

BUSINESS LOCATION GUIDEBOOK HOKKAIDO



Hokkaido, the Perfect Place for Diversification of Risk

What do you think of when you hear the name "Hokkaido"?

Hokkaido ranks highly in surveys of "places I would most like to visit" due to its abundant nature, delicious food, and unique culture. In this booklet, we'd like to introduce you to a different side of Hokkaido: Hokkaido as a business location.

Hokkaido is the perfect place for diversification of risk for companies and a backup center for industrial activities, thanks to the low risk of major natural disasters, abundant existence of renewable energy sources, extensive land, sea and air infrastructure and a unique climate that supports environmentally friendly business activities through use of the cold air, snow and ice.

These benefits have already attracted many businesses to Hokkaido. It is used as a processing and assembly site by many companies to decentralize their manufacturing bases or restructure their supplier chain, and serves as a resource site for companies in the food production industry, where it is well recognized for its abundant, high-quality ingredients that can be used for processing. Environmentally friendly data centers have also been established, as energy can be conserved to a large degree by making use of the cold air outside, and numerous companies have moved their head offices here. The merits of Hokkaido are now attracting more attention than ever, both within and outside of Hokkaido.



This booklet has been created to further promote Hokkaido as a business location by providing companies outside of Hokkaido with a deeper understanding of what we have to offer. We hope that you will consider this excellent region in northern Japan when expanding your business. Hokkaido is full of great possibilities and potential for unlocking the future of your company. It is our sincere hope that Hokkaido will provide major business opportunities for you.

Harumi Takahashi
Governor of Hokkaido
President of the Committee for the Promotion of Investment in Hokkaido

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	Current Main Industries	<ul style="list-style-type: none"> ■ Data Centers 17 ■ Food-related Industry 18 ■ Automobile-related Industry 20 ■ IT-related Industry 22 ■ Industrial Support Services Industry 23 ■ Biotechnology-related Industry 24 		
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The Perfect Place for Diversification of Risk

3 Key Points in Finding the "Perfect Place for Diversification of Risk"

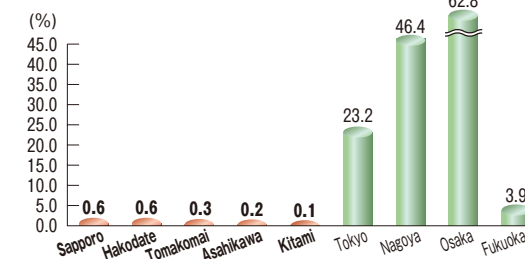
- ① Low Risk of Natural Disasters
- ② Energy Supply and Communications Infrastructure
- ③ Diversified Transport Infrastructure

POINT 1 Low Risk of Natural Disasters

Hokkaido, the Perfect Place for Diversification of Risk

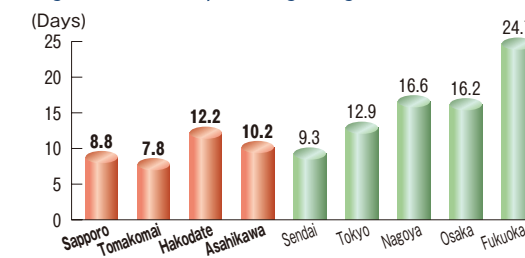
The risk of Hokkaido experiencing an earthquake of magnitude greater than 6 on the seismic intensity scale within the next 30 years is extremely low. In major cities such as Sapporo, Hakodate, Tomakomai, Asahikawa and Kitami, the probability of such an earthquake occurring is considered to be no more than 1%. Additionally, Hokkaido is less likely than other areas to be affected by typhoons and lightning and has fewer days of heavy rain, making it the ideal location for dispersing risk.

■ Probability of an Earthquake Greater than 6 on the Seismic Intensity Scale within the next 30 Years (from 2013)



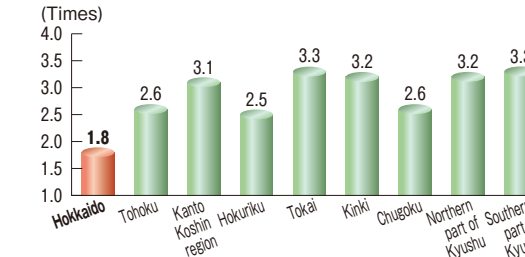
(Source: Ministry of Education, Culture, Sports, Science and Technology (MEXT) Headquarters for Earthquake Research Promotion, and National Research Institute for Earth Science and Disaster Prevention (NIED))

■ Annual Average Numbers of Days with Lightning from 1981 to 2010 (30 Years)



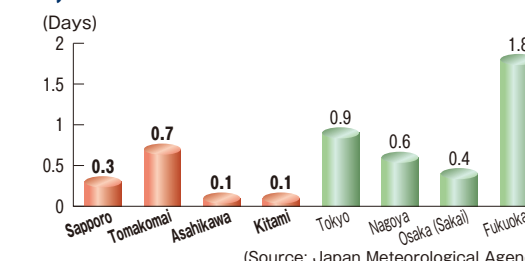
(Source: Japan Meteorological Agency)

■ Average Number occurrences where Typhoons have Approached Hokkaido from 1981 to 2010 (30 Years)

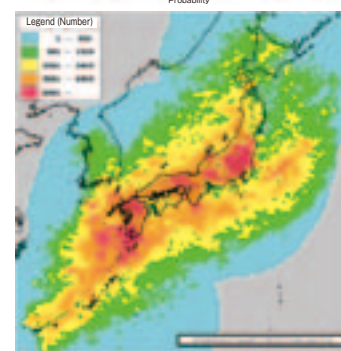
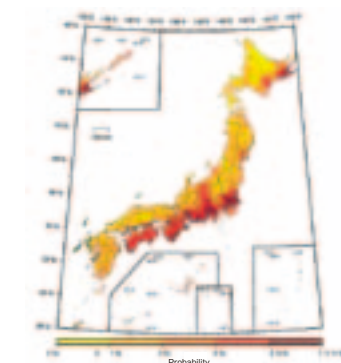


(Source: Japan Meteorological Agency)

■ Number of Days Per Year with Over 100mm of Rainfall from 1979 to 2000

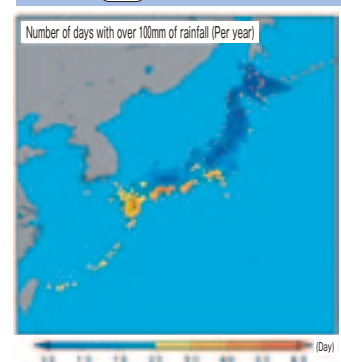
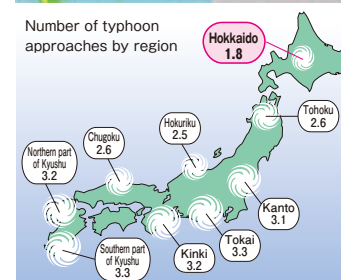


(Source: Japan Meteorological Agency)



National lightning strike density area map
From 2007 to 2011 (5 years)

(Zero mesh based on model calculation conditions is indicated in white)
(Source: Franklin Japan Inc.)



POINT 2 Energy Supply and Communications Infrastructure

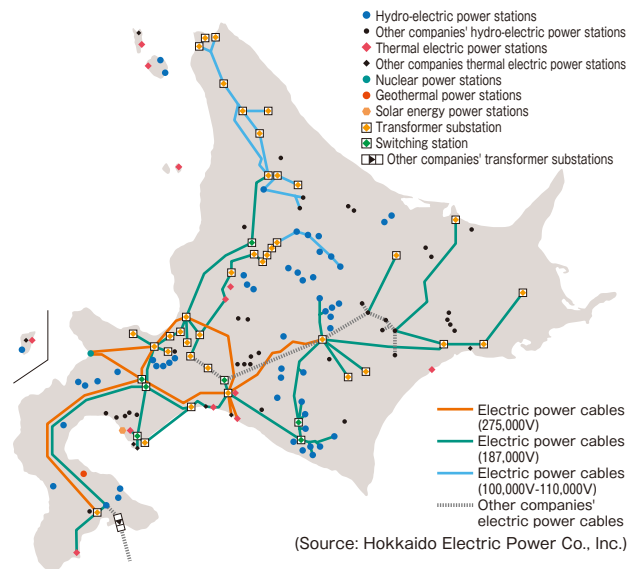
Japan's Largest LNG Terminal Began Operations in 2012!

In 2012, the Ishikari Bay New Port LNG Terminal began operations in Ishikari. At 180,000 kiloliters, it is the largest liquefied natural gas (LNG) terminal in Japan. In addition to supplying LNG to Sapporo by pipeline, it is used to supply LNG to gas companies throughout Hokkaido. A second 200,000 kiloliter LNG terminal is scheduled to be completed alongside the Ishikari LNG terminal in 2016.

Power Grid

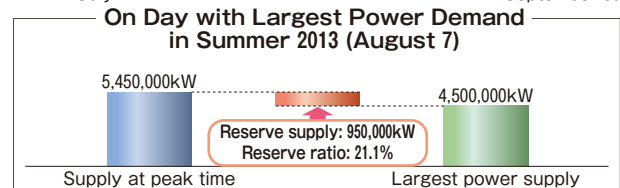
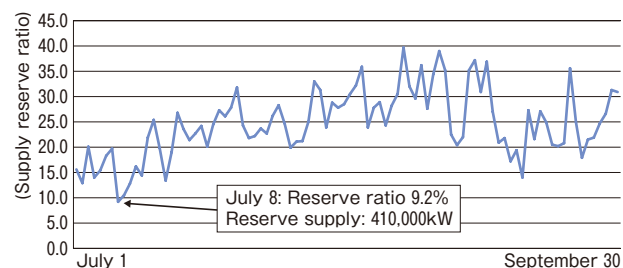
Hokkaido provides an outstanding power grid that uses a diverse range of sources. Looping of the key electrical supply system based on the central Hokkaido area is underway (Figure 1). Hokkaido secured the minimum necessary power supply reserve ratio of 3% in both the summer and winter of 2012 (Fig. 2).

Map of Electrical Power Facility Distribution in Hokkaido (Figure 1)

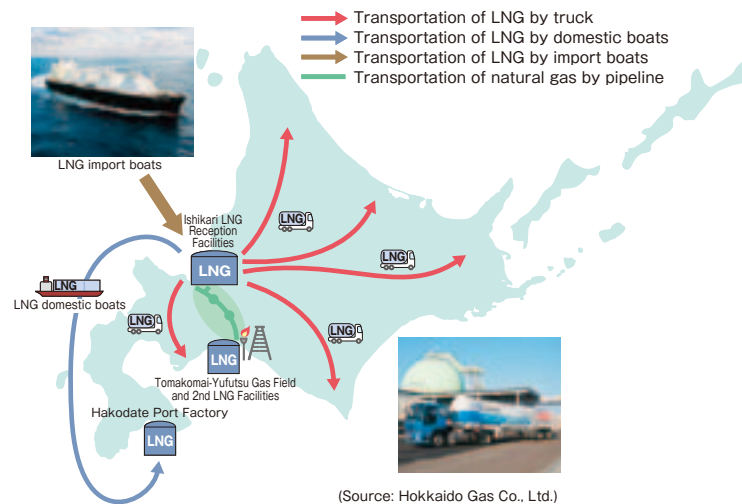


Supply Reserve Ratio and Largest Power Demand for Summer and Winter during Hokkaido's Power Conservation Periods in FY 2013

Trends in Supply Reserve Ratio during Power Conservation Period of Summer FY 2013



Hokkaido's LNG Supply Framework

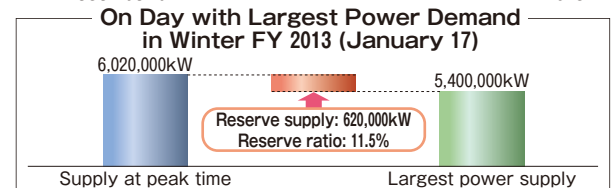
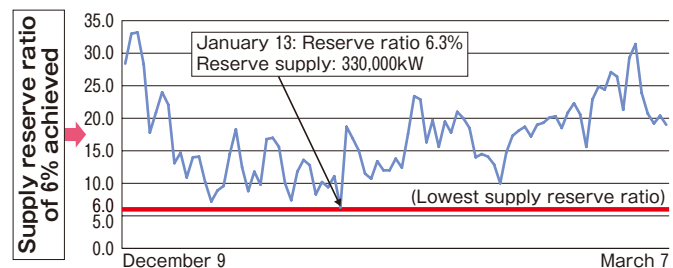


Stable Communications Infrastructure

There is a substantial communication infrastructure already in place between the Tokyo metropolitan area and Hokkaido, operated by multiple carriers through multiple routes. There are also plans to further reinforce backbone redundancy and diversify communications infrastructure between Hokkaido and the mainland, Honshu. All of the main business areas in Hokkaido including Sapporo, Ishikari, Chitose, Tomakomai, Sorachi and Asahikawa are fully equipped with the necessary backbone lines.



Trends in Supply Reserve Ratio during Power Conservation Period of Winter FY 2013



Measured period: Summer (July 1 - September 30, 2013), Winter (December 9, 2013 - March 7, 2014)
(Created by Hokkaido government based on materials from Hokkaido Electric Power Co., Inc.)

POINT 3 Diversified Transport Infrastructure

Hokkaido — Close to the Rest of the World

Looking at a map of the northern hemisphere, you can see that most advanced industrialized nations are concentrated in the same latitudinal "belt." You can see that Hokkaido is actually the closest region of Japan to the rest of the world. Furthermore, the distance of the Northern Sea route is around 60% of that of the southern route connecting Europe and the Far East, and is therefore attracting an increasing amount of attention for new routes.



Network of 13 Airports throughout Hokkaido

There are 13 airports throughout Hokkaido. These airports are connected by various airlines, which also provide service to destinations outside of Hokkaido. The large number of air routes makes it easy to travel to, from and around Hokkaido, making it a convenient location for your business and for living. There are around 490 flights departing and arriving in Hokkaido each day. There are services to major cities outside Hokkaido from 10 airports, including services to Tokyo from 9 airports. There are also regular international services from airports such as New Chitose, Hakodate and Asahikawa.

Flight Times and Number of Flights from Major Hokkaido Airports to Airports Outside Hokkaido

	Haneda	Sendai	Chubu	Kansai	Total number of departing and arriving flights (Domestic)
New Chitose (36 minutes by train from Sapporo city center)	1:30 110	1:10 38	1:40 36	1:50 30	372
Asahikawa (Approx. 30 minutes by car from Asahikawa city center)	1:35 16	— —	1:45 2	1:55 2	24
Kushiro (Approx. 40 minutes by car from Kushiro city center)	1:35 14	— —	— —	— —	30
Obihiro (Approx. 40 minutes by car from Obihiro city center)	1:35 14	— —	— —	— —	14
Hakodate (Approx. 20 minutes by car from Hakodate city center)	1:20 16	— —	1:30 4	1:40 4	44
Memabetsu (Approx. 30 minutes by car from Abashiri city center and approx. 40 minutes by car from Kitami city center)	1:40 10	— —	1:55 2	2:05 2	28

Top: Flight time Bottom: Number of flights departing and arriving each day As of August 2013

Up to 7 Flights per Hour between Sapporo (New Chitose) and Tokyo (Haneda) - the Busiest Domestic Route in Japan

The route between New Chitose Airport and Haneda Airport is the busiest of all of Japan's domestic routes, with 55 flights per day, and a maximum of 7 flights per hour. Operating from 7am to 10pm, there are an average of 3.6 flights per hour. With 16.58 million passengers on domestic flights, New Chitose is Japan's second busiest airport after Haneda (As of FY 2012). A new international terminal was opened in March 2010.

Convenient Morning-to-Night Schedule

There are flights between Hokkaido and Honshu from early in the morning to late at night, making it possible to take business trips without needing to stay overnight. The first flight from Haneda to New Chitose departs at 6:10am and the last flight from New Chitose to Haneda departs at 9:35pm.

Departure Times of First and Last Flights between Major Hokkaido Airports and Major Airports Outside Hokkaido

	New Chitose		Asahikawa		Kushiro		Obihiro		Hakodate		Memabetsu	
	First flight	Last flight	First flight	Last flight	First flight	Last flight	First flight	Last flight	First flight	Last flight	First flight	Last flight
Haneda Airport	7:30	21:35	8:55	20:05	9:50	20:25	9:15	20:10	8:55	19:35	9:20	20:25
Chubu Centrair International Airport	6:10	21:00	6:40	17:45	7:40	18:05	—	—	14:55	same as on the left	15:40	same as on the left
Kansai/Itami/Kobe Airport	7:30	20:05	—	—	—	—	—	—	10:05	14:00	—	—
	7:10	20:15	—	—	—	—	—	—	8:00	11:55	—	—

Top: airport in Hokkaido → airport outside Hokkaido Bottom: Airport outside Hokkaido → Hokkaido airport As of February 2014

LCC Services Make Hokkaido Even More Accessible

In 2012, a low-cost carrier (LCC) began providing services between the main island of Honshu, and Hokkaido. There are now 3 companies providing services, with lower fares than major airlines.

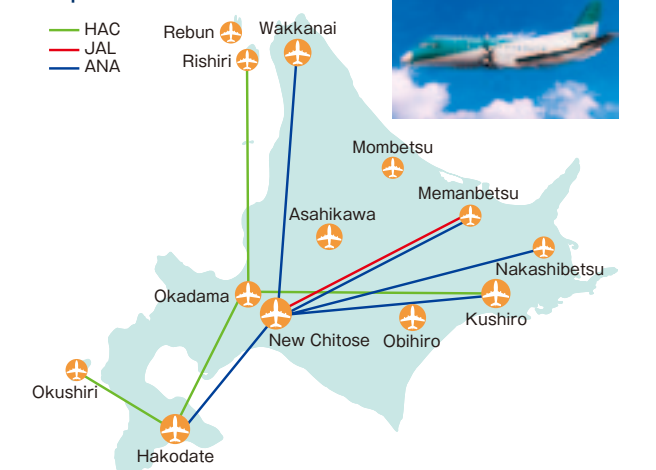
As of February 2014

Peach Aviation	New Chitose - Kansai	3-5 return flights per day
Jetstar Japan	New Chitose - Narita	4-6 return flights per day
	New Chitose - Kansai	1 return flight per day
Vanilla Air	New Chitose - Chubu	2 return flights per day
	New Chitose - Narita	3 return flights per day

Air Services Make it Easy to Get Around Hokkaido

JAL, ANA and Hokkaido Air System (HAC) provide air services within Hokkaido. With 9 routes and around 60 flights per day, this is a quick and easy way to get around Hokkaido.

Map of Air Route Network within Hokkaido



New Chitose Airport

Smooth Road Transportation with Little Traffic Congestion

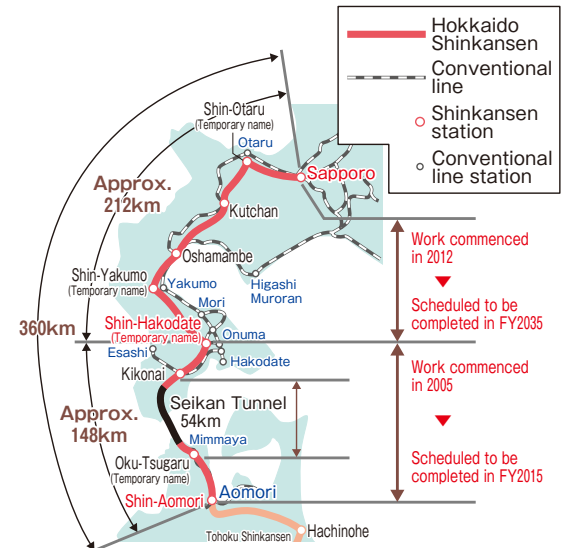
National motorways are constantly being upgraded in Hokkaido to ensure smooth road transportation. The total planned national motorway length is 1,825km joining south, central, north and east Hokkaido and all major cities, of which 1,014km is already open for use.



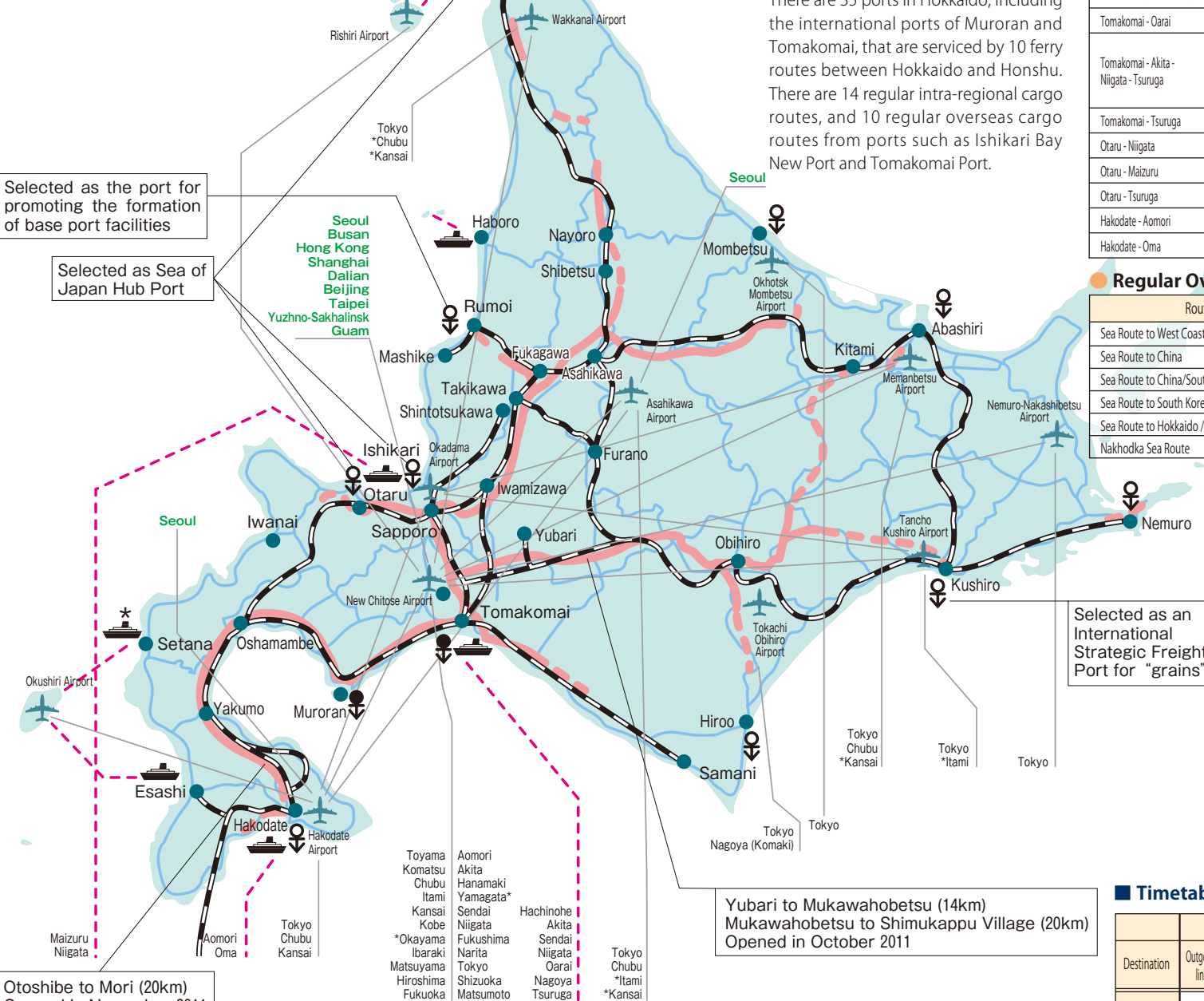
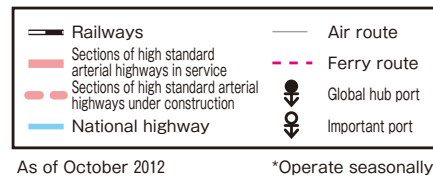
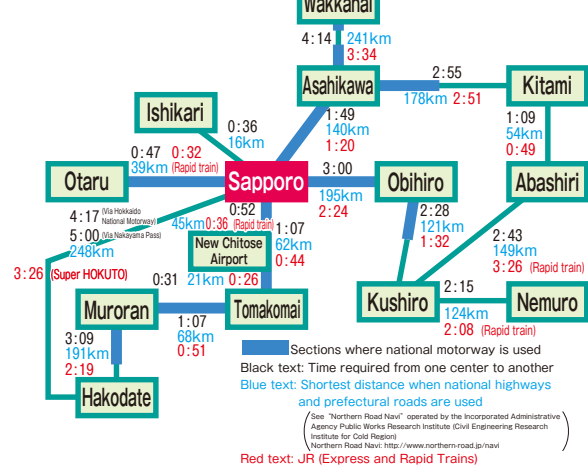
Tomakomai Higashi Interchange

Hokkaido Shinkansen will Further Increase Business Opportunities

A construction plan for a Shinkansen line from Shin-Hakodate (Temporary name) to Sapporo was approved on June 29, 2012. Construction of the stretch between Shin-Aomori to Shin-Hakodate (Temporary name) is proceeding smoothly, with the goal of commencing services by the end of FY 2015.



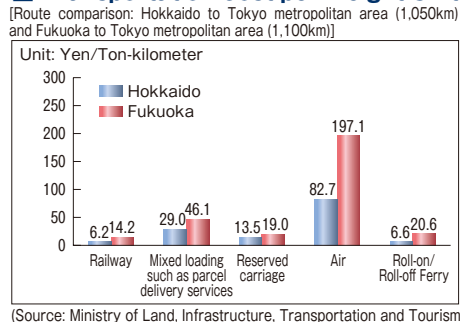
Traveling Times between Major Cities by JR and Road (Unit: Hours : Minutes)



Logistics Costs in Hokkaido

Overall unit costs for transportation from Hokkaido to the Tokyo metropolitan area and the Chukyo area are cheaper compared to someplace like Fukuoka (Kyushu). Additionally, surface mail (sea mail) can be used to further reduce costs.

Transportation Cost per Weight Unit



Regular Sea Routes Allowing Mass Transport

The mass transport ferry provides a coordinated link between land and air routes. There are 35 ports in Hokkaido, including the international ports of Muroran and Tomakomai, that are serviced by 10 ferry routes between Hokkaido and Honshu. There are 14 regular intra-regional cargo routes, and 10 regular overseas cargo routes from ports such as Ishikari Bay New Port and Tomakomai Port.

Regular Shipping Routes for Main Ports (As of October 1, 2013)

Route name	Navigation time (Hours)	Number of services
Tomakomai - Hachinohe	7:15	4 daily departures
Tomakomai - Sendai-Shiogama - Nagoya	Nagoya 39:30	1 scheduled departure every other day
	Shiogama 15:00	1 scheduled departure per day
Tomakomai - Oarai	18:00	12 scheduled departures per week
Tomakomai - Akita - Niigata - Tsuruga	Akita 11:30	5 scheduled departures per week
	Niigata 18:50	
	Tsuruga 31:20	
Tomakomai - Tsuruga	19:30	1 daily departure
Otaru - Niigata	18:00	6 scheduled departures per week
Otaru - Maizuru	20:40	1 daily departure
Otaru - Tsuruga	20:30	Designated day
Hakodate - Aomori	3:50	16 daily departures
Hakodate - Oma	1:30	2-3 daily departures

Regular Overseas Cargo

Route name	Number of services
Sea Route to West Coast of North America	1 scheduled departure every second week
Sea Route to China	2 scheduled departures per week
Sea Route to China/South Korea	1 scheduled departure per week
Sea Route to South Korea	4 scheduled departures per week
Sea Route to Hokkaido / Sakhalin	28 scheduled departures per year
Nakhodka Sea Route	1 scheduled departure every second week

Regular Intra-regional Cargo

Route name	Number of services
Tomakomai - Ibaraki	12 scheduled departures per week
Tomakomai - Tokyo	11 scheduled departures per week
Tomakomai - Kushiro - Osaka - Takamatsu - Tokyo	1 scheduled departure per week
Tomakomai - Hachinohe - Yokohama	2 scheduled departures per week
Tomakomai - Yokohama	1 scheduled departure per week
Tomakomai - Muroran - Hachinohe - Sendai - Yokohama	1 scheduled departure per week
Tomakomai - Muroan - Hachinohe - Sendai - Yokohama - Tomakomai - Kawasaki	2 scheduled departures per week
Tomakomai - Tsuruga	6 scheduled departures per week
Tomakomai - Sendai-Shiogama - Nagoya - Sendai-Shiogama	1 daily departure
Tomakomai - Hachinohe - Nagoya - Sendai-Shiogama - Tomakomai	1 scheduled departure every 4 days
Tomakomai - Kushiro - Sendai-Shiogama - Tokyo - Nagoya - Tokyo - Sendai-Shiogama	1 scheduled departure per week
Tomakomai - Kushiro - Sendai-Shiogama - Tokyo - Osaka - Tokyo - Sendai-Shiogama	3 scheduled departures per week
Kushiro - Hitachi	1 daily departure
Kushiro - Tokyo - Funabashi	1 scheduled departure per week

JR Freight Covers All Areas of Hokkaido

Rail freight transportation is the most environmentally friendly cargo transportation method, with around 1/6 of the CO2 emissions per transportation unit of commercial trucks. There are 14 stations in Hokkaido handling container trains. These are connected to approximately 140 stations throughout Japan, and are serviced by approximately 20 interisland freight trains per day (23 during busy periods). In addition to the most common 12ft containers, these trains can carry 31ft containers with the same capacity as a large truck.

Due to a timetable revision in March 2013, there is now a direct service from Tomakomai to Morioka, shortening the lead time. New freight services to Sumidagawa Station, the northern gateway to the Kanto Region, are also available after completion of improvement work on the station. This will provide improved transportation capacity during busy periods.



Timetable of Services between Major JR Freight Terminals in Hokkaido

Destination	Sapporo			Tomakomai			Asahikawa			Obihiro			Hakodate		
	Outgoing line	Incoming line	Travel time	Outgoing line	Incoming line	Travel time	Outgoing line	Incoming line	Travel time	Outgoing line	Incoming line	Travel time	Outgoing line	Incoming line	Travel time
Sendai	11:45	Next day 3:25	15:40	13:20	Next day 3:25	14:05	19:45	Next day 14:35	18:50	19:40	Two days later 3:25	31:45	15:20	Next day 3:25	12:05
Tokyo (Sumidagawa)	21:45	Next day 15:40	17:55	11:05	Next day 6:35	19:30	19:45	Next day 21:10	25:25	20:00	Next day 19:40	23:40	15:20	Next day 6:35	15:15
Nagoya	17:00	Next day 21:58	28:58	8:45	Next day 14:40	29:55	12:10	Next day 21:58	33:48	13:00	Two days later 6:55	41:55	20:20	Next day 21:58	25:38
Osaka	16:35	Next day 21:17	28:42	18:05	Next day 21:17	27:12	16:55	Two days later 4:35	36:30	19:10	Two days later 4:35	33:25	20:10	Next day 21:17	25:07
Fukuoka	21:00	Two days later 11:20	38:20	18:05	Three days later 7:30	61:25	12:10	Two days later 11:20	47:10	13:00	Two days later 11:20	46:20	22:00	Two days later 11:20	37:20

※ Timetables show the fastest trip.
 ※ The trains run daily (Excluding holidays and long holiday periods).

Eco-friendly Business Location

Utilization of Renewable Energy and Cool Weather

More Renewable Energy Sources than Anywhere Else in Japan

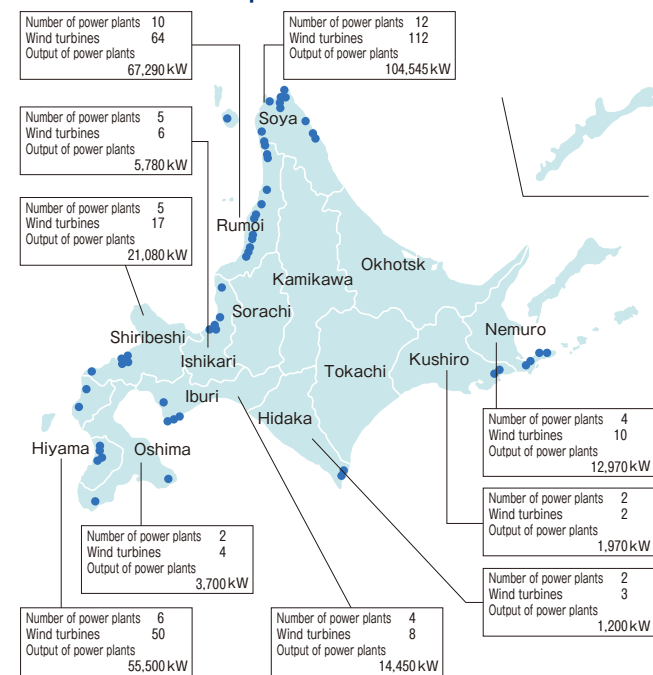
Hokkaido's Renewable Energy Potential

Hokkaido has the highest recognized use of renewable energy facilities, such as solar power and hydro-electric power facilities, in all of Japan. Much use is being made of this rich source of renewable energy.

Wind Power Generation

"Wind turbines", devices that derive their power from the movement of wind, are mainly being introduced on the Sea of Japan coast of Hokkaido due to the excellent wind conditions. As of the end of March 2013, 276 wind power generators have been installed, with an overall capacity of 280,085kW, making this area one of the most advanced regions in Japan for wind power generation.

Status of General Subprefectural Bureau Installations



(Source: Ministry of Economy, Trade and Industry, Hokkaido Industrial Safety and Inspection Department)



Uehira Green Hill Wind Farm (Tomamae)

Recognized Use of Renewable Energy Facilities (As of October 2013)

Category	Output (kw)	% of national figure
Solar power Generation (1000kw or higher)	1,849,897 [No. 1 Nationwide]	13.1
Wind Power Generation	111,800 [No. 3 Nationwide]	13.4

Solar Power Generation

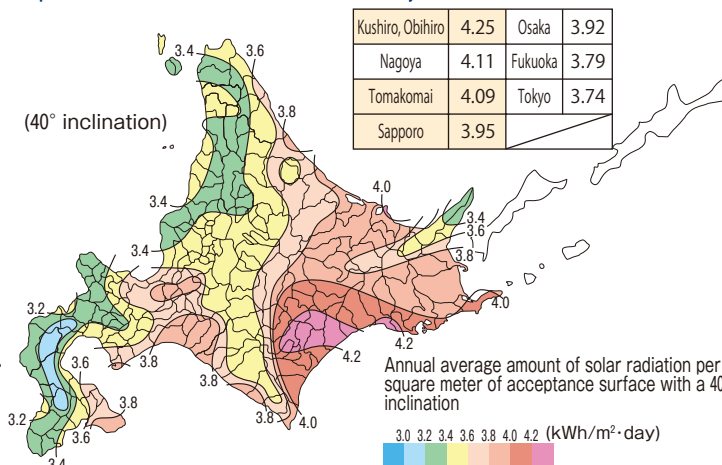
Solar power generation converts sunlight directly into electricity. It is a clean source of energy that does not produce CO2 emissions, and is expected to be key in the establishment of a low-carbon society.

In addition to using these sources in public facilities and homes, Mega Solar sites are being announced successively throughout Hokkaido, making use of the prefecture's abundant solar radiation and vast land.

Solar Power Generation Efficiency

• 1°C Cooler = Up to 0.4% Greater Output!
(At 0°C or above) (Source: Japan Photovoltaic Energy Association)

Average Amount of Solar Radiation per Year



(Source: New Energy and Industrial Technology Development Organization)



Experimental research facilities on a solar energy power plant in Wakkanai

Utilization of Clean Energy and Cool Weather

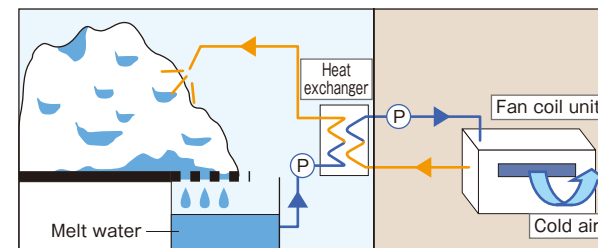
An Eco-friendly New Energy

"Snow and ice energy" is a novel way of storing snow and ice collected during the winter for use in air conditioners in the summer-time. This system is attracting attention as an eco-friendly source of energy, and has already been introduced to some parts of Hokkaido. Another technology is "Free Cooling," which generates cold water through the direct use of cold outdoor air during the cool and cold seasons (i.e., seasons other than summer) via heat exchangers instead of using cooling machines. This technology saves a great deal of energy, especially in facilities that use refrigeration throughout the winter. Such utilization of cool weather not only reduces the costs of refrigeration equipment and air-conditioning within buildings, but also contributes to low energy consumption, allowing increased control of CO2 emissions. It is expected that this technology will see increasing use in industrial facilities such as factories.

Snow and Ice Energy Supply Methods

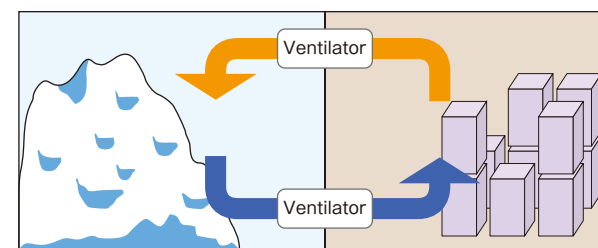
① Cold Water Exchange Cycle Method

Melt water or antifreeze cooled with snow is circulated through the primary side of a heat exchanger with a pump, cooling the liquid circulating through the secondary side (Antifreeze, etc.)



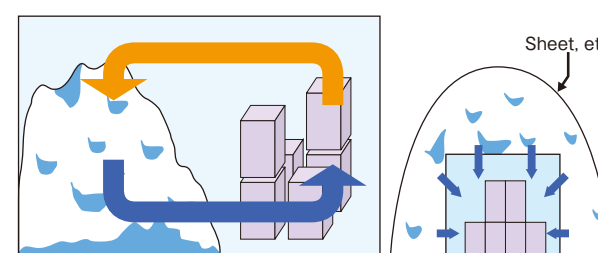
② Cold Air Circulation Method by Direct Heat Exchange

Air is circulated through a snow and ice storage device, providing cool air to a room or warehouse using a ventilator.



③ Natural Convection Method (Snow Chamber/Ice Chamber)

Cold from a snow and ice storage device or from snow stored in the warehouse is passed naturally through the warehouse by convection.



Main Companies Using Snow and Ice Thermal Energy in Hokkaido

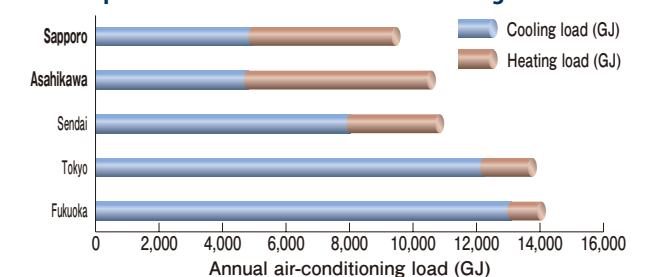
Established by	Facility Name	Storage Capacity (t)	Cooling source
Obayashi Corporation	Sub-zero storehouse that uses low temperature freezing media and snow and ice	80	Ice
KOKUSAKU KENSETSU corporation	Snow air-conditioning equipment that utilizes an underground car park	390	Snow
SANYO GIKEN KOGYO CO., LTD.	Kitahiyama ice shelter experiment	80	Ice
SHIMIZU CORPORATION	Snow cooled air-conditioning in a Hokkaido branch office dormitory	40	Snow
Seiko Epson Corp. Sapporo SoftCenter	Snow cooled air-conditioning systems	70	Snow
Daika	Low temperature ice chamber storage facilities	302	Ice
Denso Electronics Corporation	Air-conditioning equipment using snow	327	Snow
Tokyo Regional Civil Aviation Bureau, New Chitose Airport Office-CENTRAL LEASING SYSTEM Co., LTD.	Snow mountain cooling supply systems	120,000	Snow
Tomakomai Kuribayashi Transportation Co., LTD.	Experimental facilities for natural cold storage	35	Ice
TOYOTA MOTOR HOKKAIDO, INC.	Snow and ice air-conditioning systems	800	Snow·Ice
Hokkaido Fuji Electric Co., Ltd.	Demonstration test of greenhouses using snow and ice energy	5,000	Snow
Honma Shozo Shoten	Honma Shozo Shoten Rokugou Souko	279	Snow
MAKINO KOGYO	Container storage, etc.	Snow: 493 Ice: 254	Snow·Ice

※1 ton of snow can save 10 liters of petroleum and prevent 30kg of CO2 emissions. (Source: Hokkaido Bureau of Economy, Trade and Industry)

Controlling Air-conditioning Energy

Hokkaido has a short summer with low humidity, and less energy is needed for cooling systems compared to Honshu. Building insulation has been improved considerably, reducing energy requirements for heating in the winter. This has led to a dramatic decrease in the energy required for cooling, particularly in manufacturing industries and data centers where a large amount of heat is generated by devices year-round.

Comparison of the Annual Air-conditioning Load



(Note) *These figures are for a 10,000m² factory where 70% of the area is cooled.
*Results calculated as of January 2013
*Air-conditioning load for thermal insulation performance is calculated at the same 50mm level as in Hokkaido, and the thermal insulation performance value for mainland cities becomes smaller. Therefore, if the same low thermal insulation specifications that are commonly used in Honshu are factored in for Hokkaido calculations, it can be seen that the heating load value in Honshu is larger than that of Hokkaido.
*In industries where heating equipment is used, the heating load becomes lower than that shown in the figure, but the cooling load increases.
*This is an example calculation shown for reference purposes only. (Source: Hokkaido Electric Power Co., Inc.)

Fulfilling Lifestyle

4 key Points for a Fulfilling Lifestyle

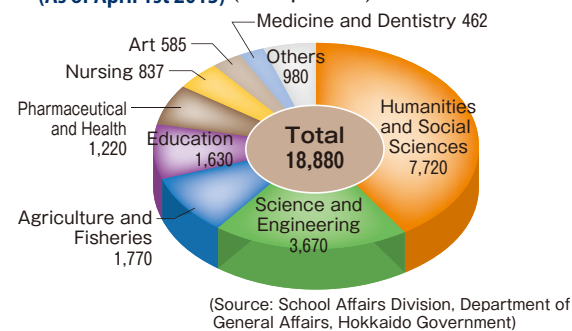
- ① Outstanding Human Resources
- ② Research Institutions Provide Strong Support for Emerging Businesses
- ③ Open, Individual Local Communities
- ④ The Perfect Environment for Living and Working

POINT 1 Outstanding Human Resources

Easily Attract the Outstanding Human Resources that Hold the Key to the Development of your Business

Hokkaido has an abundance of higher education institutions, with 30 graduate schools, 38 universities, 17 junior colleges, and 4 technical colleges. There are about 84,000 young graduates annually, including those from vocational and high schools. This young and energetic workforce is keen to make its mark in the world.

University Student Enrollment by Specialization (As of April 1st 2013) (Unit: persons)



Incentives for Highly Skilled Engineers to Relocate to Hokkaido

To encourage highly skilled engineers who were born in Hokkaido to return to home cities such as Tokyo to their hometowns (known as a "U Turn") and those from other regions to relocate to Hokkaido (known as an "I Turn"), a consultation framework has been established throughout Hokkaido government, and information registration and intermediating services between recruiting companies and job seekers are offered. Furthermore, in coordination with The Hokkaido Human Resource Promotion Council, a nation-wide PR strategy has been developed to attract skilled workers to Hokkaido. 2,048 people have found work through the U-I Turn employment program between May 1990, when the consultation service was established, and December 2013.

Consultation Services

"U-I Turn Support Desk" (Department of Economic Affairs, Labor Bureau, Human Resources Development Section) TEL: +81(0)11-251-3896
For details, please visit the website shown below.
<http://www.pref.hokkaido.lg.jp/kz/jzi/ui-turn/index.htm>

Helping Companies Find Personnel

Job Cafe Hokkaido, a Hokkaido-based support service for young job seekers, and Young Hello Work Sapporo, a branch of a national service, are offered jointly at the Hokkaido Young Persons' Employment Support Center (nicknamed Miraippo) to provide an all-in-one employment support system.

In addition to providing job seekers with career advice, Job Cafe Hokkaido helps companies to find and retain personnel by holding industry seminars, workplace tours and job fairs with multiple companies to deepen job seekers' understanding of industries and workplaces. In addition to Sapporo, Job Cafe Hokkaido has bases in Hakodate, Asahikawa, Kushiro, Obihiro and Kitami. Over 45,939 people have used the service as of FY 2012, with 6,331 people finding work.

Inquiries

Job Cafe Hokkaido
TEL: +81(0)11-209-4510

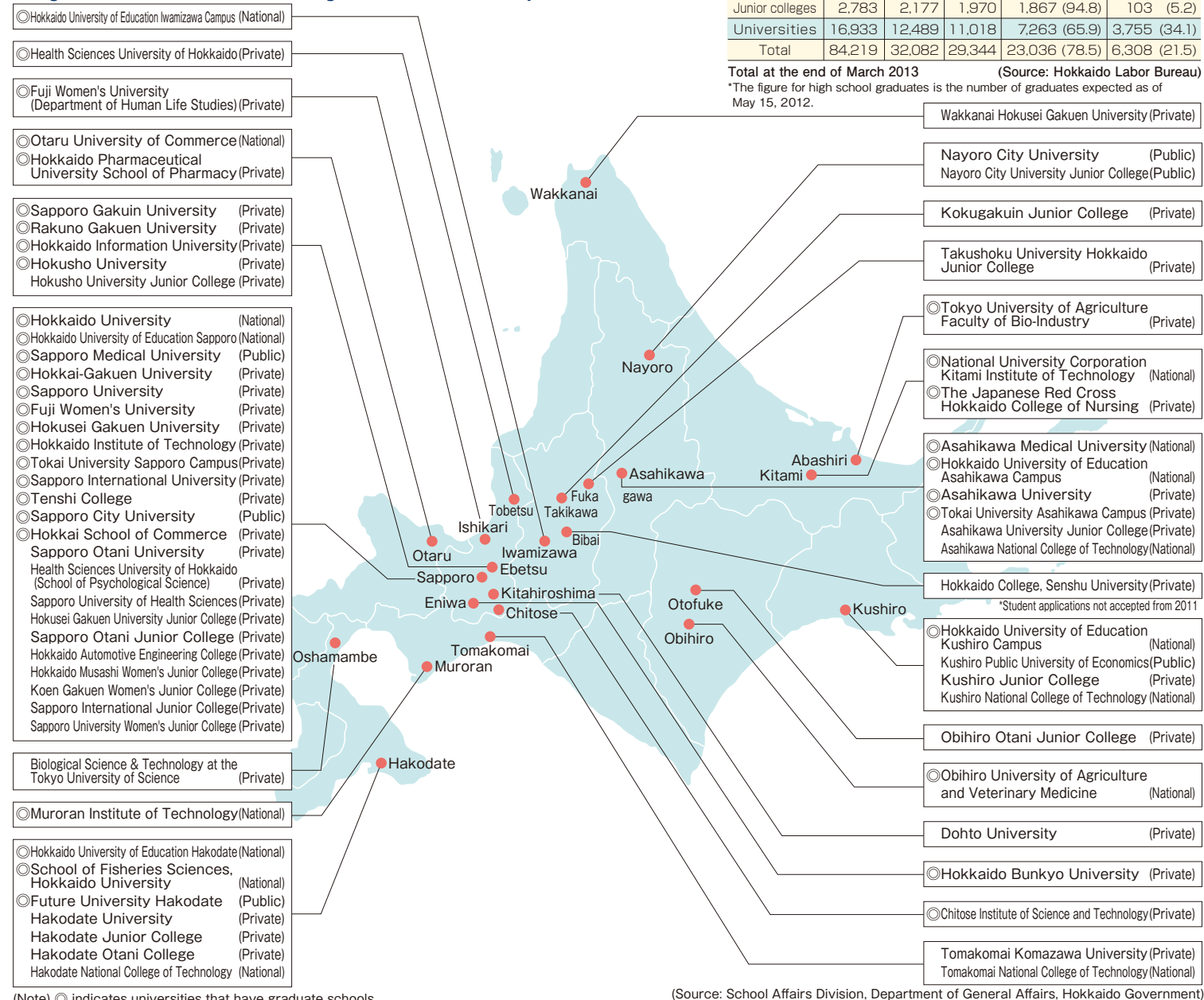


Implementation of Business Matching Schemes

Joint company briefings and interviews are now held in numerous venues throughout Hokkaido with the aim of increasing the opportunities for job seekers to meet with potential employers.

For details, please visit the website shown below.
<http://www.pref.hokkaido.lg.jp/kz/rkr/index.htm>

Higher Education Institutions throughout Hokkaido (As of April 2013)



An Environment that Makes Finding Personnel Easy

Hokkaido's active opening rate is below the national average. Furthermore, the job market is very locally oriented, with 79% of young graduates finding work in Hokkaido.

Employment of New Graduates (Graduating March 2013) (Unit: people, () indicates the percentage)

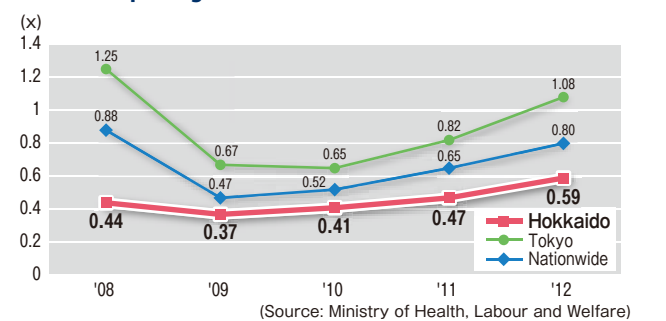
Category	Graduates	Job seekers	Newly employed	Within Hokkaido	Outside Hokkaido
High schools	53,568*	8,070	7,493	6,825 (91.1)	668 (8.9)
Vocational schools	10,175	8,889	8,390	6,909 (82.3)	1,481 (17.7)
Technical colleges	760	457	473	172 (36.4)	301 (63.6)
Junior colleges	2,783	2,177	1,970	1,867 (94.8)	103 (5.2)
Universities	16,933	12,489	11,018	7,263 (65.9)	3,755 (34.1)
Total	84,219	32,082	29,344	23,036 (78.5)	6,308 (21.5)

Total at the end of March 2013 (Source: Hokkaido Labor Bureau)
*The figure for high school graduates is the number of graduates expected as of May 15, 2012.

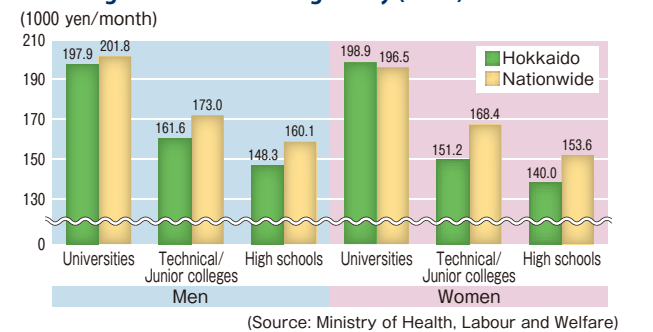


Hokkaido University (Sapporo)

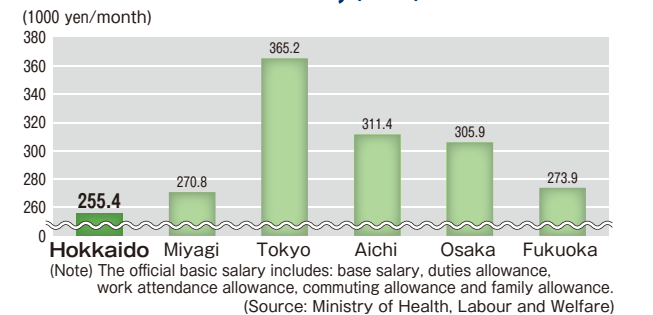
Active Opening Rate for Past 5 Years



Average Graduate Starting Salary (2012)



General Workers' Basic Salary (2012)



Part-time Wages (2012)

