

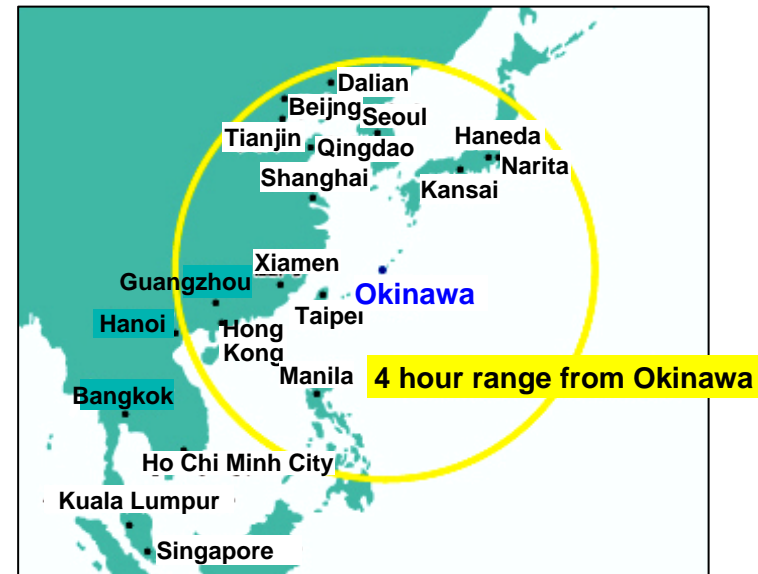


# **The Business Environment in Okinawa Prefecture**

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# Okinawa's Location

“Asian Gateway,” with major Asian cities within range of 4 hours

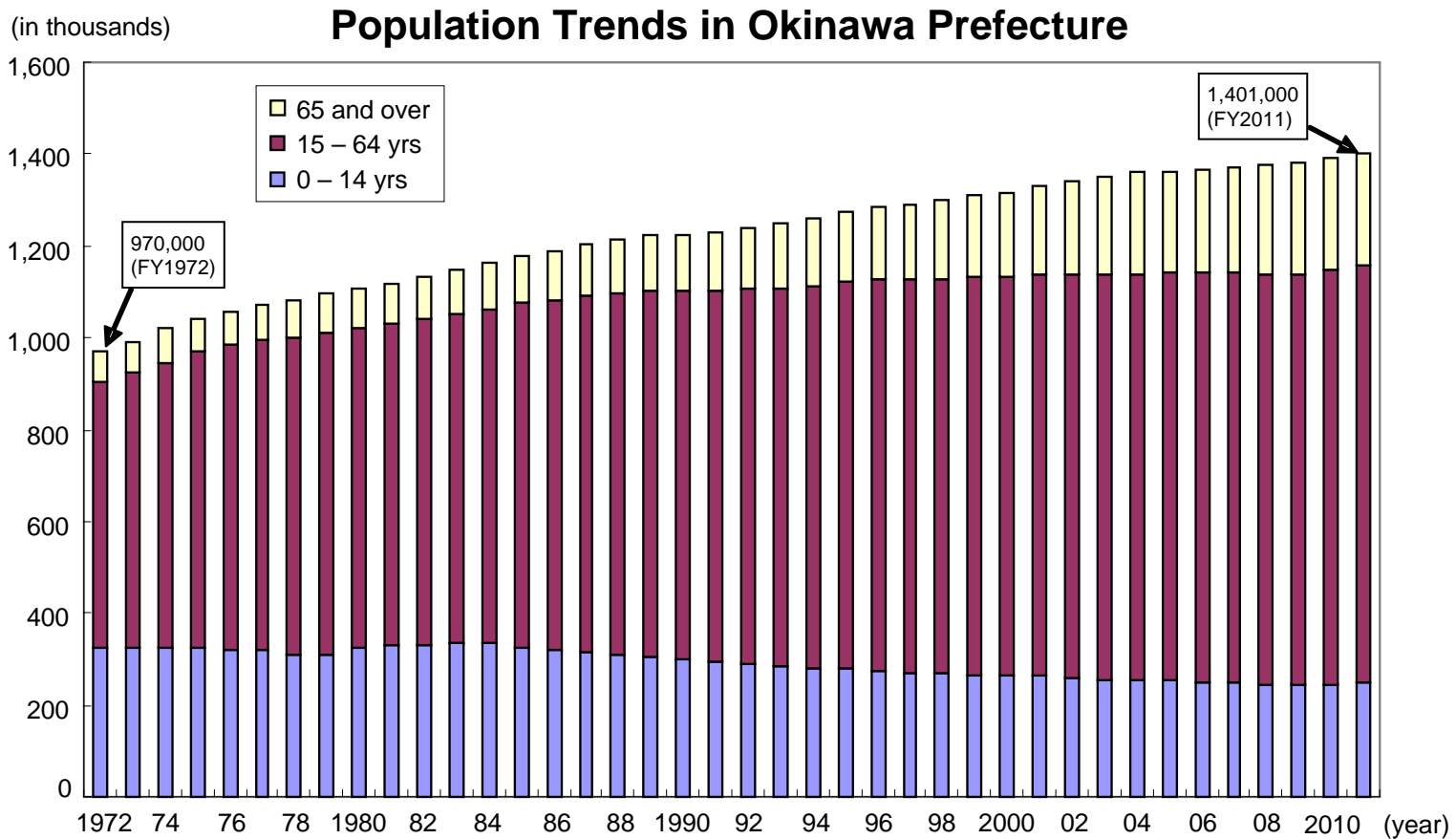


Source: Okinawa Prefecture

# Trends in Population (Okinawa)

Population in 1972 when Okinawa was returned to Japanese administration  
 970,000 → 1,400,000 in 2011 (+430,000)

Working-age population (15-64): Okinawa Prefecture 65.1% (National average: 63.6%)



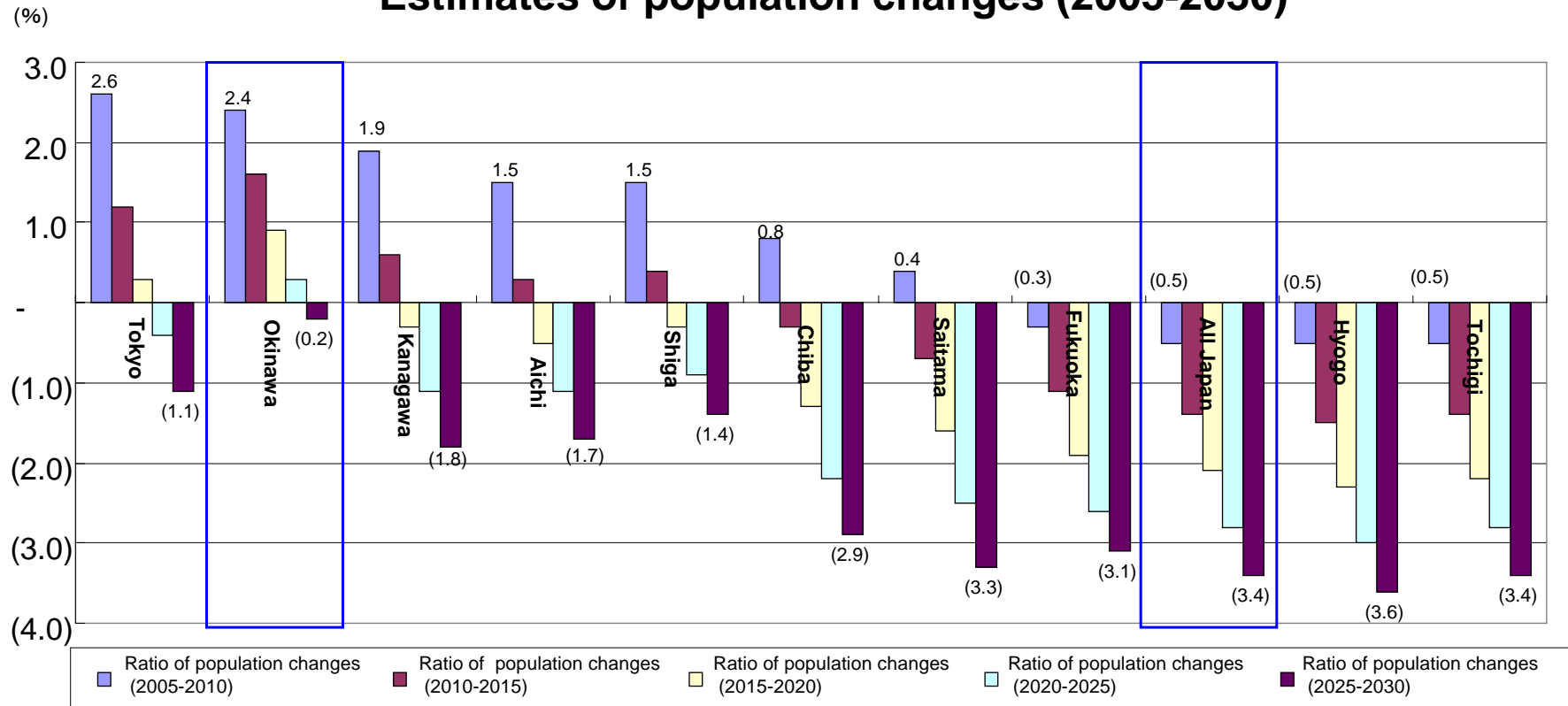
Source: Bureau of Statistics, Ministry of Internal Affairs and Communications

Note: Data for each year as of October 1

# Future Population

Okinawa is the only prefecture in Japan expected to experience an increase in its population through to 2025

## Estimates of population changes (2005-2030)



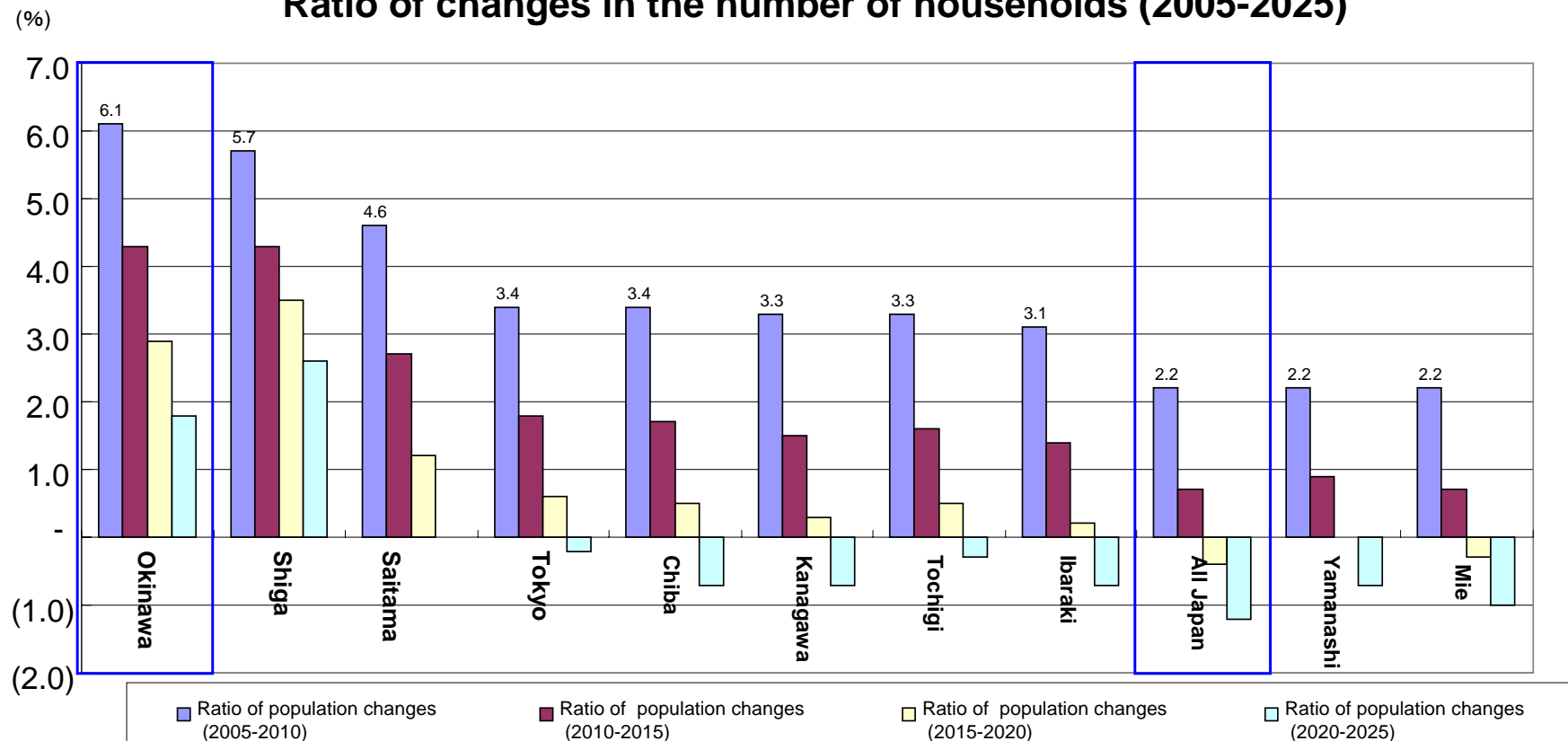
Source: *Population Estimates by Prefecture (May 2007)*, National Institute of Population and Social Security Research

# Number of Households in the Future

Forecast to increase through to 2025

Firm growth in mortgage loans

Ratio of changes in the number of households (2005-2025)



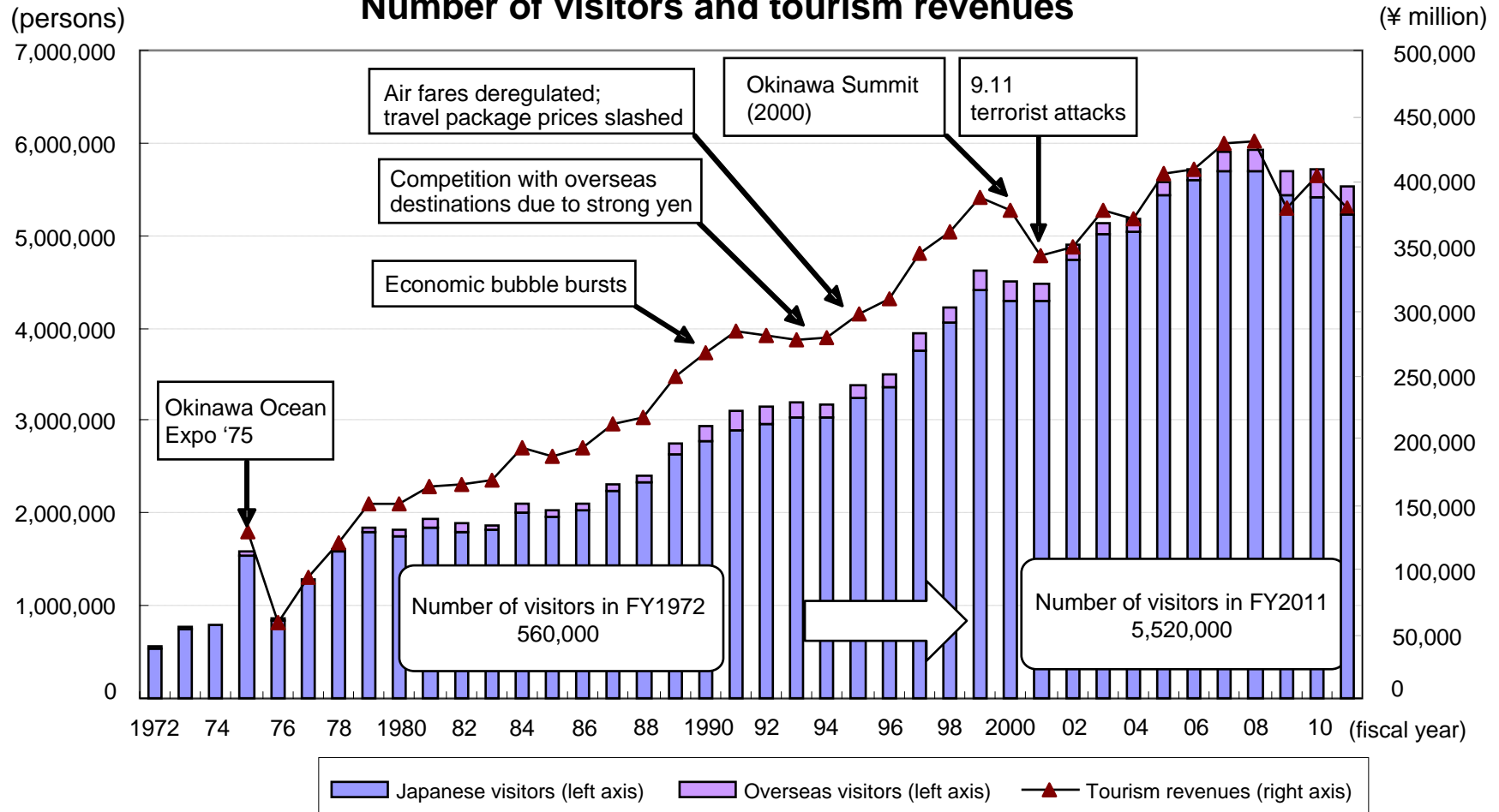
Source: Household Projections by Prefecture in Japan (August 2005), National Institute of Population and Social Security Research

# Number of Visitors to Okinawa

Despite a decrease of 177,000 attributable to the impact of the earthquake disaster, increase of 18,000 in the number of overseas visitors

Number of visitors 5,520,000 and Tourism revenue ¥378.2 billion  
 → Targets: 10,000,000 and ¥995.7 billion, respectively

Number of visitors and tourism revenues





# Overview of the Okinawa Promotion Plan (Vision for the 21st Century)

- After the return of Okinawa to Japanese administration in 1972, 10-year promotion plans continuously put in place and implemented; Current plan represents the fifth plan in succession.
- Principal responsibility for the putting in place each plan transferred to the prefecture; In addition to placing greater emphasis on the independence of the prefecture, steps taken to upgrade and expand national government support measures focusing mainly on fiscal and taxation system assistance including the payment of lump-sum subsidies.
- 10-year period from 2012 to 2021.

## ● Promoting tourism

Promote the development of health, medical treatment and other tourism as a part of efforts to add new value to existing aspects of tourism in Okinawa

- Increased sophistication and diversity in the information and telecommunications industry
- Employment promotion
- Culture promotion

## ● Building an international logistics base

- Implement initiatives aimed at bringing forward the expansion/extension of runways at Naha Airport and the construction of an international passenger terminal
- Take steps to attract peripheral airport and seaport industries
- Promote overseas development by businesses within the prefecture with this logistics base as a central hub

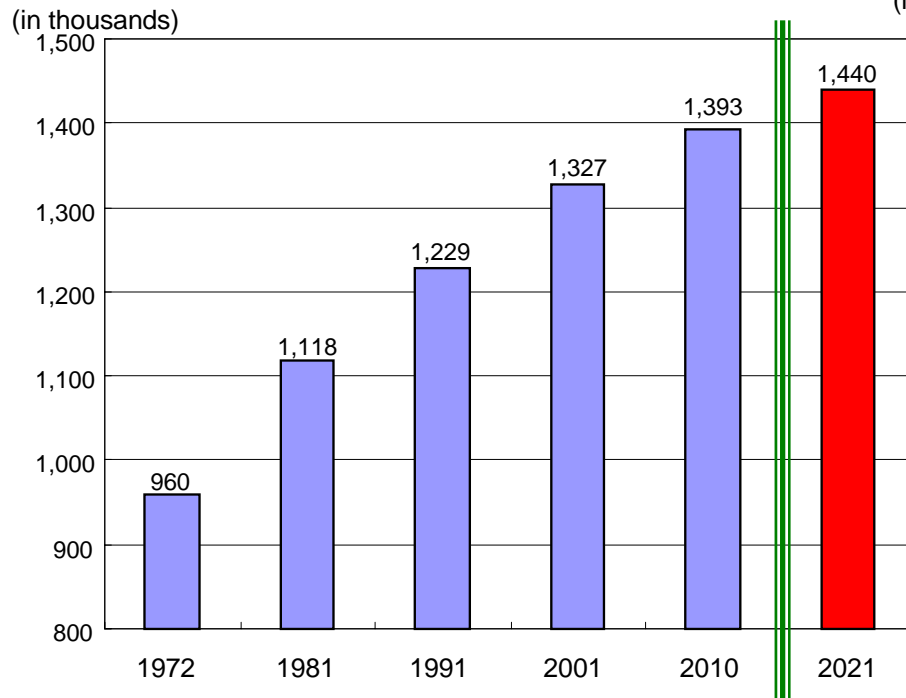
- Balanced development
- Infrastructure development
- Okinawa Development Council

# Trends in the Social Economy (Social Vision) (1)

## Population

- 1,440,000 (2021) (average annual increase of 0.3%)
- Okinawa is the only prefecture in Japan forecast to experience continuous population growth through to around 2025 (1,443,000)

Note: Based on estimates (May 2007) by the National Institute of Population and Social Security Research



## Number of persons employed and the unemployment rate

【Growth acceleration case】 <2021>

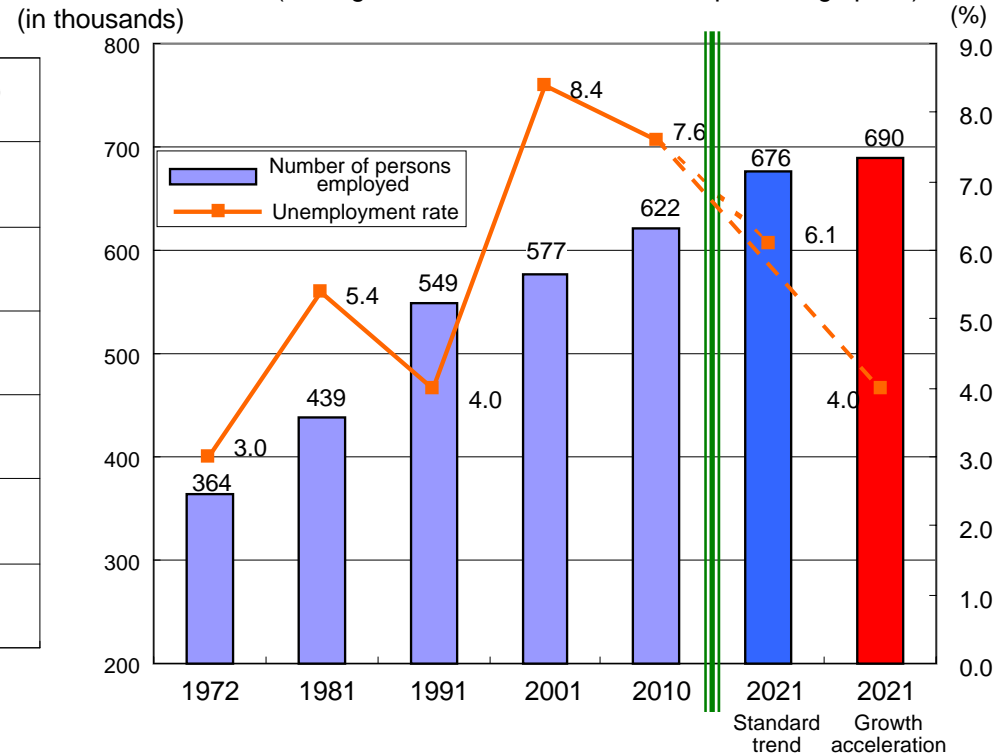
○Number of persons employed:  
690,000 (average annual increase of 0.9%)

○Unemployment rate:  
4.0% (average annual decrease of 0.3 of a percentage point)

【Standard trend case】 <2021>

○Number of persons employed:  
676,000 (average annual increase of 0.8%)

○Unemployment rate:  
6.1% (average annual decrease of 0.1 of a percentage point)



Source: Okinawa Prefecture



# Trends in the Social Economy (Economic Vision (2))

## Prefecture GDP - Prefecture per capita disposable income

【Growth acceleration case】<2021 >

○Prefecture GDP:

¥5,143.9 billion (average annual increase of 3.0%)

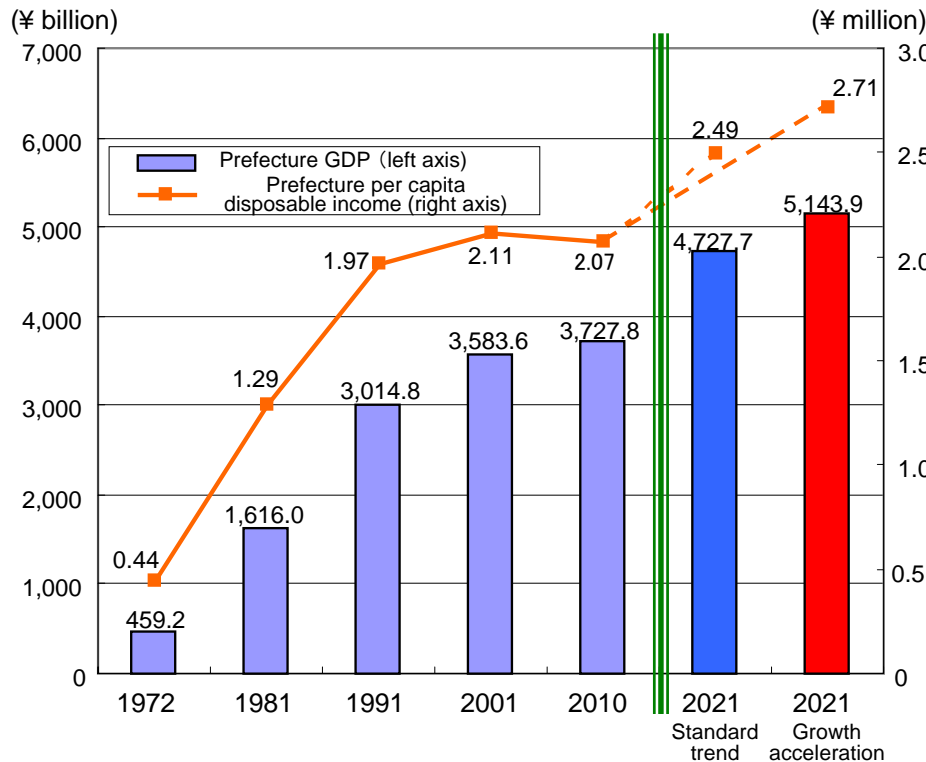
○Prefecture per capita disposable income: ¥2,710,000

【Standard trend case】< 2021 >

○Prefecture GDP:

¥4,727.7 billion (average annual increase of 2.2%)

○Prefecture per capita disposable income: ¥2,490,000



## Number of visitors - tourism revenue

【Growth acceleration case】< 2021 >

○Number of visitors:

10,000,000 (average annual increase of 5.2%)

○Tourism revenue:

¥995.7 billion (average annual increase of 8.6%)

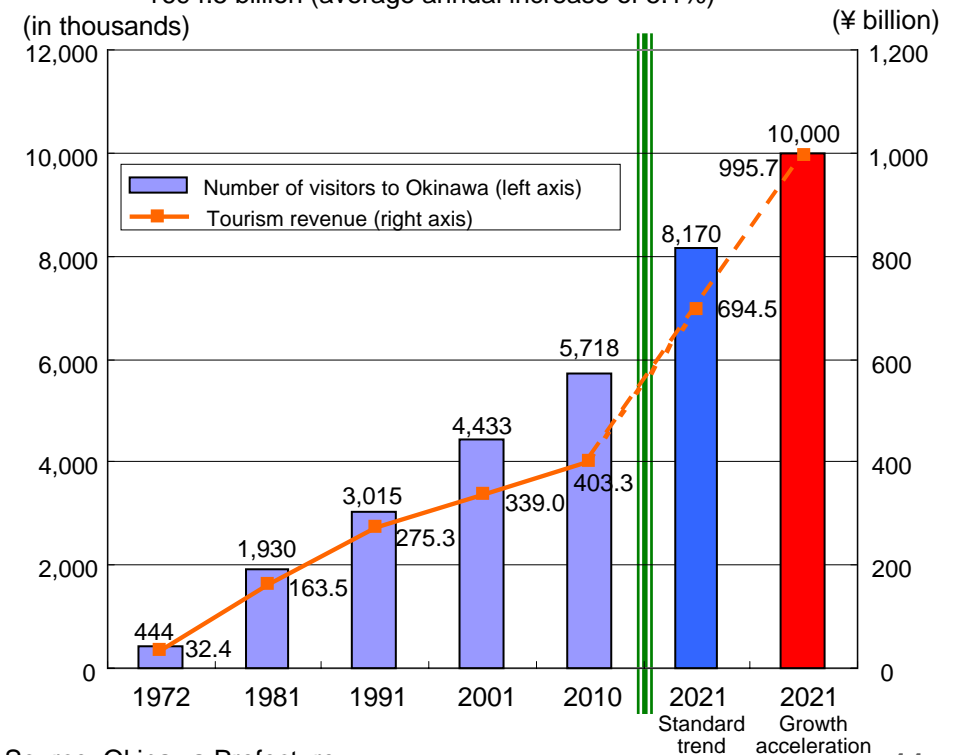
【Standard trend case】< 2021 >

○Number of visitors:

8,170,000 (average annual increase of 3.3%)

○Tourism revenue:

¥694.5 billion (average annual increase of 5.1%)



Source: Okinawa Prefecture

# Promotion Plan and the Bank's Initiatives I-(1): Medical Tourism

## "Bankoku-Iryo-Shinryo" (International Medical Exchange) Creation Business

Subsidy Business of Economy, Trade and Industry Department, Okinawa General Bureau (Fiscal 2011)

### Purpose

This business was first identified by the Okinawa Wellness Industry Research Committee to help create an Okinawa wellness industry through international medical exchange unique to Okinawa in fiscal 2010, and was established for the purpose of building a new growth industry in Okinawa Prefecture. Through this business, steps are being taken by related companies within the prefecture to build a network that is capable of promoting future independent international medical exchange.

### Initiatives of the business

Verification business	Details
Implement medical spa business monitoring	Introduce a Russian couple as monitors; implement a medical consultation monitoring tour over four nights and five days (November 6-10, 2011)
Implement rehabilitation business monitoring	Introduce patients from such countries as China for a long-term period of around one month; implement a Japanese rehabilitation program (February 21, 2012 to March 16, 2012)



# Promotion Plan and the Bank's Initiatives I-(2): Health and Medical Treatment

Okinawa Wellness Industry Research Committee Report  
 — “Bankoku-Iryo-Shinryo” and Okinawa Regional  
 Economic Development —

## Part 1

“Bankoku-Iryo-Shinryo”  
 (International Medical Exchange)  
 in Okinawa

Fiscal 2011  
 Implementation Business

### “Bankoku-Iryo-Shinryo” creation business

Bank of Okinawa Group:  
 Okigin Economic Research Institute Co.,Ltd.  
 Fiscal 2011  
 Implement a “Bankoku-Iryo-Shinryo”  
 (International Medical Exchange)  
 creation business

## Part 2

Medical lifestyle industry aimed at  
 maintaining health and longevity  
 in Okinawa

Fiscal 2012 Regional New Growth Industry Group Creation Business,  
 Okinawa General Bureau

### Wellness industry (medical lifestyle and related industries) creation business

Bank of Okinawa Group: Okigin Economic Research Institute Co., Ltd.  
 (1) Create a medical lifestyle industry by building a network between business operators within the prefecture and utilizing IT  
 (2) Conduct events including international conferences and exhibitions

## Part 3

Building a platform to support the  
 Okinawa wellness industry

# Promotion Plan and the Bank's Initiatives II - (1): Matching Businesses

## Second Round of Bank of Okinawa *Churashima* Business Meetings

Bring courage to Japan! Also support Asia!  
Okinawan foods makes the bridge to the world.

Held at the Okinawa Industrial Fair  
(sponsored by the Okinawa Industrial Federation) on October 21, 2011.

Bank of Okinawa invited 30 food buyers, including 20 from outside Okinawa and 10 from overseas, to the fair directly.

Development of local industries

Sales channel expansion for companies in Okinawa

They had one-on-one business talks with 54 companies in Okinawa.

**Business talks totaled 306, including 39 that led to agreements, and 120 still in progress.**



# Promotion Plan and the Bank's Initiatives II - (2): International Logistics

Bank of Okinawa formed a consortium with nine companies and organizations to establish a structure for executing these initiatives across Okinawa.

