

Voices of Companies Expanding in Gunma

Business Professional Service

Deloitte. Deloitte Tohmatu MAEBASHI Social Innovation Hub [Maebashi City]
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As the client's best partner, we offer problem-solving support by tailoring the consulting menus.



“Providing solutions to social issues from Gunma to nationwide”

We were looking for a place or area to work with the local government and private entities to implement social initiatives. Gunma Prefecture has been known to be politically progressive. Led by private entities, Maebashi City has committed to regional development in the last decade. We chose this capital city as the hub as we believe it would provide us the best environment to address social initiatives.

Having a location that possesses green energy can contribute to carbon neutrality. Gunma's access to clean energy, such as hydraulic power, is a great advantage to us. Furthermore, Gunma is highly resilient in the sense that it is relatively low risk to natural disasters. The physical proximity to Tokyo also makes it a perfect location for our base, especially for securing human resources.

The main challenge we faced when opening a location in Gunma was securing human resources. With the intention to boost local job opportunities, we have hired more than 100 local staff. We will continue to increase our staffing. Aside from Maebashi, offices this size are only located in major cities like Tokyo, Osaka, Nagoya, and Fukuoka. We want to address the issue of regional labor shortage by ensuring the same work environment here as in Tokyo, preventing the outflow of young labor. This shows how focused we are on Maebashi.



I believe our biggest success here lies in launching a digital ID called Mebuku ID. We would like to continue working with the community to create a structure that benefits all residents in Gunma.

As seen in DX (digital transformation) initiative and other new projects that Gunma has been actively exploring, the prefecture has a positive climate that fosters social innovation. We would like to collaborate with businesses that have moved to the area and build more cases of Gunma-based social innovation.

“Green energy and resilience”

Scan here to view the rest of the interview.

