

# Chiba: The Hidden Gem Behind Tokyo



**Chiba Prefectural Government**



Chiba

(Tokyo)

When you hear  
“Chiba”,  
what do you  
think of?



Narita International Airport

Airport



©Hideki Yamaguchi



Industry



Keiyo Coastline Industrial Belt (Ichihara City)



Bed Town



Makuhari Bay Town



Chiba New Town

Bed Town





Yes, we certainly  
do have those.



But what about...





Pastoral Landscape "Satoyama" (Isumi City)

Pastoral Coastline “Satoumi” (Kamogawa City)







Dawn over Daifukuyama (Ichihara City)

©Isamu Kawabata



Oyama Senmaida (Kamogawa City)



## Farming Cabbage and Wind (Choshi City)





Sekiyado Castle (Noda City)







Lake Inba Area





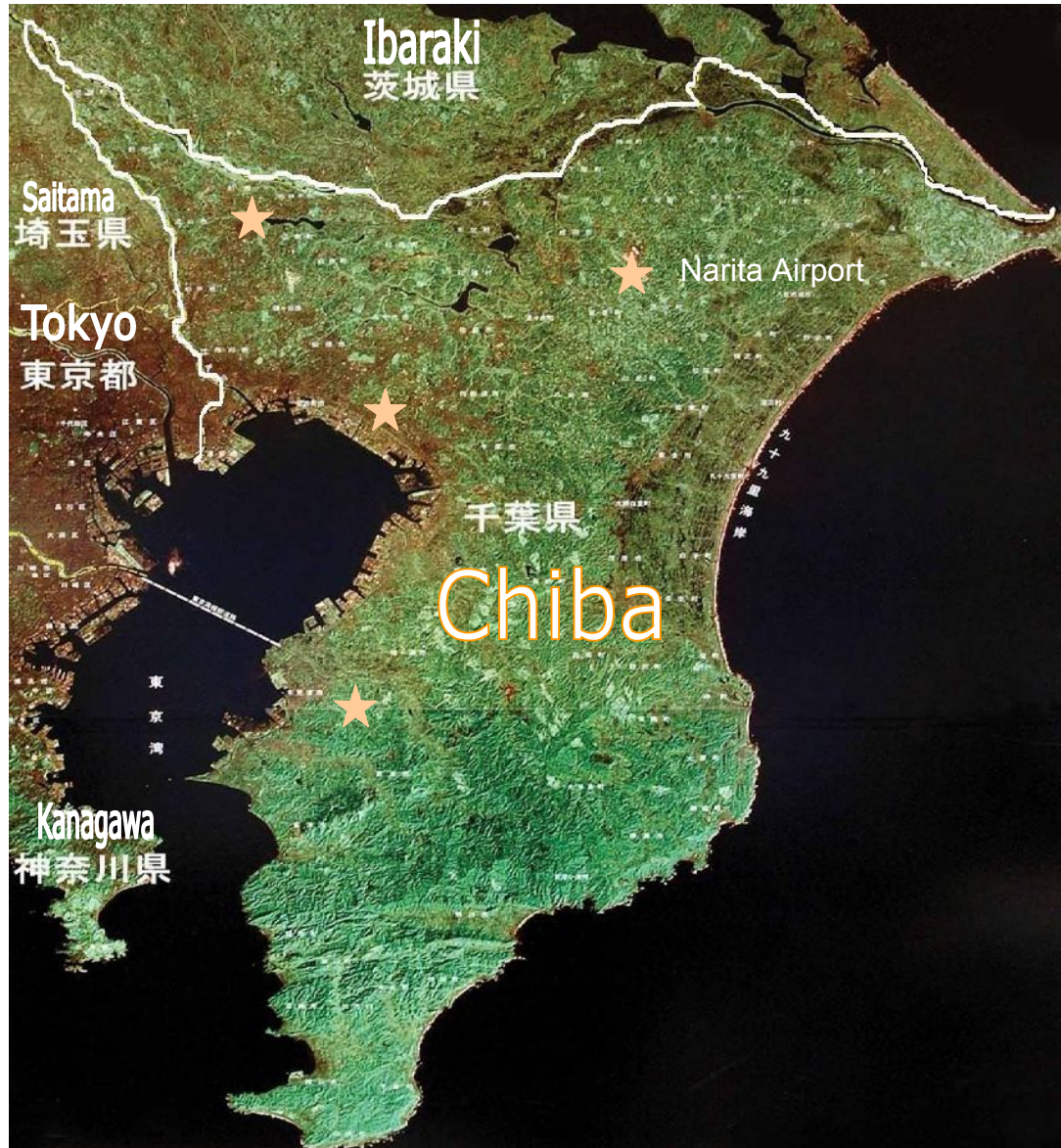
Rakunou no Sato (Minamiboso City)



Kagamigaura (Tateyama City)



# Chiba: An Overview



40% Urban

25% Agriculture

35% Nature



# Agriculture: Edo's Pantry

Chiba is the #2 agricultural producer in all of Japan.





# Agriculture: Edo's Pantry



## #1 in

- Welsh onions (scallions)
- Daikon radishes
- Turnips
- Peanuts
- Eggs
- Nashi Pears
- ...and 17 more (23 total).

## #2 in

- Carrots
- Spinach
- Watermelon
- Corn
- Sweet potatoes
- Loquats
- ...and 9 more (15 total).

\*Data from 2006





# Exports

- *Vegetables and fruit* (e.g. sweet potatoes, daikon radishes, carrots, spinach, melons, nashi pears)  
→ Hong Kong, Singapore, Thailand, Taiwan, and other parts of East Asia
- *“Ueki” shaped trees and shrubs*  
→ China and EU
- *Fish* (e.g. mackerel, saury, bonito)  
→ China, Africa, Middle East, Thailand, Hong Kong, etc.

## An Interesting Export: “Ueki”, or Japanese Shaped Trees



- Full-size trees carefully shaped over many years by our skilled artisans
- Strong sales in China and EU





# Agricultural Research and Special Products



“Oomasari” Giant Peanuts



# Fishing

*An ancient Chiba tradition*

*Source of our local cuisine*

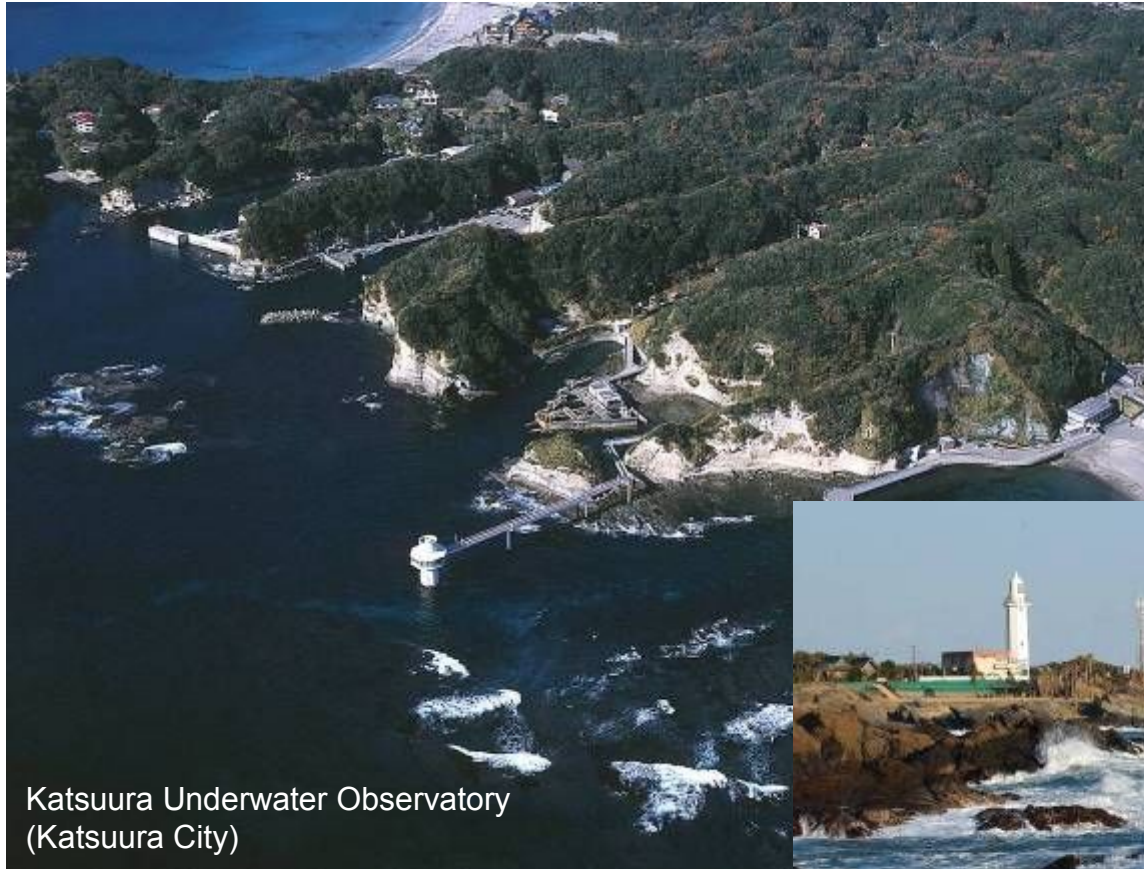


Iioka Fishing Port  
(Asahi City)





# Gorgeous Coastline



Katsuura Underwater Observatory  
(Katsuura City)

534 km of beautiful coast



©Hideki Yamaguchi

Nojima-saki Light House (Minamiboso City)

# Beautiful Beaches

Kujukuri Beach (Shirako Town)

©Junichi Kimura



Inubosaki Lighthouse (Choshi City)



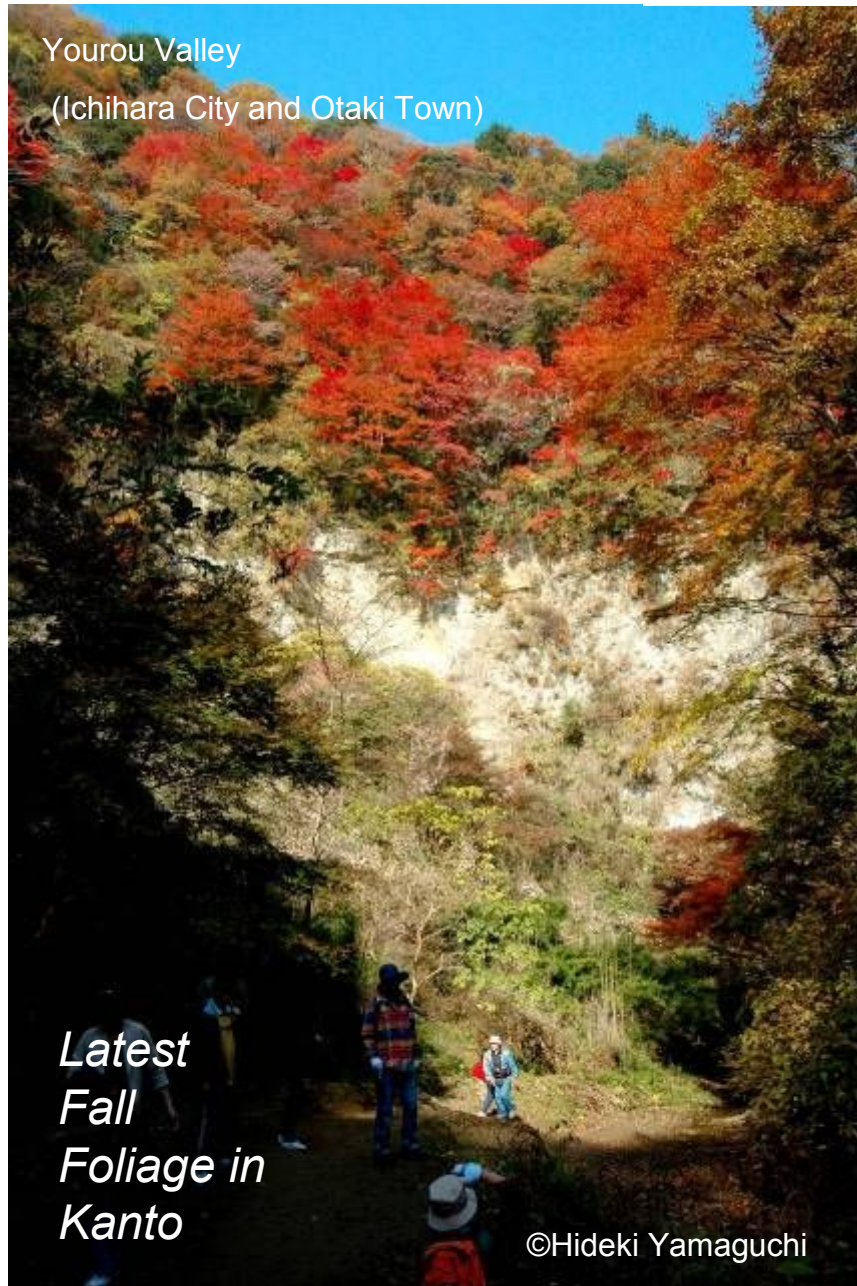
Kamogawa Beach (Kamogawa City)

Onjuku Beach (Onjuku Town)





# Rolling Hills





# Golf and Sporting Resorts



Seimei-no-Mori Resort (Nagara Town)

156 golf courses  
and resorts  
(4<sup>th</sup> in Japan)

Dynamic Golf (Chosei Village)



# Vibrant Festivals



Ohara Hadaka Festival  
(Ohara Town)



©Isamu Kawabata  
Narita-san Taiko Drumming Festival (Narita City)



# Flowers Every Season



"Flower Carpet City" Minamiboso



Funabashi Anderson Park  
(Funabashi City)

***Come visit Chiba in our "Early Spring"!***





So there is a lot more to Chiba than its stereotypes.

But let's take a look at those stereotypes again.



*Industry*



*Bed Towns*



...These are not actually bad things.

# Chiba Economic Facts



The Keiyo Coastline Industrial Complex – one of the largest concentrations of heavy industry in the world

## **Population:**

6,153,658 people (Jan. 1, 2009)

## **Total Gross Production (Nominal):**

Approx. 19,917.7 billion yen / year\*

(in the same range as Portugal, Hong Kong, Malaysia, Czech Republic, UAE, etc.)

\*Data from FY2005



# Many major companies call Chiba home...

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(IBM Japan HQ)

- Amazon
- BMW Finance
- Canon Sales Co., Inc.
- Chanel KK
- COSTCO Wholesale
- Fujitsu
- Novozymes
- IBM Japan Ltd.
- IKEA
- Nike Japan Corp.
- NTT
- QVC Japan Inc.
- Seiko Instruments Inc.
- SHARP
- UMC Japan

amazon.com.



Carrefour



COSTCO

novozymes



QVC UMCJ

...Why?

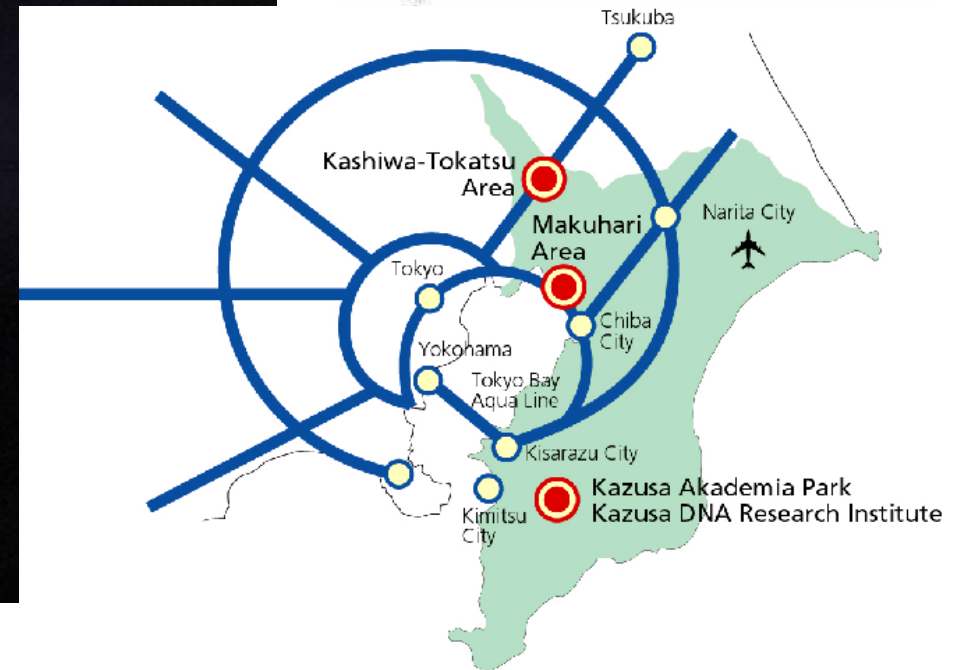
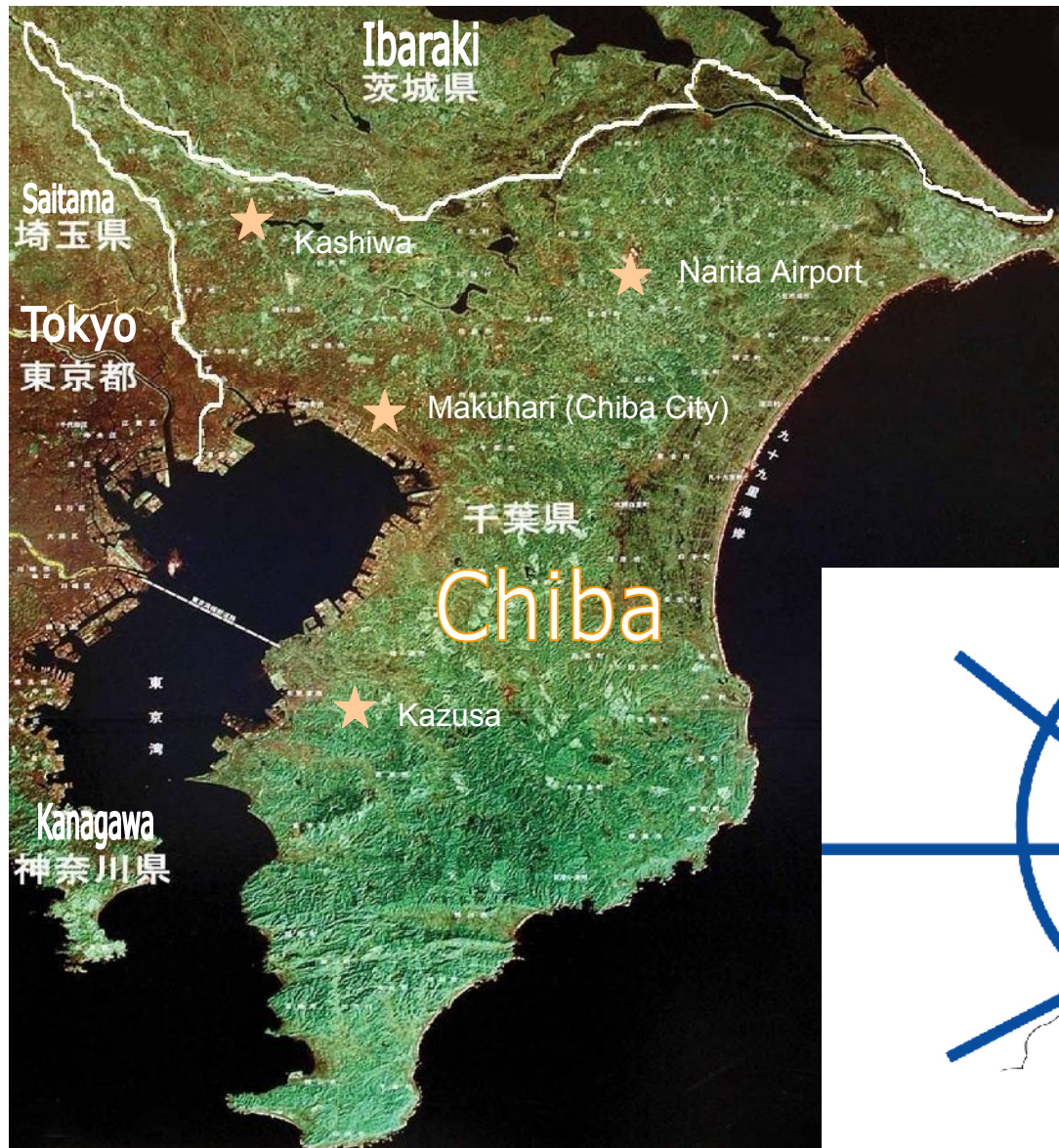
## LOCATION, BUSINESS SUPPORT, LIVING ENVIRONMENT.

- Linking Tokyo to the world (via Narita)
- Plentiful and inexpensive space
- Good investment climate and government support
- Home to many world-class companies
- Many opportunities to work together with academic or research institutions
- Great place to live and raise a family



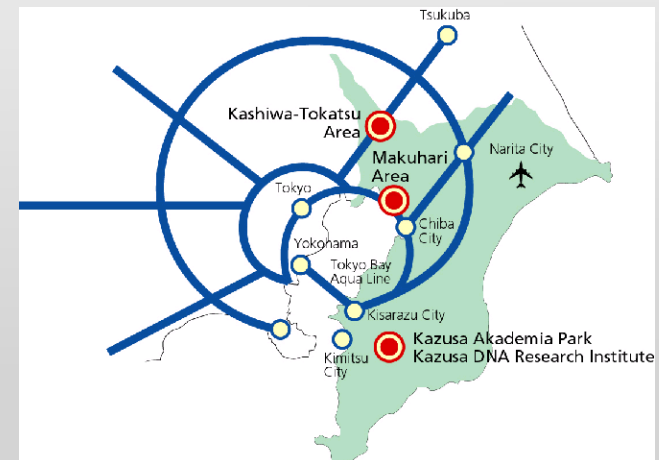


# Chiba: Gateway to Japan



## BUSINESS AREA SPOTLIGHT #1: NARITA

- 60% of Japan's int'l passenger traffic
- 70% of Japan's int'l cargo shipments
- Located right in the middle of Chiba Prefecture with plenty of space in the surrounding area for business expansion





## BUSINESS AREA SPOTLIGHT #2: MAKUHARI

### Chiba's International Business Center

- 30 mins from both Narita and Tokyo
- Many successful foreign and international companies based here:
  - IBM, Costco, Carrefour, BMW Finance, Fujitsu, Sharp, Seiko Instruments, NTT...
- Strong expert support –
  - JETRO
  - CISC (Chiba Investment Support Center)
  - FASuC (Foreign Affiliates Start-up Center)



- *Urban living with suburban comforts*
- *Home to Makuhari International School*

## BUSINESS AREA SPOTLIGHT #2: MAKUHARI (cont'd)

# Makuhari Messe

(72,000 m<sup>2</sup> Exhibition space)



- Massive International Conference Center

- Host of major international events:
  - Tokyo Motor Show
  - 2008 G20 Gleneagles Dialogue
  - FOODEX Japan
  - (many more)



## BUSINESS AREA SPOTLIGHT #3: KASHIWA-TOKATSU

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- Forge ties with elite universities
- Tap into plentiful pools of venture capital
- Meet small domestic start-ups
- Easy access to both Tokyo and Tsukuba



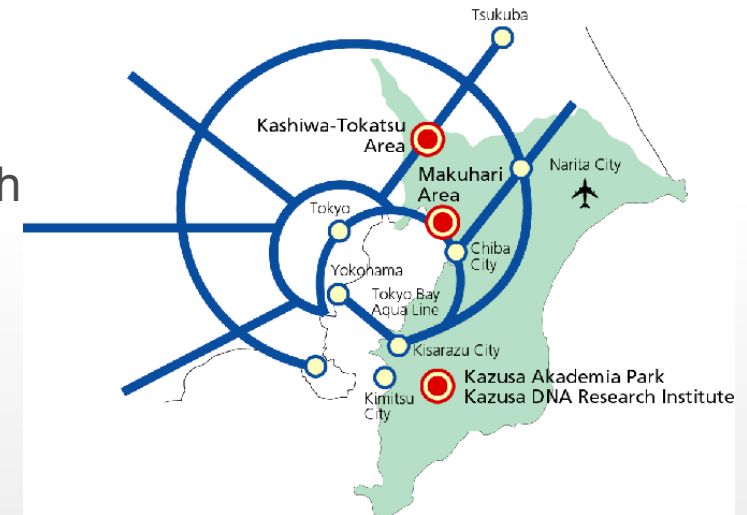
Tokatsu Techno Plaza



Tokyo University, Kashiwa Campus

## BUSINESS AREA SPOTLIGHT #4: KAZUSA

- Resort-like research park for cutting-edge industry
- Center for biotech + pharmaceutical research
- Easy access to Yokohama and Tokyo via Tokyo Bay Aqualine



Kazusa DNA Research Institute (Kisarazu City)



Tokyo Bay Aqua Line (Kisarazu - Kawasaki)



# Living in Chiba

*Yes, we have lots of bed towns...because Chiba is a nice place to live!*

- Cheap – a fraction of Tokyo prices
- Spacious – twice the room for half the cost
- More relaxed than Tokyo
- Plentiful nature
- Great place to raise a family



# Chiba: A Great Living Environment

*In the city...*





# Chiba: A Great Living Environment

*Or in the country...*





# An Urban Dream: Your Own House and Garden





# A Great Place to Raise a Family



# Makuhari International School

*A revolutionary new model for international education in Japan  
opens this April in Makuhari, Chiba.*





# Makuhari International School



Paul Rogers  
Head of School

## Opening April 2009:

- Kindergarten (3 years)
- Elementary School (6 years)
- (At opening will have years K1-4, with 5 and 6 opening successively the following two years)
- Still accepting enrollment applications for 2009*

## **Contact:**

Tel. 043-296-0277

E-mail [info@mis.or.jp](mailto:info@mis.or.jp)

URL <http://www.mis.or.jp>

- First international school in Japan to be **officially accredited as an Article 1 school**

- Government sponsorship enables ***much lower tuition fees*** than other international schools

- Includes **intensive Japanese** language and culture

- Equipped with a beautiful media center, science and music rooms, and other **state-of-the-art-facilities**

- One-story wooden building surrounded by **expansive grounds and greenery** makes indoors and outdoors a connected learning space

- Full **English-immersion** education

- **30% more learning hours** than equivalent Japanese public schools





## Governor's Message:

Akiko Domoto

*“We promise to do all we can to create a business climate that helps internationally minded businesses thrive in Chiba Prefecture.”*

**THANK YOU!**

### Contact Chiba Prefectural Government

#### General Information:

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E-mail [kokusai@mz.pref.chiba.lg.jp](mailto:kokusai@mz.pref.chiba.lg.jp)

#### Investment:

Investment Promotion Division

Tel. 043-223-2766

E-mail [rich4@mz.pref.chiba.lg.jp](mailto:rich4@mz.pref.chiba.lg.jp)

#### Tourism Information:

URL <http://www.chiba-tour.jp/>

Recommended Seasonal Courses  
in Japanese at:

URL <http://www.omoshiro-chiba.or.jp/>



あちらもこちらも「夏の魅力」満載！房総で見つけてみませんか。



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