

An aerial photograph of the Sapporo Ski Jump Stadium, showing a long, straight ski jump track cutting through a dense green forest. In the background, a sprawling city of Sapporo is visible under a clear blue sky. The text "New Value" is overlaid in white, with a horizontal line underneath it.

# New Value

# for a New Era

## Created by the City of Sapporo

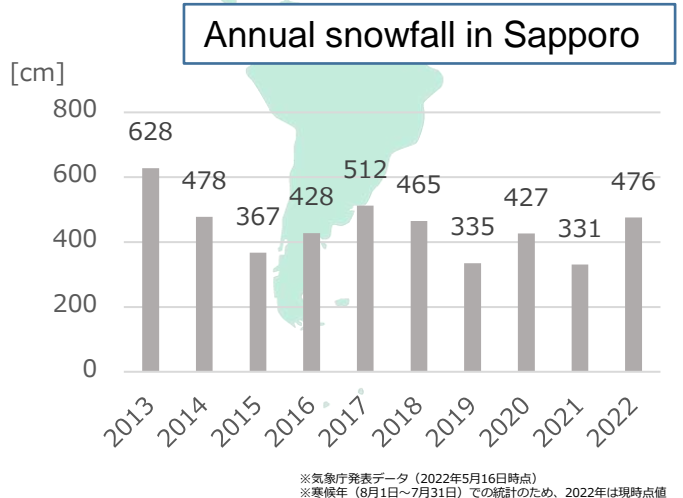
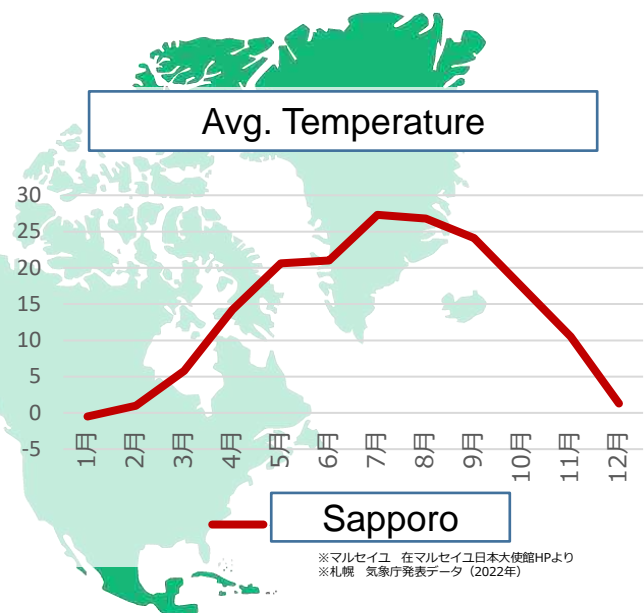
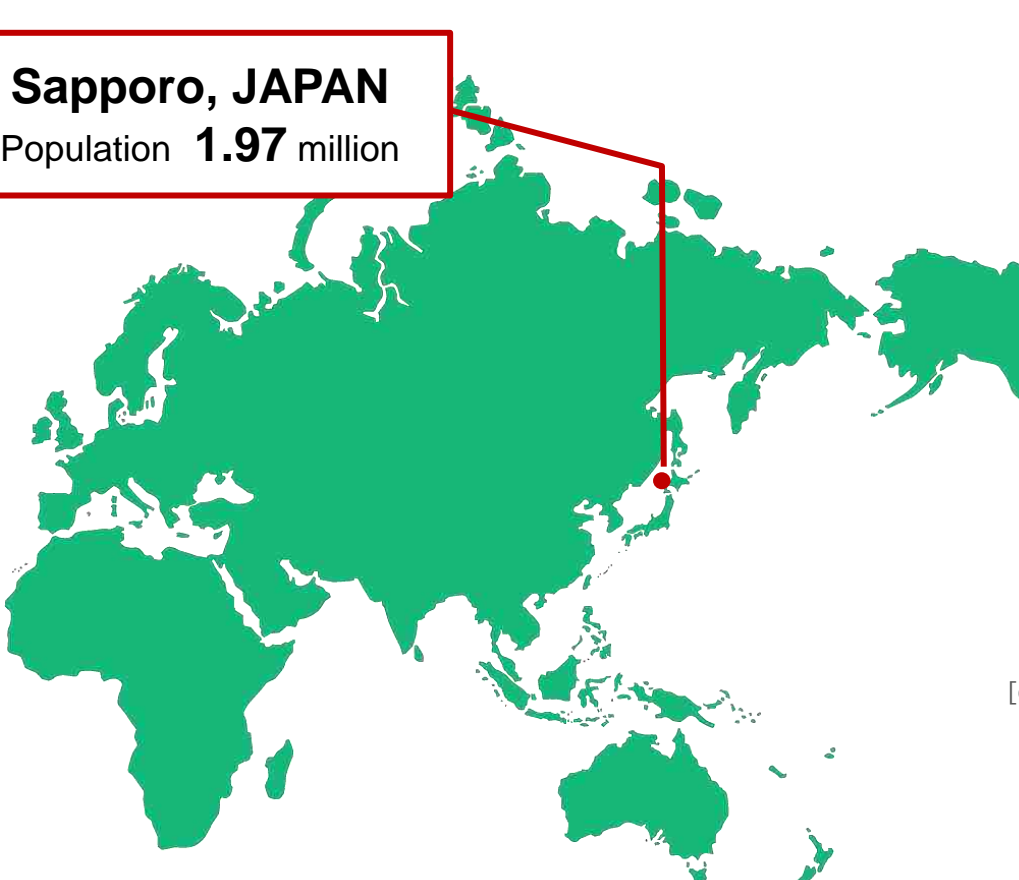
A red circular logo with the word "SAPPORO" in white, stylized capital letters. The "O" is replaced by a white smiley face.

SAPP  
RO

@SAPPORO Okurayama SKI JUMP STADIUM

# Attractiveness/Characteristics of Sapporo

**Sapporo, JAPAN**  
Population **1.97** million





## Various Leisure Activities



# Attractiveness/Characteristics of Sapporo



## Safe and Tasty Food



## Lifestyle of Sapporo



**No Cedar Pollen !**

---



**No Rainy Season !**

---



**No Typhoons !**

---



**No Cockroaches !**

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## Lifestyle in Winter



**Warm inside with highly-insulated structures**



**Easy to move around with underground walkways**



**Subway system unaffected by the snow**



**Comprehensive snow removal system**

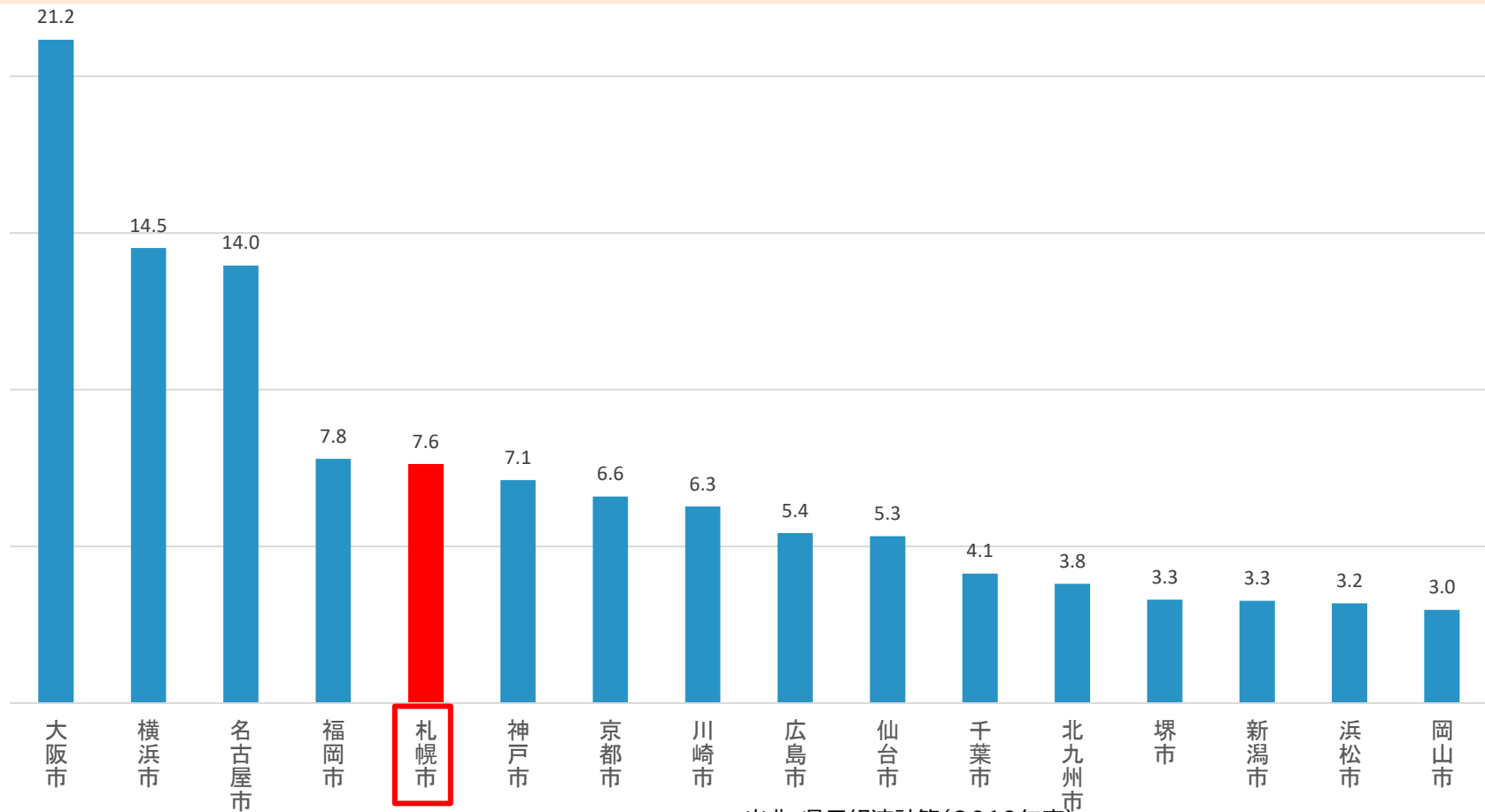
# Sapporo's Economy & Industries

## GDP Comparison with Other Cities in Japan

(unit: trillion yen)

### • City GDP (nominal):

Approx. 7.6 trillion JPY, ranks 5<sup>th</sup> among cities designated by government ordinance



出典: 県民経済計算(2019年度)

※さいたま市、相模原市、静岡市、熊本市は県民経済計算を公表していない

# Strategic Industries Driving Sapporo's Economic Growth



## Tourism

### 【Strengths】

- Abundant tourism resources
- Revenue from foreign tourists
- Economic ripple effects on other industries, etc.



## Food

### 【Strengths】

- A hub for food from across Hokkaido
- Revenue from exports
- Economic ripple effects on other industries



## IT

### 【Strengths】

- A cluster of IT companies
- Expected growth in the IT market
- Digital technologies driving growth in other industries
- Ability to work remotely for companies outside Hokkaido



## Creative

### 【Strengths】

- A cluster of companies and talent in the gaming and design sectors
- The design industry contributing to growth in other industries



## Health & Medical Care

### 【Strengths】

- Universities and research institutes concentrated in the city
- Increasing demand due to an aging society



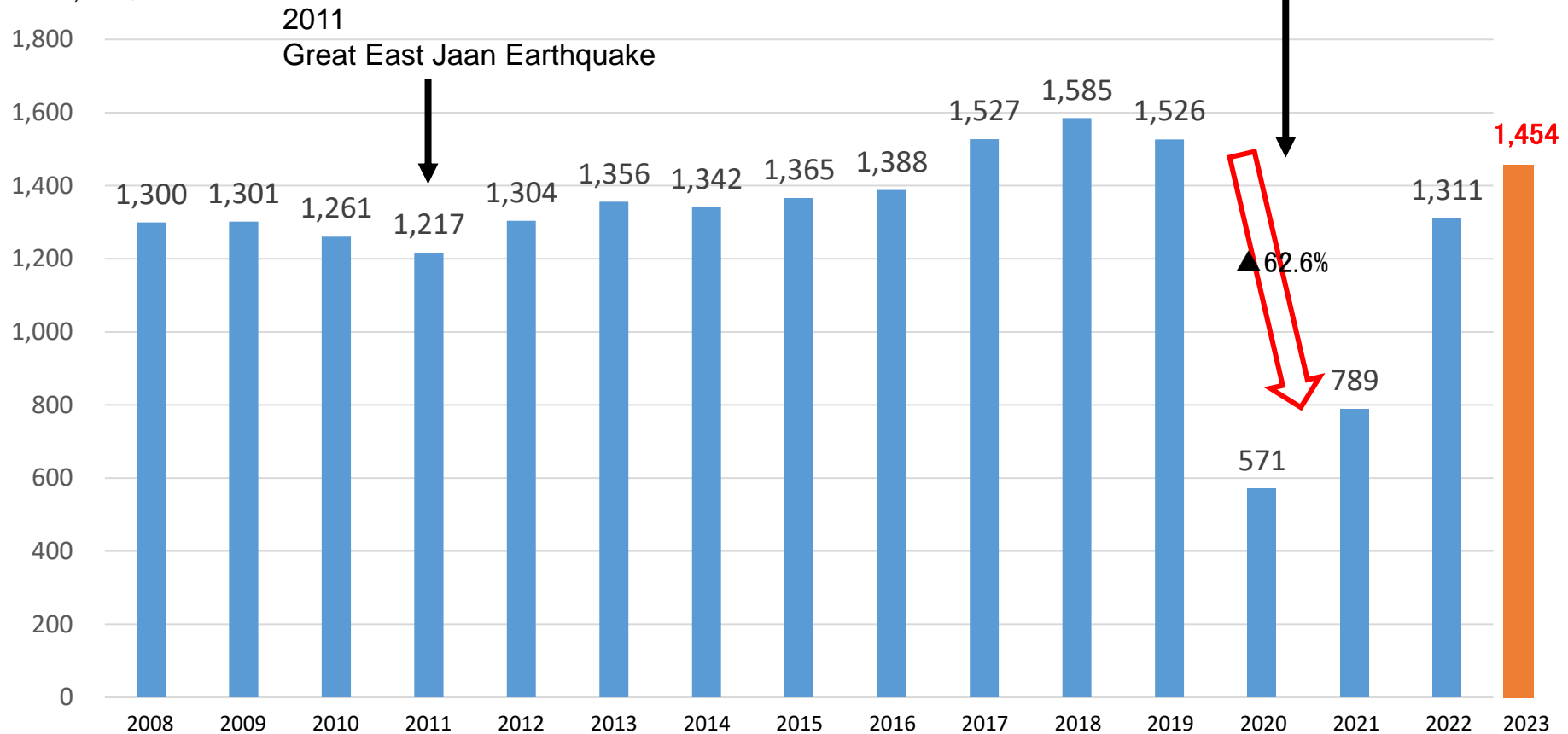


# Sapporo's Economy & Industries: Tourism



## Trend in the number of inbound travelers

(Unit: 10,000 )



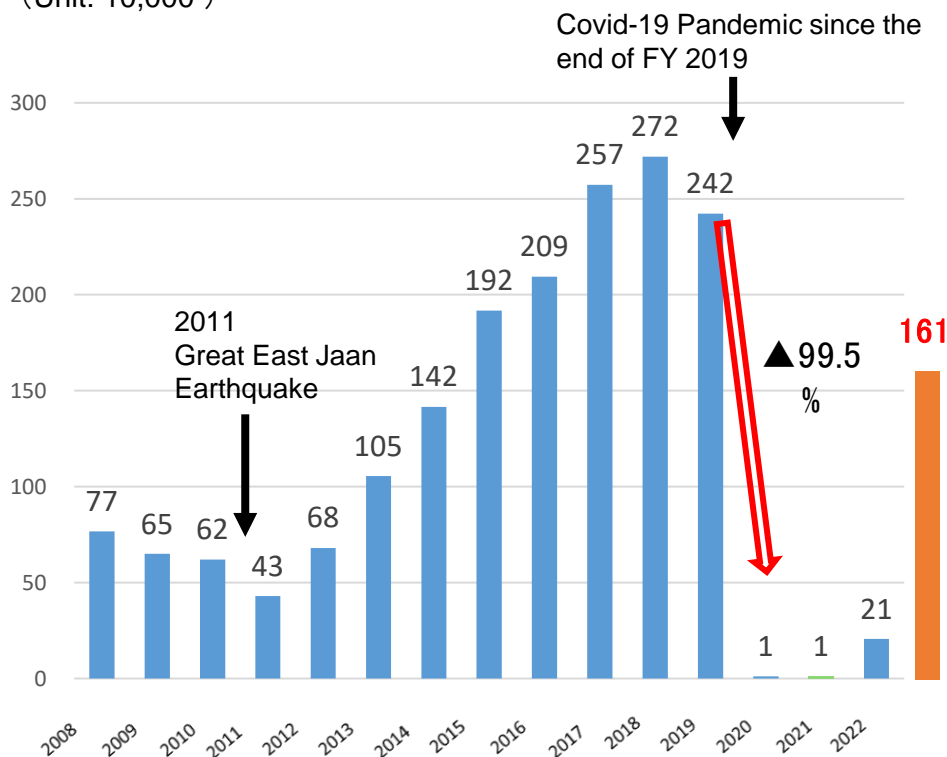
出典: 札幌市経済観光局「札幌の観光」

# Sapporo's Economy & Industries: Tourism



## Trend in overnight stays by inbound travelers

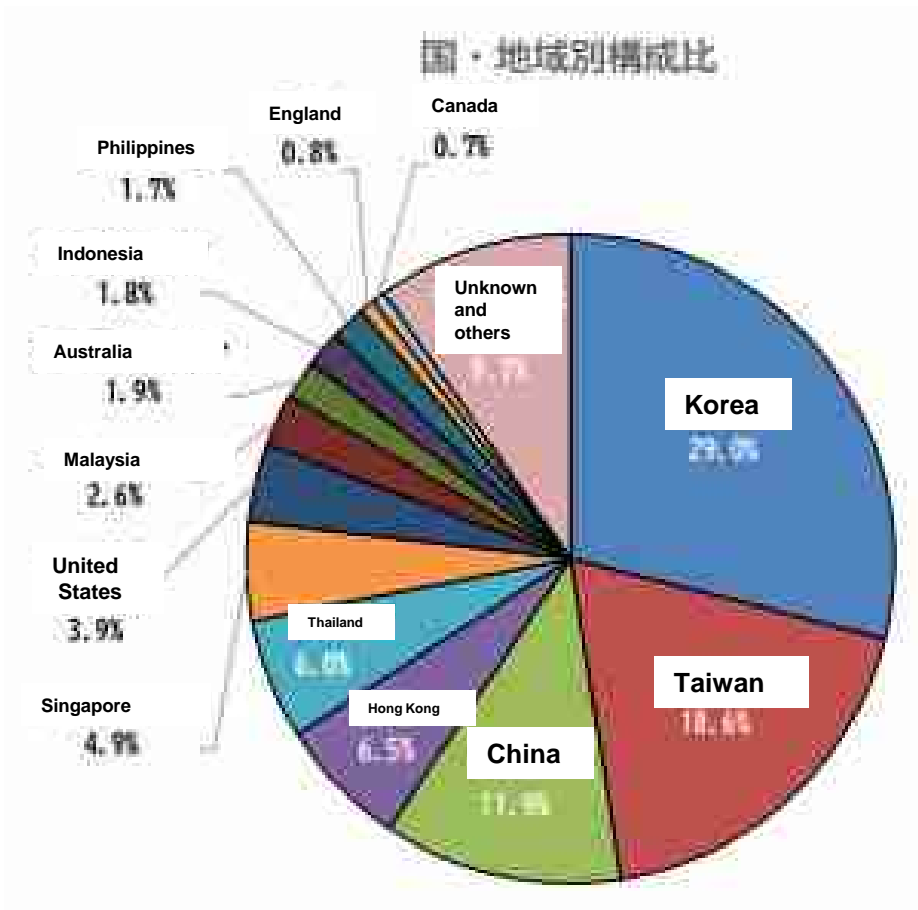
(Unit: 10,000)



出典: 札幌市経済観光局「札幌の観光」

## Percentage of overnight travelers by country/region

(FY2023)



資料: 札幌市経済観光局

# Sapporo's Economy & Industries: IT Industries



- Annual sales of IT companies in Sapporo exceed 530 billion yen.
- Number of IT-related employees in Sapporo exceeds 24,000 people.
- Sapporo ranks 5th in Japan for the number of offices in the IT industry.



一般社団法人 北海道IT推進協会  
Hokkaido Information and Communication Technology Association



一般社団法人 北海道情報システム産業協会  
Hokkaido Information System Industry Association



Note: Figures for 1996-2005 are based on the Ministry of Economy, Trade and Industry's 'Basic Survey of Business Structure and Activities' and 'Survey of Selected Service Industries'.



## Sapporo's Economy & Industries: Creative Industries

### Sapporo Techno Park

- Japan's first industrial park for IT-related companies established in the the 1980s.
- Has grown into a leading IT industry cluster in Japan.



### Sapporo Electronics Center

- A core facility in the Sapporo Techno Park
- Offers high-security rental offices

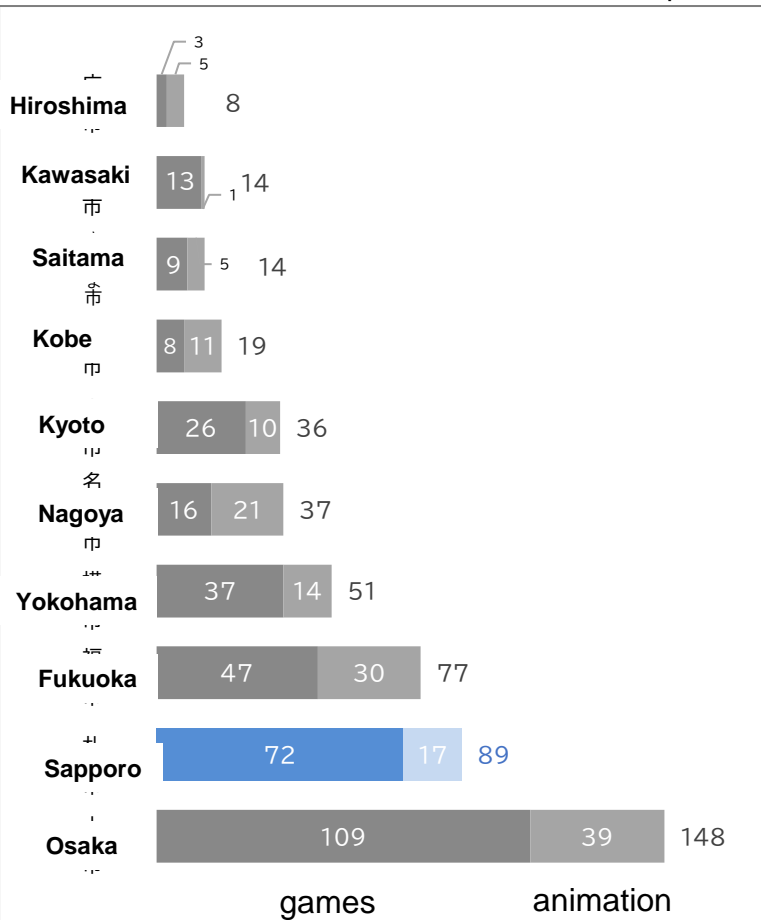


# Sapporo's Economy & Industries: Creative Industries



## CG Companies (games, animation)

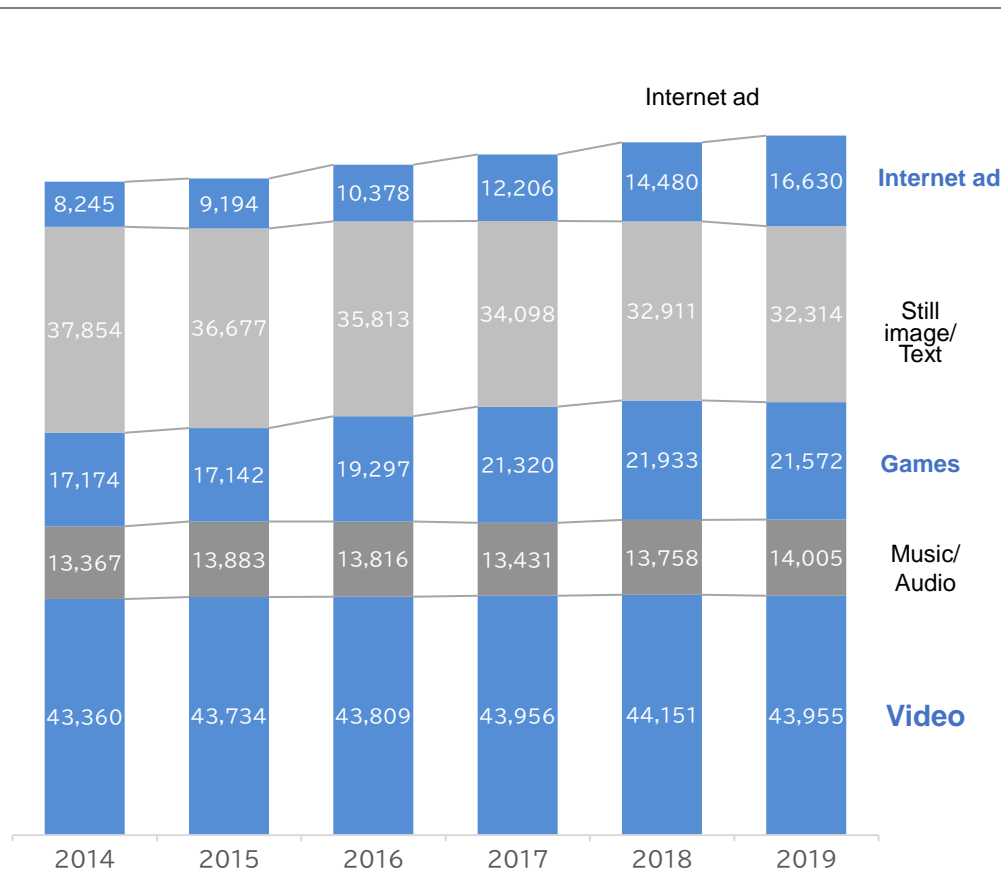
Number of companies



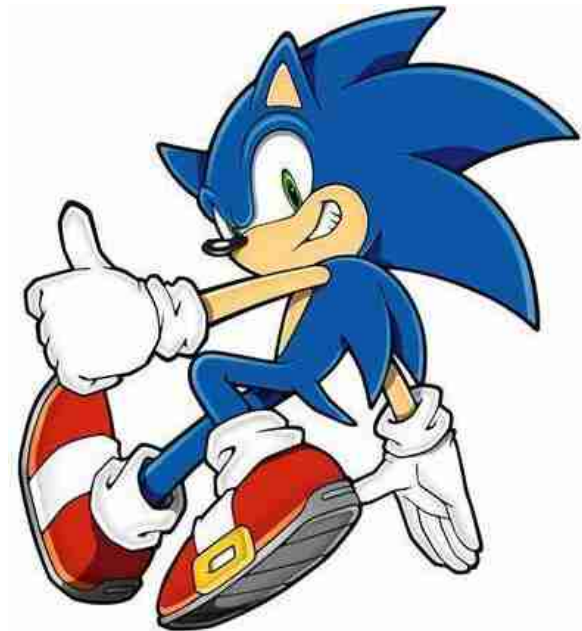
出典 | (株)インサイト調べ 2021.8月時点

## Trend in market size by content (domestic)

Unit: 100 million JPY



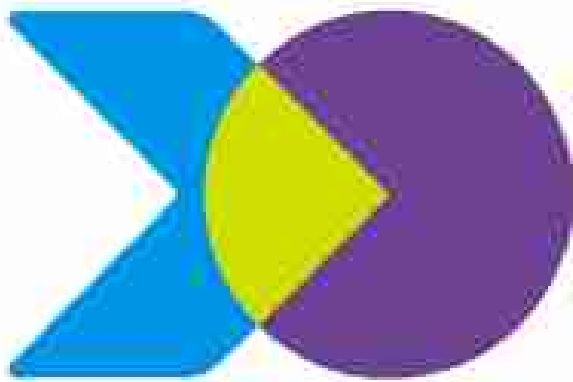
出典 | デジタルコンテンツ白書2020





## Leveraging Hokkaido's Unique Strengths

### 3 Focus Areas



**STARTUP  
HOKKAIDO**

**All-Hokkaido Organization  
Support for startups**

**1**

**Primary Industry  
and Food**



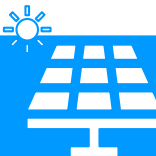
**2**

**Space  
Industry**



**3**

**Environment &  
Energy**



# Startup Support



## HOKKAIDO INNOVATION WEEK

OPEN HOKKAIDO  
Feb. 13-19th, 2025

Open to ambition.  
Open to failure.  
Open to you.



Feb 13, Thu

Starting in Hakodate, we explore cities and towns developed as a Port / Tourism/ Fisheries city, and we dig deeper and wider into the Startups and Local challengers.



Feb 14, Fri

Join us for an unforgettable journey in Yoichi, where tradition meets innovation. This exclusive event invites startups, investors, and the local community to explore Yoichi's rich culture, world-class industries, and breathtaking nature.



Feb 15, Sat

Want to go skiing?  
  
Enjoy the fluffy powder snow in Niseko.  
  
We drive to the destination for you, and you book your hotels on your own.  
  
Limited to only 40 people.



Feb 16, Sun

Or want to just chill?  
  
Let's go to Shakotan Onsen to watch the amazing view at the coast of Shakotan peninsula.  
  
Limited to only 15 people.



Feb 17, Mon

In front of the iconic Nikka sign, COCONO SUSUKINO has emerged as a dynamic hub for innovation and creativity. Be a part of the growth of Sapporo's entrepreneurial ecosystem.



Feb 18, Tue

Take your startup to the next level with JETRO program.



Highlight the crucial connection between the space and agriculture industries in driving the Green Transformation



Feb 19, Wed

As a key highlight of Hokkaido Innovation Week 2025, this event offers startups and Innovators a platform to reflect on the progress made and explore new horizons.

# Our Efforts toward a Decarbonized Society



## City of Sapporo Zero Carbon City Declaration

2030

Greenhouse Gas Emissions  
**59% reduction!**  
(National reduction target 46%)

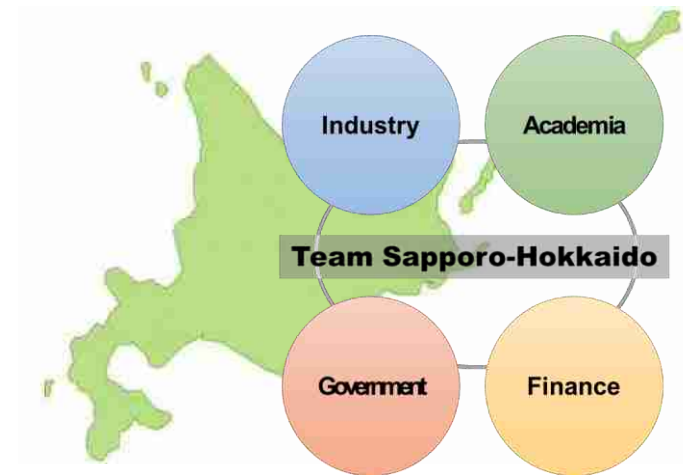
※Compared with  
2013

2050

**Net zero** greenhouse gas  
emissions from the city !



## Hokkaido-Sapporo Declaration for the Future of a Decarbonized Society



Over 150 trillion yen of public and private investment in green initiatives is expected in Japan over the next decade. To attract related investments from around the world to Sapporo and Hokkaido,



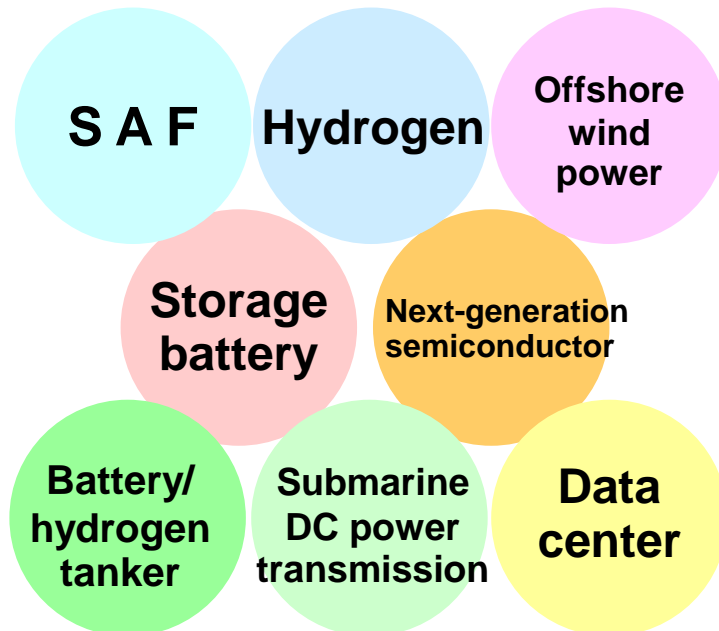
**Team Sapporo-Hokkaido launched.**

## 8 Green Transformation (GX) Projects



## 6 Priority Initiatives

Cooperation



1. GX Information Platform
2. Regional Development and Promotion
3. Fund Finance
4. Special Deregulatory Zone
5. Human Resources Development
6. Information Outreach

# Sapporo's Vision for a Hydrogen-Powered Future



## Hydrogen energy use:

- Will enhance environmental efficiency of the building
- Will add value to the structures

## Office, Hotel, and Apartment Buildings



H<sub>2</sub>

## Mobility

H<sub>2</sub>

## Rolling out hydrogen-powered mobility:

- Incorporating hydrogen into the new public transportation system
- Introducing hydrogen-powered commercial trucks



## Promoting hydrogen use:

- In large event facilities
- At events attracting tourists from across Japan and abroad



Sapporo White Illumination

## Large Event Facilities and Tourism Events

H<sub>2</sub>

## Commercial Complexes and Dining Establishments

H<sub>2</sub>

## Implementing advanced devices for utilizing hydrogen-generated heat:

- In large shopping malls
- In restaurants



Hydrogen roasted coffee

# GX Projects in Progress within Hokkaido



## 【Offshore Wind power】

Areas designated under the Act on Promoting Utilization of Sea Areas for Renewable Energy Generation

Orange square: Promising Zone

Green square: Preparatory Zone (Floating)

① Off the coast of Ishikari, Hokkaido

② Off the coast of Gan-wu & Minami Shiribeshi, Hokkaido

③ Off the coast of Shimamaki, Hokkaido

④ Off the coast of Hiyama, Hokkaido

⑤ Off the coast of Matsumae, Hokkaido

\*Agreement has been made to advance this area to the “promotion zone” stage.

## 【Data center】

Pink square: Current status: a total of 44 data centers are located within Hokkaido according to Hokkaido Government

\*The map below only shows major data centers

Bibai City  
→ White Data Center Inc.

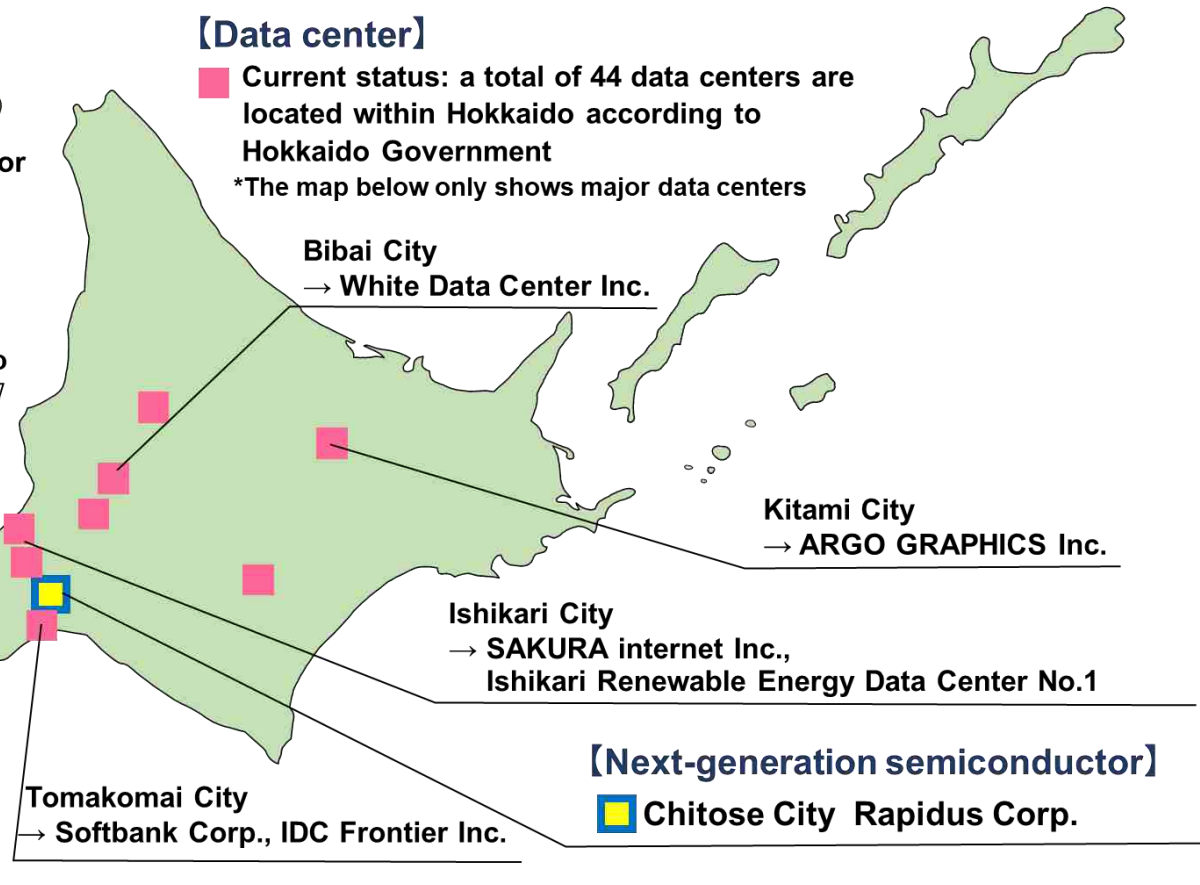
Kitami City  
→ ARGO GRAPHICS Inc.

Ishikari City  
→ SAKURA internet Inc.,  
Ishikari Renewable Energy Data Center No.1

Tomakomai City  
→ Softbank Corp., IDC Frontier Inc.

## 【Next-generation semiconductor】

Blue and yellow square: Chitose City Rapidus Corp.

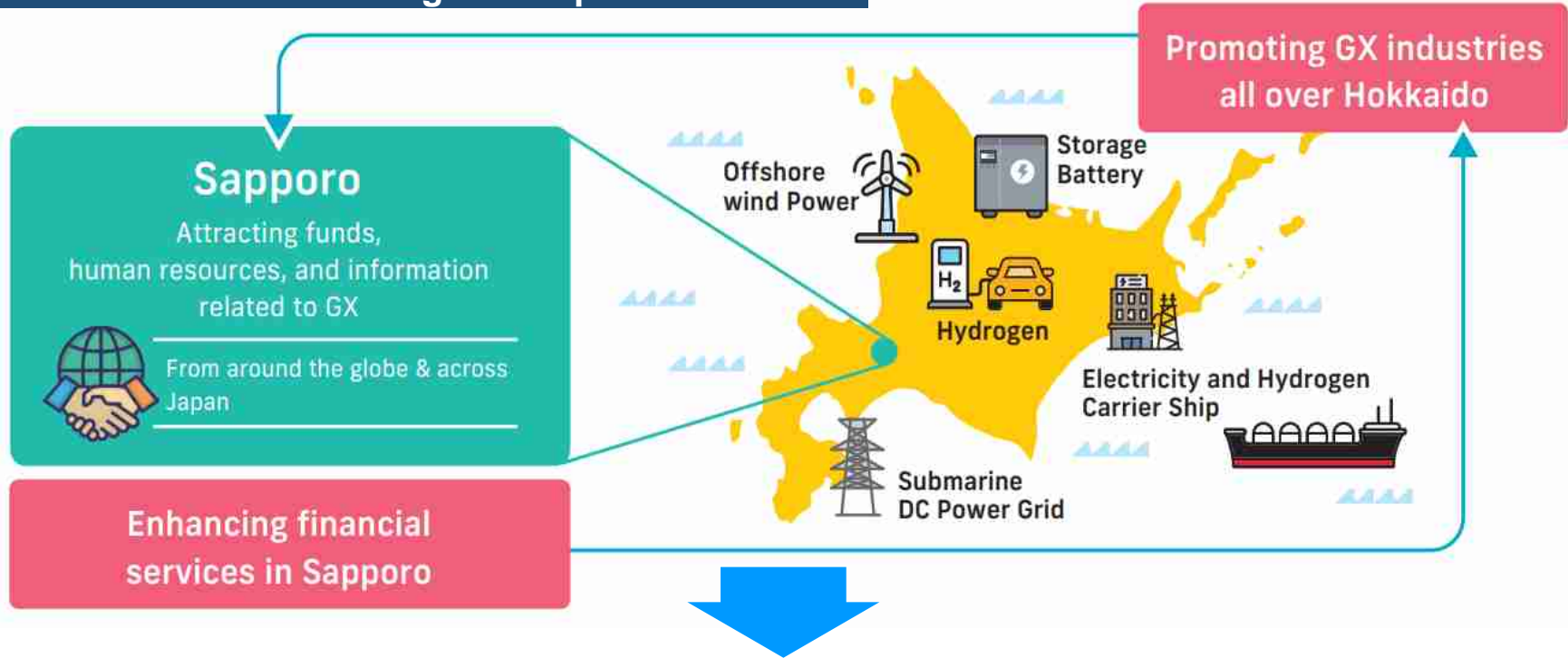




# GX Finance and Asset Management Special Zone



## Our vision as a Designated Special Zone



**Towards a future as Japan's green powerhouse and green financial hub**

# Local Tax Exemption

Companies operating in,  
or newly establishing  
businesses related to:

Exemption of both  
municipal and  
prefectural taxes

Companies operating  
in relation to:

## Renewable energy in Hokkaido



for up to  
**10 years !!**

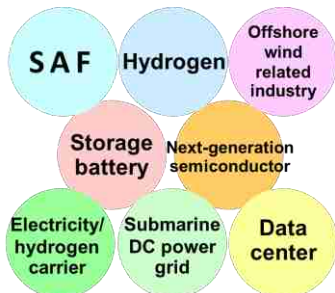
## Investment in GX industries

Investment management  
industries, such as fund  
managers, asset management  
firms, venture capital firms etc.



**Funding  
&  
Growth  
support**

## 8 GX Projects



## Fintech

Businesses leveraging  
digital technology to  
provide financial services  
such as cashless payments,  
AI, and blockchain



**Goal: develop GX industries, enhance financial functions, and establish a green industrial supply chain in Hokkaido**

# Redevelopment Project in Sapporo City Centre



Completion : June 2026  
Scale : 26 floors above ground,  
2 floors underground

アーバンネット札幌リンクタワー



Completion : FY 2028  
Scale : 36 floors above ground,  
3 floors underground  
- Park Hyatt Hotel

大通西4南地区市街地再開発事業



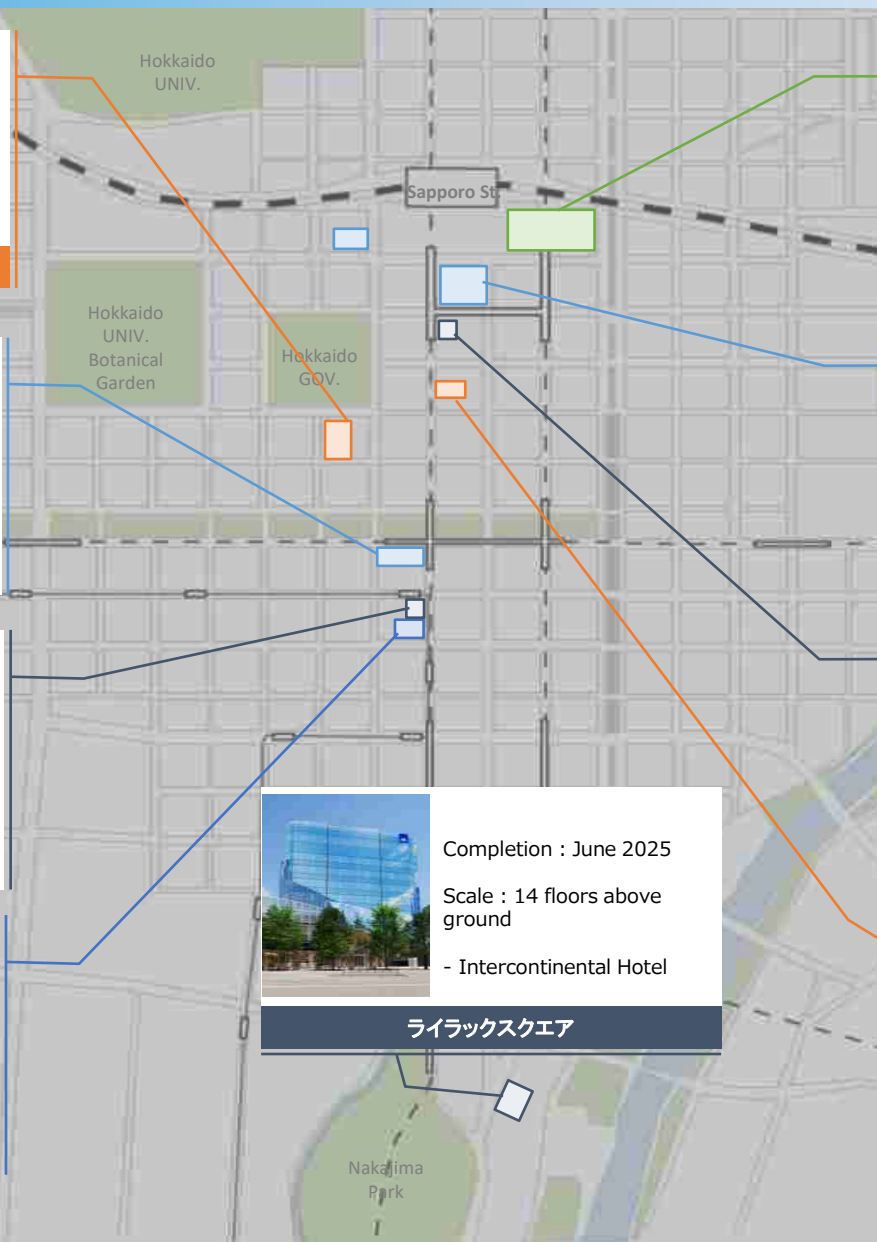
Completion : March 2025  
Scale : 13 floors above ground,  
3 floors underground

札幌4丁目ブレイス



Completion : April 2027  
Scale : 19 floors above ground,  
2 floors underground

札幌ダイビル再開発プロジェクト



Completion : FY 2034  
Scale : 43 floors above ground,  
4 floors underground

北5西1・西2地区市街地再開発事業



Completion : July 2028  
Scale : 32 floors above ground,  
5 floors underground

北4西3地区第一種市街地再開発事業



Completion : September 2025  
Scale : 11 floors above ground,  
1 floors underground

ヒューリックスクエアⅡ期



Completion : April 2026  
Scale : 13 floors above ground,  
1 floors underground

THE VILLAGE SAPPORO (いちご若草札幌ビル)



Completion : June 2025  
Scale : 14 floors above ground  
- Intercontinental Hotel

ライラックススクエア

オフィス札幌都心は魅力的

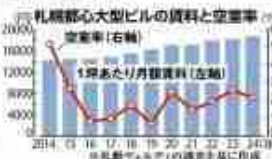


札幌市に立つ大森オファースビルは資料が旧市庁で断簡くなくなったこと  
が、オファースビルを主とする「オファースビル」の調べで分かった。  
建設コストの上昇と新築ビルの資料が大森市に貯められていたが、空室率は  
2.2%と低い。また、「明治・戦後・大森」のビルを求めるテナントが  
増え、比較的低賃金で立つ中小ビルと面影が分かれている。

区立立上1フロアより0  
 坪以上の大型に突進の  
 平均面積（2005年）  
 1.1坪あたり14坪の1方  
 4.4坪と、14坪の1方  
 4.4坪が中心の範囲に上  
 った。中間層は歩道  
 假設面積と新築下の減  
 3月に完成した本市中區  
 の一棟が自レイス。  
 4月1日現在に上るに  
 の12日（中盤一階建）  
 料が足り、既存の建  
 の面積が出た時に上  
 てくる動向に上るに  
 上層面積は増える  
 上られており、上層  
 には、中間層までの動  
 上の面積は、その中  
 上、中間層に上るに  
 4坪、など、20坪、  
 上に上る物件は、上  
 上に上る上る上る  
 上る上る上る上る

## 賃料上昇傾向でも

企業「事業展開」利便性重視

[illegible][illegible]

が復活した。また、同国「首都・経済活動の中心地」たるモリスから4キロ手前、が砂くち、幾ききに滞在、もうたぬオイスへの投資地や、すは似は牛乳も盛なだたふ」と結す。

2025年  
4月13日  
星期日

発行所  
北海道新聞社  
〒100-8711  
東京都千代田区千代田1-1-1  
電話 03-221-2111  
http://www.hokkaido-nippo.co.jp

元気からはじめます。

## 中道リース

For more information, visit [www.studycityfil.com](http://www.studycityfil.com)

## 市議会オンライン出席制度に疑問 2

**アコガル** 小樽市議会で議員のオンライン出席が可能に。育児・介護を理由として認めておらず、疑問視する声がある。

伊心運転屋事故 もし起きたら 3

**再稼働に向けた審査の「合格」が近づく北電泊原発3号機で、炉心損傷の事故が起きた時の安全性を確認する。**


## 暮らしのお役に「人生100年ワイド」11

**人生** 健康やマネーの情報を伝える「いい生活ライフ」と、多彩な脳トレ問題の「脳活新聞」で、月2回連載します。

歌川國芳展25日開幕 魅力を紹介 19

江戸後期の浮世絵師・歌川国芳の展覧会が29日、北海道立近代美術館で開幕。その魅力に迫る。

## 脱脂粉乳使ったスイーツやビール 19


 脱脂粉乳を使っていることを前面に打ち出したスイーツやビールなどが、ここ数年で相次いで登場している。

## 得兵追悼の碑文 沖繩に複雑な思い 20

戦後30年  
 日清戦戦当時の知事や、県内で戦死した将兵を追悼する各館道府県の撰文について、井上には複雑な感情がある。

## 人生100年時代

編活新聞ワイド 13

鈴木道政6年	7
中国、対米関税125%発動	2
フィギュアトップスター札幌に集う	36
証券6社で口座乗っ取り	31
介護職 希望持てる仕事に	6

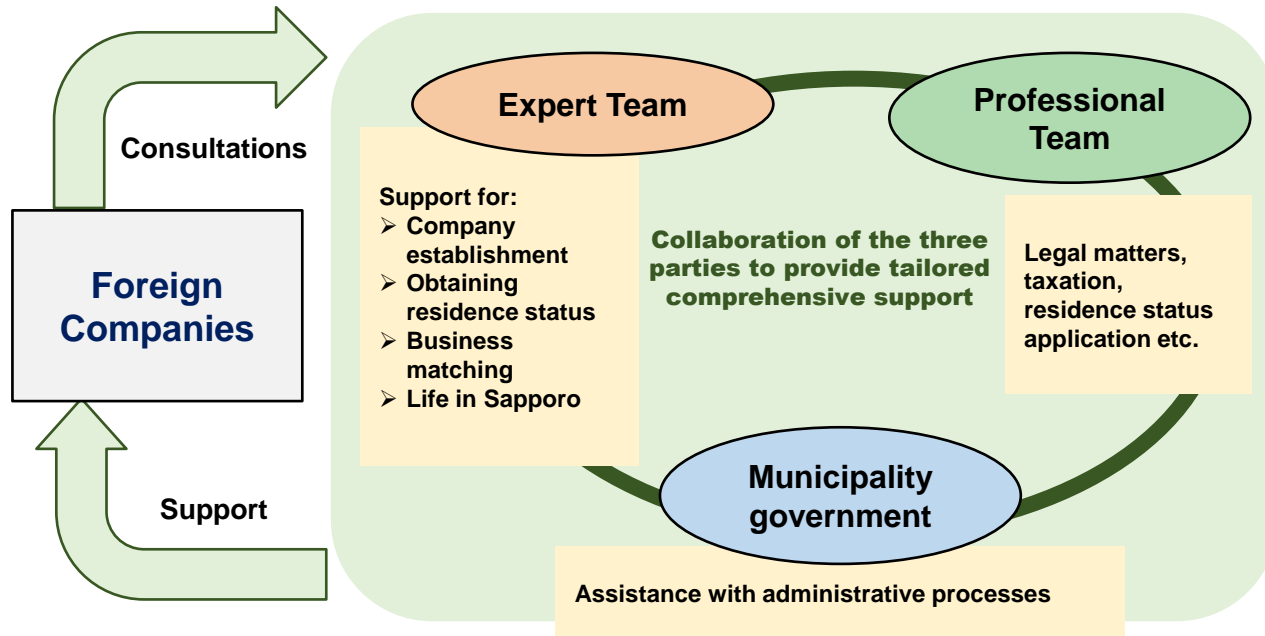


# One-Stop Service Desk

for Foreign Companies Exploring Business Expansion in Sapporo



## Sapporo Transnational Expansion and Partnership



<https://sapporo-step.global/support/>

**Consultation Methods:** In-person meeting or online (email and web conference)

**Hours** (for in-person consultations): JST [UTC+09:00] 9:00-17:00, excluding holidays and weekends

*\*Reservation required*

**Location:** 2<sup>nd</sup> Floor, Hokkaido Economic Center Building, Kita 1-jo , Nishi 2-chome, Chuo-ku, Sapporo  
(Inside Sapporo Small and Medium Enterpriser Support Center)

# Subsidy for Promotion of Business Location



Subsidy for IT, contents, and biotechnology "research, development, and production" centers

New

Rent : max **100 million yen**  
(\$714K)

Expand

Rent : max **24 million yen**  
(\$171K)

# Subsidy for Site Visits to Sapporo

International companies considering expansion into Sapporo can apply for a partial subsidy to cover their visit expenses.

**Subsidy  
rate**

100%

**Up to**

500,000 JPY  
(\$ 3.6k USD)

\*\$1=140 yen

## Subsidized expenses

Temporary  
accommodation



Interpretation



Transportation



Thank you!

SAPP  
RO