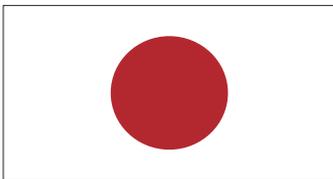




Japan

and Germany: like-minded partners are navigating global economic challenges together

www.japan.ahk.de/en/



Information

LAND AREA

377,974 km²

CAPITAL

Tokyo

OFFICIAL LANGUAGES

Japanese

POPULATION

124 million

CURRENCY

Yen

TIME ZONE

Japan Standard Time UTC/
GMT +9

CALLING CODE

+81 / 0081



Stable economy

Japan has one of the world's largest and most stable economies. It boasts a strong industrial base, advanced technology, and a highly skilled workforce. The country has a robust legal framework and a stable political environment, providing a secure investment climate for businesses.

Access to the Asian market

Japan's strategic location in Asia provides easy access to all Asian markets. This proximity enables businesses to establish efficient supply chains and distribution networks, tapping into the vast consumer base of these regions. Japan's advanced infrastructure further facilitates the management of regional headquarter functions.

Global Trade Hub

Japan serves as a strategic hub for international trade, connecting the East and West. It has a well-developed infrastructure, including efficient transportation

systems and modern ports, making it an ideal location for businesses engaged in global trade and logistics.

Reasonable cost of living

While Japan is a highly developed nation, its cost of living is quite reasonable compared to other developed countries. This affordability, coupled with a high quality of life, makes Japan an attractive destination for professionals and expatriates.

Green Technology and Sustainability Initiatives

Japan is renowned for its advancements in green technology and sustainability. Investing in eco-friendly businesses aligns with global environmental trends and opens doors to markets where sustainable practices are a priority.

Japanese expertise in renewable energy, energy-efficient technologies, and environmentally friendly products can be leveraged to tap into environmentally conscious markets worldwide.



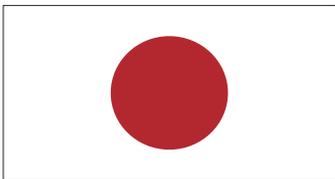
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Japan

Asia's oldest industrialized nation and Germany's second most important trading partner in Asia

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Economy

GDP

549.2 trillion Yen

ANNUAL GDP GROWTH RATE

1.4%

INFLATION RATE

2.5%

UNEMPLOYMENT RATE

2.6%

FOREIGN DIRECT INVESTMENT

212,333 billion Yen

TRADE

Import: 120,955 billion Yen

Export: 99,226.5 billion Yen

All figures for 2022

 **720+**

German companies maintain own subsidiary in Japan, 130 production sites of German companies

 **93%**

of German companies generated pre-tax profits 2022 (+11%-points from 2021)*

 **93%**

value Japan's economic, political, and social stability as its biggest advantage as a business location*

 **48%**

state that Japan is among the Top 5 markets within German HQ's global turnover and profit*

 **66%**

cooperate with Japanese companies in third markets (+8%-points compared with 2022)*

 **75%**

rate the stability and reliability of business relationship as key USP of Japan*



*Source: Business Climate Survey 2023 (AHK Japan, KPMG Deutschland)

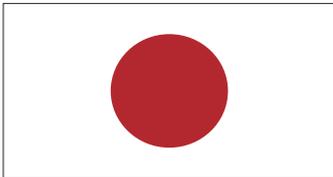
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Would you like to learn more about the target market? Talk to us.



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