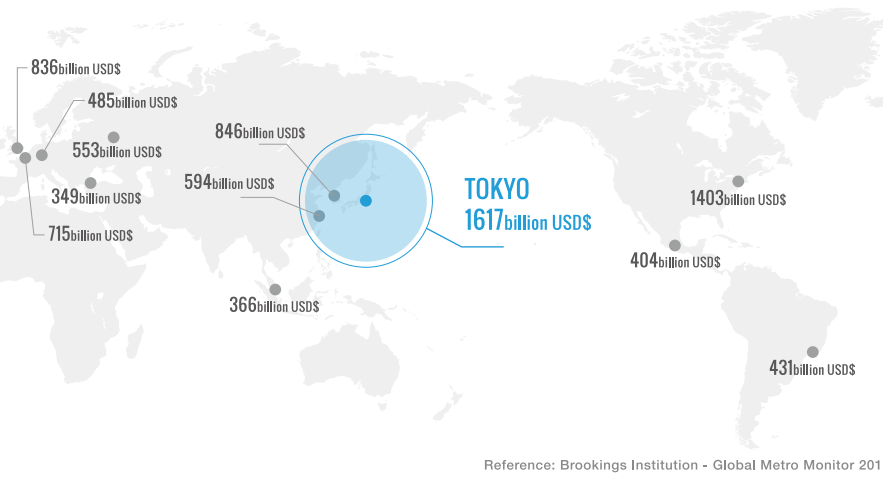
Welcome to Japan !

TOKYO'S STRENGTH FINANCIAL AND ECONOMIC STRENGTH

Stable financial economy and growth potential

World-class economy

Tokyo tops the world as a city with highest GDP (based on total revenue generated by Tokyo headquartered companies) at USD 1,600 billion. New York ranks second at USD 1,400 billion. Tokyo has kept the top place for half a century.



World-class household financial assets

Household financial assets in Japan has reached JPY¥ 1,800 trillion and is expected to contribute to the economic growth of not only Japan, but also of Asia. Additionally, because of the boost instigated by the government's policy of utilizing capital markets more aggressively, each player, from individuals to institutional investors, is starting to invest more aggressively than ever before.

JPY¥ 1,800,000,000,000,000
(JPY¥ 1,800 trillion / 2018)

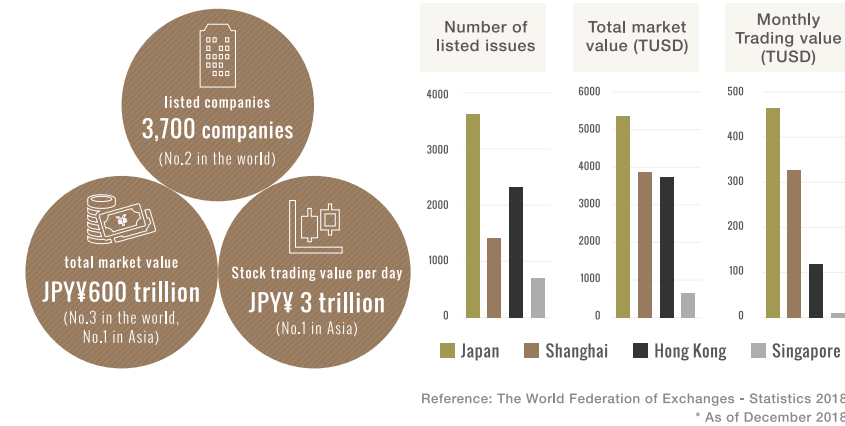
Global Power City Index

Tokyo is positioned at the world third and Asian first in the Global Power City Index 2018 (produced by Institute for Urban Strategies of the Mori Memorial Foundation) which evaluates and ranks the major cities of the world by their overall power to attract people, capital, and enterprises from around the world.



Hub of financial institutions representing Asia

In Tokyo there are 1,500 financial institutions and a large number of financial players that provide sophisticated services. Domestic financial institutions with abundant assets and foreign financial institutions are also concentrated, forming the city's efficient and well-functioning financial ecosystem.



TOKYO'S STRENGTH BUSINESS OPPORTUNITIES

New fields hatching new business

A wide array of business opportunities

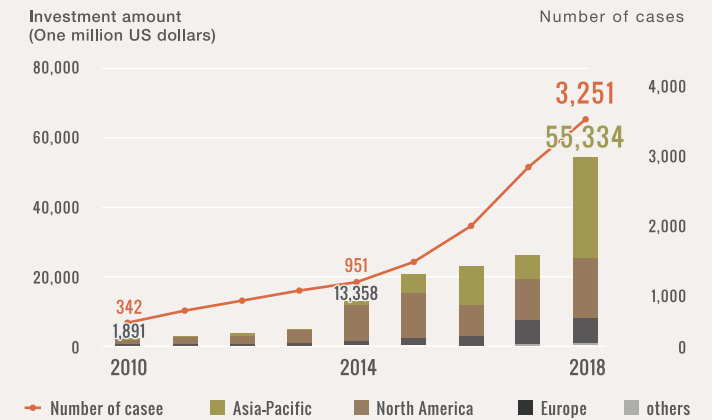
Japan has a wide array of companies with high technology in fields such as automotive, medical and environment and a vast domestic market backed by healthy demand. By basing yourself in Tokyo, it is easy to access a multitude of companies and neighboring large cities around Tokyo and thereby efficiently develop your business. We can expect to see a sharp increase in demand for new businesses and services catering to tourism and English language adaptation as Tokyo hosts the 2020 Olympic and Paralympic Games along with the relaxation of visa requirements for inbound tourists.



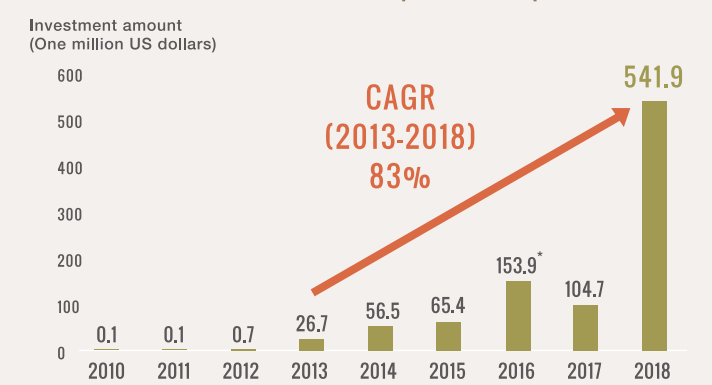
Growth of the FinTech industry

Over recent years, FinTech initiatives have been developing in Tokyo, mainly in large financial institutions and IT service industries. Investment in domestic FinTech companies has also been on the increase, and it is anticipated that these industries will continue to thrive as a result of FinTech.

Shift in global FinTech investment (2010-2018)

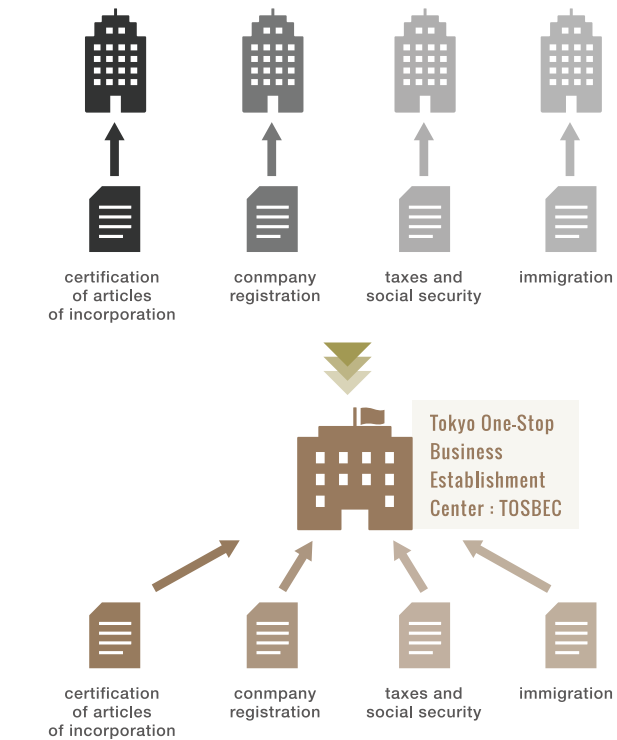


Investment trends of FinTech companies in Japan (2010-2018)



Simplified government procedures

The Tokyo One-Stop Business Establishment Center (TOSBEC) has been established to provide foreign companies aiming to launch in Tokyo with a one-stop-shop. Consultation is on procedures required for starting a business, including certification regarding articles of incorporation, company registration and notification of incorporation, taxes, social security, and immigration. This is all available in English.



TOKYO'S STRENGTH CULTURAL AND ENVIRONMENTAL ASPECTS

Rich culture and history, with a stable living environment

Environment: A cosmopolitan city that operates 24/7

Work is underway to upgrade the living environment including the infrastructure such as an expansion of nightlife in Tokyo through extension of service hours of underground and improved connectivity with night buses and extension of opening hours of museums and concert halls etc. In addition, the number of ATMs which accept cash cards issued abroad is increasing.



Easily accessed from major global cities

Tokyo is a hub that connects Asia and the world's finance markets, centrally located amongst the financial cities of the world. It is possible to develop business smoothly in Tokyo because of the integration of global regulations and business practices, as well as the city's geographical advantage of being well connected to Asia and the West in terms of transport and communications.



A society where people can live happily and safely

Tokyo: a city that boasts a top-quality capital market that attracts world-class business.

