

Guide to Choosing a Business Location in Ehime Prefecture

Contact Information for Business Location Inquiries

Ehime Prefecture Economic and Labor Department, Investment Promotion Division

TEL : (+81)89-912-2260 (Direct Line)

Address : 4-4-2 Ichibancho, Matsuyama-shi, Ehime Prefecture

E-mail : kigyoricchi@pref.ehime.lg.jp

Email inquiries can be handled in English and Chinese.



Ehime Prefecture Tokyo Office

Address : 11F, Todofukenkaikan, 2-6-3 Hirakawacho, Chiyoda-ku, Tokyo

Ehime Prefecture Osaka Office

Address : 1F, Higobashi Center Building, 1-9-1 Edobori, Nishi-ku,
Osaka-shi, Osaka Prefecture

Website Information

Detailed information regarding business locations in Ehime Prefecture
is also available at the following link:

Ehime Smile Business Navi



Scan the QR code
on the right to view
this information on
your smartphone.



A brighter future for your company,
with more smiles!

E H I M E P R E F E C T U R E

Ehime Prefecture
Supports Your
Business Location
Decision!



Welcome to Ehime!



Ehime is taking on the challenges of the post-COVID era.

Would you like to create a new future together in Ehime?

Ehime Prefecture, located in the northwest of Shikoku, is blessed with rich natural beauty. This includes the Seto Inland Sea, renowned for its archipelago, the Uwa Sea with its so-called rias coastline or a series of deep, narrow inlets, and Mt. Ishizuchi, the highest peak in western Japan.



It has produced many pioneers and trailblazers who forged new eras with strong, forward-looking aspirations. These include Nobel Prize laureates Shuji Nakamura and Syukuro Manabe, Yoshifuru and Saneyuki Akiyama from the historical novel "Saka no Ue no Kumo" (Clouds Above the Hill), and Masaoka Shiki, the founder of modern haiku.

Industrially, it boasts a nationally rare balanced structure: the Toyo region (the eastern part of the prefecture) concentrates secondary industries, the Chuyo region (the central part, including Matsuyama city) thrives in tertiary industries, and the Nanyo region (the southwestern part) centers on primary industries.



Leveraging its industrial strengths to boost the regional economy, the prefecture took a leading role nationwide by establishing a Sales Headquarters. Using databases of its signature technologies, products, and specialties, branded as "SUGOWAZA," "SUGOAJI," and "SUGO-MONO," it has enhanced information dissemination and sales efforts, both in-person and online, to help generate real demand.

Furthermore, to adapt to socio-economic changes caused by the declining birthrate and aging population, as well as the impact of COVID-19, the prefecture is actively promoting digital transformation (DX) in industries and cultivating digital talent.

Ehime Prefecture has long been highly regarded for its favorable location, including a warm climate, low risk of disasters like earthquakes and typhoons, excellent airport access, and a diligent, skilled workforce. Moving forward, we are committed to providing robust support for your business development through an "All Ehime" approach, collaborating with municipalities, economic organizations, educational institutions, and others.

This brochure details Ehime's excellent location advantages and incentive programs for business establishment. We sincerely hope it will deepen your understanding of Ehime and look forward to welcoming you as partners in creating a new future together.

Key Indicators for Ehime Prefecture

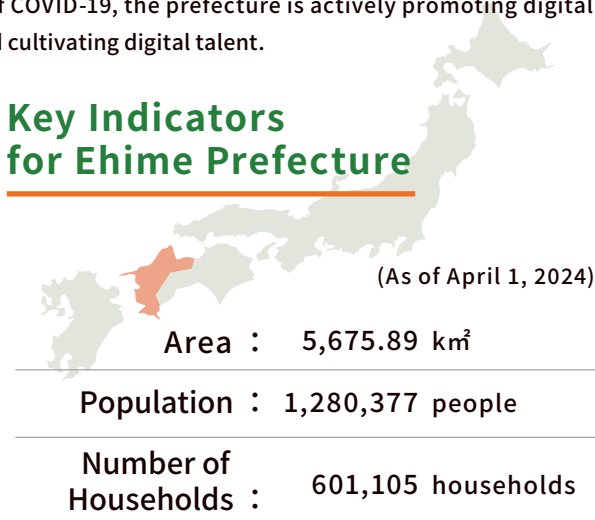


Table of Contents

Ehime Prefecture Business Location

1. Ehime's Distinctive Features

Ehime Prefecture is blessed with many features to be proud of, including its mild climate, abundant natural beauty, and rich culture.

P 3 - 4 >>

2. Optimal Business Environment

Blessed with a distinctive industrial cluster, low disaster risk, and diligent, talented workforce, Ehime's excellent location has led many companies to choose it as their business base.

P 5 - 8 >>

3. Excellent Accessibility

Open transportation networks by land, sea, and air expand the possibilities for new business opportunities.

P 9 - 10 >>

Challenge & Create in Ehime!

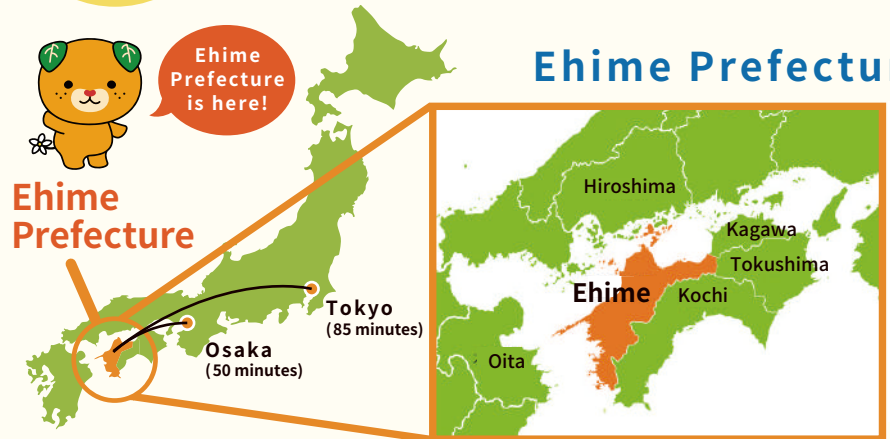
- P3-P4 Ehime's Distinctive Features
- P5-P6 Optimal Business Environment
 - Regional Industrial Clusters
- P7-P8 Optimal Business Environment
 - Ehime: A "Liveable City"
 - Ehime: A "Treasure Trove of Talent"
- P9-P10 Excellent Access
 - Convenient Access to Ehime Prefecture
- P11-P12 Comprehensive Ehime Prefecture Incentive Programs
- P13-P14 Municipal Incentive Programs Satellite Offices



point
1

LOCATION

Easy Access!



Ehime Prefecture is located in the northwestern part of Shikoku, bordering Kagawa and Tokushima Prefectures to the east and Kochi Prefecture to the south. To the north, it shares the Seto Inland Sea with Hiroshima Prefecture, connected by the Shimanami Kaido, and to the west, it faces Oita Prefecture across the Bungo Channel.

The prefecture is broadly divided into three regions: the eastern part is called "Toyo," the central part is "Chuyo," and the southwestern part is "Nanyo." From Matsuyama city, the prefectural capital located almost at the center of the long, narrow prefecture, you can fly to Tokyo in about 85 minutes and to Osaka in about 50 minutes. Furthermore, it boasts excellent access, with the airport only about a 15-minute drive from central Matsuyama.

point
2

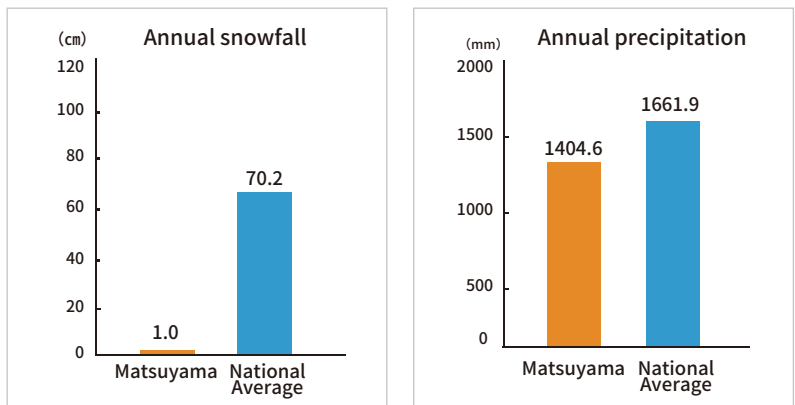
CLIMATE

Warm with little rainfall; almost no snowfall in the plains

Matsuyama Weather Table (1991~2020 Average Values) Source: Matsuyama Regional Meteorological Observatory

Item	Year	January	February	March	April	May	June	July	August	September	October	November	December
Average Temperature (°C)	16.8	6.2	6.8	9.9	14.8	19.4	22.9	27.1	28.1	24.6	19.1	13.6	8.5
Average Maximum Temperature	21.1	10.2	11.0	14.4	19.6	24.2	27.0	31.2	32.6	29.1	23.8	18.1	12.6
Average Minimum Temperature	12.9	2.6	2.8	5.6	10.3	15.0	19.4	23.8	24.6	21.0	15.1	9.6	4.8
Average Humidity (%)	67.0	63.0	63.0	63.0	62.0	64.0	73.0	72.0	70.0	70.0	68.0	67.0	65.0
Sunshine Hours (h)	2014.5	129.2	142.2	175.1	190.8	205.9	151.1	189.0	218.1	164.3	174.1	144.9	129.8
Precipitation (mm)	1404.6	50.9	65.7	105.1	107.3	129.5	228.7	223.5	99.0	148.9	113.0	71.3	61.8

The climate is warm with little rainfall, and even in winter, snowfall is rare in the plains. The mountainous areas are relatively cool, offering opportunities for winter sports, resulting in a diverse climate throughout the four seasons.



point
3

NATURE

Beautiful landscapes and diverse natural environments

The Seto Inland Sea, dotted with numerous islands large and small and often called the "Mediterranean of the East," creates a stunning coastal landscape. The Uwa Sea, with its continuous rias coastline — a series of deep, narrow inlets formed by submerged valleys — offers equally striking scenery. Furthermore, the majestic views of Mt. Ishizuchi, the highest peak in Western Japan, along with the surrounding mountains and the expansive Shikoku Karst, provide a rich and varied natural environment.



point
4

CULTURE & SPORTS

Cultural Heritage and Cycling



Regional Industrial Clusters

Chuyo Region

Matsuyama City, Iyo City, Tōon City, Kumakōgen Town, Matsumae Town, Tobe Town

- Largest city in Shikoku
- Commerce, tourism, service industries, etc.

Matsuyama city, home to approximately 40% of the prefecture's population, serves as the prefectural capital and houses key administrative institutions. As a tourist destination featuring Dogo Onsen and Matsuyama Castle, it hosts a concentration of tertiary industries, including commerce, tourism, and services. Chemical manufacturers include Toray's Ehime Plant, a supply base for carbon fiber used in aircraft and sports bicycles, and Teijin's Matsuyama Plant, which produces high-strength aramid fiber. Major machinery manufacturers include Iseki, a leading agricultural equipment maker. Major boiler manufacturer Miura Industries is actively expanding into environmental fields. Chuyo is also home to PHC, which manufactures health and medical equipment, and food-processing manufacturers like Yamaki and Marutomo, which produce products such as dried bonito flakes. In addition to these top-tier domestic companies and the highly skilled small and medium-sized enterprises supporting them, the majority of the prefecture's information service industry is also located here, making it a leading industrial zone alongside the Toyo region.

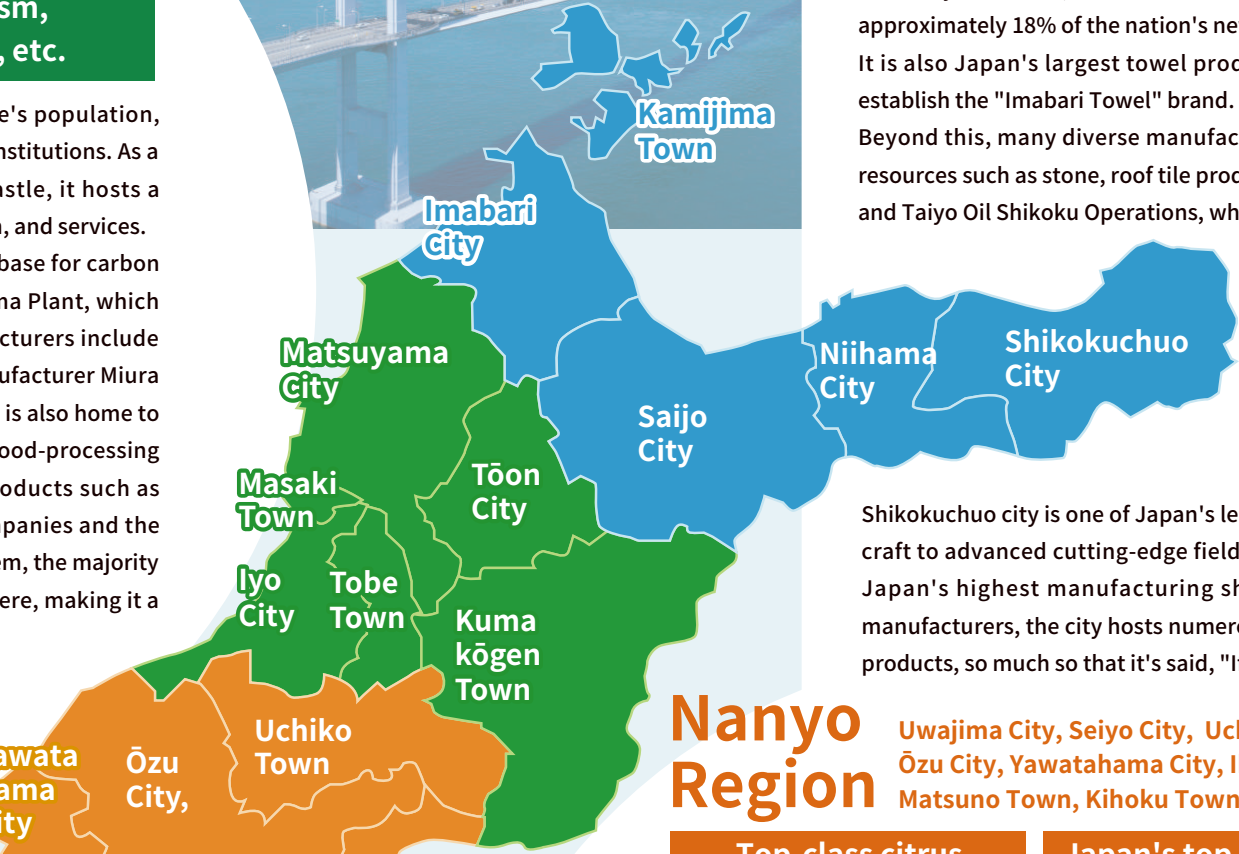


Toyo Region

Imabari City, Kamijima Town

- Japan's Number One Shipbuilding Cluster
- Japan's largest towel production area

Historically a key maritime transportation hub, the region has long developed not only shipping but also shipbuilding industries, such as Imabari Shipbuilding and Shin Kurushima Dockyard, as well as marine-related processing and assembly industries, such as BEMAC. This has formed one of Japan's foremost maritime industrial cities, accounting for approximately 18% of the nation's new steel cargo ship construction. It is also Japan's largest towel production area, accounting for over 60% of the national share, and is working to establish the "Imabari Towel" brand. Numerous clothing and textile-related companies are also concentrated here. Beyond this, many diverse manufacturing companies are located here, including local industries utilizing regional resources such as stone, roof tile production, and lacquerware. Major seasoning manufacturer Nihon Shokken Holdings, and Taiyo Oil Shikoku Operations, which refines high-quality petroleum products, represent other industries.



Niihama City, Saijo City, Shikokuchuo City

- Japan's Top Paper Manufacturing and Processing Shipment Value
- Sumitomo Group Corporate Town
- Major Corporate Cluster Factory Region

Shikokuchuo city is one of Japan's leading paper production areas, encompassing everything from traditional mizuhiki craft to advanced cutting-edge fields, such as Daio Paper, which operates large paper and pulp factories. It boasts Japan's highest manufacturing shipment value in the paper and paper processing industry. Alongside paper manufacturers, the city hosts numerous paper processors, such as Unicharm and Lintec, that produce a wide variety of products, so much so that it's said, "If it's a paper product, we can make anything except stamps and banknotes."

Nanyo Region

Uwajima City, Seiyō City, Uchiko Town, Ōzu City, Yawatahama City, Ikata Town, Matsuno Town, Kihoku Town, Ainan Town

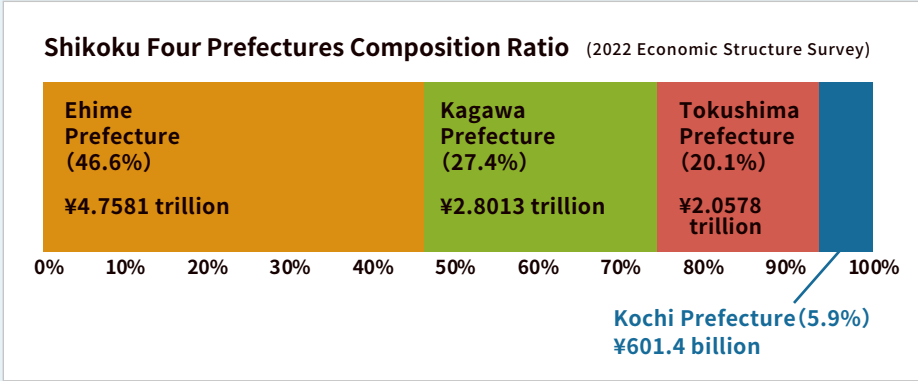
- Top-class citrus harvest volume and variety nationwide
- Japan's top producer of fish farming and pearl cultivation

Widely known as one of Japan's leading citrus-producing regions, it also boasts a thriving fishing industry, including the prefecture's signature fish, red sea bream, as well as yellowtail and pearl farming, making it a region heavily weighted toward primary industries. The Yawatahamai and Ozu areas are home to long-established manufacturers of processed seafood products, as well as Seinan Kaihatsu, the company that first developed fish sausage in Japan. Ozu city hosts Senmi Eki, which utilizes biotechnology to produce natural seasoning extracts and foods for specified health uses. It also houses companies with strong planning and development capabilities in specialized fields. This includes Marusan Industry, which manufactures sanitary materials, including medical cotton wool and cosmetic pads, and AITEC, Japan's top manufacturer of commercial toothbrushes for hotels and ryokans (traditional Japanese inns). The Uwajima region hosts companies engaged in the seafood processing industry, leveraging its abundant marine resources, as well as Kaneko, which boasts Japan's largest market share for party crackers.

Since the opening of the Besshi Copper Mine in the Edo period, Niihama city has been renowned as a company town for the Sumitomo Group, including Sumitomo Metal Mining, Sumitomo Chemical, and Sumitomo Heavy Industries. It is home to a cluster of small and medium-sized machinery industries with advanced technologies for the manufacturing of high-value non-ferrous metals, chemicals, and asteroid-probe material collection devices. Saijo city is an industrial area where major companies are concentrated, including Nippon Steel Setouchi Works, a development and production base for highly corrosion-resistant surface-treated steel sheets; Renesas Semiconductor Manufacturing's Saijo Factory, which manufactures system LSI products; and Kuraray's Saijo Plant, a leading company in films for liquid crystal polarizing films. This makes the city a vibrant center of industrial activity.

Ehime: Industry and Manufacturing

Ehime Prefecture, centered on the Toyo region (the eastern part of the prefecture), is home to numerous companies in industries such as paper manufacturing, chemicals, non-ferrous metals, machinery, shipbuilding, electrical equipment, petroleum, sewing, and food processing, all of which are performing remarkably well. Consequently, the shipment value of its manufacturing sector accounts for 46.6% of the total for all of Shikoku.



Population of Each Prefecture (Estimated Population as of April 1, 2024)	EHIME	Approximately 1.28 million people	KAGAWA	Approximately 920,000 people
	TOKU SHIMA	Approximately 690,000 people	KOCHI	Approximately 660,000 people

Find Industrial Sites & Offices

Ehime Prefecture, Industrial Sites, Offices

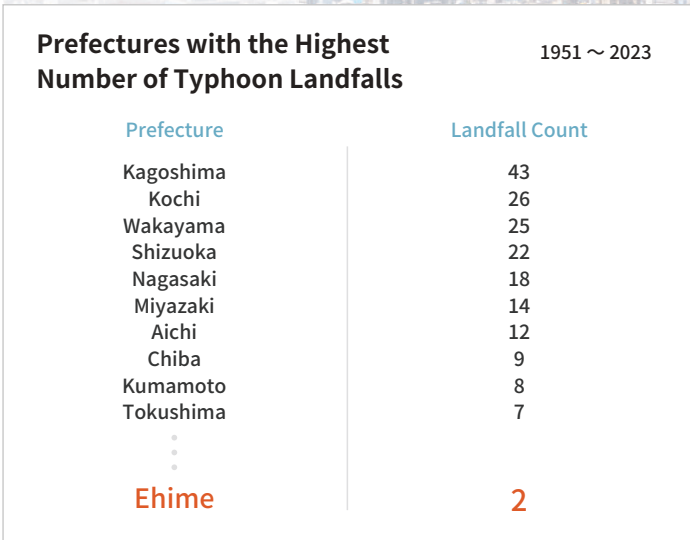
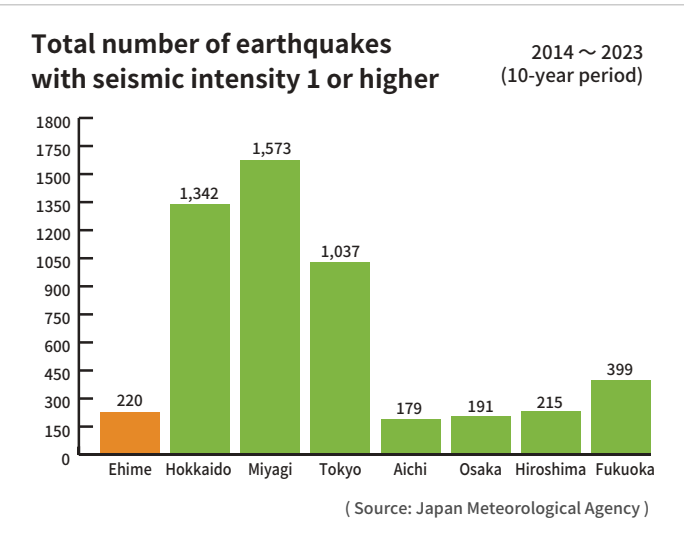
Scan the QR code on the right to view this information on your smartphone.

Optimal Business Environment

Ehime: A Livable City

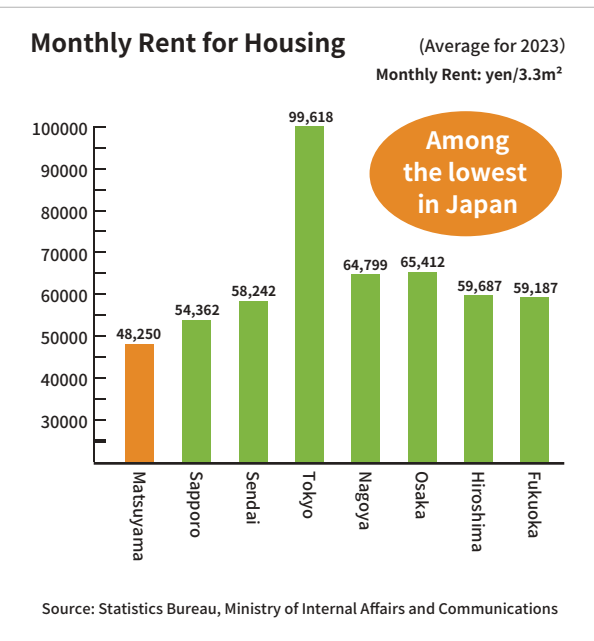
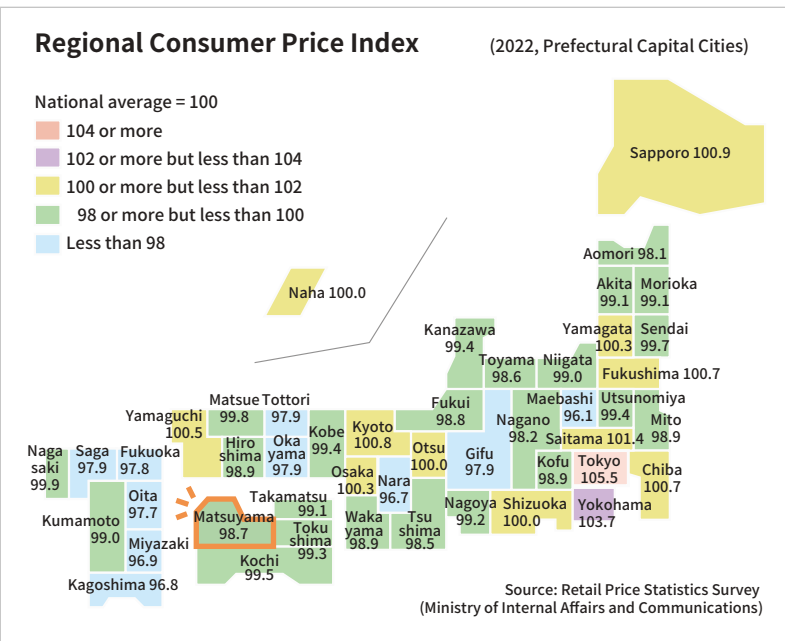
A Safe Living Environment with Few Disasters

With a low earthquake frequency and fewer typhoon landfalls than the national average, this region presents an extremely low risk of disaster.



Top-Class Low Rent! Affordable Cost of Living

Ehime Prefecture has a low cost of living compared to the national average, making it a comfortable place to live. The regional consumer price index, with the national average set at 100, is 98.7 in Matsuyama city, ranking it third-lowest in the Chugoku and Shikoku regions.



Cultivating Digital Talent

To secure the "digital talent" essential for Digital Transformation (DX), the "Ehime Prefecture Digital Talent Development Promotion Council" was established in December 2021. Comprising educational institutions, industry, and government agencies within the prefecture, it promotes the development of digital talent through integrated industry-academia-government collaboration.

Participating Educational Institutions : Ehime Prefecture Digital Talent Development Promotion Council

Ehime: A Treasure Trove of Talent

Excellent Young Talent Nurtured in a Comfortable Educational Environment



Ehime Prefecture is also known as an education-focused region, nurturing many outstanding talents who will lead the next generation within its comfortable educational environment. For companies considering establishing new bases, Ehime Prefecture and its municipalities will work together wholeheartedly to support resolving any concerns regarding securing talent.

List of Educational Institutions in Ehime Prefecture (Industrial, Commercial, Agricultural, Forestry, and Fisheries Institutions)

Universities, Colleges, National Colleges of Technology(Kosen) (As of April 2024)

School Name	Location	Departments, etc.
Ehime University Graduate School	Matsuyama	Graduate School of Science and Engineering (Master's Program / 270, Doctoral Program / 23) Graduate School of Agriculture (Master's Program / 72, Doctoral Program)
Ehime University Faculty of Engineering	Matsuyama	Department of Engineering / 530
Ehime University Faculty of Agriculture	Matsuyama	Food Production / 70, Life Functions / 45, Biological Environment / 55
Ehime Prefectural Agricultural College	Matsuyama	Integrated Agricultural Sciences / 55, Agribusiness / 5
National Institute of Technology (Kosen), Niihama College	Niihama	Mechanical Engineering / 40, Electrical Engineering and Information Science / 40, Electronics and Control Engineering / 40, Applied Chemistry and Biotechnology / 40, Environmental Materials Engineering / 40
National Institute of Technology (Kosen), Yuge College	Kamijima	Maritime Technology / 40, Electronic Mechanical Engineering / 40, Information Science and Technology / 40

High School (Vocational Departments Excluding General Studies) (※)Private High Schools

School Name	Location	Departments, etc.
Mishima High School	Shikokuchuo	Commerce / 40
Niihama Commercial High School	Niihama	Commerce / 120, Information Business / 40
Niihama Technical High School	Niihama	Machinery / 40, Electronic Machinery / 40, Electrical Engineering / 40, Information Electronics / 40, Environmental Chemistry / 40
Saijo Agricultural High School	Saijo	Food and Agricultural Science / 40, Environmental Engineering / 40, Lifestyle Design / 40
Saijo High School	Saijo	Commerce / 40
Toyo High School	Saijo	Mechanical Engineering / 40, Electrical Systems / 40, Construction Engineering / 40
Tanbara High School	Saijo	Horticultural Science / 40
Imabari Technical High School	Imabari	Mechanical Shipbuilding / 40, Electrical Engineering / 40, Information Technology / 40, Environmental Chemistry / 40, Textile Design / 40
Imabari Minami High School	Imabari	Horticultural Creation / 40
Imabari Kita High School	Imabari	Information Business / 40, Commerce / 40
Tōon High School	Tōon	Commerce / 80
Matsuyama Minami High School Tobe Branch	Tobe	Design / 40
Matsuyama Commercial High School	Matsuyama	Information Business / 120, Commerce / 80, 40 (Evening Division), Distribution Economics / 120, Regional Business / 40
Matsuyama Technical High School	Matsuyama	Machinery / 40, 40 (Evening Program), Electronic Machinery / 40, Electrical / 40, Information Electronics / 40, Industrial Chemistry / 40, Architecture / 40, 40 (Evening Program), Civil Engineering / 40, Textiles / 40
(※) Matsuyama Seiryō High School	Matsuyama	Industrial / 200
(※) Nitta High School	Matsuyama	Industrial Technology / 120
Kamiukena High School	Kumakōgen	Forest Environment / 30
Iyo Agricultural High School	Iyo	Biological Engineering / 40, Horticultural Distribution / 40, Food Chemistry / 40, Life Sciences / 40, Environmental Development / 40, Special Forest Products / 40
Ōzu Agricultural High School	Ōzu	Production Science / 40, Food Design / 40
Ōzu High School	Ōzu	Commerce / 40
Yawatahama High School	Yawatahama	Commerce / 40
Yawatahama Technical High School	Yawatahama	Mechanical and Civil Engineering / 40, Electrical Technology / 40
Uwa High School	Seiyo	Biological Engineering / 40
Nomura High School	Seiyo	Animal Husbandry / 40
Kita-Uwa High School	Kihoku	Food Production / 40
Uwajima Higashi High School	Uwajima	Commerce / 80, Information Business / 40
Yoshida High School	Uwajima	Electrical and Electronic Engineering / 40, Mechanical and Architectural Engineering / 40
Uwajima Fisheries High School	Uwajima	Fisheries Food / 35, Fisheries Enhancement / 35, Marine Technology / 35
Kita-Uwa High School Mima Branch	Uwajima	Agriculture/General Studies (Combined Recruitment) / 60
Minami-Uwa High School	Ainan	Agriculture / 40

Universities, Junior Colleges, National Colleges of Technology :

Ehime University / Matsuyama University / Matsuyama Shinonome Women's University / St. Catherine University / University of Human Environments / Matsuyama Shinonome Junior College / National College of Technology (Kosen), Niihama College / National College of Technology (Kosen), Yuge College

Other Educational Institutions : Kawahara Electronic Business College / Ehime Prefecture Private Junior High and High School Association / TECH I.S.



Air Access



Expansion of Domestic Day-Trip Transportation Network

Matsuyama Airport is located just 15 minutes from central Matsuyama city. It was the first airport in the Chugoku and Shikoku regions to operate jet aircraft (1972) and boasts one of the highest passenger volumes in the region, offering domestic flights to 9 airports. It also operates international scheduled flights to Shanghai, Seoul, Busan, and Taipei. The airport continues to pursue the establishment of additional international scheduled routes to neighboring Asian countries.



Sea Routes

Well-developed domestic and international shipping routes

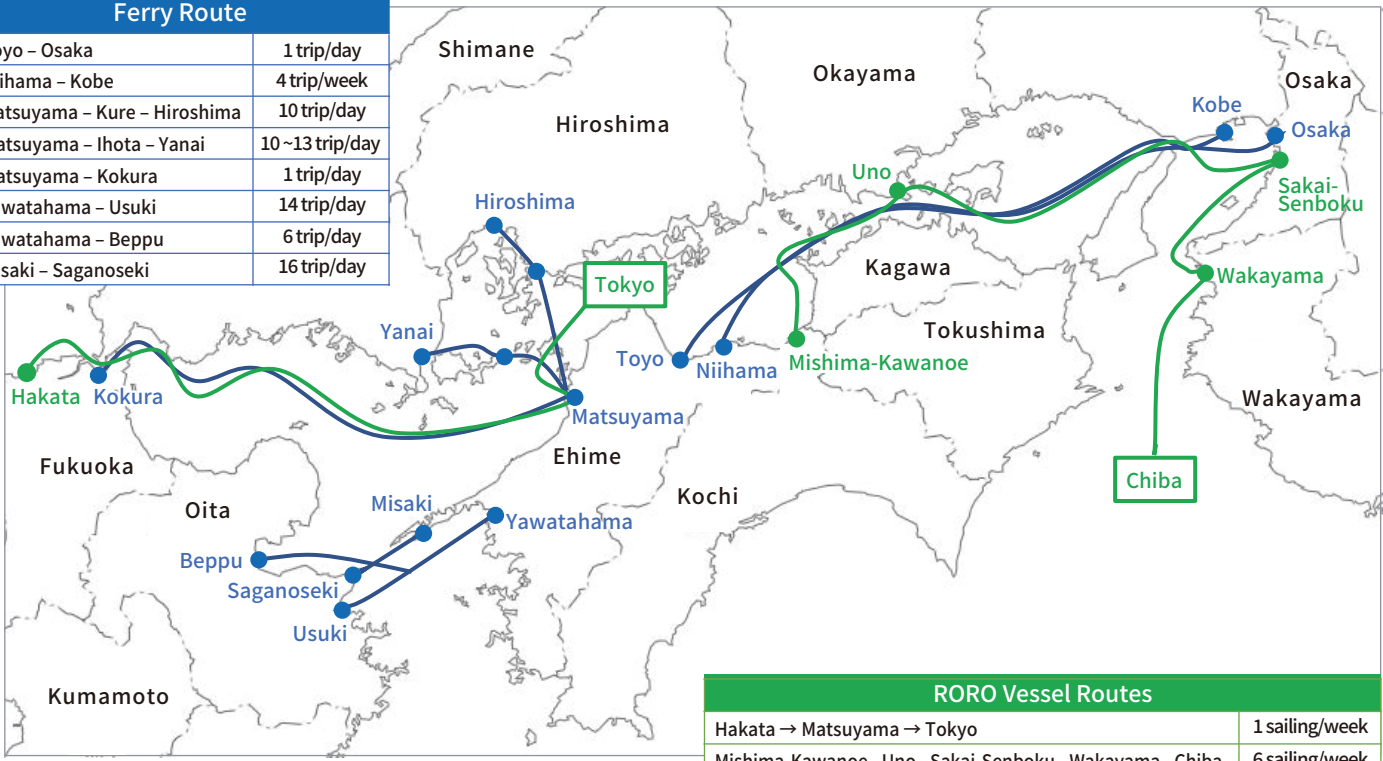


Numerous ports are developed, including the six major ports of Mishima-Kawanoe, Niihama, Toyo, Imabari, Matsuyama, and Uwajima. RORO ships connect to the Kanto region, while ferries connect to the Kansai, Chugoku, and Kyushu regions, supporting corporate logistics efficiency and environmental measures. Direct routes to South Korea, China, and Taiwan are also in operation, enabling trade with destinations worldwide through transshipment.

RORO & Ferry Routes

(as of August 2024)

Ferry Route	
Toyo – Osaka	1 trip/day
Niihama – Kobe	4 trip/week
Matsuyama – Kure – Hiroshima	10 trip/day
Matsuyama – Ihota – Yanai	10–13 trip/day
Matsuyama – Kokura	1 trip/day
Yawatahama – Usuki	14 trip/day
Yawatahama – Beppu	6 trip/day
Misaki – Saganoseki	16 trip/day

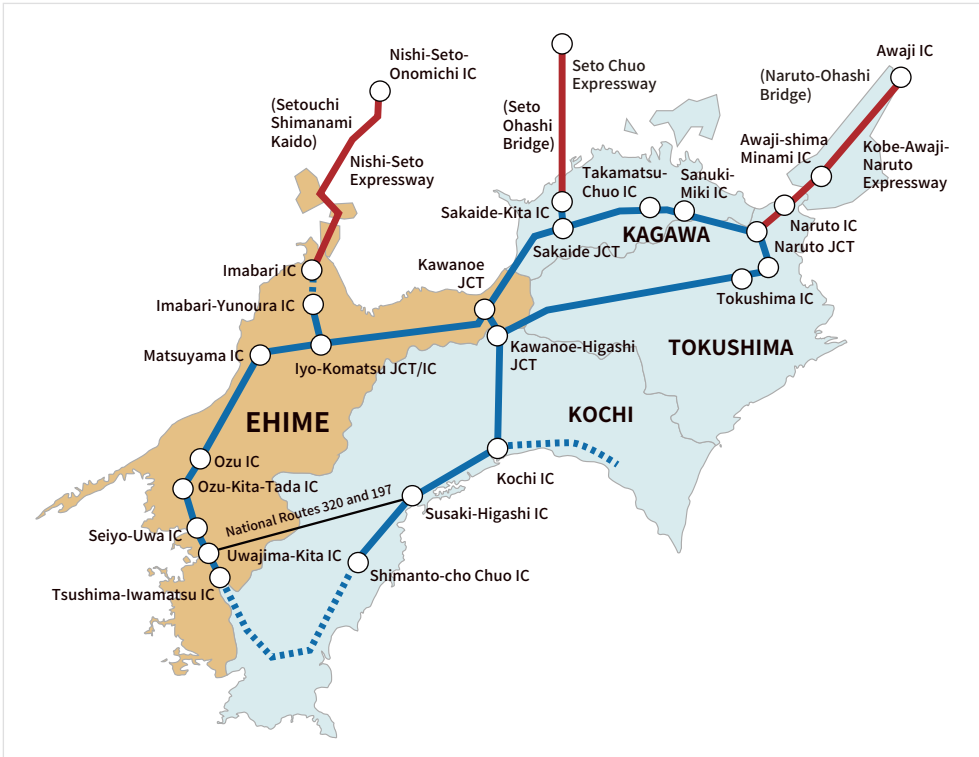


Land Routes



Expressways that Drive Corporate Vitality

The extension of the Shikoku Vertical and Horizontal Expressways and the development of the Honshu-Shikoku Bridge Network, including the Nishiseto Expressway (Shimanami Kaido), have significantly reduced travel times. From Matsuyama city, it takes approximately 2 hours to reach the capitals of each Shikoku prefecture, and travel times to major cities in the Kansai and Chugoku regions have also been significantly shortened.



Estimated Travel Times from Matsuyama IC via Expressway

Shikoku Area :
Chugoku/Kansai Area :

● Takamatsu City (Takamatsu Chuo)	1 hour 50 minutes	● Tokushima City (Tokushima)	2 hours 10 minutes
● Kochi City (Kochi)	1 hour 50 minutes		
● Okayama City (Okayama)	2 hours 10 minutes	● Hiroshima City (Hiroshima)	3 hours 00 minutes
● Osaka City (Suita)	4 hours 20 minutes	● Kobe City (Kobe Nishi)	3 hours 40 minutes

International Regular Container Routes

(as of August 2024)



Port Name	Route Name	Number of Sailings
Mishima-Kawanoe Port	Busan Route	7 trip/week
	Shanghai Route	1 trip/week
	International Feeder	6 trip/week
Matsuyama Port	Busan Route	5 trip/week
	Taiwan/Busan Route	1 trip/week
	Shanghai Route	1 trip/week
Imabari Port	International Feeder	1 trip/week
	Busan Route	5 trip/week
Niihama Port	International Feeder	2 trip/week

Comprehensive Incentive Programs in Ehime Prefecture



Introduction to Ehime Prefecture's Main Incentive Programs (as of November 2024)

We provide robust support for your business expansion through comprehensive incentive programs, including location incentives for attracted companies, employment promotion subsidies, and grants for establishing production bases, enhancing functions, or restructuring operations within the prefecture.

1 Support for Attracting Manufacturing and Other Businesses



Target Industries

Manufacturing, 4 Distribution Sectors (Road Freight Transport, Warehousing, Packaging, Wholesale)

Requirements

- (1) Fixed asset investment amount: ¥100 million or more (¥30 million or more for locations in the Nanyo region)
- (2) Number of new employees: 10 or more (3 or more for locations in the Nanyo region) (Regular employees only)
(Note) Includes those who transferred their residence registration to the prefecture due to a job transfer, and those residing outside the prefecture who are newly hired and commute.
- (3) Must commence operations within 3 years after designation as a designated factory
(Note) For leased facilities, operations must commence within 2 years after the lease agreement is signed.

Support based on the Business Location Promotion Guidelines and the Business Asset Lease Support Guidelines

Subsidy System for Business Location

Incentive Grant	Grant Amount	10% of the invested fixed assets for factory construction, etc. (However, 15% for food-related companies)
	Maximum Amount	500 million yen per designated factory
Kickoff Incentive	Amount	50% of expenses related to public services such as gas and electricity, deemed to contribute to business stabilization during initial operations
	Maximum Amount	10 million yen per designated factory
Employment Promotion Subsidy	Grant Amount	Number of new regular employees hired within the prefecture × ¥500,000 (Includes not only new hires within the prefecture, but also those who transferred their residence registration to the prefecture due to a job transfer, and those residing outside the prefecture who are newly hired and commute)
	Maximum Amount	500 million yen

Business Lease Support System

Reduction of Lease Fees	Eligible Properties	Prefectural industrial parks or prefectural buildings, etc.
	Base Lease Fee	Land: Inheritance Tax Assessment Value × 3.05/100; Buildings: Building Appraised Value × 12/100
	Preferential Measures	Reduction of up to half of the lease fee (Limit: ¥20 million per year)
	Term	Up to 5 years
Incentive Grant	Eligible Properties	Land, buildings, and equipment directly used for business operations in privately leased buildings, etc.
	Preferential Measures	Grant equivalent to half of the appropriate rent (Maximum: ¥20 million per year)
	Period	Within 5 years
Employment Promotion Subsidy	Amount	Number of new regular employees hired within the prefecture × ¥500,000 (Includes not only new hires within the prefecture, but also those who transferred their residence registration to the prefecture due to a job transfer, and those residing outside the prefecture who are newly hired and commute)
	Maximum Amount	500 million yen

3 Support for Investment in Advanced Growth Industries



Target Sectors

- Sectors Related to Specified Critical Materials
 - Semiconductor-Related Fields
 - Battery-Related Fields
 - Advanced Materials
 - Data Centers

Requirements

- (1) Fixed asset investment of ¥10 billion or more
※Excludes investments solely for machinery/ equipment replacement
- (2) New employment of 10 or more persons (3 or more persons in Nanyo)
※No personnel requirement for data centers

Support Based on the Ehime Advanced Growth Industries Investment Promotion Guidelines

Incentive Grant

Incentive Grant Related to Fixed Asset Investment Amount	Eligible expenses	Acquisition costs for land, buildings, and their ancillary facilities, as well as machinery and equipment directly used for the business	Acquisition/renovation costs for company housing (※Data centers excluded)
	Grant Amount	20% of invested fixed assets	10% of invested fixed assets
	Maximum Amount	3 billion yen (5 billion yen if a particularly large economic effect is recognized) ※Limited to 1 billion yen per fiscal year	

2 Support for Information and Communications-Related Companies and Offices with Headquarters Functions



Eligible Industries

- Information and Communications-Related Companies
(Call centers, data centers, processing centers, information service industries, and internet-related service industries)
- Offices with headquarters functions (excluding those falling under the above categories)
 - Offices used for research and planning departments, information processing departments, research and development departments, international business departments, and other administrative departments
 - Research institutes, training centers

Requirements

- (1) Commence operations within one year of designation as a designated business location
- (2) Number of new employees
 - Information services and internet-related services, offices with headquarters functions: 5 or more employees (regular employees only), one year after commencement of operations
(Note) Includes those who transferred their residence registration to the prefecture due to a job transfer, and those residing outside the prefecture who are newly hired and commute.
 - (Note)** This requirement may be waived if the Governor explicitly approves the number of employees.
- Call centers, data centers, and administrative centers: 20 or more employees at the start of operations (limited to regular employees)

Support based on the Office Location Promotion Guidelines

1. Incentive Grants

Incentive grant based on invested fixed assets		Grant Amount	10% of invested fixed assets		
		Maximum Amount	500 million yen		
Incentive Grant for Business Asset Rent	Grant Amount	Half of the appropriate rent			
		Information services, internet-related services, and offices with headquarters functions		Maximum amount : 10 million yen	
		Call centers, data centers, and processing centers		Maximum amount : 20 million yen	
	Period	Information services, internet-related services, and offices with headquarters functions			Within 3 years
		Call centers, data centers, and processing centers			Within 5 years
	Incentive Grant for Communication Line Usage Fee	Grant Amount	Half of the appropriate rent		
Information services, internet-related services, and offices with headquarters functions			Maximum amount : 10 million yen		
Call centers, data centers, and processing centers			Maximum amount : 20 million yen		
Period		Information services, internet-related services, and offices with headquarters functions			Within 3 years
		Call centers, data centers, and processing centers			Within 5 years

2. Employment Promotion Subsidy

Grant Amount	Newly hired regular employees within the prefecture (full-time employees) × ¥500,000	
	Newly hired regular employees within the prefecture (contract, part-time, etc.) × ¥300,000	
Maximum Amount	※ Includes not only new hires within the prefecture, but also those who transferred their residence registration to the prefecture due to a job transfer, and those residing outside the prefecture who are newly hired and commute.	
	500 million yen	
Period	Information services, internet-related services, and offices with headquarters functions	Within 3 years
	Call centers, data centers, and processing centers (However, from the second year onward, grants are based on the net increase in employees compared to the previous year)	Within 5 years

3. Advanced IT Talent Acquisition Subsidy ※ Only for information services and internet-related services

Eligible Personnel	An amount equivalent to half of the wages or remuneration paid to highly skilled IT professionals who serve as key personnel in operating the newly established base, and who have either been transferred from offices outside the prefecture or newly hired outside the prefecture for the establishment of the base.	
Maximum Amount	3 million yen per year	
Period	3 years	
Note	Applicable to individuals who have passed any of the following advanced examinations under the Information Processing Engineer Examination system (IT Strategist, System Architect, Project Manager, Network Specialist, Database Specialist, Embedded Systems Specialist, IT Service Manager, System Audit Engineer)	

4 Information on Ehime Prefecture's Regional Base Strengthening Tax System



Eligible Industries

- Offices with headquarters functions
 - Offices used for operations in the following departments: Research & Planning, Information Processing, Research & Development, General Affairs & Human Resources, Information Services Business, Part of Commercial Business (Online Sales), Part of Service Business (Contract Services for Research, Planning, HR Operations, etc.)
 - Research institutes, training centers

Requirements

- (1) The project must comply with Ehime Prefecture's certified regional revitalization plan, the "Ehime Local Vitalization Enhancement Area Specific Business Facility Development Project."
(This includes developing facilities within the prefecture-designated "Local Vitalization Enhancement Areas," as well as establishing, expanding, leasing, or repurposing facilities with headquarters functions.)
- (2) The number of employees in the headquarters function must increase by 5 or more (1 or more for small and medium-sized enterprises).
- (3) The project must be expected to be implemented smoothly and reliably, among other conditions.

Ehime Prefecture Regional Base Strengthening Tax System

Office Tax Reduction	Application of either special depreciation or tax credit for corporate taxes, etc., for new construction or expansion of headquarters facilities	
Employment Promotion Tax System	Tax credits for corporate and related taxes associated with employees and other eligible personnel newly hired at headquarters facilities	
Debt Guarantee	Debt guarantees provided by the Organization for Small & Medium Enterprises and Regional Innovation	
Local Tax Exemption (Relocation Type Only)	Prefecture : Real Estate Acquisition Tax Municipalities : Fixed Asset Tax	※Not applicable in some municipalities
Uneven Local Taxation	Prefecture: Real Estate Acquisition Tax, Enterprise Tax (Relocation Type Only) Municipalities: Fixed Asset Tax	※Not applicable in some municipalities

Incentive Programs Offered by Municipalities in Ehime Prefecture

In addition to the prefecture's incentive programs, the host municipality's programs may also apply.

Municipality Name		Target Industries
Shikokuchuo	Industrial Support Division, Business Location Promotion Office	Manufacturing, Electricity/Gas/Heat Supply/Water Supply, Information and Communications, Transportation, etc.
Niihama	Industrial Promotion Division	Construction, Manufacturing, Electricity/Gas/Heat Supply/Water Supply, Information and Communications, Transportation, Wholesale Trade, Lodging, School Education, Part of service industries (not elsewhere classified), etc.
Saijo	Industrial Promotion Division	Construction, Manufacturing, Electricity/Gas/Heat Supply/Water Supply, Transportation, Information and Communications, Wholesale Trade,Part of service industries (comprehensive leasing, software, information processing services, etc.)
Imabari	Industrial Promotion Division	Manufacturing, Electricity/Gas/Heat Supply/Water Supply, Wholesale Trade, Information and Communications, Transportation, Medical/Welfare, Academic Research, Information Technology Services
Kamijima	Tourism Strategy Division	Manufacturing, Electricity/Gas/Heat Supply/Water Supply, Wholesale Trade, Information and Communications, Transportation, Medical/Welfare, Academic Research, etc., Call Centers, Data Centers
Matsuyama	Corporate Location and Industry Creation Division	Manufacturing, Electricity/Gas/Heat Supply, Information and Communications, Transportation, Wholesale Trade, Lodging, Academic Research, Construction, Finance, Insurance, Entertainment (amusement parks), Agriculture (plant factories), Business Centers, Call Centers, Data Centers, Knowledge-based creative services utilizing ICT, etc.
Iyo	Commerce, Industry, and Tourism Division	Postal services (road freight transport, warehousing, transportation-related services (limited to packaging)), Wholesale and Retail Trade (limited to wholesale)
Tōon	Regional Vitality Creation Division	Manufacturing, Electricity/Gas/Heat Supply/Water Supply, Information and Communications (including call centers), Transportation, Wholesale Trade, Retail Trade, Academic Research and Development Institutions, Lodging and Food Services, Laundry and bathhouse services within lifestyle-related services, Entertainment Services
Masaki	Industry Division	Manufacturing
Tobe	Commerce, Industry, and Tourism Division	Advanced materials-related industries, Machinery and equipment-related industries, Healthcare-related industries, Food processing-related industries, Information services-related industries
Kumakōgen	Town Development Strategy Division	Information and Communications, Academic Research, Professional and technical services, and those deemed particularly necessary by the Mayor
Ōzu	Commerce and Industry Division	Manufacturing, Electricity/Gas/Heat Supply/Water Supply, Transportation, Wholesale Trade, Lodging, Rental Services, Medical/Welfare, Education and learning support services, Lifestyle-related services and entertainment, Academic Research/Professional/Technical Services, Service industries (not elsewhere classified), Information and Communications
Uchiko	Townscape and Regional Promotion Division	Manufacturing, Electricity/Gas/Heat Supply/Water Supply, Transportation, Postal Services, Wholesale Trade, Retail Trade, Lodging, Food and beverage services, Lifestyle-related services, Entertainment, Information and communications-related businesses
Yawatahama	Commerce, Industry, and Tourism Division	Manufacturing, Wholesale Trade, Retail Trade, Lodging, Part of service industries, Hospitals/Nursing care businesses etc., Information and communications-related businesses (call centers, data centers)
Seiyo	Economic Promotion Division	Manufacturing, Electricity/Gas/Heat Supply/Water Supply, Transportation, Wholesale Trade,Lodging industry (ryokan/hotels), Service industry (academic/research and development institutions), Information and communications-related companies (call centers, data centers), Seiyo City Economic Circulation Model Projects (New entrepreneurs creating new demand and employment, with anticipated future business growth)
Ikata	General Policy Division	Manufacturing, Lodging, Resort Facilities, Agricultural/Forestry/Fishery Product Sales, Information Services, Testing/Research Facilities
Uwajima	Commerce, Industry, and Tourism Division	Manufacturing, Transportation (road freight transport, warehousing), Wholesale Trade, Lodging, Information and communications-related companies (fixed telecommunications, software, information processing/provision services, call centers)
Matsuno	Hometown Revitalization Division	Manufacturing, Transportation, Wholesale Trade, Lodging, Information and communications industry (information processing and provision) (call centers) (software)
Kihoku	Planning and Promotion Division	Manufacturing, Transportation, Wholesale Trade, Lodging, Information and communications industry (software) (information processing and provision) (call centers)
Ainan	Commerce, Industry, and Tourism Division	Manufacturing, Transportation industry (road freight transport, warehousing, packaging), Wholesale Trade, Lodging, Information and communications industry (call centers, data centers)



For detailed information on municipal incentive programs in Ehime, please visit the official website.

Detailed information is also available on the official website below.

Ehime Prefecture Municipalities Incentive programs



Scan the QR code on the right to view this information on your smartphone.



Tax Incentives

In depopulated areas (Industrial Promotion Zones), eligible facilities can receive preferential tax measures from the national and prefectural governments.

Designated Area Names	Acquisition Cost Requirements	Special Depreciation (National Tax)	Business Tax (Prefectural Tax)	Real Estate Acquisition Tax (Prefectural Tax)	Fixed Asset Tax (Municipal Tax)
Nuclear Power Plant Host Communities	Over ¥27 million	—	Uneven Taxation First year : 0.5 Second year : 0.75 Third year : 0.875	1/10	While varying by municipality, some cities and towns offer tax reduction measures for approximately three years.
Island Regions Depopulated Areas (Industrial Promotion Areas)	5 million yen or more 【Capital over ¥50 million to ¥100 million : ¥10 million or more】 【Capital over ¥100 million : ¥20 million or more】	Accelerated Depreciation <Machinery and Equipment> Ordinary Depreciation Limit 32/100 <Buildings, etc.> Ordinary depreciation limit 48/100	3-Year Exemption	Exemption	
Peninsula Development Implementation Areas	5 million yen or more 【Capital over ¥10 million to ¥50 million : ¥10 million or more】 【Capital over ¥50 million : ¥20 million or more】	Accelerated Depreciation <Machinery and Equipment> Ordinary depreciation limit 32/100 <Buildings, etc.> Ordinary depreciation limit 48/100	Uneven taxation First year : 0.5 Second year : 0.75 Third year : 0.875	1/10	

※ Even if the acquisition cost requirements are met, the facility may not be eligible for tax incentives depending on its specifications, operational status, and other relevant factors. For details, contact your local tax office for national taxes, or the taxation division or taxation section of your local prefectural regional office for prefectural taxes.

Satellite Office

Information on Shared Offices and Coworking Spaces in Ehime



Ehime Prefecture offers shared offices and coworking spaces across various regions that companies outside the prefecture can use when establishing satellite offices.

Why not consider setting up a satellite office in Ehime Prefecture, where you can enjoy abundant nature, a warm climate, and a comfortable living environment?



Find Satellite Offices and Coworking Spaces

Property information is available on the official website.

Ehime Prefecture Satellite Offices



Trial Work



Why not try working in Ehime Prefecture?

This program subsidizes part of the costs required when conducting trial work, such as development retreats in Ehime Prefecture.

Eligibility

- ICT companies outside Ehime Prefecture that do not currently have satellite offices or similar facilities within Ehime Prefecture
- Companies considering establishing new offices with headquarters functions within Ehime Prefecture

Subsidy Details

50% of each expense category: transportation costs, facility usage fees, lodging expenses, necessary equipment rental fees, etc.

Maximum limit : ¥300,000 (once per company)

※Excludes meal expenses, supplies purchases, etc.

Monitor Tour



We subsidize travel expenses for inspecting Ehime Prefecture's business environment!

This program subsidizes travel expenses for visits to Ehime Prefecture, specifically for inspection purposes.

Eligibility

- Executives, employees, and other relevant personnel of ICT-related companies considering establishing a business presence in Ehime Prefecture
- Executives, employees, and other relevant personnel of companies considering establishing an office with headquarters functions in Ehime Prefecture

Subsidy Details

Transportation and accommodation expenses

Maximum subsidy : ¥50,000 per person (up to 2 persons per company)

※Meal expenses are not included.

The "Ehime Prefecture Regional Industry Revitalization Council," established by prefectural and municipal governments, will assist you.