



INVEST

GUNMA

Gunma Prefecture PR materials for investment promotion, business attraction and location support.



New Challenges in Gunma

Gunma Prefecture has been promoting the use of digital technology and development of human resources to increase the overall value of its industries. Adopting a prefecture-wide living lab concept, it also encourages the creation of new businesses and services originating from Gunma. In addition to actively welcoming businesses' new challenges, the prefecture ensures a positive business environment by facilitating B2B networking and assisting businesses in testing and implementing their projects.

We hope you learn what makes Gunma special and consider starting a new challenge in Gunma.

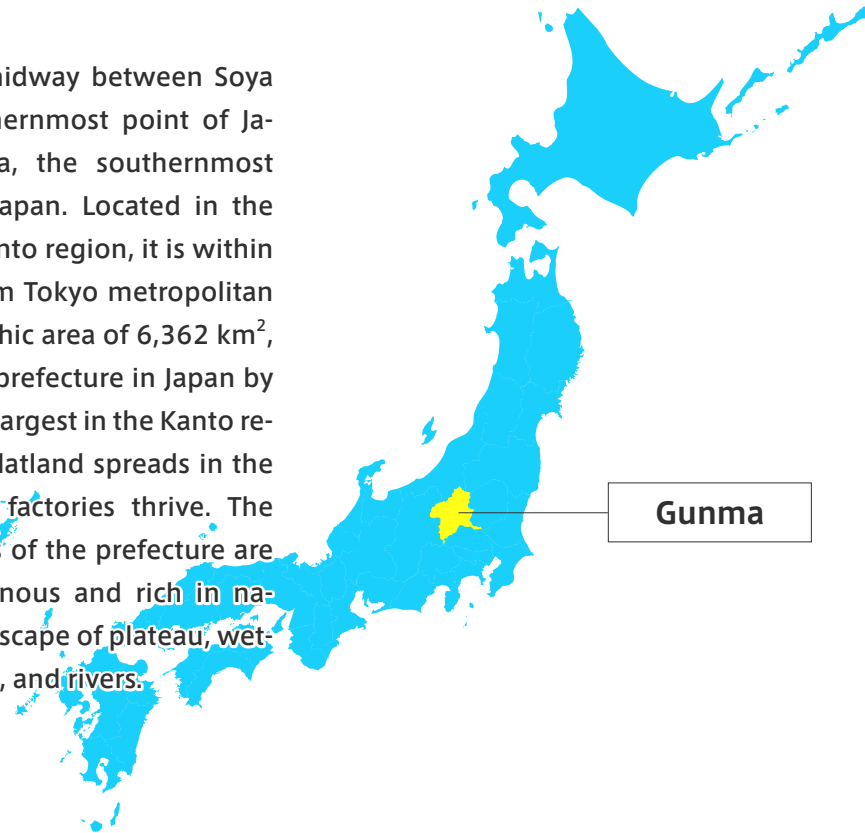
INVEST GUNMA

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About Gunma Prefecture

Gunma is roughly midway between Soya Peninsula, the northernmost point of Japan, and Cape Sata, the southernmost point of mainland Japan. Located in the northwest part of Kanto region, it is within a 100 km radius from Tokyo metropolitan area. With a geographic area of 6,362 km², it is the 21st largest prefecture in Japan by area and the second largest in the Kanto region, after Tochigi. Flatland spreads in the south where many factories thrive. The north and west sides of the prefecture are particularly mountainous and rich in nature, featuring a landscape of plateau, wetlands, lakes, marshes, and rivers.



Gunma

Population



1,890,103
people

Gunma Prefecture Population Mobility Survey
(as of September 1, 2024)

Area



6,362.28 km²

Source:
Geospatial Information Authority of Japan
(as of July 1, 2021)

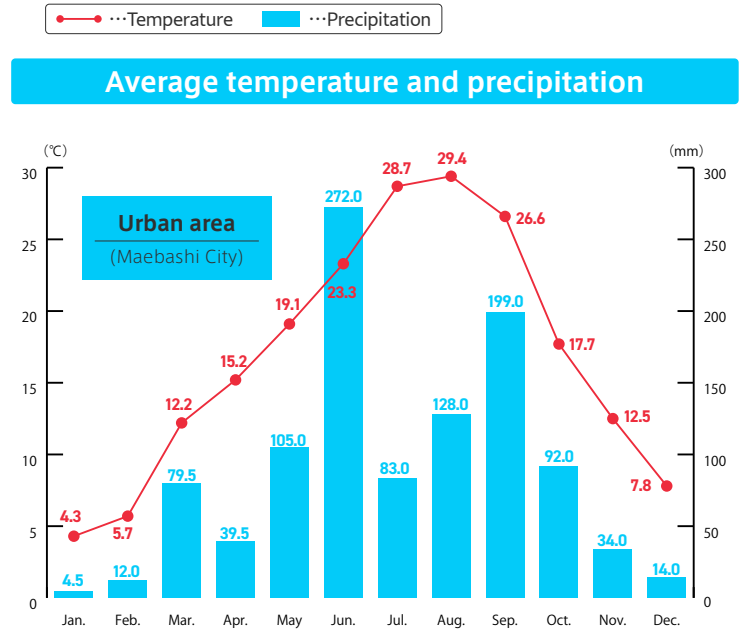
Number of municipalities



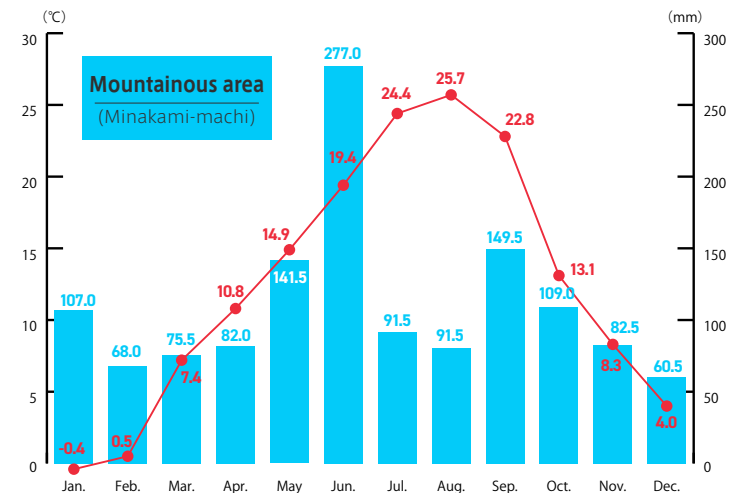
35
municipalities

As of September 1, 2024

Average temperature and precipitation



Average temperature and precipitation



Source:
Japan Meteorological Agency "Past Weather Data 2024"

Data of Gunma Prefecture

Desired relocation destination ranking

1st place



Approved Specified NPO Hometown Return Support Center
Result of questionnaire regarding moving to the countryside (January to December, 2024)

Number of factory locations

4th place in Japan

(2023)

41 cases

Source: Ministry of Economy, Trade and Industry "Survey Results of Factory Location Trends in 2023"

Agricultural output, etc.

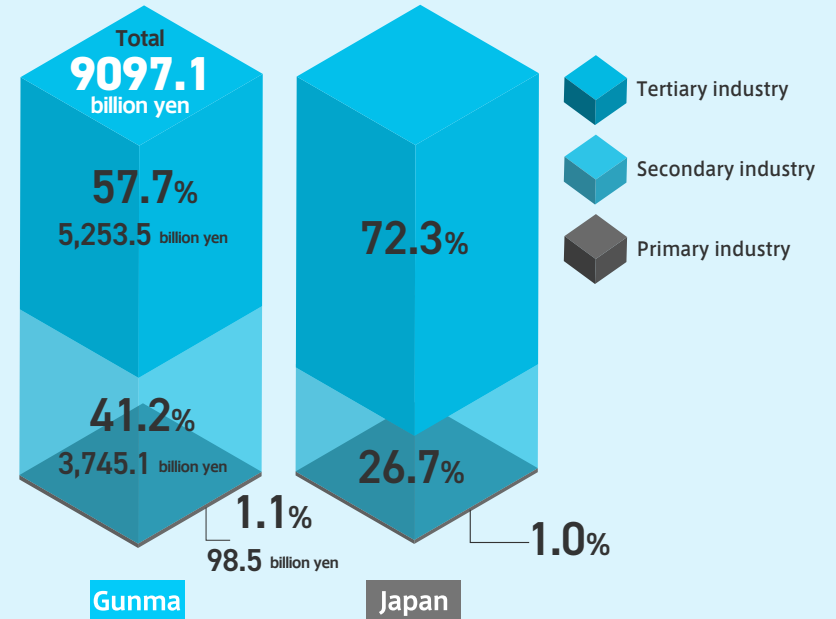
12th place in Japan

(2022)

247.3 billion yen

Source: Ministry of Agriculture, Forestry and Fisheries "Total Agricultural Output and Agricultural Income Produced"

Nominal GDP (Gunma/Japan) by Industry



Source: Japan Statistics Bureau "System of National Accounts of Japan" (FY2021)

Prefectural income (per capita)

11th place in Japan

3,187,000 yen (FY2021)



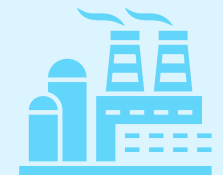
Source: Economic and Social Research Institute of Cabinet Office "Annual Report of Prefectural Accounts"

Manufactured product shipment value

13th place in Japan

(2022)

9562.4 billion yen



Source: Ministry of Economy, Trade and Industry "Industrial Statistics"

Living Environment

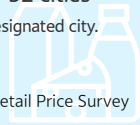
Cost of living

Low consumer price index
(regional average)
“Comprehensive”

3rd place in Japan

By city, Maebashi ranks 2nd in Japan out of 52 cities
* “City” includes capital city or government ordinance-designated city.

Source:
Ministry of Internal Affairs and Communications, 2023 Retail Price Survey
(Structural Survey), Regional Consumer Price Index



Housing and land prices

2024 Prefectural Land Price Survey
“Low average housing price”

NO. 1 in Kanto region

31,400 yen / m²

Source:
Ministry of Land, Infrastructure, Transport and Tourism,
2024 Prefectural Land Price Survey



Medical care

Children’s medical expenses
(covered up to 18 years old until the end of fiscal year)

Free of charge

No income restrictions and no out-of-pocket expenses
for hospitalization and outpatient care (as of April 1,
2023) Age limit has been raised to 18 from 15 years old
since October 2023.



Education

**Low cost of junior high
school per class**

NO. 1 in Japan

Cost of enrolled student by education
field per class

Source:
Ministry of Education, Culture, Sports, Science and
Technology, 2022 Survey on Local Education
Expenditure (FY2021)



**Low cost per junior high
school student**

5th place in Japan

Cost of enrolled student by education
field per citizen

Source:
Ministry of Education, Culture, Sports, Science and
Technology, 2022 Survey on Local Education
Expenditure (FY2021)



Abundant tourism resources

Top 100 Hot Springs in Japan
8th Annual Popularity Ranking (FY2024)

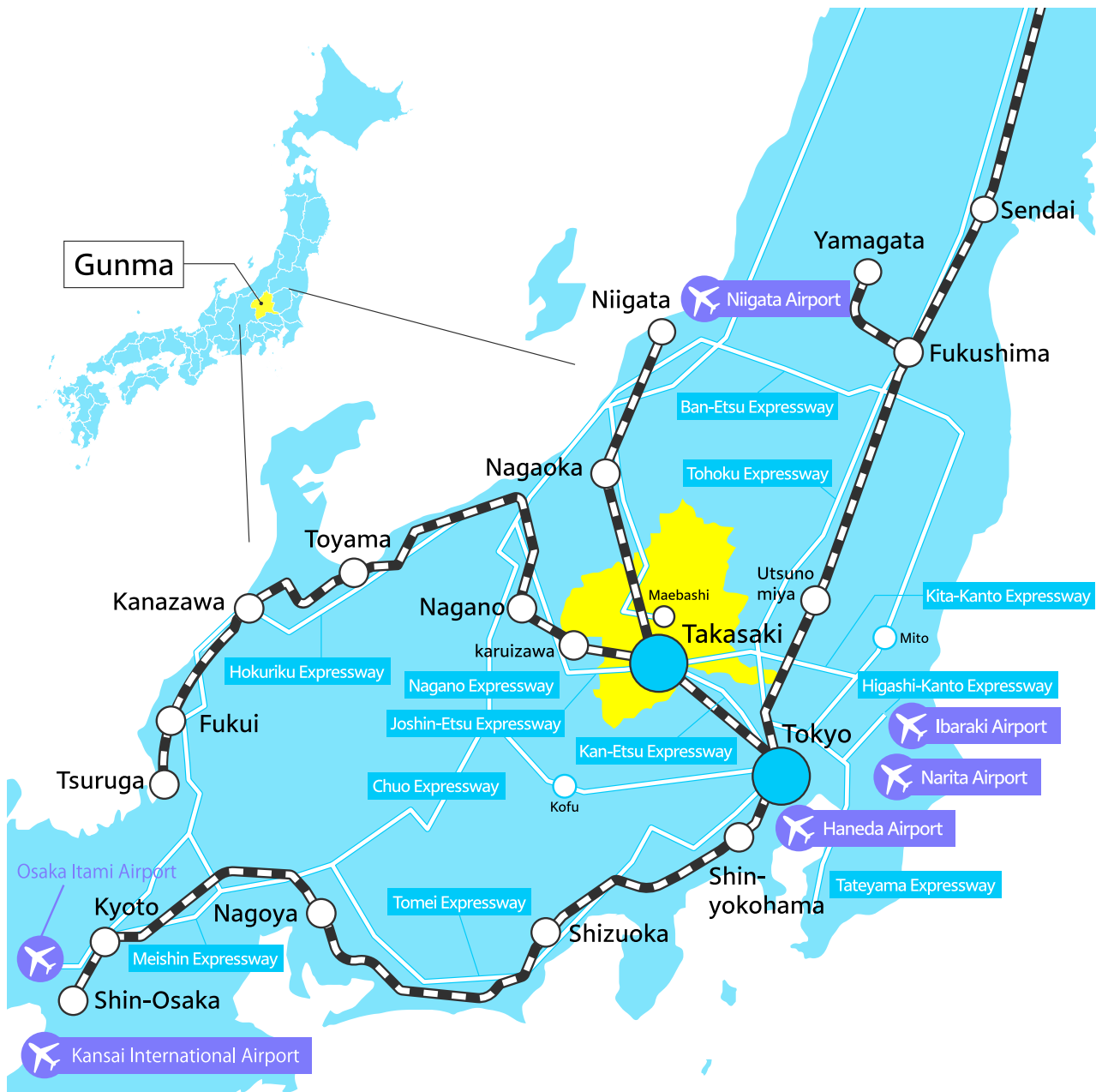
1st place **KUSATSU OONSEN**

Ranking based on voting by travel agencies, online travel
agents, and other travel professionals. In addition to Kusatsu
Onsen and Ikaho Onsen (12th place), there were five hot spring
locations in Gunma that made the top 35. Gunma Prefecture is
currently working on getting Onsen Culture registered as the
UNESCO intangible cultural heritage.

Source: Kankokeizai News Corporation



Convenient Access



By expressway from Takasaki IC

Destination	Time	Distance
Tokyo (Nerima IC)	50 min	87km
Niigata (Niigata West IC)	2h 26min	211km
Sendai (Sendai Miyagi IC) (via Iwafune Junction)	3h 23min	327km
Kanazawa (kanazawa Higashi IC)	4h 17min	384km
Nagoya (Nagoya IC)	4h 20min	415km
Osaka (Higashi Osaka Kita IC)	6h 6min	572km

By Shinkansen train from Takasaki Station

Destination	Time
Tokyo Sta.	50 min
Niigata Sta.	1h 10min
Sendai Sta. (via Omiya Station)	1h 45min
Kanazawa Sta.	2h
Nagoya Sta. (via Tokyo Station)	2h 40min
Shin-Osaka Sta. (via Tokyo Station)	3h 40min

Abundant Resources

Renewable Energy, Forest Resources, Hours of Sunlight

In FY2019, Gunma announced the “Gunma Five Zero Declaration.” It outlines the commitment to build a sustainable society and increase the happiness of residents by realizing the target of zero in five specific areas by 2050. Among them are zero greenhouse gas emissions and power outage in the event of a disaster.

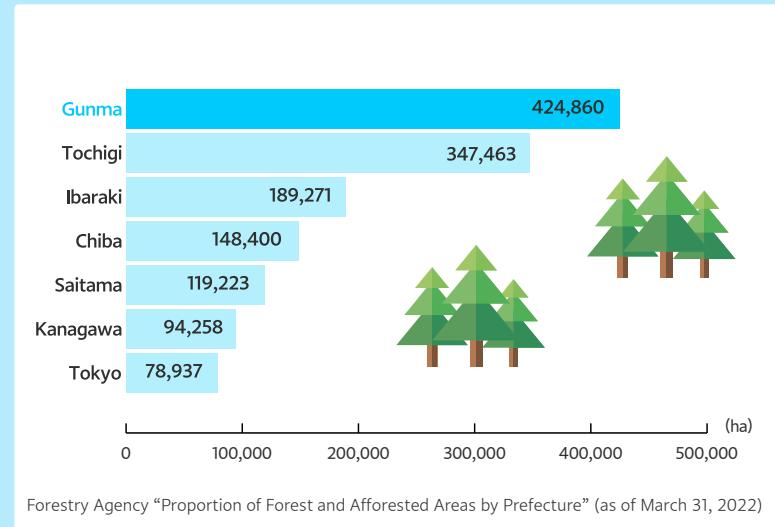
With “Promoting the Gunma Model” as one of the key initiatives of FY2024, we have been taking a proactive stance in supporting the introduction of renewable energy and decarbonization of prefecture-owned facilities. Surrounded by rich nature, Gunma is blessed with forests, water, and other resources necessary to promote renewable energy.

Forest resources

No. 1 in Kanto region
in terms of forest area

Forests cover 66.8% of
prefecture’s total land

2nd place in Japan



Renewable energy

Hydraulic power
plants managed by
Gunma Prefecture

33 location

No. 1 in Japan in terms of electricity
supplied by a publicly run power plant

626,939MWh (FY2023)



Source: Gunma Public Enterprises Bureau “Trend in Amount of Power Generated”

Hours of sunlight

No. 2 in Japan
in terms of sunlight hours
2,497 hours

(2025 Statistical Observations of Prefectures)



Extra Facts Gunma actively promotes solar power

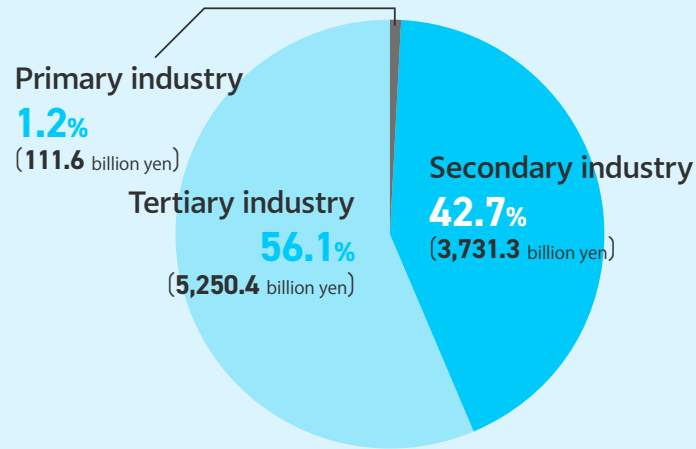
With the aim of bringing the greenhouse gas emissions to zero and power outage in the event of a disaster to zero, Gunma Prefecture actively promotes solar power as a source of renewable energy.

In 2023, Gunma Prefecture, KDDI, and au Renewable Energy signed a Partnership Agreement to Realize a Decentralized Autonomous Society through GX (green transformation) Initiatives.

Industries of Gunma Prefecture

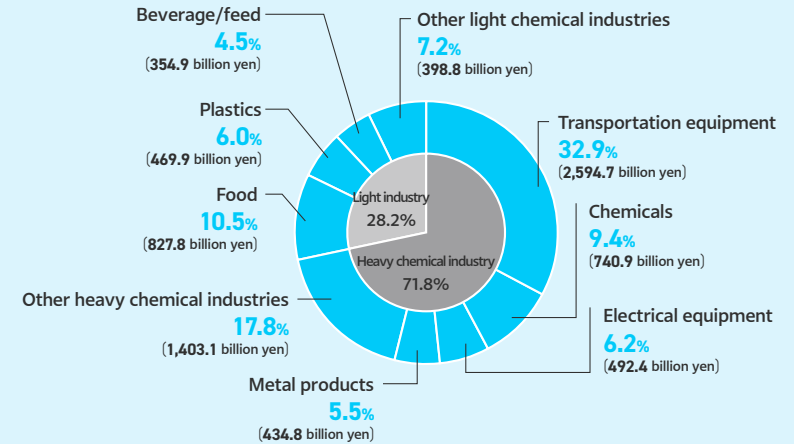
Current industrial structure

Industrial structure



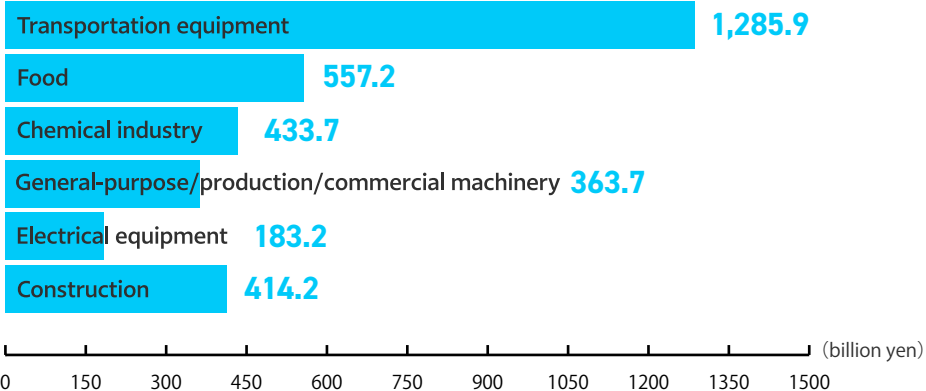
Source: "FY 2022 Annual Report of Prefectural Accounts"

Manufactured product shipment value



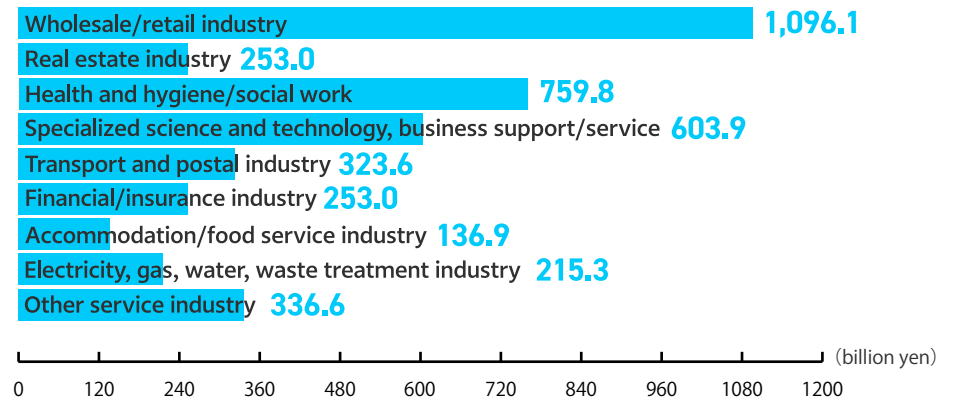
Source: Ministry of Economy, Trade and Industry "Economic Census for Business Activity, Industries of Gunma Prefecture" (2021)

By industry: Nominal GDP of secondary industry



Source: "FY 2022 Annual Report of Prefectural Accounts"

By industry: Nominal GDP of tertiary industry



Source: "FY 2022 Annual Report of Prefectural Accounts"

Digital creative industry

With a vision that looks ahead 10 to 20 years, Gunma promotes the creation of future-oriented industries for further economic development. One of the pillars of such initiative is the digital creative industry.

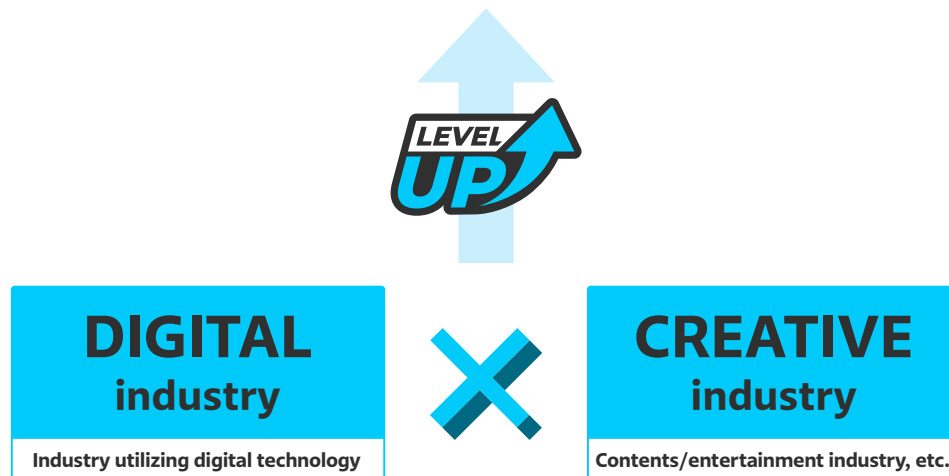
Digital creative industry refers to the platform that generates “added value that stirs excitement and captivates people” by combining digital technology with creativity (entertainment) to encourage the development of new industries and further growth of existing ones.

Pillar to a new industry

DIGITAL CREATIVE industry

“Added value that stirs excitement and captivates people”

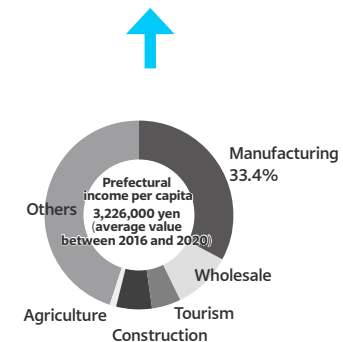
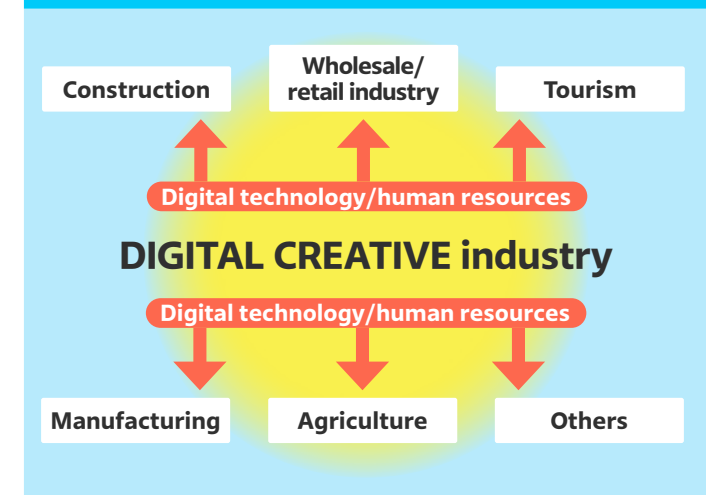
Adding **new value** to **the entire industry** (manufacturing, tourism, construction, etc.) **for growth**



What Gunma aims to be: Digital Creative 2040

REALIZING GROWTH as a whole!
SIGNIFICANT INCREASE in prefectural income per capita

Enhancing the value of all industries



Latest Actions in Gunma

Prefecture-wide Living Lab Concept & Gunma Future Innovation Lab

The local government has implemented the Gunma Model, which is designed to maximize the prefecture's strength by developing a diverse workforce and flexibly incorporating a variety of ideas. Gunma has adopted a prefecture-wide living lab concept to facilitate new business projects.

As an initiative that addresses local social issues through the collaboration between companies and government, living labs are expected to generate new businesses and improve the living environment for the community.

Gunma Prefecture works together with and provides support to private entities that possess new ideas and technologies.

One of the symbolic initiatives is Gunma Future Innovation Lab.



Gunma Future Innovation Lab

Gunma Future Innovation Lab is a platform designed to accelerate the creation of new businesses and solve regional issues by encouraging cross-industry collaborations and public-private partnerships.



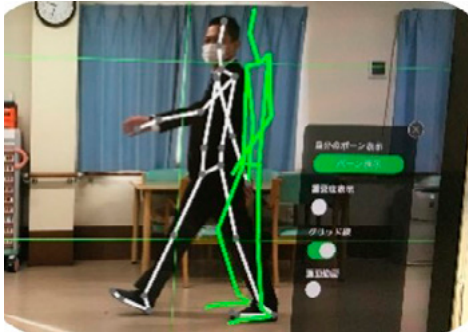
- 1 Venue** → Providing test fields in Gunma
- 2 Motivation** → Gunma Future Co-creation Trial Grant, which is offered to new test projects in Gunma
- 3 Mutual support** → Networking support between members of Gunma Future Innovation Lab

Latest Actions in Gunma

Gunma Future Co-creation Trial Grant

Under the slogan "Test new things in Gunma," Gunma offers a grant up to 30 million yen per case for test projects based in Gunma.

Since the support started in FY2022, there have been over 30 test projects in seven priority areas, which are virtual/AI, transportation/logistics, medicine/healthcare, agri-tech/food-tech, disaster prevention/resilience, infrastructure maintenance, and green-tech.



Introduction of test fields in Gunma

Gunma offers test fields (roads, parks, dams, historical heritages, factories, abolished schools, etc.) as domains in which new projects can be tested.

Support is also offered to ensure smooth testing and implementation as well as to deal with deregulation.

Gunma Prefectural Government Building
(NETSUGEN) [Maebashi City]



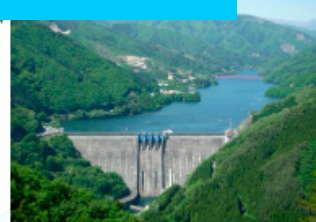
Machidori [Oizumi-machi]



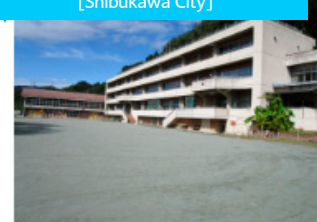
Tomioka Silk Mill [Tomioka City]



Kusaki Dam [Midorori City]



Former Nagumo Elementary School
[Shibukawa City]



Scan here
for more information
about our test fields



Latest Actions in Gunma

Digital Creative Human Resources Development Hub

Gunma aspires to build Japan's most thriving community of digital creators through tsukurun, its own digital creative human resource hub, and TUMO Gunma, an internationally recognized educational program that would offer the first location in Asia.



In March 2022, Gunma opened "tsukurun," a digital creative center for teens. "tsukurun" offers youth access to cutting-edge digital equipment and software to support the next generation digital creators.



TUMO Gunma is Asia's first location that offers the internationally recognized program by TUMO Center for Creative Technologies based in Armenia. It is scheduled to open at a large convention center G MESSE GUNMA in the summer of 2025.

It will provide the educational facilities to junior high and high school students to experience world-class digital creative technology.

Support for capital investment and facility/factory expansion (Support through Act for Regional Future Investment Promotion)

1 Regional Future Investment Promotion Taxation

	Machinery Equipment and fixtures	Buildings Attached facilities Structures
Normal type	Special depreciation 35% OR Tax credit 4%	
Tiered type A	Special depreciation 50% OR Tax credit 5%	Special depreciation 20% OR Tax credit 2%
Tiered type B	Special depreciation 50% OR Tax credit 6%	

2 Incentive system for regional taxes

available in selected municipalities

- Exemption from fixed asset taxes levied on land, housing, and structures **3 years**
- Lower limit of acquisition cost: 1 million yen
*50,000,000 yen and over for agriculture/fishery industry

3 Other extra points and incentive programs

Entities whose business plan have been approved may be eligible for extra points and incentive programs upon application.

Support for relocation of headquarters and expansion of R&D base (Support through tax incentives for strengthening local business facilities)

1 Tax incentives for strengthening local business facilities

	Relocation	Expansion
	Relocating from one of Tokyo's 23 cities	Relocating from outside of Tokyo's 23 cities OR functional expansion
Office tax reduction <small>Incentive system regarding acquisition price of buildings, attached facilities, and structures</small>	Special depreciation 25% OR Tax credit 7%	Special depreciation 15% OR Tax credit 4%
Employment promotion taxation <small>Incentive system according to the increase in number of employees</small>	Up to 500,000 yen / Tax credit Additional amount Up to 400,000 yen for 3 years/ Tax credit	Up to 300,000 yen / Tax credit

2 Incentive system for regional taxes

Tax item	Incentive	Eligibility
Real estate acquisition tax	Tax exemption	Relocation
Corporate business tax	Tax cut of 1/2, 3/4, and 7/8 in three-year increments	Relocation
Fixed asset tax	Tax exemption, uneven taxation * For selected municipalities	Relocation/Expansion

* Please contact the municipality in charge for more details on eligibility.

Please access this QR code for more details on “Support through Act for Regional Future Investment Promotion” and “Support through Tax Incentives for Strengthening Local Business Facilities”.



Gunma Creative Industry Relocation Promotion Subsidy



Games



Anime



Manga



Movies



Images



Music

Companies in
content planning/creation



Category	Target expense	Amount	Limit
A Initial cost	Acquisition cost of depreciable asset for business PC, copier machine, interior repair, etc.	1/2 of target expense	A B and C adding up to 2 million yen
B Operation expenses	Rent Office, leased equipment, etc. Communication expenses Internet cost, provider expenses		
C Employment subsidy	Incentive for creating employment	300,000 yen per person	

When one of the following applies:

- 1 Moving headquarters' location to Gunma
- 2 Newly establishing an operation base in Gunma with headquarters located outside of Gunma
- 3 Newly establishing a company in Gunma with headquarters located outside of Gunma

There are requirements other than those listed above for the subsidy. Scan here for more information.



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.

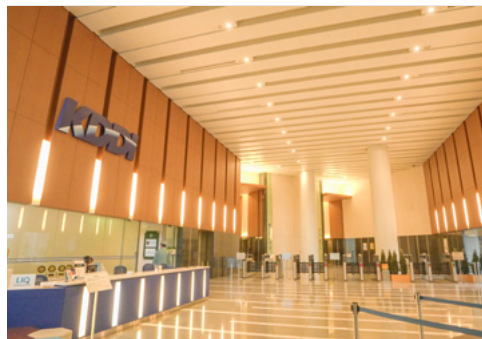


Voices of Companies Expanding in Gunma

Energy Business

au リニューアブルエナジー au Renewable Energy, Inc. [Tokyo]

Connecting nature and community through renewable energy business, we contribute to the preservation of global environment and sustainable development of the society.



“Spirit of co-creation embedded in Gunma”

As part of the KDDI Group and as a renewable energy power generation company, au Renewable Energy, Inc. supplies electricity to base stations, telecommunication facilities, and data centers across Japan. In June 2023, three parties of Gunma Prefecture, KDDI, and au Renewable Energy signed a Partnership Agreement to Realize a Decentralized Autonomous Society through GX (green transformation) Initiatives. The objective of the three-party agreement is to build a stronger social infrastructure with a focus on electricity from renewable sources and lead the way for decarbonization by capitalizing on the natural surroundings of Gunma and applying KDDI Group’s know-how for renewable energy.

We chose Gunma Prefecture for our new operation base as it offers an optimal location for solar farms due to long daylight hours, flat terrain, and low precipitation during the winter. When building a solar power plant, receiving the understanding from the local government and residents is crucial. Gunma Prefecture sets the target for renewable energy in terms of share and capacity. It is one of the few places in Kanto region that would back up new projects. The conditions could not have been more perfect for us. We are also planning fairly new undertakings in Japan, including setting up solar panels and installing storage batteries at prefectural facilities. Electricity would be supplied to emergency shelters and used for prefectural government functions.



Gunma is well versed in drawing investment from private companies. With the spirit of co-creation embedded in the community, the authorities are determined to move past conflicting interests and have a win-win relationship with the private sector. What is most impressive is that the municipality works very hard to ensure a win-win relationship, fulfilling the interests of the private sector and maximizing the benefits of collaboration. Gunma is very progressive in terms of its initiatives and mindset. The municipality is receptive and open to new projects as well as to discussing investment opportunities. I have high hopes that we can further emphasize our co-creation platform in other fields.

“Utilizing the power of private entities to drive the business forward”

Scan here to view the rest of the interview.



Voices of Companies Expanding in Gunma

Business Professional Service

Deloitte Deloitte TohmatsumaeBASHI Social Innovation Hub [Maebashi City]
デロイト トーマツ

As the client's best partner, we offer problem-solving support by tailoring the consulting menus.



Manager
Mr. Tsuyoshi Kono



“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.



Voices of Companies Expanding in Gunma

Tire Manufacturing Business



Nihon Michelin Tire Co., Ltd. [Ota City]

Adopting an “All Sustainable” corporate vision and making a long-term commitment to mobility, Nihon Michelin will continue to make groundbreaking innovation in tires and high-tech materials.



Managing and Representative Director
Mr. Gen Sudo



“New value generation with the municipality and local companies”

Nihon Michelin Tire had long been operating from two bases, an R&D facility in Ota City in Gunma and Marketing & Sales office in Tokyo. Now that working from home has become a new normal, the company has reevaluated its operation to maximize value creation, which resulted in the decision to relocate its headquarters.

There were two major concerns in completely moving our base to Gunma. First concern was that it would not have been so easy for every employee to immediately relocate from Tokyo. The other concern was whether the local community would welcome us and collaborate with us. However, such concerns were resolved quickly. As for workstyle, we decided on the details based on the ideas from employees. We have changed our working rule so that the working time while commuting in a train or bus can be counted as working hours. As soon as the plan to move came up, we visited the local government, both city and prefecture, to consult with them. They gave us a warm welcome and a local company also greeted us positively, which we are grateful for.

We constructed a new building named Park. The new facility made it easy for big groups of staff to gather in one place. It solved the issue we had in the past. We now have a place where we can collaborate to develop col-



lective intelligence and create new value under one team, which is what we strive for.

With large glass windows, the Park Building is designed to feel spacious and seamless. Instead of concrete walls, the windows provide views of rich nature, which is quite the luxury.

It is well developed as a tourist destination and an industrial area, supporting a diverse range of businesses. Another great factor is that there is no feeling of alienation in Gunma. It is wonderful to know that accomplishing something together comes naturally and that the potential is always there.

I hope that Gunma pushes for change. That will help businesses in the area to lead the way in Japan and achieve the global standard quickly. From my experience, I would definitely recommend doing business in Gunma. We are really happy to be here.

“Pushing for change to lead the country”

Scan here to view the rest of the interview.





INVEST GUNMA

Future Investment and Digital Industry Division, Industry and Economy Department, Gunma Prefecture

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