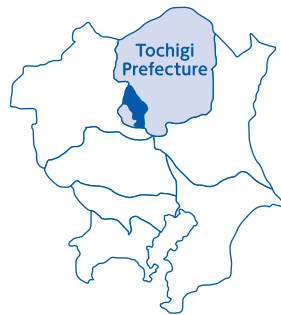




Sano City



# Attracting Companies Guide



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## Contact Information

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

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E-mail : kigyo@city.sano.lg.jp

# Sano City Data

## Basic Data

Population	113,498 people	(Ranked 6th in the prefecture) as of April 1, 2024, based on the Basic Resident Register
Number of Households	52,887 households	(Ranked 5th in the prefecture) as of April 1, 2024, based on the Basic Resident Register
Area	356.04km <sup>2</sup>	(Ranked 6th in the prefecture) as of June, 2024, 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: 432.7 billion yen	(Ranked 6th in the prefecture) based on the 2021 Economic Census for Business Activity (Manufacturing)
Agriculture	Total Number of Farming Households: 2,225	(Ranked 7th in the prefecture) based on the 2020 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 of History



● 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

## A Well-Rounded Living Environment

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. Sano strikes a balance between urban convenience and rural tranquility, making it an easy and comfortable place to live. Recognized as a great place for raising children, Sano ranked No. 1 in "Cities Where People Want to Continue Residing." - Tochigi Edition, 2023.

### Childcare

Childcare Facilities	Centers for early childhood education and care	12
	Public Nursery Schools	7
	Private Nursery Schools	9
	Private Kindergartens	1
	Non-Registered Day-care Facilities	4
	Small-Scale Childcare Services	11
Total		44

### Parenting Support

Parenting Support	Public Parenting Support Centers	3
	Private Parenting Support Centers	6
	Public After-School Clubs	34
	Private After-School Clubs	9
	Total	52

### Educational Institutions

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

### Medical Institutions

Secondary Emergency Care Facilities	Sano City Hospital
	Sano Kosei General Hospital

Hospitals (including Secondary Emergency Care): 4 / General Medical Clinics: 101 / Dental Clinics: 62

(Source: 2023 Sano City Statistical Yearbook)

### Industry-Academia Collaboration

- Utsunomiya University (Utsunomiya City, Tochigi Prefecture)  
Distance: 52 km Travel Time: 50 minutes
- Tsukuba University (Tsukuba City, Ibaraki Prefecture)  
Distance: 90 km Travel Time: 1 hour 20 minutes
- Gunma University (Kiryu City, Gunma Prefecture)  
Distance: 40 km Travel Time: 50 minutes

### Highway Buses

- Sano Shintoshi Bus Terminal → Narita International Airport Terminal 2  
Travel Time: 2 hours
- Sano Shintoshi Bus Terminal → Tokyo International Airport (Haneda) Terminal 1  
Travel Time: 1 hour 50 minutes
- Sano Shintoshi Bus Terminal → Tokyo Station Travel Time: 1 hour 30 minutes
- Sano Shintoshi 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

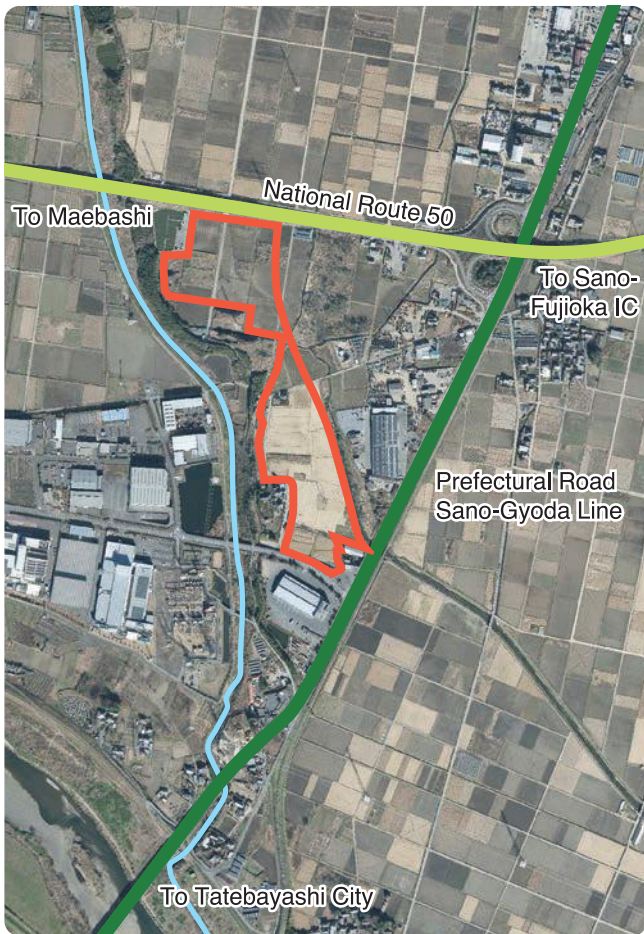
Shopping Malls	Sano Premium Outlet
	Aeon Mall Sano Shintoshi
	Aeon Town Sano
Supermarkets	13 stores
Home Improvement Centers	6 stores
Drugstores	19 stores



● Sano Premium Outlet

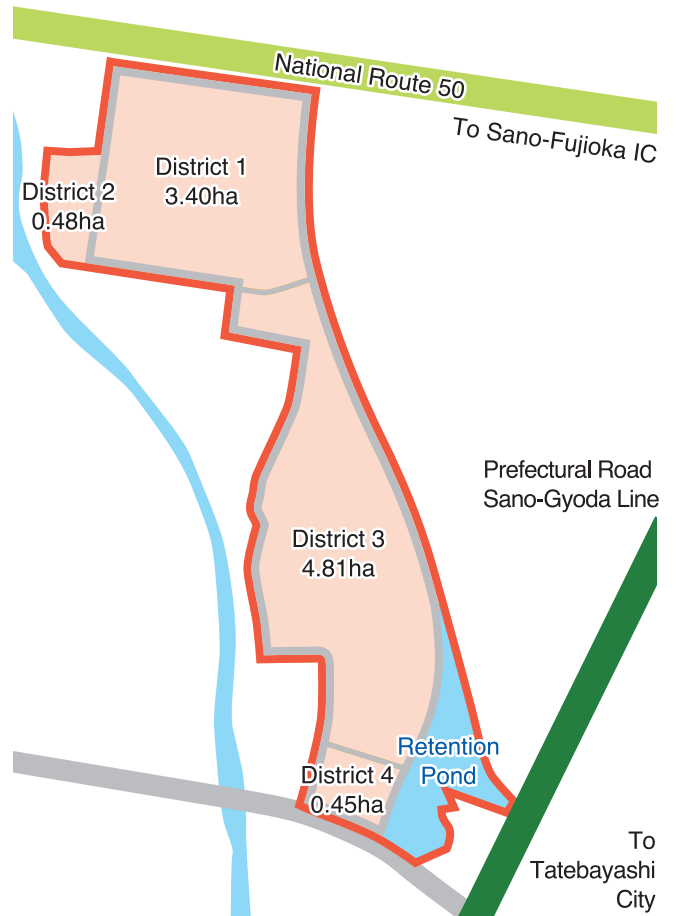
# TBD National Route 50 Tajima Interchange Industrial Park

## Area Map



## Land Use Plan (Draft)

Note: Subject to change based on project progress.



### TBD National Route 50 Tajima Interchange Industrial Park

0.9km	• 2 min by car	to National Route 50
6.4km	• 9 min by car	to Sano-Fujioka IC
9.4km	• 17 min by car	to Sano SA Smart IC
2.9km	• 4 min by car • 17 min on foot	to Tajima Station (Tobu Sano Line)

## TBD National Route 50 Tajima Interchange Industrial Park

Location	Near 965 Tajima-cho, Sano City
Total Area	Approx. 15 ha
Saleable Area	Approx. 10 ha
Zoning	Planned to be incorporated into the urbanization area as an industrial zone
Development Timeline	Scheduled for completion in FY 2029
Electricity	Special high-voltage electricity available (subject to consultation with TEPCO)
Water Supply	Groundwater extraction available



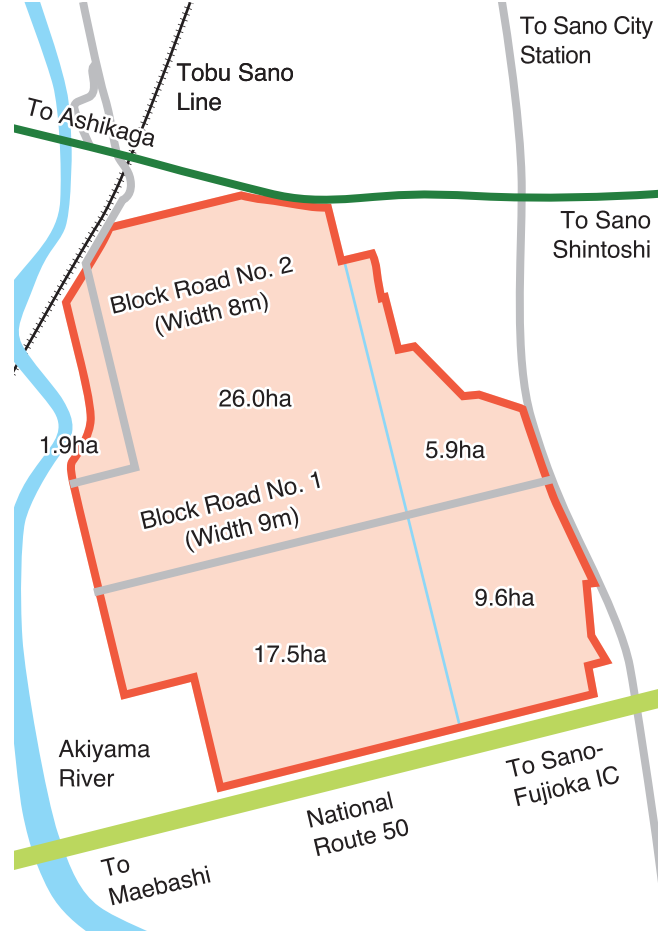
For more detailed information, please scan the 2D code on the right.



## Area Map



## Land Use Plan



### Ueshimo Area

0.4km	• 1 min by car	to National Route 50
3.9km	• 6 min by car	to Sano-Fujioka IC
2.5km	• 7 min by car • 32 min on foot	to Sano Station (JR Ryomo Line, Tobu Sano Line)
1.8km	• 5 min by car • 23 min on foot	to Sano City Station (Tobu Sano Line)

## Ueshimo Area

Location	Approximately 3300 Ueshimo-cho, Sano City
Total Area	Approximately 65 ha

### Features

- Although the entire area is designated as an Agricultural Production Area, consideration for land conversion can be received by preparing and obtaining approval for a Land Use Adjustment Plan and a Regional Economic Driving Business Plan under the Regional Future Investment Promotion Law.
- High voltage utilization is possible (requires consultation with Tokyo Electric Power Company).
- Water supply and groundwater extraction available.

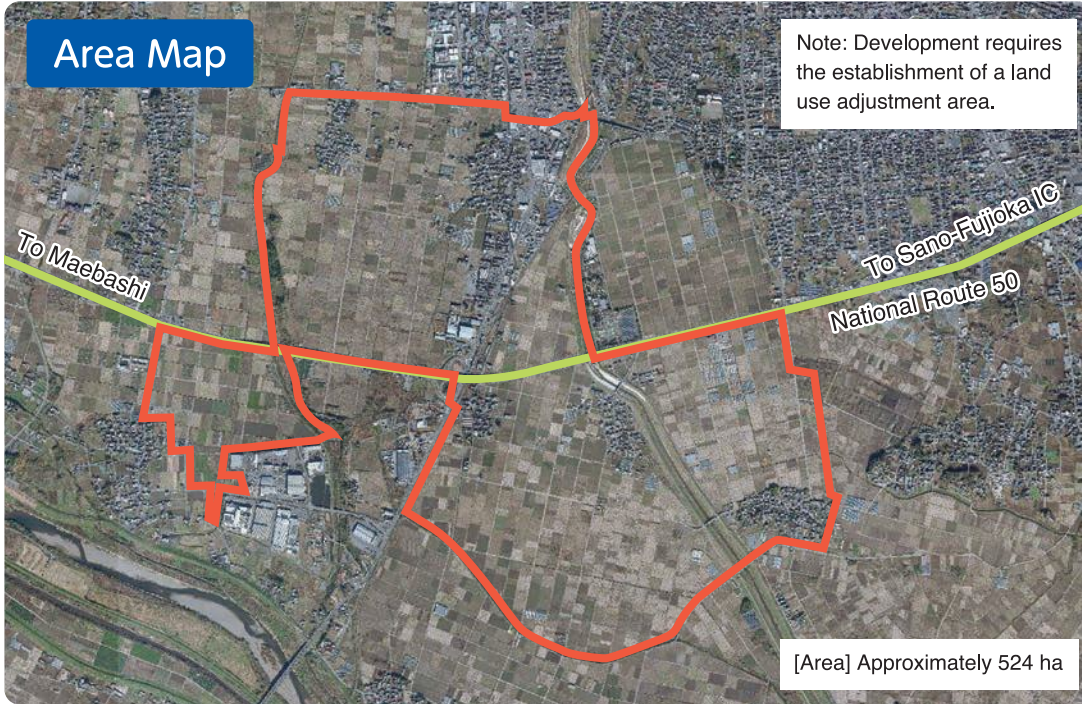


For more detailed information, please scan the 2D code on the right.



Private Development

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



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

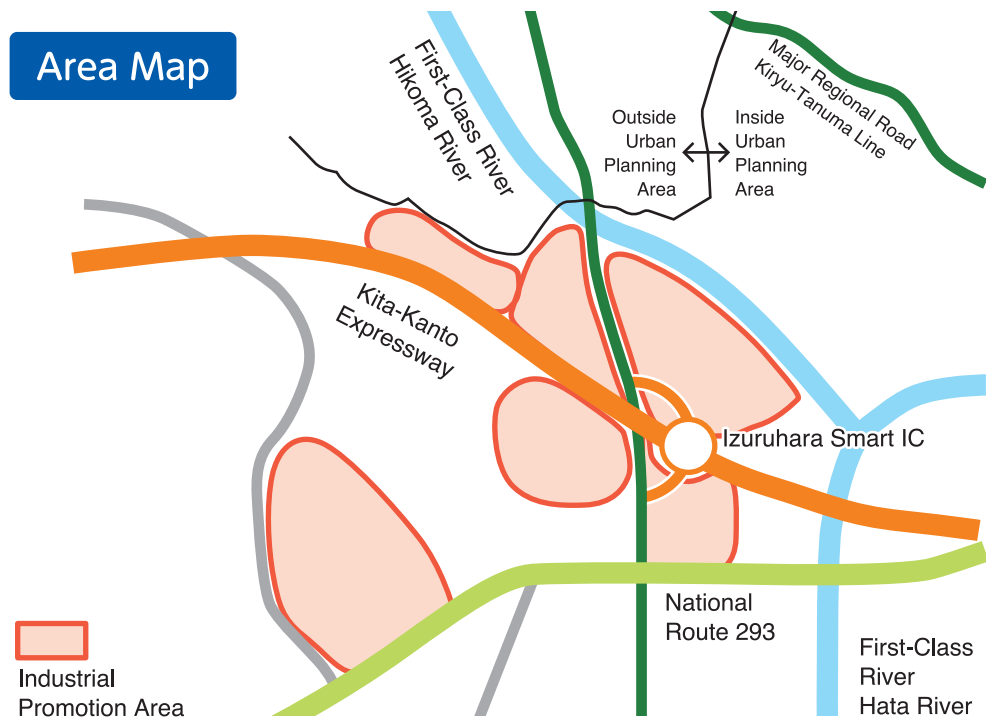


## Key Features

- 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)

Private Development

# Izuruhara District (Industrial Promotion Area)



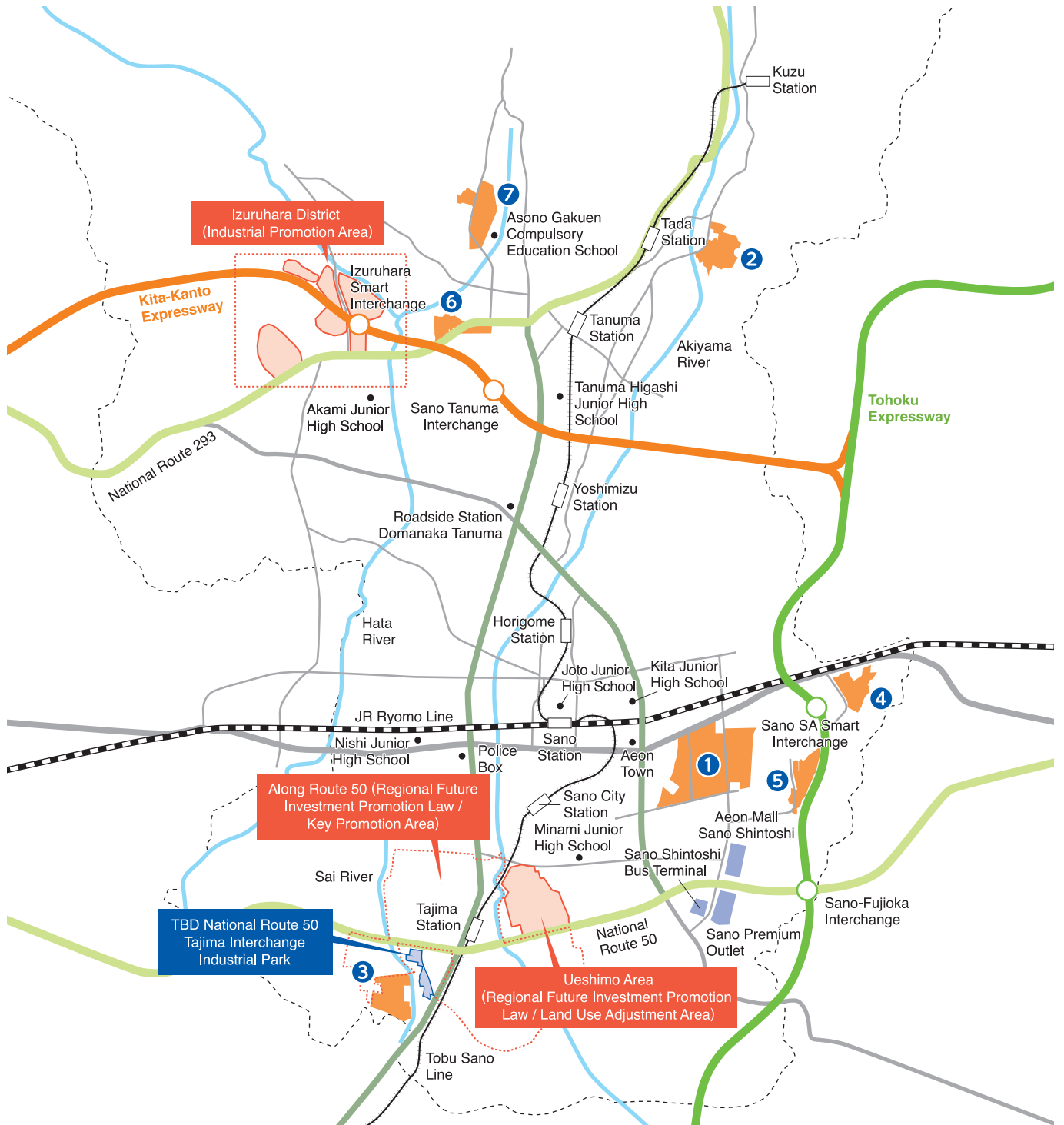
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## Key Features

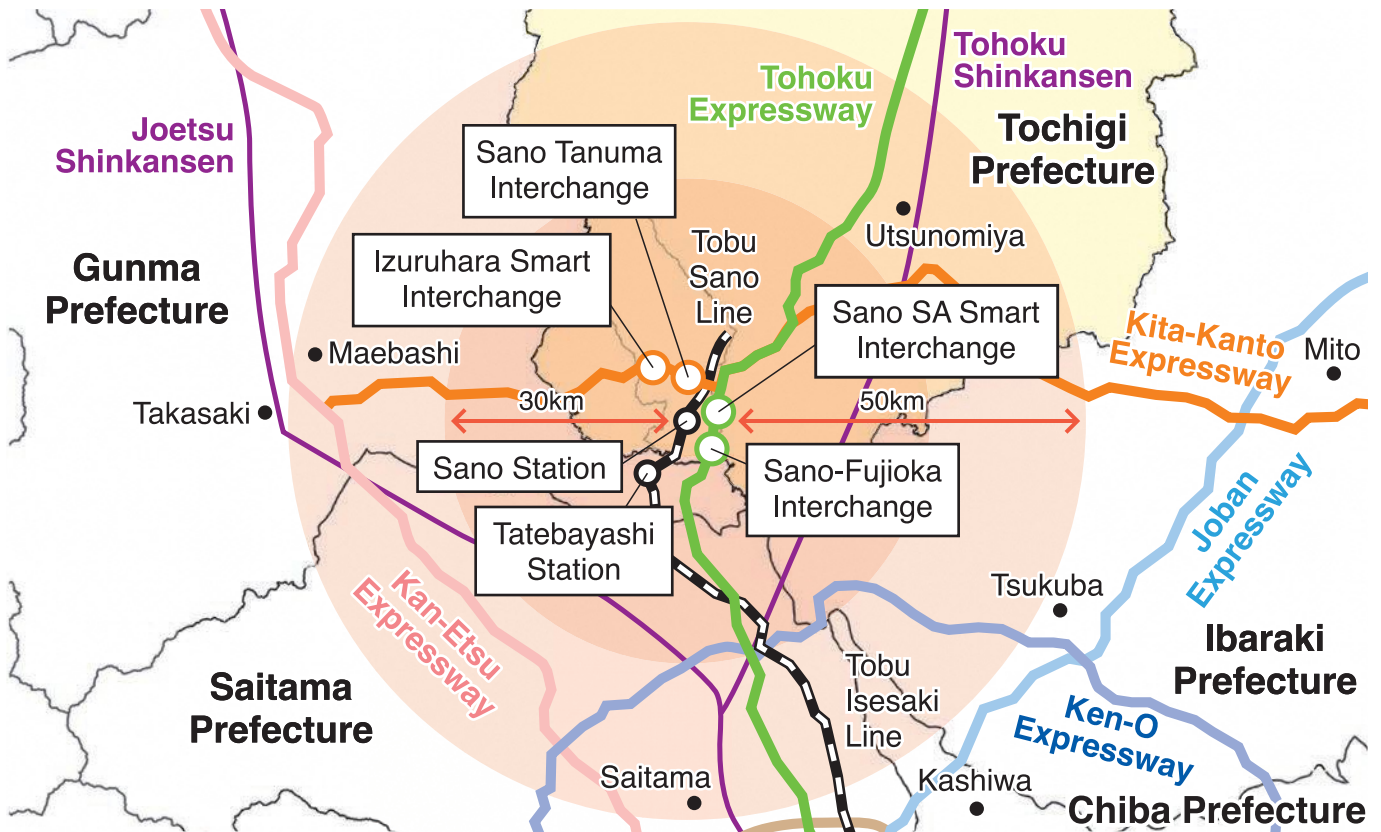
- Proximity to Kita-Kanto Expressway and Izuruhara Smart IC
- Abundant clean groundwater from the nearby "Izuruhara Benten Pond," one of Japan's 100 Exquisite, Well-conserved Waters
- Most of the area is outside the flood-prone zones on hazard maps

# List of Industrial Zones in Sano City



<b>1</b> Sano Industrial Zone 31 companies	<b>2</b> Tanuma Industrial Zone 9 companies
<b>3</b> Haneda Industrial Zone 9 companies	<b>4</b> Sano Mikamodai Industrial Zone 8 companies
<b>5</b> Sano Inter Industrial Zone 20 companies	<b>6</b> Sano Tanuma Inter Industrial Zone 14 companies
<b>7</b> Sano AWS Industrial Zone 7 companies	

# Sano City and surrounding area situation



# Sano City Labor Force

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

(2020 National Census)

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

Total	¥28.8003 trillion
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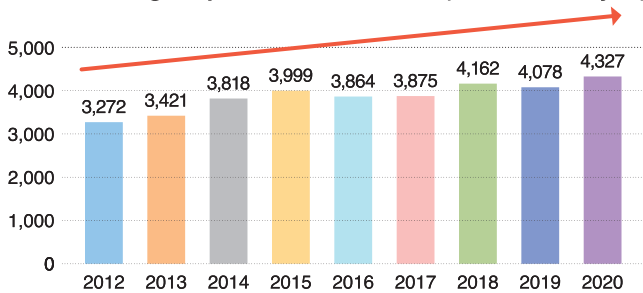
## Top Prefectures by Manufacturing Shipment Value

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)

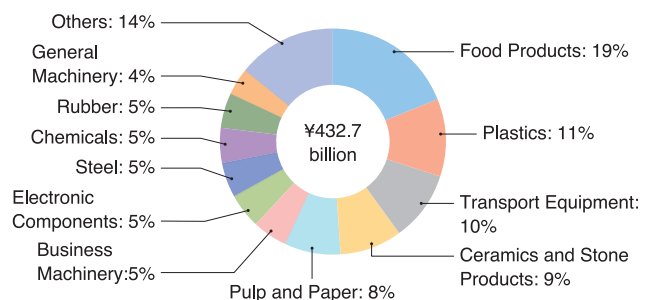
# Sano City's Industry

## Manufacturing Shipment Value Trends (in billions of yen)



The manufacturing shipment value has shown a slight upward trend each year. Notably, the value of electronic components increased by approximately 170 times from 2019 to 2020.

## Composition of Manufacturing Shipment Value



(2021 Economic Census for Business Activity - Manufacturing)

## A key transportation hub in Northern Kanto

Sano City is located in the southwestern part of Tochigi Prefecture, within 70 km of Tokyo. The city has four interchanges on the Tohoku Expressway and Kita-Kanto Expressway, making it a key transportation hub in the northern Kanto region. Sano City is approximately 1 hour from Tokyo by Shinkansen, and local train. Alternatively, highway buses provide access from Tokyo Station in about 1 hour and 30 minutes.



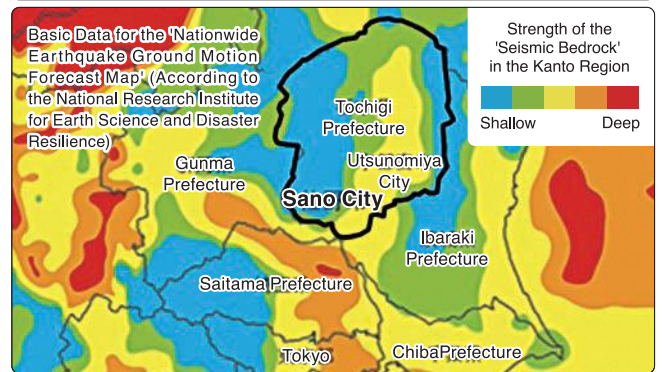
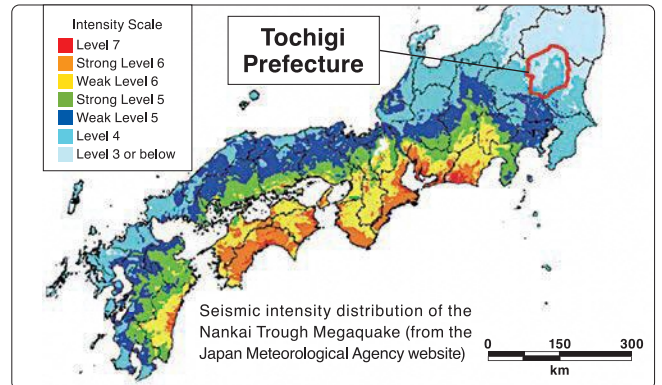
● Sano Tanuma IC



● Sano-Fujioka IC

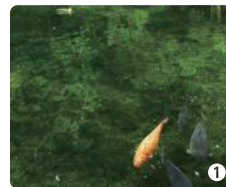
## A safe and secure operating environment

In recent years, the climate has been mild with almost no snowfall in winter. Due to its inland location, the area is less susceptible to wind and water damage from typhoons. There are no major active fault lines identified in the region, and predictions for Nankai Trough earthquakes or capital region earthquakes suggest an intensity of around 4 to 5 on the Japanese scale, with no impact from tsunamis. Additionally, the distance to seismic bedrock is relatively shallow, making the area less prone to shaking.



## Abundant groundwater selected as one of Japan's Top 100 Clearest Waters

The Nikko mountain range stretches out north of the city, featuring limestone and the largest reserves of dolomite in Japan. The city is blessed with abundant groundwater, including the renowned 'Izuruhara Benten Pond Spring Water,' one of Japan's 100 Exquisite and Well-conserved Waters. All tap water in the city is sourced from groundwater, with an average supply of approximately 45,000 cubic meters per day (excluding private uses such as agricultural and industrial water).



① Selected 100 Exquisite and Well-conserved Waters "Izuruhara Benten Pond Spring Water"



② Limestone and dolomite quarries



## Generous Incentive Programs

### 1 Corporate Location Incentive Grants

Upon the establishment of corporation locations, we offer incentive grants equivalent to the amount of fixed asset tax invested, for a period of five years. Furthermore, this program is applicable to expansions or renovations after the initial setup, allowing for multiple uses.

#### For Newly Established Facilities

- Grant Amount: Amount equivalent to fixed asset tax and city planning tax (for the acquired portion)
- Grant Period: 5 years
- Incentive Amount: Up to 5 billion yen  
※ Annual limit set at 1 billion yen

#### For Facility Expansion and Renovation

- Grant Amount: Amount equivalent to fixed asset tax and city planning tax (for the portion related to expansion and renovation)
- Grant Period: 5 years
- Incentive Amount: Up to 5 billion yen  
※ Annual limit set at 1 billion yen

### 2 Head Office Relocation Incentive Grant

We provide an incentive grant equivalent to the amount of corporate residential tax to companies that relocate their head office or similar operations.

#### Requirements

- The relocation of the head office or similar facilities
- Having a minimum of 10 full-time employees
- Not a company engaged in direct sales or similar activities
- Not an organization involved in organized crime or other anti-social activities
- No delinquent city taxes

#### Incentive Details

Amount equivalent to corporate residential tax paid to Sano City  
※ Upper limit set at 300 million yen

#### Incentive Period

In principle, from the fiscal year following the head office relocation, for a period of 5 fiscal years

### 3 Private Industrial Land Development Incentive Grant

To promote the development of industrial land, contribute to the advancement of industry, and expansion of employment opportunities, subsidies will be granted for the costs associated with the development of industrial land undertaken by private enterprises

#### Eligible Projects

- Development area of 5 hectares or more
- Private businesses conducting development projects must have obtained the necessary approvals or development permits required for industrial land development projects
- Projects that contribute to the promotion of the city's industry and the expansion of employment opportunities

#### Eligible Area

Private development areas as detailed on pages 3 and 4 (For details, please contact us)

#### Incentive Amount

The incentive amount will be the lesser of either: (a) 10 million yen per hectare of development area, or (b) 50% of the development costs, with a maximum limit of 500 million yen.