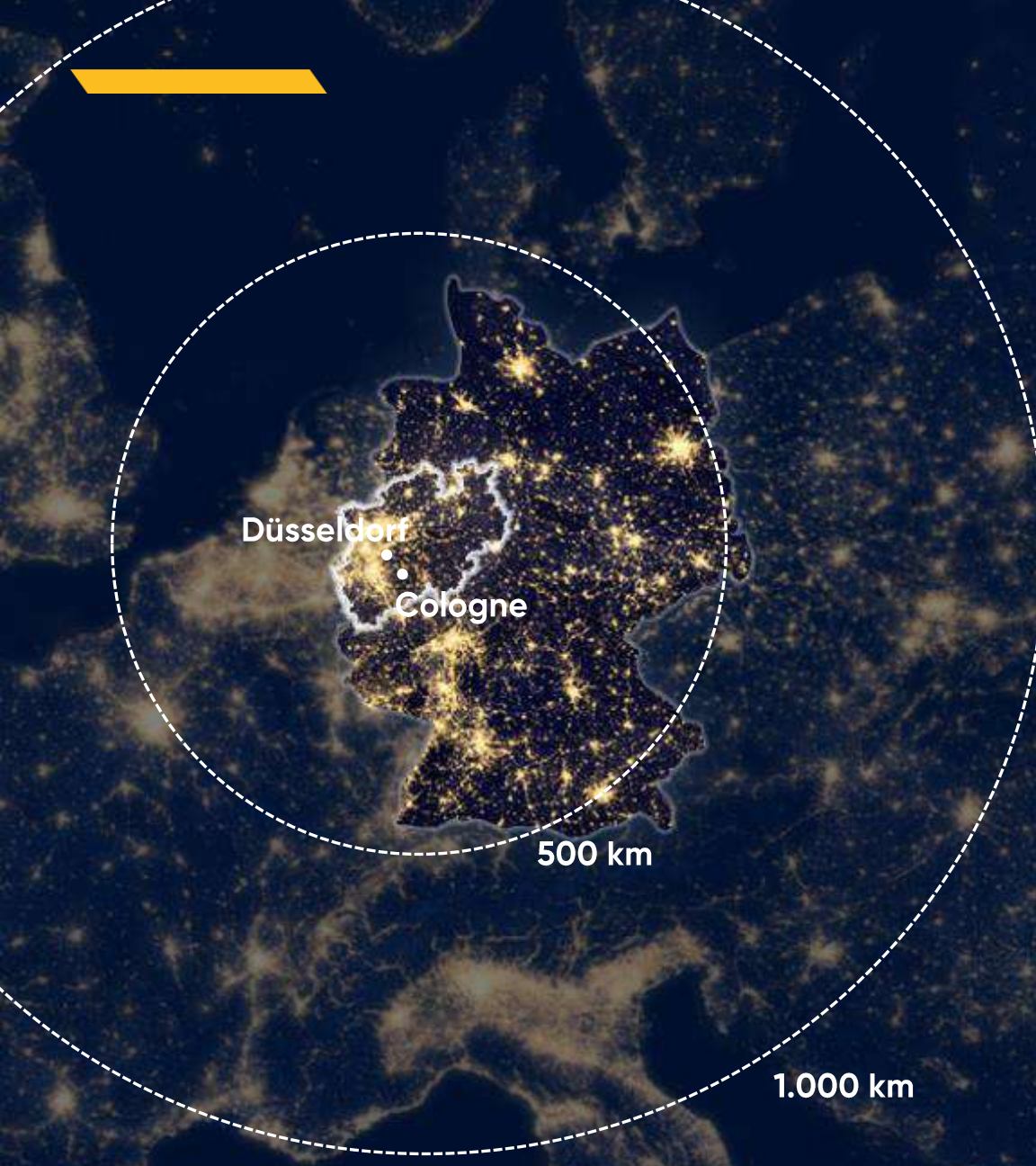


Business Opportunities and Support for Japanese Companies in NRW – Germany's Leading Industrial State



EUROPE'S  HEARTBEAT



Europe's most densely populated region

- 18m inhabitants in North Rhine-Westphalia
- 160m people living 500 km around the state capital Düsseldorf

Home of German Football

EUROPE'S HEARTBEAT



Germany's economic powerhouse



GDP in € bn,
Source: IT.NRW 2023, Eurostat 2023

Germany's economic powerhouse



30%

of all German
"hidden champions"
are found here



19 of the 50

largest companies are
based in NRW



20%

of all German
Startups



24,000

foreign companies
in NRW

Home of the world market leaders

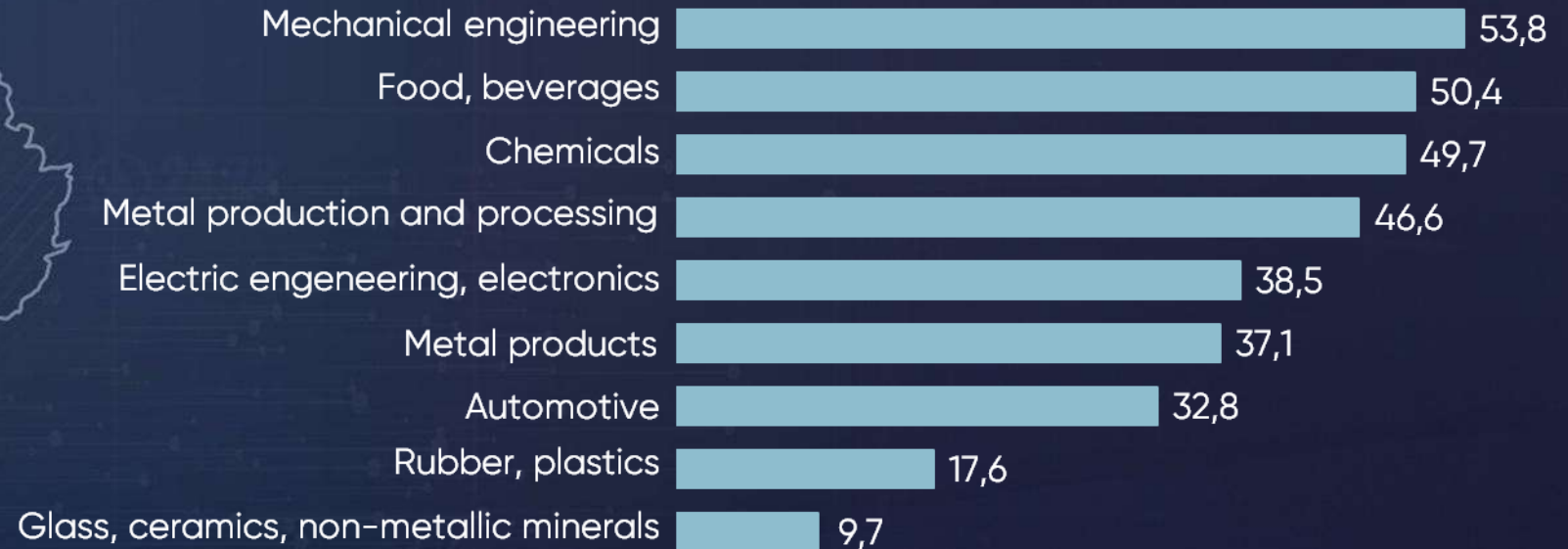
Industrial Heartland

More than
10.000
industrial companies

€ 357 bn
in sales is generated by
industrial enterprises

1.3 million
employees in the
industrial sector

Top location for manufacturers and suppliers



Sales 2023 in bn €;
Sources: IT.NRW,
Statistisches Bundesamt

Transformation Potential

50 %

of the German
production sites of
the basic materials
industry sector

54 %

of Germany's
industrial final
energy demand is
used in NRW

About

50 %

of the central
industrial plants
need to be
renewed within the
next 10 years

Europe's densest R&D Landscape – and attractive talent pool



68

universities and
technical colleges



More than

60

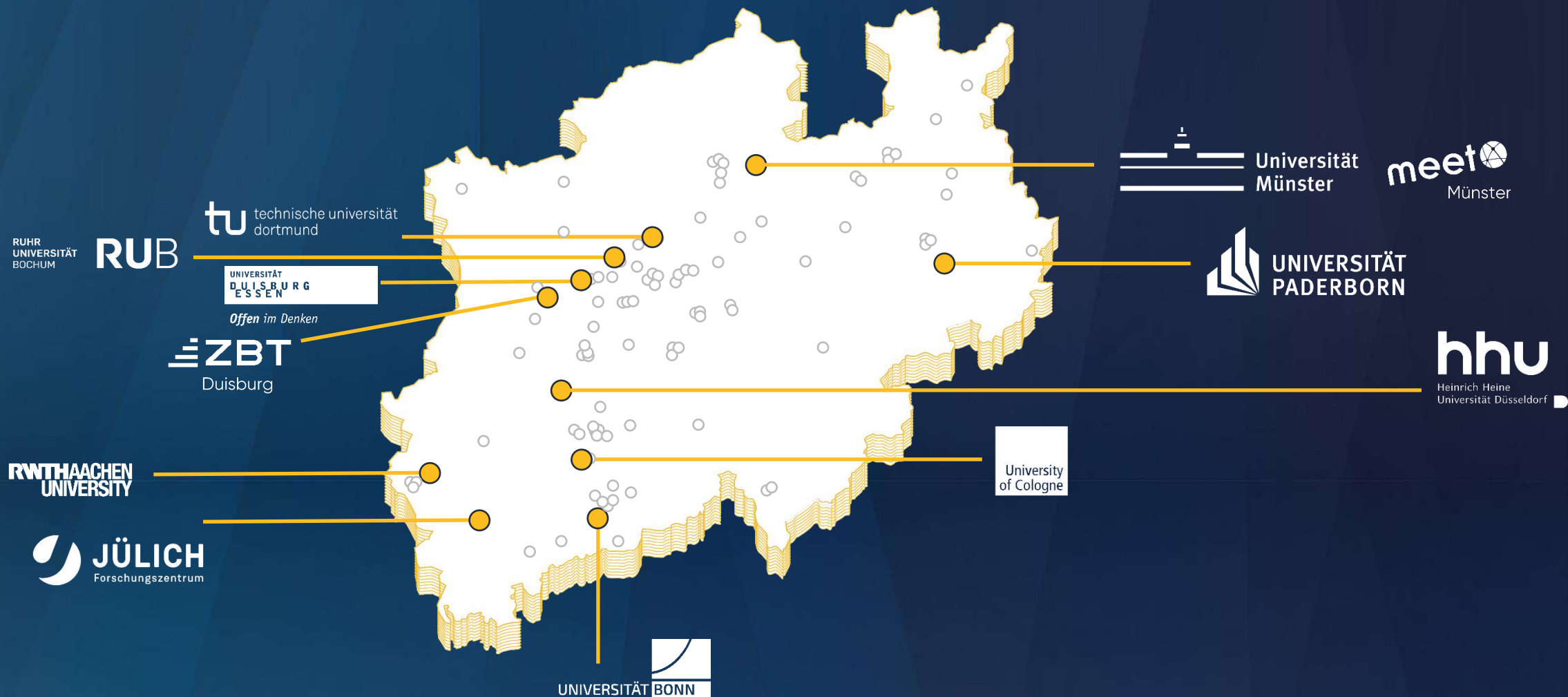
independent
research institutes



750,000

students at NRW
universities

Europe's densest R&D landscape



Our mission: zero emissions

Committed to be
Europe's first
climate-neutral
industrial region

By
2030
65% of energy
generated from
renewable sources

Largest Climate Action
Project in Europe:
**Rheinisches
Revier**

NRW and Japan: Economic relationship



650

Japanese companies
in NRW



More than **50 %**
of Japanese Companies
with European
headquarter in NRW



81.000
employees



38 bn. €
annual turnover

650 Japanese companies in NRW

FUJIFILM

DENSO

TEIJIN



NIPPON EXPRESS
Global Logistics Provider

Yakult



HOYA



TOSHIBA
Leading Innovation >>>

Canon



YKK
Little Parts. Big Difference..

SONY

NEC

Asahi**KASEI**

SHISEIDO

NRW and Japan: Long-term expansion of economic relations

1860s

1950s

1960 / 70s

1990s

- Treaty of friendship and trade between Japan and Prussia in 1861

- Düsseldorf as the centre of Japanese foreign trade in Germany
- Increase in Japanese demand for engineering and heavy industry products from NRW

- Technological progress and rise of Japan's export economy
- Establishment of a network of Japanese organisations in Düsseldorf

- Foundation of NRW Japan K.K. in Tokyo in 1992
- Preliminary peak in settlement cases with 502 Japanese companies in NRW in 1991

Japanese culture in Düsseldorf



One-Stop Investment and Business Promotion



International location marketing & direct acquisition in the countries

- Settlement consulting

Opening up international markets for NRW companies

Services for local economic development organisations

Investment Promotion activities in Japan

Marketing events:

- Investor seminars, including Industry 4.0, medical technology and renewable energies
- Smaller information events (Fireplace talks)
- Düsseldorf Evening in Tokyo

NRW company trips to Japan:

- 2023: hydrogen and cyber security
- 2024: smart manufacturing



Japan related activities in NRW

Regular exchange with:

- Japanese Consulate General
- Japanese Chamber of Industry and Commerce Düsseldorf e.V.
- Japan External Trade Organisation (JETRO)

Organisation of annual events:

- New Year's Reception
 - since 2022 Cherry Blossom Reception
- Japan Business Day Düsseldorf / NRW



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