

Voices of Companies Expanding in Gunma

Consulting Business



Accenture Japan Ltd.
Accenture Advanced Technology Center Maebashi [Maebashi City]

Technology is combined with human creativity to respond to the needs of clients to realize a better and brighter future.



Accenture Advanced Technology Center Maebashi Lead
Mr. Shinji Tanaka



“Core cities could drive the growth of Japan”

In May 2023, a global consulting firm Accenture opened Accenture Advanced Technology Center Maebashi on the 30th floor of Gunma Prefectural Government Building.

The local government is very open-minded and highly receptive to change. The rate at which something moves along is much quicker than other areas. While there are many cities in Japan that have a population exceeding one million, those classified as core cities with 300,000 to 400,000 people account for a significant proportion in Japan. These core cities play a key role in regional revitalization. I believe Maebashi will set a great example and a new trend where a core city flies high and wide. The success in Maebashi could drive the growth of the whole country. That was the reasoning behind opening an office here.

What we found challenging when opening a new operation base was that we did not have enough name value to find skilled workers. We wanted to avoid head hunting within the same industry as that would not benefit the region. Therefore, we have kept our recruitment target to people who have grown up in the area and moved back to their hometown or those that have found Gunma to be attractive and moved from other parts of Japan. As many of our clients are large corporations, the majority of our work lies in dealing with jobs that are in big cities like Tokyo or Osaka, or even overseas. We would like to use the know-how we have accu-



mulated from such experience to contribute to this region.

The IT industry is facing a serious labor shortage. Some say that it is lacking around 700,000 to 800,000 workers.

Currently, there are factors to consider, including the emergence of artificial intelligence and other technology. Part of our mission is to use such resources and leverage IT to improve how people live.

The underlying infrastructure and the conventional IT framework derived from it could be transformed into something that serves the new generation better. We expect Maebashi and Gunma to be the base of development that assists such change in the near future.

“Gunma is highly receptive to change and the decisions are made quickly”

Scan here to view the rest of the interview.

