

Okinawa Prefecture provides support for business matchmaking to companies within the prefecture, Naha Airport's ample domestic and international network of airlines allows for business and

businesses and municipalities from other prefectures, and even international companies. Furthermore, municipalities from all over Japan to expand their international sales routes by passing through Okinawa.

Japan's Largest Matchmaking/Individual Negotiations Fair-"The Great Okinawa Trade Fair"

Held as the First Online Business Meeting for The Great Okinawa Trade Fair

The Great Okinawa Trade Fair, held every year in Okinawa Prefecture as one of the largest business networking events in Japan, has the aim of expanding overseas sales channels for domestic speciality products via the Okinawa International Logistics Hub.

In 2020, in compliance with novel coronavirus infection prevention policies, we held the fair as an online business meeting for the first time.

From here on out, we are considering holding the event as a hybrid of face-to-face and online business meeting.



*Image shows The Great Okinawa Trade Fair event when held in person.

- 2020 years results (Held online)
 - Participating buyers: 198 companies (146 foreign companies, 52 domestic companies)
 - Participating suppliers: 397 companies (341 companies from other prefectures, 56 companies from prefectures)
 - * Full participation from all 47 prefectures for 3 consecutive years. Record high for number of participating suppliers.
 - Number of business meeting 1,462 (1,178 individual business negotiations, 284 free business negotiations)



Jointly Operated by the Government and People to Provide Meticulous Support

Not limited to only negotiations, "The Great Okinawa Trade Fair" provides knowledge regarding logistics, transportation, customs, quarantine inspections, and law, etc. as well as follow-ups to negotiations. The organization provides comprehensive support towards expanding sales routes.



Success Stories of entering the Notoriously Difficult Chinese Market

Through long-term joint development of products and packaging with a major Chinese company, first introduced at the fair, we were able to successfully break into the Chinese market, which has very high entry hurdles. We were able to conduct large-scale business negotiations never before seen at our company.

In business talks with Chinese companies, special prefecturally produced brown sugar was branded with the problem of "good quality, but unstable supply". However, through discussion with another supplier exhibiting at the Fair, the development and stable production of collaborative products with other promising materials such as matcha, ginger and chocolate was established.

Business negotiations are ongoing for other products, and further expansion is anticipated.

Extensive Domestic and International Flight Network

Traveling to 32 cities, we are ranked third domestically and have also expanded our overseas network

Naha Airport has one of the country's leading domestic route networks, boasting the country's third largest number of cities serviced by scheduled flights.

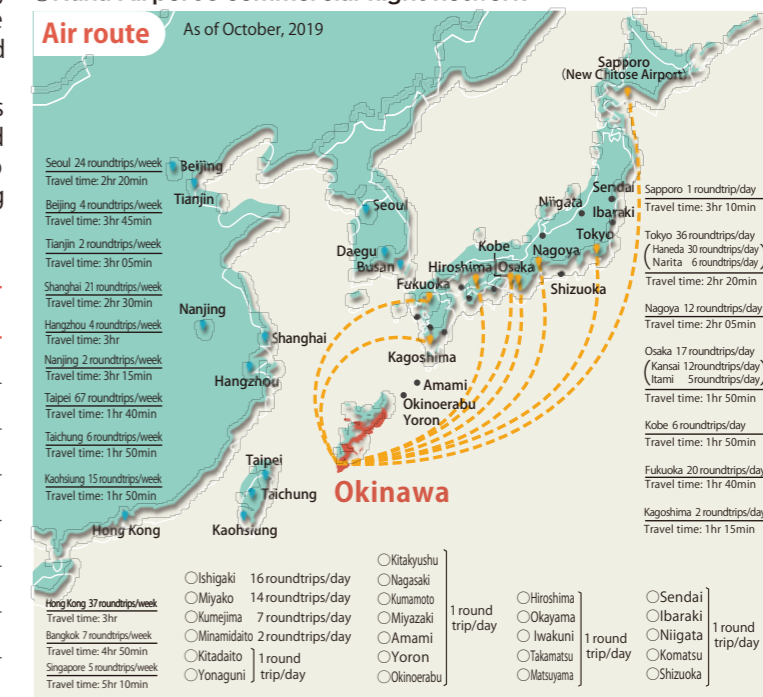
International routes focus on Asian routes including Taipei, Shanghai, Hong Kong, and Beijing, the network is expanding into Southeast Asia as well, with Singapore joining Bangkok in November 2019.

Number of scheduled domestic air routes (FY2019)

Ranking	Airport name	Number of cities serviced
1	Haneda Airport	50
2	Osaka Airport	34
3	Naha Airport	32
4	New Chitose Airport	31
5	Fukuoka Airport	28
6	Narita Airport	25
7	Chubu Airport	21
8	Kansai Airport	19

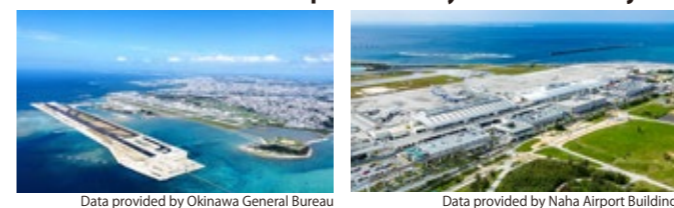
Source: Annual Report on Air Transport Statistics, Ministry of Land, Infrastructure, Transport and Tourism

○Naha Airport's commercial flight network

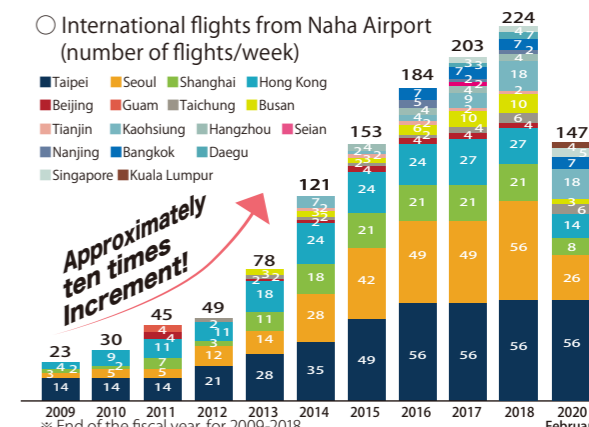


*The time required is a rough guide from Okinawa to various destinations.

Overview of the Naha Airport Runway Extension Project



《Overview of the Airport》
 ◇Land area of airport: 330ha (Private land borrowed by the MLIT: 110 ha)
 ◇Runway: 3,000m×45m: 2,700m×60m
 ◇Number of spots: 67
 (16 large jets, 13 mid-sized jets, 13 small jets, 2 propeller aircrafts, 17 small aircrafts, and 6 helicopters)
 ◇Hours of operation: 24 hours
 (Closed from 11pm-1.30am from Monday to Saturday and 11pm-6.30am on Sunday due to maintenance.)
 ◇Runway capacity: 135,000 times/year → 240,000 times/year
 ※Number of arrivals and departures that can run stably over the year



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Current condition of Naha Airport (April 17, 2020)

Historical port services and facilities at Naha Port and the International Container Terminal are continuously being improved in order to become a hub for maritime logistics from Naha to East Asia and the world. Gantry cranes have been added to Naha Port and other facilities are being

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The International Logistics Port Bay—Harnessing our Geographical Advantages

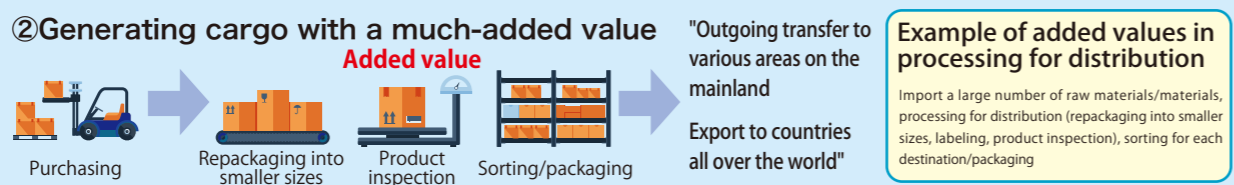
General Distribution Center Located Next to the International Terminal

The Naha Port International Container Terminal is in a favorable position just 10 minutes from Naha Airport by car, and in the optimal position for a distribution model that combines both maritime and air transportation. Furthermore, the construction of a large and sophisticated "integrated distribution center" near the terminal is also progressing, and it will be possible for this center to attract companies that can generate more added value through its enhancement of international and domestic distribution and distribution processes. It is also expected that a genuine coastal distribution industry will form.



Example of functions introduced at The Naha Port Integrated Logistics Center

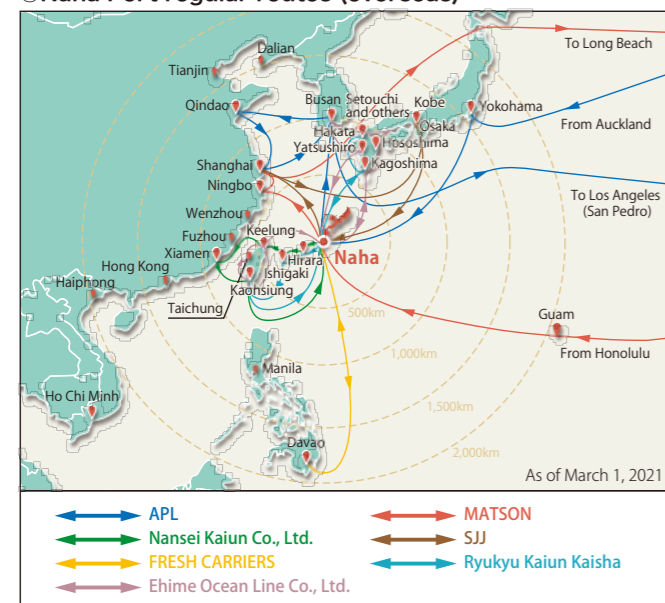
① Enhanced sophistication of logistics: storage, transshipment, inspection, mixed loading



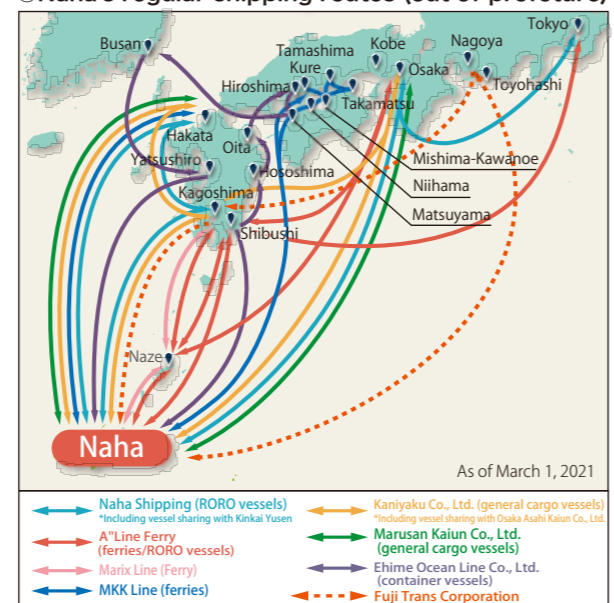
Improving the Functions of the International Logistics Bay at Naha Port

Naha Port has come to support Okinawa Prefecture's socio-economics as the base for Okinawa Prefecture's distribution of goods and people and as a gateway to the overseas. It's currently aiming to form a distribution base through the installment of an international container terminal, the expansion of international maritime container routes, and the establishment of an integrated distribution center."

○Naha Port regular routes (overseas)



○Naha's regular shipping routes (out of prefecture)



Working Towards Strengthening International Logistics Functionality

Subsidy System for Foreign Cargo

At Naha Port, the "Naha Port Project to Increase Volume of Export Cargo" is aiming towards "Commissioning International ↔ Naha Shipping Routes to Improve maritime Services.



2021 Summary of Naha Port Project to Increase Volume of Export Cargo

- "Naha Port Project to Increase Volume of Export Cargo (for shippers)" is a proof-of-concept test to provide support for the export of cargo, etc., while verifying the costs and lead times, etc., and examining how to reduce distribution costs and improve transportation systems, etc.
- We are providing "assistance for the total number" for all export cargo and "additional assistance for the increase" for cargo that has increased year-on-year.
- We are organizing and focusing on a separate category for the anticipated exports from Okinawa of **second-hand vehicles** and **food and beverages**.

We will support consigners etc. exporting from Naha Port, verify transportation costs and lead times, etc., and examine how to reduce distribution costs and improve transportation systems.

I. Basic Menu (Except for second-hand vehicles and food and beverages)

Assistance to the whole number (Upper limit) Mixed cargo: 100,000 yen
Total per container unit and self-propelled cargo: 300,000 yen

Container cargo/small-lot mixed cargo
We will subsidize the volume of cargo (containers and M3 units) exported in FY2021.

Assistance to increase (Upper limit) Mixed cargo: 150,000 yen
Total per container unit and self-propelled cargo: 500,000 yen

Container cargo Assistance for the increased number of container units
2020 → 2021

Small-lot mixed cargo Assistance for the increased number of M3 units
2020 → 2021

II. Second-hand vehicle menu

Assistance to the whole number (Upper limit) Sum of total number and increase: 1 million yen

Subsidy to the number exported in the year of 2021

Assistance to increase Assistance for the increase in unit

Additional assistance for Taiwan cargo Additional assistance for export shipments to or via Taiwan

III. Food and beverages menu

Assistance to the whole number (Upper limit) Container: 800,000 yen
Mixed cargo: 250,000 yen

Food and beverage products (container/small-lot mixed cargo)
Assistance for the volume of cargo exported in 2021 (container and M3 units)

Additional assistance for Hong Kong cargo Additional assistance for food and beverage cargo bound for Hong Kong (Regardless of any stopovers en route)

Contact: Naha Port Authority, Planning and Construction Department, Port Promotion Section Tel: 098-868-2582

Marine Shipping Routes that Take Advantage of the Proximity to Asia

The geographical advantage of Naha Port and its proximity to Asia has allowed for regularly scheduled, reliable international and domestic shipping routes. A new international shipping route has been mapped involving Taiwan, which allows exports to be sent from Naha to various countries, and the trend towards expanding the marine logistics has been growing.

Naha's regular foreign trade shipping routes (As of March 1, 2021)

The most recent version can be found at Naha Port Authority website (<https://nahaport.jp>).

Region	Port of Call	Ship Type	Gross Tonnage (International Tonnage)	Frequency	Time of Passage	Operator
North America	Los Angeles (San Pedro) — Auckland — Yokohama — Naha — Busan — Qingdao — Shanghai — Busan — Los Angeles (San Pedro)	Full container	82,794	1/wk	13d	APL
	Long Beach — Honolulu — Apra (Guam) — Naha — Ningbo — Shanghai — Long Beach	Full container	32,575	1/wk	36hr	MATSON
China	*Sakishima route extension Naha — Hirara — Ishigaki — Xiamen — Kaohsiung — Naha	General cargo ship	1,488	1/wk	93hr	NAMSUNG
	Shanghai — Osaka — Kobe — Naha — Shanghai	Full container	9,994	1/wk	96hr	SJJ
Asia	Davao (Philippines) — Naha — (Hakata) — (Kobe) — Davao (Philippines)	Freezer container	9,340	1/2wk	72hr	FRESH CARRIERS
Southeast Asia (Taiwan)	*Sakishima route extension Naha — Hirara — Ishigaki — Kaohsiung — Naha — Kagoshima — Hakata — Kagoshima — Naha	RORO ship	10,184	1/wk	36hr	RKK Line
	Taichung — Kaohsiung — Keelung — Naha — Shibushi — Hososhima — Oita — Hiroshima — Matsuyama — Busan — Yatsushiro — Naha — Keelung — Taichung — Kaohsiung	Full container	9,443	2/wk	11d	Ehime Ocean Line

※Final ports are in red ※Ports of call in () are irregular ports



Naha Port HP