NIIGATA PREFECTURE

Prefecture’s flag

Main City: Niigata
Population: 2,374,000 people, ranking 14/47 prefecture (2013) [1]
Area: 12,582 km² [2]

Geographical / Landscape description:
Niigata Prefecture stretches about 240 km along the Sea of Japan, from the southwest to the northeast, with a coastal plain between the mountains and the sea.
The prefecture is generally divided into four geographical areas: Joetsu in the south, Chuetsu in the centre, Kaetsu in the north, and Sado Island. The mouth of the Shinano River, the longest river in Japan, is located in Niigata Prefecture.
Niigata city is the largest city on the Japan Sea coast. [2]

Climate:
Niigata City features a humid subtropical climate. The climate in Niigata City is characterized by its high humidity and strong winds from the Sea of Japan. While many other parts of Niigata Prefecture tend to have heavy snow, Niigata City itself usually receives less due to its low-lying elevation and the shielding effect of Sado Island.
In summer, the south wind makes the weather rather hot. [2]

Time zone:
GMT +7 in summer (+8 in winter)

International dialling code: 0081

Recent history, culture
The city of Niigata is now the largest Japanese city facing the Sea of Japan. It was the first Japanese port on the Sea of Japan to be opened to foreign trade following the opening of Japan by Matthew Perry (1854). It has since played an important role in trade with Russia and Korea. [2]

Economic overview
The food product and metallic product industries are far more prevalent in Niigata than in other prefectures. The food products industry is spread throughout the prefecture and takes advantage of the prefecture’s abundance of agricultural and marine products, such as rice. In particular, Niigata is home to some of Japan’s largest manufacturers of rice biscuits, sake and fish products, among others. The metallic products industries are concentrated in and around the Tsubame and Sanjo regions. It is one of the largest concentrations of metallic tableware, housewares and tools in the country. [3]

Latest update: August 2013
### Economic Indicators

<table>
<thead>
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<th>Niigata Prefecture</th>
<th>All Japan</th>
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<tbody>
<tr>
<td>Population (2013) [1]</td>
<td>2,374,000</td>
<td>127,350,000</td>
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<tr>
<td>Unemployment rate (2012) [4]</td>
<td>3.7%</td>
<td>4.3%</td>
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<td>GPD (2010) [5]</td>
<td>1.7% of Japan’s</td>
<td>495 trillion Yen</td>
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### Infrastructure

**Road/railways**

Niigata is situated approximately 250 km directly north of Tokyo, and is connected with Tokyo via the Shinkansen (1h37min with the fastest train) and an expressway. [6]

**Shipping**

2 major ports in Niigata City and Naoetsu City with regular connections to China and Korea [6]

**Civil Aviation**

Niigata Airport with international flights to Russia, China and Korea. [7]

### Major types of economic activities

**Agriculture, natural resources**

Rice is the principal product of local agriculture and among the prefectures of Japan Niigata is second only to Hokkaido in terms of rice output. The area around Uonuma is known for producing the Koshihikari variety, widely considered to be the highest-quality rice produced in Japan. Rice-related industries are also very important to the prefectural economy. [2]

**Manufacturing**

In 2011, the manufactured product shipment value for major manufacturing industries: 15.3% for food products, 12.4% for chemical products and 8.6% for metallic products. [8]

**R&D, Innovation, Scientific research**

Various organisations promoting R&D are located in the prefecture as the Niigata Agricultural Research Institute, the Industrial Research Institute of Niigata Prefecture and the Niigata Industrial Creation Organization.

### Opportunities for EU Investors / Exporters / Importers

**Promising sectors for cooperation**

Long-established industries: electronics, food processing, machinery, metal products manufacturing, chemistry, electric machinery. [3]

**Financial/logistic support**

* Several business subsidies (for leasing an office, hiring employees, etc.) depending on the type of industries and on the invested amount
* Preferential system for establishing a factory: business subsidy for industrial location, dedicated to certain types of industries and subject to conditions
* Varied types of support (seminars, advice on trade and investment, technology-related support, staff training...)

Setting up a business in Niigata

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Niigata Industrial Creation Organization
http://www.nico.or.jp/
Industrial Research Institute of Niigata Prefecture
http://www.iri.pref.niigata.jp/
Niigata Prefecture Tourism Association
http://www.enjouyiigata.com/english/

Sources and footnotes


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Niigata City

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