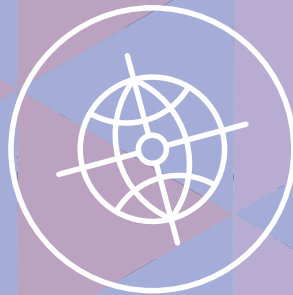


Strategy



Leading Global City

We will enhance Tokyo's strengths in areas ranging from international competitiveness to active roles played by women and youth, community development, education, and city diplomacy, and transform the city from an engine driving Japan, to one driving the world.



Approach

15

Spur domestic growth as a global city

We will build a vibrant international business environment to attract capital, talent, and information from around the world and make Tokyo “the best city in the world to do business.” Enhancing Tokyo’s global lead in innovation will further establish the city’s brand in the world of business.

Tokyo in the Future

► International Business Environment

Utilizing the National Strategic Special Zones system, international business centers have been created in ten areas of Tokyo. By promoting the creation of the global business environment and attracting many foreign companies, more interaction with Japanese companies is occurring, and new business opportunities are being generated.

► 10 International Business Centers



- 1 Otemachi (Tokiwabashi) (finance / business exchange)
- 2 Otemachi 1-chome (international exchange)
- 3 Hibiya (arts & culture / startups)
- 4 Yaesu (bus terminal / business exchange)
- 5 Shinagawa station (new maglev train / international center)
- 6 Takeshiba (contents industry)
- 7 Toranomon (new subway station)
- 8 Roppongi (mixed-use MICE / residences for foreigners)
- 9 Rinkai Sub-center Ariake (serviced apartments for foreigners)
- 10 Former Haneda Airport Site (business matchups)

► Attract 50 or more foreign companies establishing an Asian regional headquarters or R&D center within Tokyo's Special Zone for Asian Headquarters.

► Tokyo Global Financial Center

Tokyo is a global financial center that is on the same level as New York and London, contributing not only to the revitalization of Tokyo's economy, but also to that of Japan and Asia.



► Global Life Science Business Hub

This is a center for the life sciences field, including the high value-added drug development sector. Through collaboration between industry, academic institutions, and the public sector, we have promoted initiatives to strengthen competitiveness.



▶ A World-Class Entrepreneurial City

We now have a more dynamic economy as a result of programs to support startups by a wide range of people, including young people, women, and senior citizens.

▶ Business startup rate*1

FY2013

4.8%

FY2024

▶ more than 10%



▶ Small and Medium-Sized Enterprises (SMEs)

We are promoting the advancement of SMEs into growing industries such as robotics and medical devices by providing support for technologies and product development, and developing channels into overseas markets.



	Target year	Target level
SMEs entering growth industries with TMG support	FY2024	1,000
SMEs entering the global market with TMG support	FY2024	2,000

*1 Companies newly participating in the employment insurance system in the fiscal year divided by the number of companies at the end of the previous fiscal year participating in the employment insurance system.

