Kanto Bureau of Economy, Trade and Industry
Kanto Bureau of Economy, Trade and Industry

Japan’s Economic Dynamism Drawn from the Vitality of the Greater Kanto Region

We are Operating and Planning Policy Measures for Regional Economy.

The Kanto Bureau of Economy, Trade and Industry (METI-KANTO) is a regional bureau of the Ministry of Economy, Trade and Industry (METI), it has jurisdiction over the Greater Kanto region, Japan’s economic center (Tokyo & 10 prefectures).

The METI-KANTO is responsible for operating various industrial and business policy measures, such as promoting new business creation, supporting small and medium enterprises, addressing energy and environmental issues, for relevant private and public sectors. Not just operating the policies, the METI-KANTO makes every effort to find out public needs to make the policy measures more practical and effective.
The greater Kanto region is an economic area which occupies around 40% of Japan’s scale of economy. Because of its large accumulation of excellent businesses and human resources with the world's top level scientific technology, research functions, advance manufacturing technology and specialized skills, the Greater Kanto region has a function as the Japan’s greatest “Seedbed” for new businesses and industries.

In order to strengthen Japan’s economic competitiveness, it is crucial to turn out lot of people who actively try to start new businesses in this potentially successful region.

The Greater Kanto Region is the World’s Leading “Seedbed” for New Industries.

GDP(2006FY) ($ billion)

<table>
<thead>
<tr>
<th></th>
<th>Gross Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A</td>
<td>44%</td>
</tr>
<tr>
<td>Japan</td>
<td>42%</td>
</tr>
<tr>
<td>Germany</td>
<td>37%</td>
</tr>
<tr>
<td>China</td>
<td>36%</td>
</tr>
<tr>
<td>U.K</td>
<td>35%</td>
</tr>
<tr>
<td>France</td>
<td>34%</td>
</tr>
<tr>
<td>Greater Kanto region</td>
<td>40%</td>
</tr>
<tr>
<td>Other regions</td>
<td></td>
</tr>
</tbody>
</table>

Cabinet Office : Annual Report on Prefectural Accounts 2006FY

Table:

<table>
<thead>
<tr>
<th></th>
<th>Japan</th>
<th>Other regions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Production</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td>Number of Enterprises</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>

1. METI : Census of Manufactures 2007
2. METI Statistics Bureau : Establishment and Enterprise Census 2006
3. MIC : Population Census 2008
Creating internationally competitive, vigorous industrial integration

Building a regional industry-university-government network and developing a business environment for creating new industry and new businesses are vital to strengthen the international competitiveness of Japan’s industries and to facilitate regional economic activity.

In order to promote the formation of the industrial accumulations (industry clusters) that would become the basis for continual development of world class new businesses, the Kanto Bureau of Economy, Trade and Industry works closely with local government organizations and industry support agencies to facilitate personnel networks between industry, universities and government, and injects the METI’s regional policy measures integrally and effectively.

Specifically, we provide systematic support for new business development through the following policies based on regional potential and industrial characteristics.

(1) Support for regional industry-university-government-business network formation and activities.
(2) Support for business activities through the policy measures for small and mid-sized enterprises such as promoting technology development, supporting sales network development, supporting business formation, promoting various business tie-ups and international links.
(3) Promoting tie-ups with trading companies and regional financial institutions, recognizing facilitation of sales network development and full financial resource procurement.
I. Network Support Activities (Regional Industry Revitalization Project)

- Network Support Activities in Western Part of Metropolitan Area
  - Southwestern Saitama Prefecture, Tama area of Tokyo, central part of Kanagawa Prefecture and other regions

- Chuo Expressway Network Support Activities
  - Yamanashi Prefecture to Suwa Region

- Tokatsu/Kawaguchi/Tsukuba (TX Area) Network Support Activities
  - Tsukuba Express (TX) Line Area between Tsukuba and Akihabara

- San-en-nanshin Network Support Activities
  - Nanshin Area of Nagano Prefecture, Hamamatsu Area of Shizuoka Prefecture and Higashi-Mikawa Area of Aichi Prefecture

- Northern Tokyo Metropolitan Area Network Support Activities
  - Gunma Prefecture, Tochigi Prefecture and Northern Saitama Prefecture (Northern Ibaraki Prefecture)

- Keihin Network Support Activities
  - Wider Keihin area from Shinagawa-ku and Ota-ku in Tokyo to Kawasaki and Yokohama

II. Network Support Activities (Sectors)

- Fostering bio-venture businesses
  - Metropolitan area, including Tsukuba and Kazusa

- Fostering IT venture businesses
  - Metropolitan areas
We Support Regional Economic Revitalization!

With concerns over impoverished regional economy, it has become increasingly important task for local economic sectors to realize each region's strengths, and pursue self-sustaining and sustainable economic growth through the use of these strengths.

We are promoting innovative efforts by small and mid-sized enterprises, the main force of regional economies, to utilize industrial resources (regional resources), such as distinctive regional technologies, agricultural, forest and fishery products and tourism resources by facilitating value improvements of these resources (ex. Branding). Through these activities, we provide active support for the revitalization of regional economies based on the following aspects.

1. Discovering *regional resources* through regional initiatives, and providing support measures such as financial assistance, low interest financing and loan guarantees for the development of new products and new services.
2. Develop a hands-on support system of knowledgeable specialists in marketing and brand strategies.
SUPPORT FOR TECHNOLOGY DEVELOPMENT

Working toward Technology Development and Supporting those Making Efforts at New Businesses

Rapid technology developments in the information communications field such as the Internet and cell phones have transformed our society and way of life to increasingly convenient one. Developments in cutting-edge technology fields like biotechnology and nanotechnology may improve societal lifestyles and foster global competitiveness.

The METI-Kanto provides financial assistance and counseling to companies or universities conducting research and development which has potential for innovation and practical use but involve taking strong risks. We also facilitate protections and utilization of the achievements of technology development in the form of intellectual property to improve global competitiveness of companies, lead to new business creation and growth.

The Kanto Region Intellectual Property Strategy Office established within the bureau makes broad appeals on the importance of intellectual property, and promotes the strategic utilization of them.
SUPPORT FOR SMALL AND MID-SIZED ENTERPRISES AND VENTURE COMPANIES

Developing an Industry Base and Venture Business Environment

The utilization of small and mid-sized enterprises (SMEs) with rich in mobility, flexibility and creativity is vital to improve business capacity. From venture companies active in cutting-edge fields, to manufacturing companies in regionally-based industries and local retail businesses, SMEs are truly the support vehicle of the Japan’s economy.

In order to support those SMEs working toward new business creation, the METI-Kanto promotes new products development by tie-ups between SMEs in various fields, SMEs that have technologies in cutting-edge industrial fields.

We also support SMEs working towards new business creation through improving financial environment, developing public incubation facilities, as well as supporting business formation for university-launched venture companies.

Furthermore, we support SME’s cultivation of foreign markets and management reform by using information technologies.

In addition, we are engaged in revitalization of local industries which closely linked to the regional economy, shopping districts, traditional craft industries and service industry. We also work toward promoting direct investment to Japan from foreign firms.
CONSUMER PROTECTION

We Support Safe and Secure Living Environment!

Consumer related damages, typified by issues of poor housing renovations targeting the elderly, direct marketing, mail order, telephone solicitations, credit and commodity trades have not been eradicated.

The METI-Kanto has established a consumer consultation office to respond to consultations on these problem transactions, has jurisdiction over operations related to the Law Concerning Specific Business Transactions, the Installment Sales Law and the Commodity Exchange Law and contributes to the normalization of transactions involving providing products and services, thus inspects and instructs these businesses.

We also work on safety of electronic goods, consumer living products and gas products from the aspects of safety and security of consumer living, and charge various duties on businesses responsible for manufacturing or importing these products according to the related laws.

Furthermore, we also hold educational seminars and symposiums for consumers, and work to provide information leading to informed consumers to prevent consumer problems and product incidents.
ADDRESSING GLOBAL ENVIRONMENT ISSUES

We have Promoted to Arrest Global Warming and to Recycle

Global warming, waste product and other global environment issues are problems that impact greatly on our living. Cooperation between the general public and relevant government agencies are vital to creating an effective framework to resolve these issues.

The METI-Kanto promotes voluntary efforts on regional energy saving and global warming countermeasures, introduction of new energy using natural energy like solar, wind and biomass power generation and energy-saving activities at factories, offices and houses.

The Bureau also actively promotes 3R policies (Reduce, Reuse, Recycle) based on recycling-related laws and ordinances (for creating a recycling-oriented society that effectively uses limited resources) such as the Containers and Packaging Recycling Law and the Automobile Recycling Law.
Securing Stable Resource and Energy Supply

We are Working towards Stable Supplies of Resources and Energy

Our society in which we live today has been achieved through the mass energy consumption. However, Japan is a resource less country, having to rely almost solely on imports from overseas, thus efforts for future, stable acquisition of energy resources are being brought together and trumpeted as the New National Energy Strategy.

The Meti-Kanto works to acquire stable supplies and quality of resources and energy that oil products, power, gas and other energy can be used safely, supports resource development such as minerals, oil and combustible natural gas interspersed throughout the country, as well as active efforts and deepening links with relevant organizations for obtaining quality gasoline, etc., promoting power development and stabilizing gas business management.
We operate wide range of services for the development of the regional industrial economies

General Coordination and Policy Planning Department (4 Divisions and 4 Offices)

- General Affairs Division
  - Information Disclosure and Policy Evaluation Office
  - Competition Enhancement Office
  - Public Relations Office
- Policy Planning Division
- Budget and Accounts Division
- Research Division
  - Information System Office

- General coordination of the Bureau’s duties, improvement of office work efficiency, personnel affairs and staff training
- Information disclosures and policy evaluations
- Notification on unfair competition disputes, competitive policies
- Public relation planning
- Core policy planning for the Bureau’s duties, total planning for regional development
- Budgeting and settling expenses and income, managing government assets, procurement and staff’s welfare
- Regional economic trend studies and analyses, studies and breakdowns of dynamic production statistics, dynamic supply and demand statistics, etc.
- Promoting the Bureau’s computerization, developing and managing information systems

Economic Policy Department (6 Divisions, 3 Offices and 3 Teams)

- Economic Policy Division
  - Bio-industry Team
  - Industrial Location Office
- Human Resources Policy Division
- Industrial Technology Division
  - Patent Office
  - Patent Counseling Office
  - Industrial Standards Team
  - Team for the Promotion of Academia-Industry Cooperation

- General coordination of departmental works, promoting economic structural reforms and guidance for chambers of commerce and industry, etc.
- Fostering and supporting bio-venture companies, promoting medical industry tie-ups
- Developing incubation facilities, industrial water and other industrial infrastructures
- Planning, devising and studying policies for industrial personnel training
- Environmental improvements in technology development of industry, universities and government tie-ups
- Promoting and aiding technology developments for companies
  - Protecting intellectual property rights, promoting their utilization
  - Counseling on protect industrial property rights
  - Works related to the Industrial Standardization Law (JIS)
  - Promoting network formation involving industry, university and government tie-ups
Regional Development Division
- Operating regional industry revitalization projects, promoting regional industries, studies on regional development

New Business Promotion Division
- Devising and implementing total planning for new business promotion

Information Policy Division
- Fostering and supporting cutting-edge IT venture companies, promoting small business enterprise’s computerization and regional computerization

**Industries Department (10 Divisions, 8 Offices and 1 team)**

Industrial Promotion Division
- General coordination to departmental works, guidance and direction on bicycle and auto racing

International Affairs Division
- Promoting regional international exchanges, promoting foreign investment in Japan and direct investment in foreign countries
- Export permissions and approvals, import approval and pre-confirmation, tariff quotas
- Improving consumer trading environment
  - Consultation and complaint processing for consumer
  - Guidance and supervision in accordance with the 4 product safety laws
- Works related to the Installment Sales Law

Consumer Affairs Division
- Improving consumer trading environment
  - Consultation and complaint processing for consumer
  - Guidance and supervision in accordance with the 4 product safety laws

*Consumer Advice Office*  
*Product Safety Office*

Commerce and Consumer Credit Division
- Inspecting commodity futures trading

*Commodities Exchange Office*

Manufacturing Industries Division
- Promoting daily living related industries, machinery and basic industries, regulating chemical substances, etc., promoting traditional crafts industries
- Works for alcohol businesses

*Alcohol Division*

Distribution and Service Industries Division
- Works related to distribution and logistics work efficiency improvement, promoting service industries
- Promoting contents-related industries
- Revitalizing central city areas, promoting small and medium retail businesses and shopping centers
- Consultations related Large-Scale Retail Store Law

*Contents Industry Support Office*  
*Commerce Promotion Office*

Large-Scale Retail Store Law (Daiten-Ricchi Ho)
- Contact Office
Kanto Bureau of Economy, Trade and Industry

* Community Business Promotion Team
  - Small and Medium Enterprise Division
  - *Unfair Subcontract Examination Office
  - *Small and Medium Enterprise Consulting Office
  - Small and Medium Enterprise Financing Division
  - Business Support Division

Promoting Community Business
- Popularization of small and mid-sized enterprise policies, promoting labor and management reforms for small and mid-sized enterprise, promoting industrial centers, promoting subcontractors and obtaining government procurement
- Inspecting of subcontractor fee payments
- Consultations for Small and mid-sized enterprises
- Small and mid-sized enterprise financing, reorganization support, guidance on credit guarantee operations
- Organizing small and mid-sized enterprises, management support for small and mid-sized enterprises

Natural Resources, Energy and Environment Department (7 Divisions, 3 Offices and 2 Teams)

- Natural Resources, Energy and Environment Division
  - *Auditing Office
  - *Energy and Global Warming Response Promotion Team
  - *Environment and Energy Business Promotion Team
  - Environmental Protection and Recycling Division
  - Energy Policy Division
  - Electricity Industry Division
    - *Electricity Technology Office
  - Petroleum Division
  - Mining Division
  - Gas Industry Division

General coordination to departmental office work
- Auditing electrical and gas business operations and accounting
- Publication regarding energy policies
- Promoting regional energy saving and global warming countermeasures
- Planning, devising and studying for Environment and Energy Business, etc.
- Promoting recycling (container packaging, household electronics, automobiles), preventing pollution and other environmental protection
- Promoting energy-conservation, introducing and promoting new and renewable energy
- Promoting electric power development plans, developing power supply regions
  - Studies on hydroelectric power development, promoting power generation from waste products, adjusting electric power supply and demand
- Improving, adjusting and instructing on oil product logistics
- Applications and registrations for mining rights, guidance for businesses related to mines, quarries and gravel digging
- Permits and notices for starting and supply conditions for gas businesses, gas studies and statistics

International Trade and Alcohol Offices (4 Offices)

- International Trade Offices (Tokyo, Yokohama)
- Alcohol Offices (Niigata, Shizuoka)

Export permissions and approvals, import approval and pre-confirmation, tariff quotas
- Works related to alcohol businesses
Kanto Bureau of Economy, Trade and Industry

URL : http://www.kanto.meti.go.jp/
( head office ) Address : Saitama-shintoshin Joint Government Building No.1
1-1 Shintoshin Chuo-ku Saitama Saitama Pref.
330-9715 Japan
TEL : +81-48-600-0265 (International Affairs Division)
FAX : +81-48-601-1306 (International Affairs Division)

Access :

JR Keihin-tohoku Line,Utsunomiya Line/Takasaki Line
JR Saikyo Line

Nearest station to METI-KANTO (head office)
5 minutes walk from JR "SAITAMA SHINTOSHIN" station
7 minutes walk from JR SAIKYOU line "KITAYONO" station
Kanto Bureau of Economy, Trade and Industry
(Tokyo International Trade Office)
Address: 4-6-15 Yushima, Bunkyo-ku, Tokyo 113-0034 Japan
TEL: +81-3-5842-7071
FAX: +81-3-5689-7841

Access:
- 12 minutes walk from JR "Okachimachi" station
- 5 minutes walk from Subway Chiyoda Line “Yushima” station
- 10 minutes walk from Subway Ginza Line "Ueno-hirokoji" station
- 10 minutes walk from Subway Oedo Line “Ueno-okachimachi” station
- 10 minutes walk from Subway Oedo and Marunouchi Lines “Hongo Sanchome” station

(Yokohama International Trade Office)
Address: 1-1 Kaigan-Dori, Naka-ku, Yokohama, Kanagawa Pref. 231-0002 Japan
TEL: +81-45-201-9606
FAX: +81-45-201-7156

Access:
- 5 minutes walk from Yokohama High-Speed Railway Minato Mirai 21 Line “Nihon-odori” station
- 15 minutes walk from JR Negishi Line "Kannai" station
- 15 minutes walk from Municipal Subway Line “Kannai” station

Edited by International Affairs Division
Kanto Bureau of International Trade and Industry
+81-48-600-0265