

Sano City, Tochigi Prefecture

ATTRACTING COMPANIES GUIDE BOOK

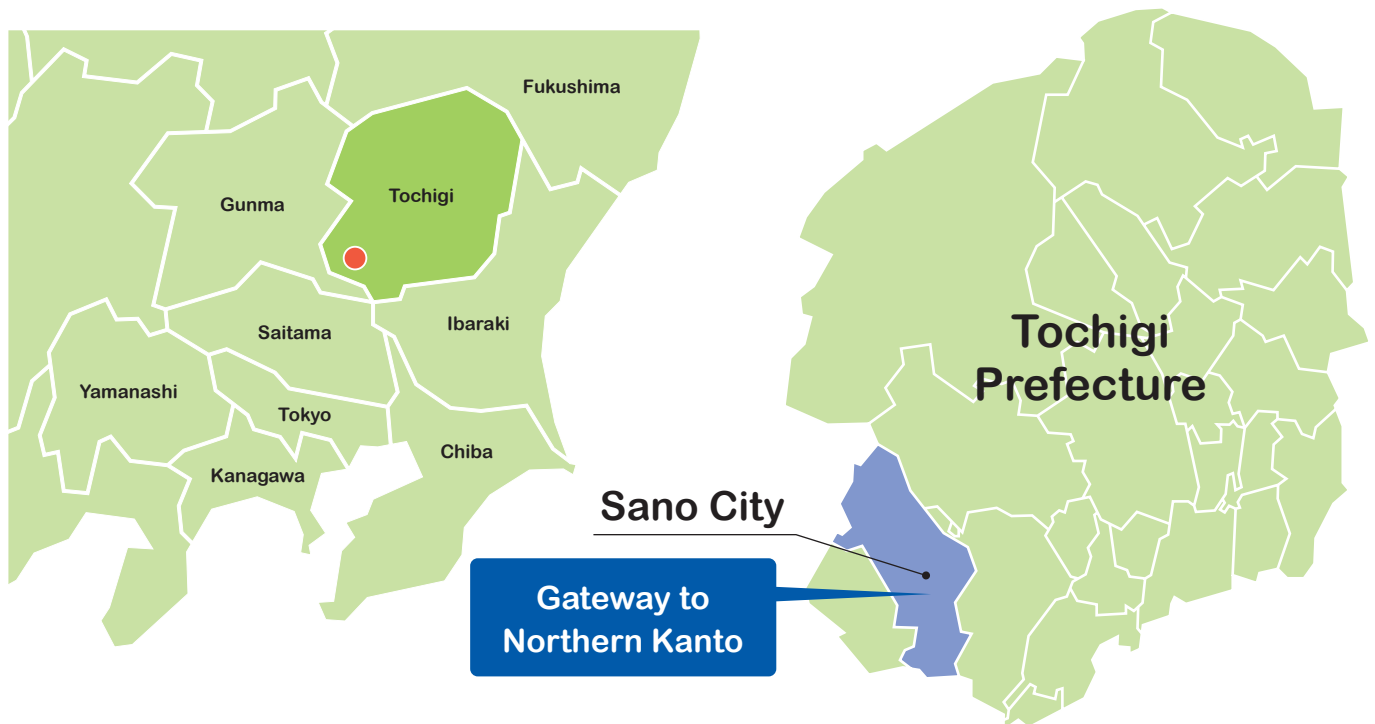




Location of Sano City

A well-balanced and livable city

that has both a **hilly and mountainous area rich in nature** and **an urban area with a concentration of industrial infrastructure.**



Within 70km
from central Tokyo
Approximately
1 hour by car 

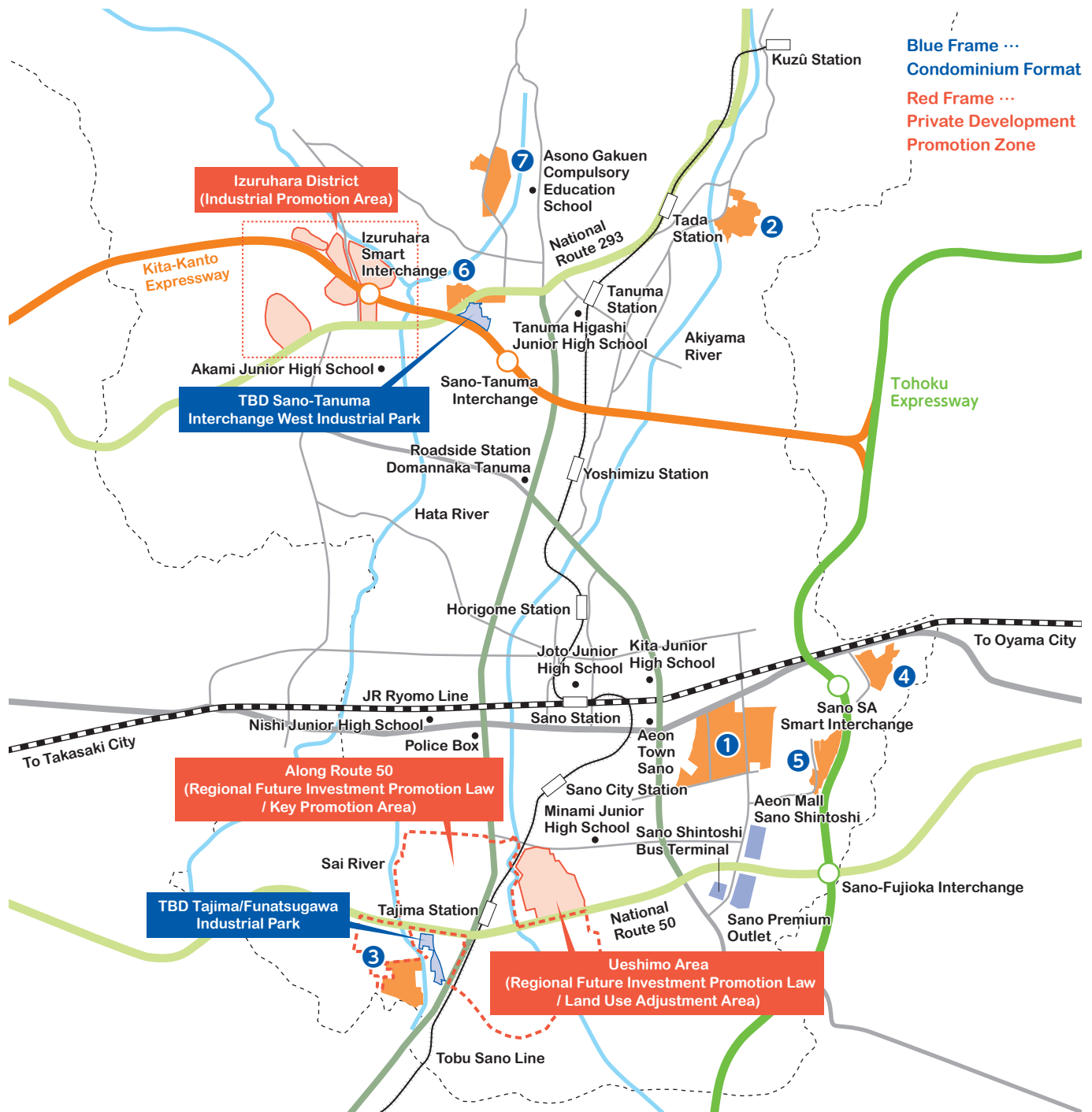
Located within 70 kilometers from central Tokyo, the Tohoku Expressway, which runs through the city, includes the Sano-Fujioka IC and the Sano SA Smart IC in the Sano service area. The Kita-Kanto Expressway, which crosses the city, has the Sano-Tanuma IC and the Izuruhara Smart IC in the Izuruhara Parking Area.

There are four interchanges within the city, and due to its location, further development is expected as a key road transportation hub.

**Northern Kanto's
premier transportation hub**



List of Industrial Zones in Sano City



① Sano Industrial Zone 31 companies

② Tanuma Industrial Zone 9 companies

③ Haneda Industrial Zone 9 companies

④ Sano Mikamodai Industrial Zone 8 companies

⑤ Sano Inter Industrial Zone 20 companies

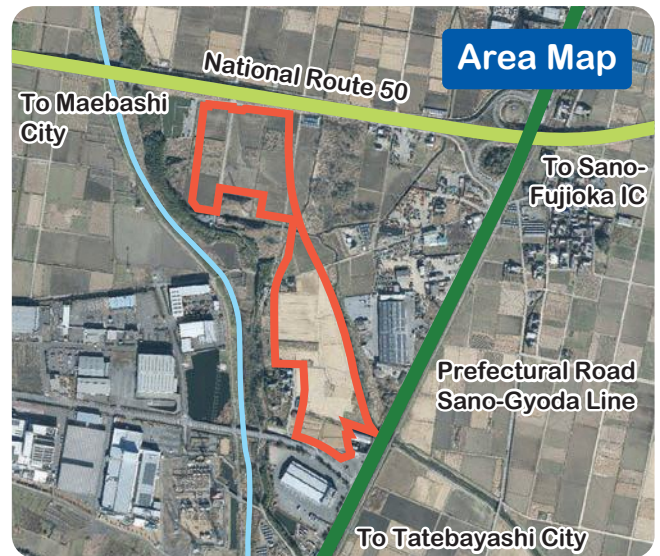
⑥ Sano Tanuma Inter Industrial Zone 14 companies

⑦ Sano AWS Industrial Zone 7 companies

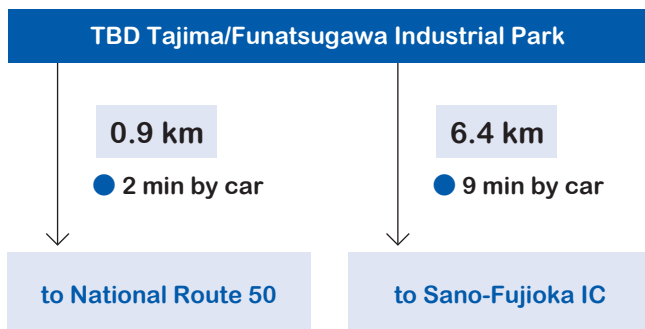


Condominium
Format

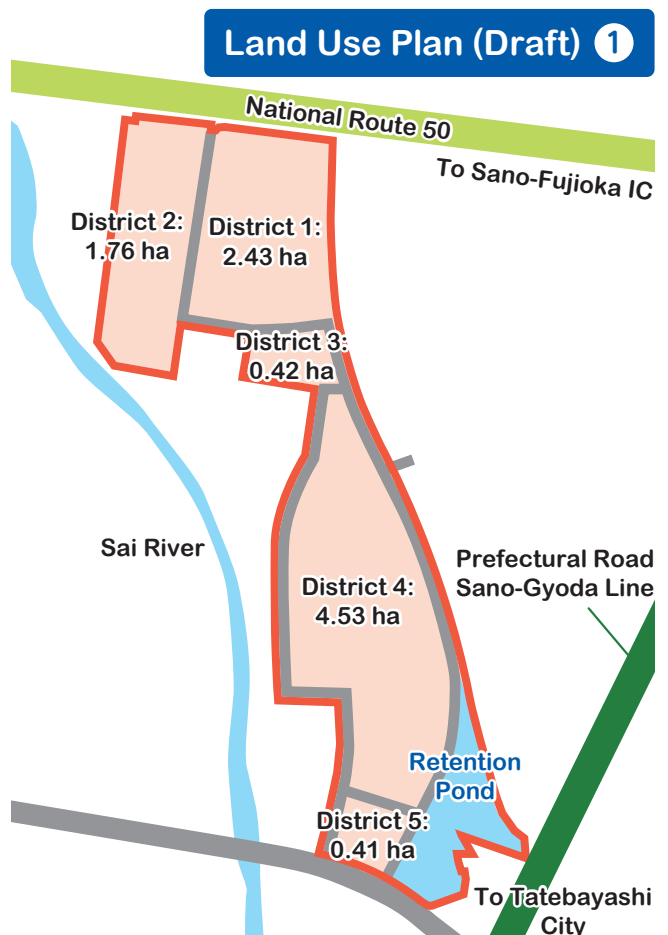
TBD Tajima/Funatsugawa Industrial Park



6.4km (9 minutes by car)
to Sano-Fujioka Interchange
on the Tohoku Expressway.



Location	Tajima-cho, Funatsugawa-cho Sano City
Total Area	Approx. 15 ha
Saleable Area	Approx. 10 ha
Zoning	Industrial zone with district plan
Development Timeline	Scheduled for completion in FY 2029
Electricity	Special high-voltage electricity available
Water Supply	Groundwater extraction available



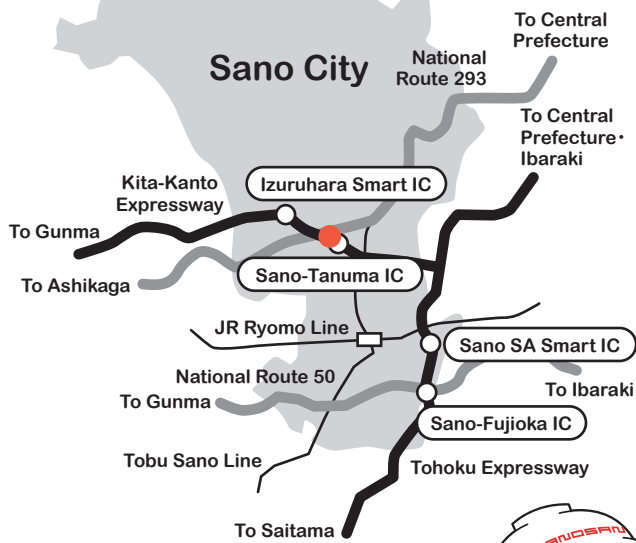
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information, please
scan the 2D code
on the right.





Condominium
Format

TBD Sano-Tanuma Interchange West Industrial Park



TBD Sano-Tanuma Interchange West Industrial Park

2.4 km

● 5 min
by car

to Sano-
Tanuma IC

1.9 km

● 4 min
by car

to Izuruhara
Smart IC

0.1 km

● 1 min
by car

to National
Route 293

Location

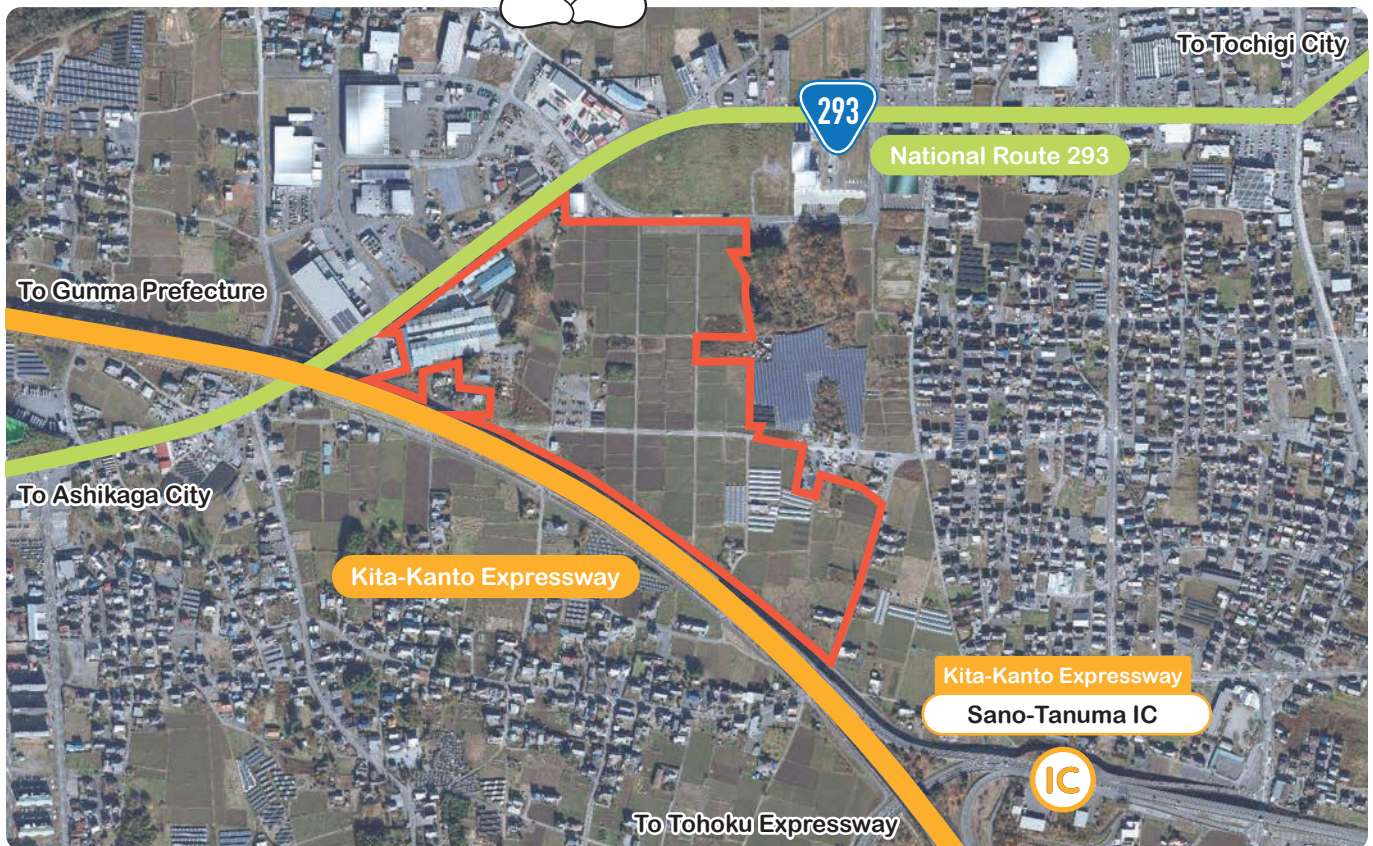
Ishizuka-cho, Sano City

Total Area

Approx. 16 ha

Development
Timeline

Scheduled for completion
in FY 2029



Maintenance Schedule

FY2025

Surveying work (reference point survey, current situation survey, area boundary survey)
Planning work (consultations with relevant organizations regarding business approval, etc.)
*Discussions will continue in fiscal year 2026.

FY2026

Business
license

From FY2027

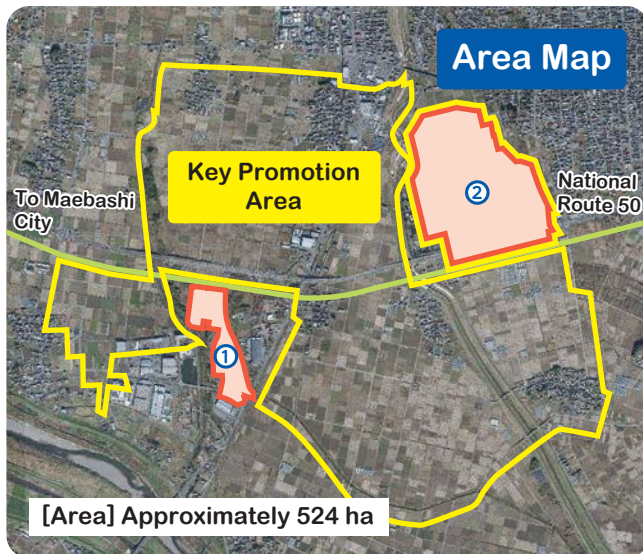
Construction
commences and factory
site sales begin.





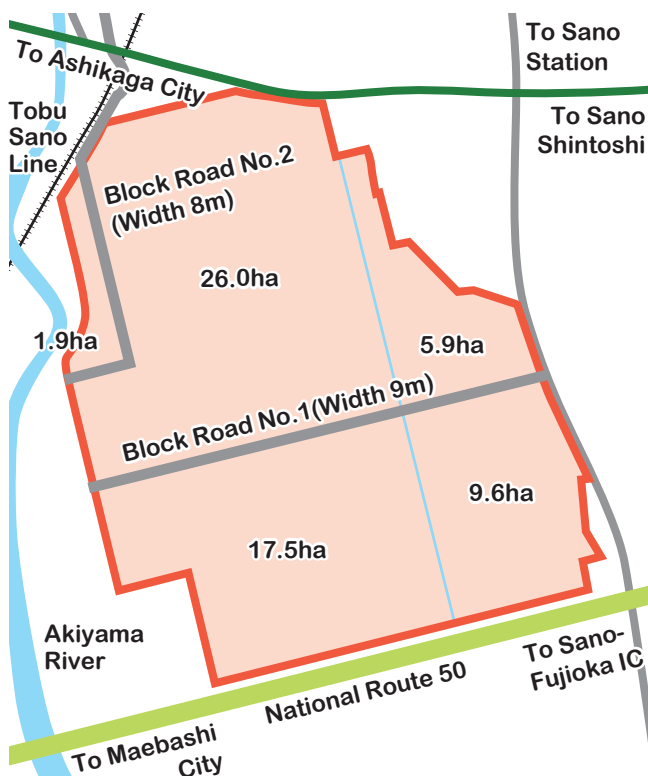
Private
Development

Along Route 50 (Regional Future Investment Promotion Law - Key Promotion Area)



Note: Development requires the establishment of a land use adjustment area.

Land Use Plan (Draft) ②

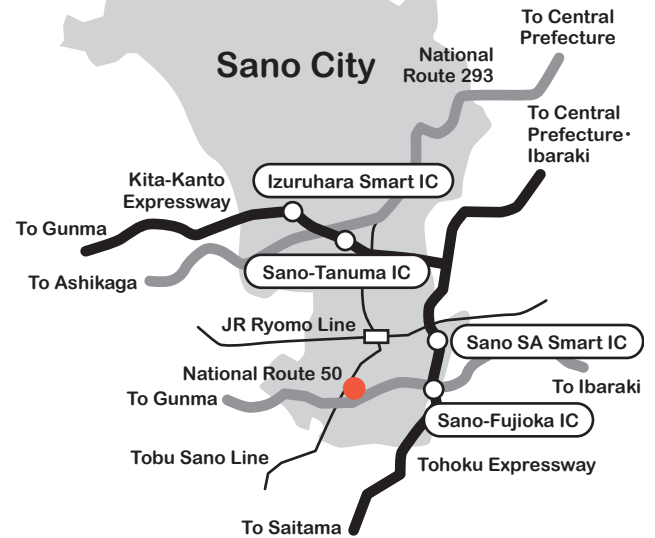


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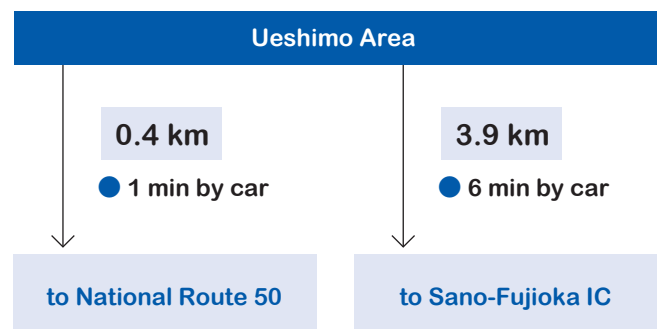


Key Features of the Key Promotion Area

- Adjacent to National Route 50
- Close proximity to Sano-Fujioka IC
- Abundant groundwater
- Capable of supporting super-large developments exceeding 100 ha
- Flat terrain
- Special high-voltage supply available (subject to negotiations with Tokyo Electric Power Company)



3.9km (6 minutes by car)
to Sano-Fujioka Interchange
on the Tohoku Expressway.



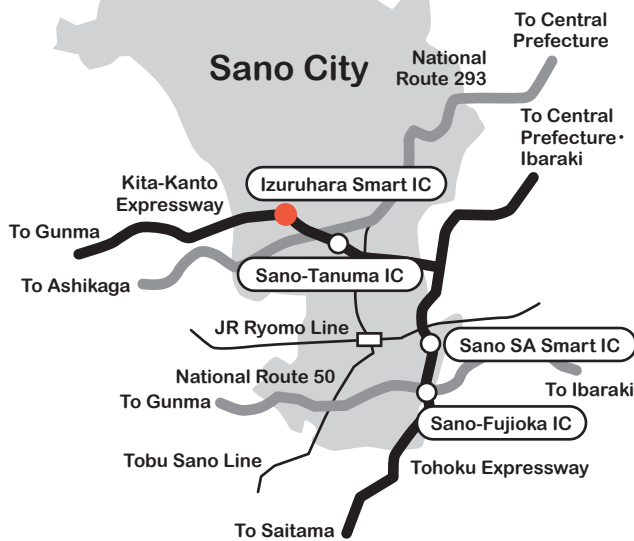
Location	Approximately 3300 Ueshimo-cho, Sano City
Total Area	Approximately 65 ha (The entire area is a designated urban development control area.)
Electricity	Special high-voltage electricity available
Water Supply	Groundwater extraction available. Water supply connection is also possible.
Drainage	After individual treatment, the water is discharged into rivers and drainage channels via a retention pond.





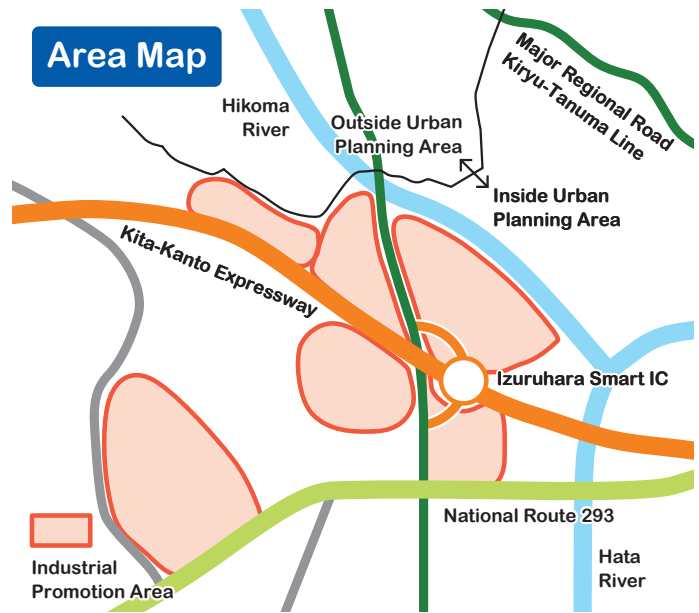
Private
Development

Izuruhara District (Industrial Promotion Area)



Near the Izuruhara Smart IC on the Kita-Kanto Expressway

- **Abundant clean groundwater**
Izuruhara Benten Pond, one of Japan's Top 100 Famous Waters, is nearby.
- Most of the area is **outside the flood inundation area on hazard maps**.



For more detailed
information, please
scan the 2D code
on the right.



Utilization of the Regional Future Investment Promotion Law

Tax incentives

You can receive support measures such as the regional future investment promotion tax system.

Financial support measures

You can receive loans and support from the Japan Finance Corporation, credit guarantee associations, etc.



Benefits
of utilizing the Regional
Future Investment
Promotion Law

Budgetary support measures

You can receive additional or preferential treatment in various budget projects.

Special measures regarding regulations, etc.

- ① Even if the project site falls within an agricultural zone (Agricultural Land Development Act) or Class 1 agricultural land (Agricultural Land Act), land conversion is possible.
- ② Even if the project site is located in an urban development control area (under the City Planning Act), development permits may be granted for food-related logistics facilities, plant factories, data centers, etc., and factories, logistics, and research facilities located near interchanges and main roads, provided certain conditions are met.

In order to receive **special regulatory measures**

The business operator must coordinate with the prefectural and municipal governments to **designate priority promotion areas in the prescribed "basic plan,"** the municipal government must formulate a **"land use adjustment plan,"** and then the **"regional economic development plan"** must be approved by the prefectural government.





Sano City Data・A Well-Rounded Living Environment

Basic Data

Population	111,524 people	(Ranked 6th in the prefecture) as of April 1, 2026, based on the Basic Resident Register
Number of Households	53,559 households	(Ranked 6th in the prefecture) as of April 1, 2026, based on the Basic Resident Register
Area	356.04 km ²	(Ranked 6th in the prefecture) as of June 1, 2026, according to the Geospatial Information Authority of Japan
Commerce	Number of Businesses: 1,329	(Ranked 4th in the prefecture) based on the 2021 Economic Census for Business Activity
	Annual Sales: 319.4 billion yen	(Ranked 3rd in the prefecture) based on the 2021 Economic Census for Business Activity
Industry	Number of Industrial Establishments: 389	(Ranked 3rd in the prefecture) based on the 2021 Economic Census for Business Activity (Manufacturing)
	Value of Manufactured Shipments: 432.8 billion yen	(Ranked 6th in the prefecture) based on the 2021 Economic Census for Business Activity (Manufacturing)
Agriculture	Total Number of Farming Households: 1,711	(Ranked 8th in the prefecture) based on the 2025 Census of Agriculture and Forestry



● Tenmyo Imono: A Craft of Cast Metal with Over a Thousand Years of History



● Sano Hidesato Festival: Honoring Fujiwara no Hidesato



● Sano Yakuyoke Daishi Temple: One of Kanto's Three Major Temples to Ward Off Evil



● Sano Ramen: Known for Its Hand-rolled Noodles Made with a Bamboo Pole

Sano City, as a key transportation hub in Northern Kanto, boasts four interchanges and a highway bus terminal, providing excellent access to both central Tokyo and popular tourist destinations. With numerous commercial facilities, the city is incredibly convenient for shopping. At the same time, the northern part of the city is rich with forests and mountains, offering ample outdoor recreational facilities that nurture children's creativity and support their healthy development.

Childcare

Childcare Facilities	Licensed Public Nursery Schools	7
	Licensed Private Nursery Schools	7
	Private Certified Children's Center	14
	Community-Based Childcare Services (Private) - Small-Scale Childcare Business Type A	11
	Community-Based Childcare Services (Private) - Workplace Childcare Facility	1
	Non-Registered Day-care Facilities	5
	Total	45

Parenting Support	Public Parenting Support Centers	3
	Private Parenting Support Centers	6
	Public After-School Clubs	49
	Private After-School Clubs	7
	Total	65

Educational Institutions	Elementary Schools	16
	Junior High Schools	7
	Secondary Education Schools	1
	Compulsory Education Schools	2
	High Schools	6
	Junior Colleges	1

Medical Institutions

Secondary Emergency Care Facilities	Sano Kosei General Hospital
Hospitals (including Secondary Emergency Care): 4/ General Medical Clinics: 103/Dental Clinics: 63	

(Source: 2024 Sano City Statistical Yearbook)

Highway Buses

Sano Shintoshii Bus Terminal	→ Narita International Airport Terminal 2	Travel Time: 2 hours
Sano Shintoshii Bus Terminal	→ Tokyo International Airport (Haneda) Terminal 1	Travel Time: 1 hour 50 minutes
Sano Shintoshii Bus Terminal	→ Tokyo Station	Travel Time: 1 hour 30 minutes
Sano Shintoshii Bus Terminal	→ Busta Shinjuku (Shinjuku Expressway Bus Terminal)	Travel Time: 1 hour 40 minutes



Railway

Sano Station (JR Ryomo Line)	→ Oyama Station (Shinkansen)	→ Tokyo Station	Travel Time: 1 hour 15 minutes
Sano City Station (Tobu Line [Express])	→ Kita-Senju Station (Joban Line)	→ Tokyo Station	Travel Time: 1 hour 40 minutes

Commercial Facilities

Shopping Malls	Sano Premium Outlet
	Aeon Mall Sano Shintoshii
	Aeon Town Sano
Roadside Station	Domannaka Tanuma
Supermarkets	13 stores
Home Improvement Centers	6 stores
Drugstores	25 stores



● Sano Premium Outlet



Ranking of cities where people want to continue living



Organized by Daito Kentaku Co., Ltd.

Sano City ranks first for the third consecutive year.



Sano City, with its balanced blend of urban and rural life, is a great place to live, and it has been ranked number one for three consecutive years (2023, 2024, and 2025) in Tochigi Prefecture's ranking of cities where people want to continue living.

Tochigi Prefecture Ranking of Cities Where People Want to Continue Living (2025 Edition)

Rank	Last year	Municipality name	Deviation value	Rating	Number of answers
1st	1st	Sano City	63.2	61.2	645
2nd	3rd	Kaminokawa Town, Kawachi District	62.7	61.0	171
3rd	2nd	Nasushiobara City	60.8	60.2	691
4th	5th	Mashiko Town, Haga District	57.7	59.0	111
5th	6th	Nasu Town, Nasu District	57.6	59.0	139
6th	11th	Mibu Town, Shimotsuga District	56.0	58.4	227
7th	4th	Sakura City	55.8	58.3	295
8th	12th	Kanuma City	55.7	58.3	521
9th	8th	Utsunomiya City	55.7	58.2	3,624
10th	10th	Ashikaga City	54.7	57.9	919

Residents' voices



Getting around by car is the norm, but with a car you can pretty much go anywhere, so it's not inconvenient. There's plenty of nature, the water is delicious, and the air is clean.



Since it's the town where I was born and raised, I have many friends here, and I have no trouble with everyday things like shopping. Transportation is also convenient for getting around.



This area is less susceptible to natural disasters. It's also close to Tokyo, and there's a large shopping mall nearby, making it very convenient.



There are plenty of places to shop, and many of my favorite restaurants.



Childcare and Education Support

Childcare support

- Expansion of subsidies for infertility and recurrent miscarriage treatment costs.
- Free childcare and supplementary food costs for the second child and subsequent children.
- Medical care is free for students up to the third year of high school.



Educational support

- **First in Japan** Subsidies for student qualification exam fees.
▶ All national qualifications, bookkeeping, TOEIC, etc.
- Subsidies for English proficiency test fees.
- Establishment of the Sano City Public and Private Education Liaison Council.
▶ The city has prefectural, municipal, and private junior high schools, and by leveraging their respective strengths and collaborating, the quality of education is being improved. Furthermore, the city is working to develop integrated elementary and junior high schools.



For information on initiatives other than those mentioned above, please visit the Sano City website! ▶

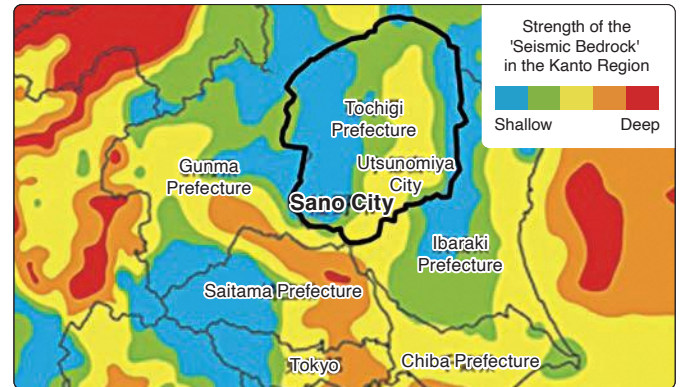
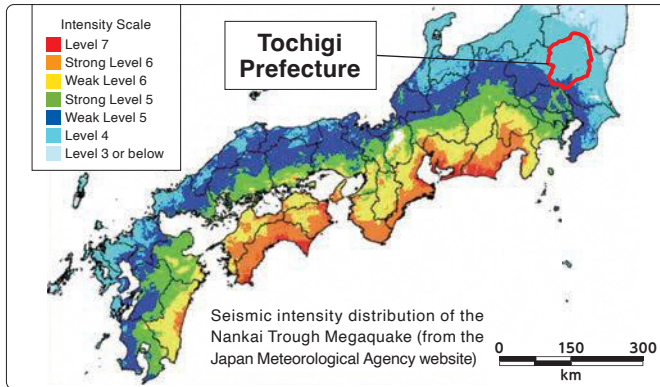




Ground conditions in Sano City

Earthquake resistant!

Generally, earthquake tremors tend to be weaker when the solid ground, known as the "earthquake bedrock," is shallow, and stronger when it is deep. Sano City has this "earthquake bedrock" located at a shallow depth, making it a highly earthquake-resistant area. Furthermore, it enjoys a mild climate, resulting in less damage from wind, floods, and snow.



National Research Institute for Earth Science and Disaster Resilience, "Deep Ground"



Large-capacity power supply is available

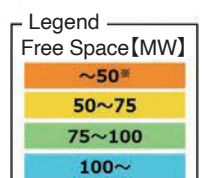
We can also accommodate requests for extra-high voltage power supply of 2,000kW or more.

Status of the power grid in Tochigi Prefecture (as of December 2025)

66kV



154kV



For the latest information, please visit the Tokyo Electric Power Grid Co., Ltd. website.



Source: Tokyo Electric Power Grid Co., Ltd.



Status of major industries in Sano City (value of manufactured goods shipments, etc.)

Sano City Labor Force

- Labor Force Population 62,637 people
- Labor Force Participation Rate 61.5%
- Population within a 30km Radius
Approximately 3.09 million people

2020 National Census

National and public universities near Sano City

Utsunomiya University (Utsunomiya City, Tochigi Prefecture)	Distance: 52 km	Travel Time: 50 minutes
Gunma University (Kiryu City, Gunma Prefecture)	Distance: 40 km	Travel Time: 50 minutes
Takasaki University of Economics (Takasaki City, Gunma Prefecture)	Distance: 70km	Travel Time: 1 hour 5 minutes
Ibaraki University (Mito City, Ibaraki Prefecture)	Distance: 110km	Travel Time: 1 hour 20 minutes
Tsukuba University (Tsukuba City, Ibaraki Prefecture)	Distance: 90 km	Travel Time: 1 hour 20 minutes
Tsukuba University of Technology (Tsukuba City, Ibaraki Prefecture)	Distance: 94km	Travel Time: 1 hour 25 minutes

Manufacturing Shipment Value(within a 50km Radius of Sano City)

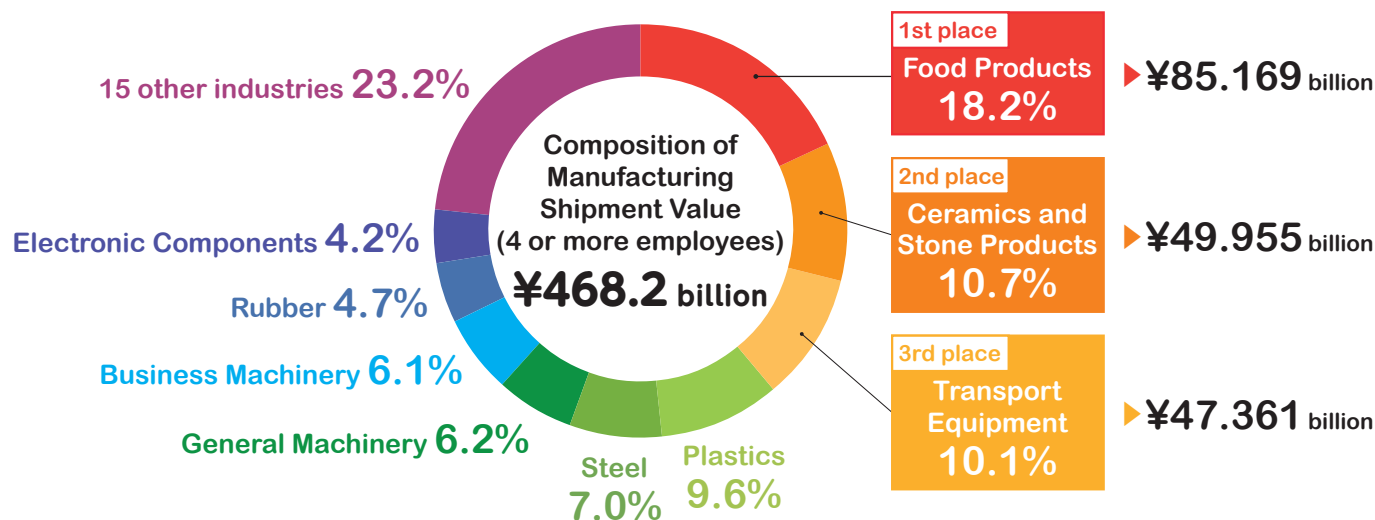
Total	¥28.8003 trillion
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Top Prefectures by Manufacturing Shipment Value

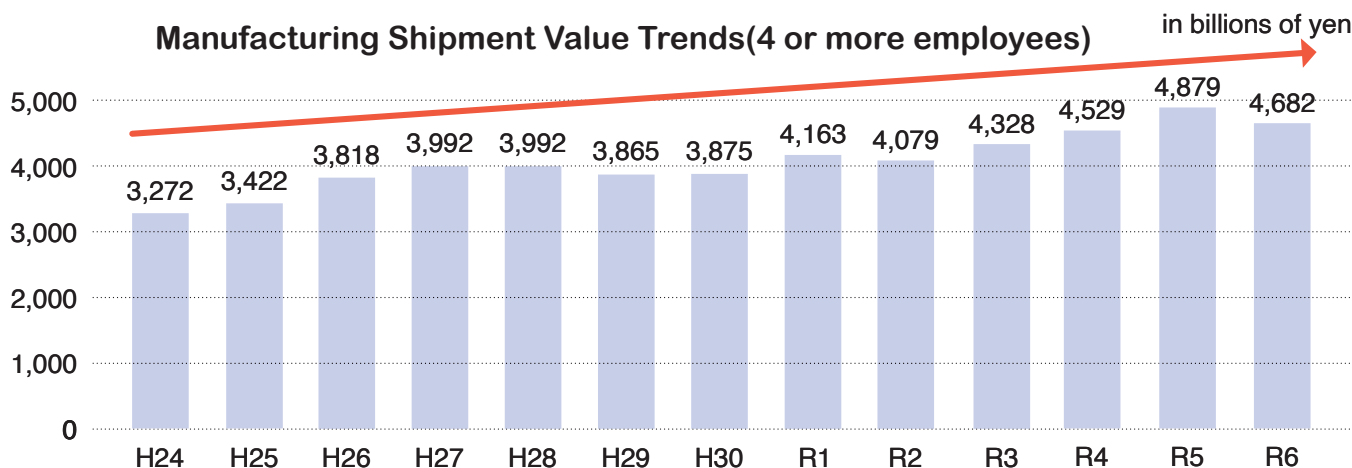
1	Aichi Prefecture	¥43.988 trillion
2	Osaka Prefecture	¥16.9758 trillion
3	Shizuoka Prefecture	¥16.4513 trillion
4	Kanagawa Prefecture	¥15.8353 trillion
5	Hyogo Prefecture	¥15.2499 trillion

2021 Economic Census for Business Activity - Manufacturing

- Number of offices (industrial): 389 establishments
- Number of establishments (commercial): 1,329



Manufacturing Shipment Value Trends(4 or more employees)



2024 "Survey on the Actual State of Economic Structure"



Support for maintenance (**financial support**)

Support under the Sano City Ordinance for Promoting Business Location



For more detailed information, please scan the 2D code on the right.



Upper limit

1 billion
yen/year

For companies constructing new buildings or undertaking expansions or renovations within industrial parks and other industrial areas (industrial promotion areas) within the city limits, we will provide a subsidy equivalent to the fixed asset tax and city planning tax on the invested fixed assets for a period of five years.

Upper limit

300 million
yen/year

Companies that relocate their headquarters or other offices will receive an incentive payment equivalent to the corporate municipal tax for five years.

Support under the Sano City Private Industrial Land Development Promotion Ordinance

We will provide support for the costs incurred by private businesses in developing industrial land within designated areas (such as priority promotion areas under the Regional Future Investment Promotion Act) within the city limits.

Target business

- ① Development area of 5 hectares or more.
- ② The private company carrying out the development project must have obtained the necessary permits or development licenses for the industrial land development project.
- ③ Projects in which companies located in the city contribute to the promotion of local industry and the expansion of employment opportunities.

Target area

- ① Areas under consideration for land use conversion and land use adjustment in the Sano City Urban Planning Master Plan.
- ② Priority promotion areas designated under the Regional Future Investment Promotion Law.
- ③ Industrial development area based on the basic concept document for the comprehensive logistics development and improvement around Izuruhara PA.

Incentive amount

Upper limit
500 million yen



The lower of the following two amounts: 10 million yen per hectare of development area, or half of the construction costs. (Please contact us for further details.)

Contact Information

**Sano City, Department of Industry Cultural and Sports
Attracting Companies Division**

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