

NRW Global Business - Online Event Series

NRW Cities and Regions: Your Business in Germany and Europe starts here!

Ministry of Economic Affairs,
Innovation, Digitalization and Energy of the
State of North Rhine-Westphalia



**NRW.GLOBAL
BUSINESS**
Trade & Investment Agency

28th Sep – 7th Oct 2021
16.00 – 17.00 JST
09.00 – 10.00 CEST

NRW Global Business – オンライン・シリーズ

NRW Cities and Regions:

ドイツと欧州でのビジネス この地でスタート

NRW & 東京都 Cooperation Project (<http://kaigaitenkai.tokyo.jp>)

 東京都

地域間経済交流事業

[サイトポリシー](#) | [プライバシーポリシー](#) | [メルマガ登録](#)  

[TOP](#) [ABOUT](#) [対象地域](#) [セミナー&相談会](#) [ハンズオン支援](#) [お知らせ](#)



地域間経済交流事業

都内中小企業のための
世界チャレンジプログラム

さあ、**世界の扉**を開こう!



NRW Cities and Regions

Krefeld



STADT KREFELD
INNOVATIV – KREATIV – WELTOFFEN

Rhine County Neuss



Essen



Bochum



Düsseldorf



Aachen



Cologne



NRW Cities and Regions

クレーフェルト



ライン・ノイス地域連合



アーヘン



エッセン



ボーフム



デュッセルドルフ



ケルン



Schedule of Online Event Series

One city from NRW for each day!
各回1都市が登壇

1. 28.09.2021, Tue. Aachen アーヘン
2. 30.09.2021, Thu. Essen エッセン
3. 01.10.2021, Fri. Düsseldorf デュッセルドルフ
4. 04.10.2021, Mon. Bochum ボーフム
5. 05.10.2021, Tue. Cologne ケルン
6. 06.10.2021, Wed. Krefeld クレーフェルト
7. 07.10.2021, Thu. Rhine County Neuss
ライン・ノイス地域連合



Rhine County Neuss - Program 7th Oct., 2021

9:00 - 9:10 (CEST) Greetings and Guidance, NRW and the Cities and Regions & Introduction of Speakers

Astrid Becker, General Manager Asia & Australia,
NRW.Global Business GmbH

Georg Löer, NRW.Global Business Japan /
Representative Director & President, NRW Japan K.K.

**9:10 - 9:45 Introduction of the Partner Region: Rhine County Neuss
Economic Development, Rhine County Neuss**

Dirk Brügge, Vice County Administrator

Robert Abts, Head of Economic Development

Astrid Heißler, Corporate PR Officer, Yakult Deutschland GmbH

9:45 - 10:00 Q&A

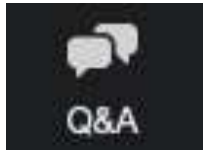
本日のアジェンダ（10月7日、ライン・ノイス地域連合）

- 16:00 - 16:10
(JST) 挨拶 & ドイツNRW州概要とスピーカー紹介
NRW.Global Business社 アジア部長 アストリッド・ベッカー
NRW.Global Business Japan / 株式会社NRWジャパン
代表取締役社長 ゲオルグ・ロエル
- 16:10 - 16:45 都市・地域連合の紹介: ライン・ノイス地域連合
ライン・ノイス地域連合経済振興局
副地域連合長 ディルク・ブリュッゲ
同経済振興局長 ロバート・アプツ
ドイツヤクルト販売株式会社
コーポレートPRオフィサー アストリッド・ハイスラー
- 16:45 - 17:00 Q&A

Guidance & ZOOM Functions



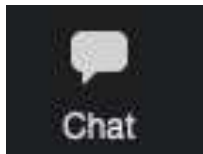
Zoom Toolbar (bottom):
Enable / Disable simultaneous interpretation (JP/EN)



Zoom Toolbar (bottom) :
Ask a question during the Q&A Sessions



Zoom Toolbar (bottom) :
Participate in the discussion



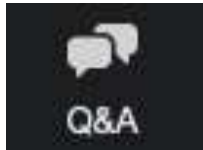
Zoom Toolbar (bottom) :
Technical inquiries only

The Zoom Meeting will be locked at ca. 16.15h JST

ガイドンス & ZOOM機能の説明



Zoom画面下:
日英語の同時通訳を選択できます



Zoom画面下:
Q&Aの際に質問を記入できます



Zoom画面下:
ディスカッションの際に発言できます



Zoom画面下:
技術的な不具合の際のご連絡のみにご使用ください

この ZOOM ミーティングルームは16:15にロックされます

OPENING STATEMENT

ASTRID BECKER,
GENERAL MANAGER ASIA &
AUSTRALIA,
NRW.GLOBAL BUSINESS GMBH



ご挨拶

NRW.GLOBAL BUSINESS社

アジア・オーストラリア部長

アストリッド・ベッカー




THANK YOU!
ありがとうございました！





RHINE COUNTY NEUSS ECONOMIC DEVELOPMENT



ライン・ノイス地域連合 ライン・ノイス地域連合経済振興局

Profile

Service

- Taking care of the concerns and challenges of the economy in the Rhine County of Neuss
- Helping companies who want to start up, settle, expand or develop
- Interfacing between business, research and public authorities
- Giving the best possible conditions for companies to be economically successful

2010 First Deputy Mayor of the City of Lohmar

2015 Vice County Administrator

Head of Economic Development

Department Head for Economics, Regional Planning,

Europe, Sports and Social Affairs, Rhine County of Neuss



Dirk Brügge

Vice County Administrator
Rhine County of Neuss

プロフィール

主要なサービス/業務

- ライン・ノイス地域における経済に関連する諸課題への取り組み
- 起業・企業設立・事業拡大・発展を支援
- 産官学のインターフェースの役割を担う
- 企業の事業成功につながるよう、様々な好条件を提案

講師略歴

2010年 ローマー (Lohmar)市 初代副市長
2015年 ライン・ノイス地域連合 副地域連合長
また、下記を兼任
経済振興局長
経済・地域計画・欧州・スポーツ・社会問題部長



ディルク・ブリュッゲ

ライン・ノイス地域連合経済振興局
副地域連合長

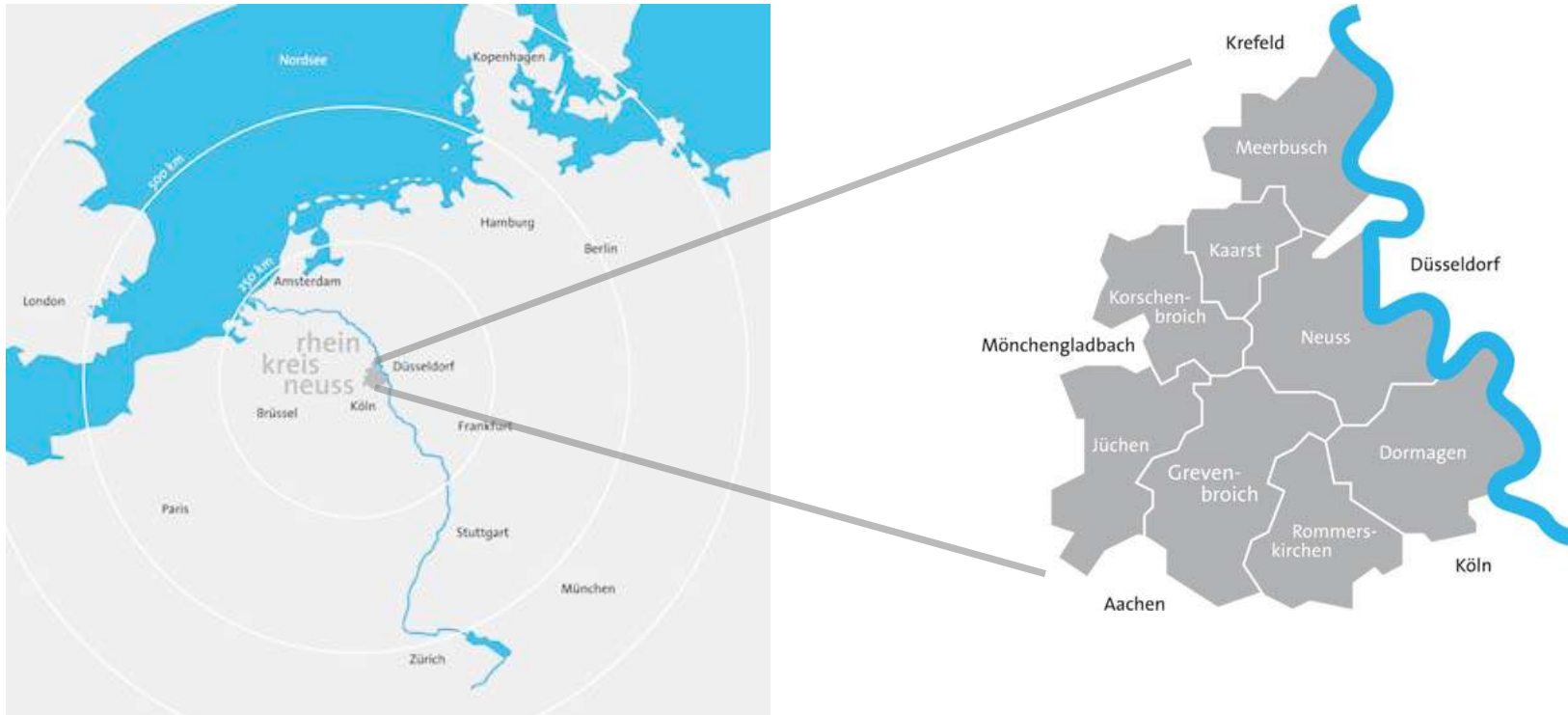
Rhine County of Neuss - strong business location for international investment



NRW Cities and Regions: Your Business in Germany and Europe starts here!

Dirk Brügge, Vice County Governor

Location in the heart of Europe



- 8 million inhabitants within a radius of 50 km
- 16 million inhabitants within a radius of 100 km
- Good international business relations possible due to time difference:
Tokio + 7h

Rhine County of Neuss: Our Rhein-Kreis Neuss

Eight cities and municipalities

rhein
kreis
neuss



460,000
inhabitants

99.6 % of the
companies are
medium-sized
companies



29,000 companies

- 2,500 foreign companies
- Ca. **50 Japanese companies**

Strong business location

Rhein-Kreis Neuss

- Top address in Germany
- Strongest business location in North Rhine-Westphalia (NRW)



19 FDIs in 2020
(Foreign Direct Investments)

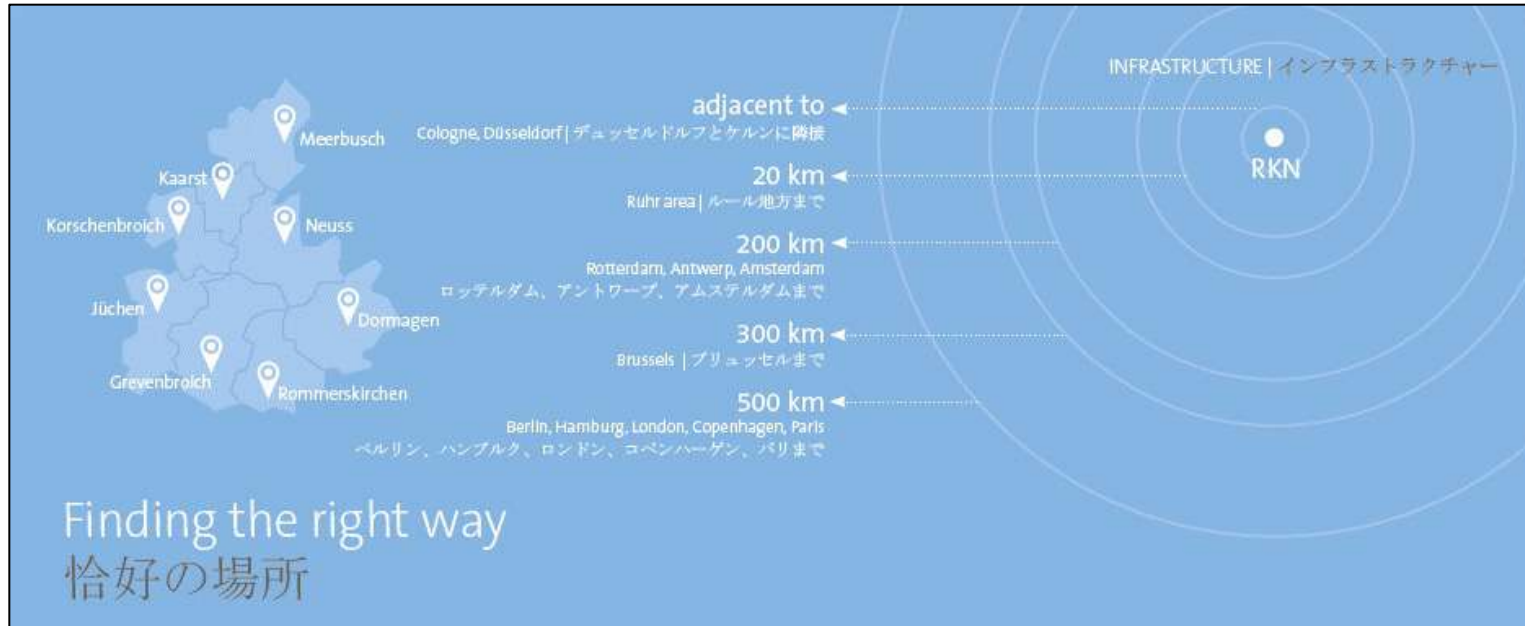
Export rate **>50 %**

Approx. **145,000** employees

Lowest unemployment rate in the
region: **5.7 %**

Higher than average purchasing power: **112.3**

Excellent infrastructure



Transport

- ✓ Airports: Düsseldorf, Cologne/Bonn and Mönchengladbach
- ✓ Central port Düsseldorf - Neuss with connection to sea ports of Rotterdam and Antwerp
- ✓ 5 motorways
- ✓ Dense rail network
- ✓ Trade fairs in Düsseldorf, Cologne and Essen

An international location

- ✓ 10% of companies are international businesses



Excellent educational landscape

- ✓ 68 universities and technical colleges in the region (e.g. RWTH Aachen)
- ✓ Vocational training centres for professional training in internationally leading "dual systems"
- ✓ International School on the Rhine in Neuss
 - 10% Japanese students
 - also Japanese teachers



-
- ➔ High skilled employee potential for your company
 - ➔ Excellent education from kindergarten to higher education entrance qualification

Japan in Rhein-Kreis Neuss

- ✓ Ca. 600 Japanese companies in North Rhine-Westphalia with approx. 32,000 employees
- ✓ Around 380 Japanese companies in the neighbourhood of the capitol of NRW
- ✓ Approx. **50 Japanese companies** in the Rhine county of Neuss



-
- ✓ Ca. 11,000 Japanese are living in NRW
 - ✓ Ca. 7,000 Japanese are living close by the state capitol of NRW
 - ✓ Almost **1,000 Japanese** are living in the Rhine county of Neuss



Japanese companies in Rhein-Kreis Neuss

TOSHIBA
Leading Innovation >>>

Yakult

 **KYOCERA**

 **asics**


YAMAHA

EPSON

 **NISSIN**
INTERNATIONAL FREIGHT FORWARDER

Mitutoyo

 **Kawasaki**
Robotics

 **mitsubishi**

Strong location for industry and production

- ✓ Rhein-Kreis Neuss is one of the most important industrial locations in NRW
- ✓ More than 30,000 employees in industrial jobs

Logistics

ca. 1,100 companies with 20,000 jobs



Chemical industry

ca. 70 companies with 7,500 jobs



Food industry

ca. 170 companies with 3,500 jobs



Healthcare industry

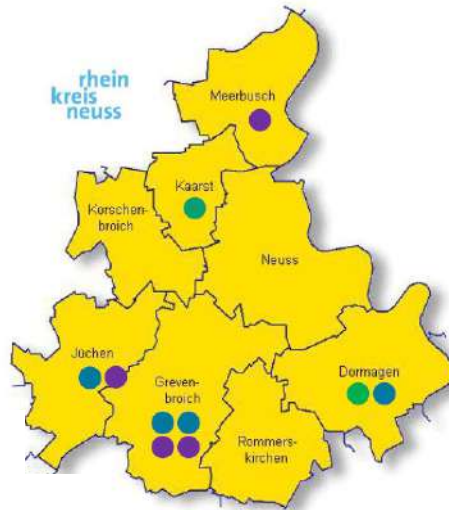
ca. 456 companies with 19.500 jobs



Structural change: new opportunities for innovative companies

With the end of lignite mining in the Rhine county of Neuss, economic structural changes are arising.

The Rhine county of Neuss and its partners are actively shaping the structural change by various projects.



In addition to the development of the existing commercial areas, new areas can be identified.

844 ha commercial space are coming soon
(mid- to longterm timeline)

Structural change in the Rhine county of Neuss

Overview

Leitentscheidung 2021 – Key decision

Guidelines of the state government of NRW
for the coal mining

Wirtschafts- und Strukturprogramm 1.1 – Economic- & structural program

Substantial basis for the funding programmes

Extract of funding programmes:

- Regelprogramm –
Revier.Gestalten
- Sofortprogramm Plus
- STARK (Bund)
- Unternehmen Revier

Strukturstärkungsgesetz Kohleregionen -

Structural Strengthening law for coal districts

Legal framework for the structural change

Reviervvertrag –

law for the coal districts

Defines direction of impact and roles
of important players of the region

Rhine county of Neuss

Dynamic economic area



Extract of structural change projects

Global Entrepreneurship Center (GEC)

Joint project of the Flow gGmbH (Meerbusch) and the Rhein-Kreis Neuss

- Help start-ups to become successful scale-ups/companies (areas of sustainability, climate protection and the circular economy)
- Strengthen the NRW start-up ecosystem
- Establish Sustainability Super Cluster



Global Entrepreneurship Centre
In Partnerschaft mit dem Rhein-Kreis Neuss
11. Mai 2021

ENTREPRENEURS FOR
A BETTER WORLD
SCALING FOR IMPACT!

Launch Center for the food industry (LCL)

- Project for the holistic and integrated support of the food industry / economy in the RKN
- Technology and knowledge transfer between applied science and businesses



Extract of structural change projects

Innovation Valley Garzweiler



Establishment of an innovation network with the regional economy

- Connect companies, institutions and actors of the regional innovation ecosystem "Rheinisches Zukunftsrevier"
 - Raise innovation potential for long-term value creation
 - Support and strengthen companies in the establishment process
- Overall project goal: Create a hub for innovative businesses, housing, agriculture, the energy industry, tourism, research and services

ZENIT



Industrie- und Handelskammer
Mittlerer Niederrhein

WFG
WIRTSCHAFTSFÖRDERUNG
MÖNCHENGLADBACH GMBH



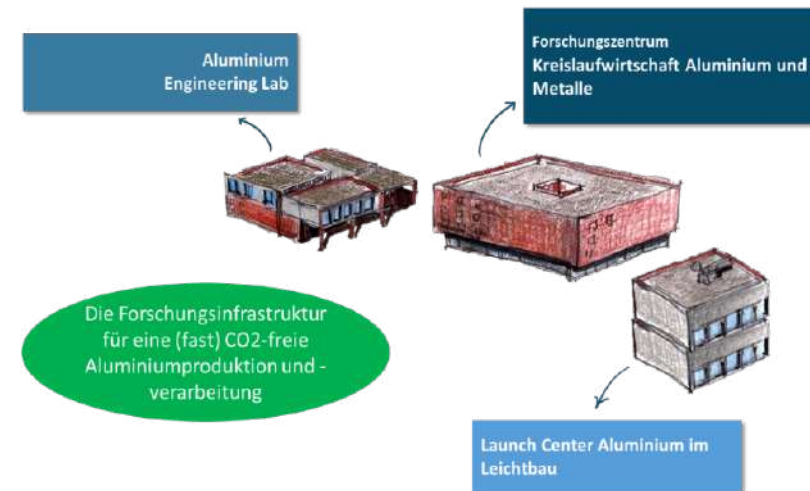
WFG
WIR FÖRDERN WIRTSCHAFT
IM KREIS HEINSBERG

rhein
kreis
neuss

ALU Valley 4.0 Rheinisches Revier

Long-term investment in an innovation and application center to secure r&d and industrial jobs

- Combine research and application of aluminum at one location
- Feasibility study to develop an aluminum and circular economy innovation center as the basis for a comprehensive campus approach



Our broad ecosystem for start-ups and SME's:



Excellent digital infrastructure

- ✓ Nationwide broadband
- ✓ Public WLAN access in city centres

Growing start-up scene

- ✓ Growing ecosystem for start-ups
- ✓ Funding programmes and wide support for start-ups
- ✓ Projects to aid scale-ups



Acceleratorprogram



GEC project



Rhein-Kreis Neuss worth living in



Museum Insel Hombroich – Langen Foundation

- Significant collections of Japanese art in Europe
- Architect: Tadao Ando



Schloss Dyck

- 12th century moated castle with magnificent park and gardens



Ski hall Neuss

- Largest indoor ski hall in Europe

Department for Economic Development Rhein-Kreis Neuss - Your service partner for location and investment

- ✓ Procurement of attractive commercial space and real estate for offices, production and logistics
- ✓ Support while establishing the company
- ✓ Support for licensing and visa procedures
- ✓ Procurement of cooperation partners
- ✓ Supporting the search for skilled staff

→ Our service promise:

- Availability from 8 am to 6 pm (Monday to Friday) CET
- Response to email requests within 24 h

Your supporting partners of our inventors desk:



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wirtschaftsfoerderung@rhein-kreis-neuss.de



Dirk Brügge

Vice district director and
economic affairs officer of
Rhein-Kreis Neuss



Robert Abts

Head of department for
economic development of
Rhein-Kreis Neuss



Johanna Mehring

Investors Desk
Economic development of
Rhein-Kreis Neuss

We thank you for your attention!

Following: **Yakult**

25 years of successfull business in the Rhine county of Neuss

The Yakult logo is displayed in a bold, red, sans-serif font.

Bewährt seit 85 Jahren

Astrid Heißler
Corporate PR Officer

Yakult Deutschland GmbH

Yakult Germany

25 Years in Neuss



Yakult



Yakult Deutschland GmbH
ドイツヤクルト販売株式会社

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pr@yakult.de

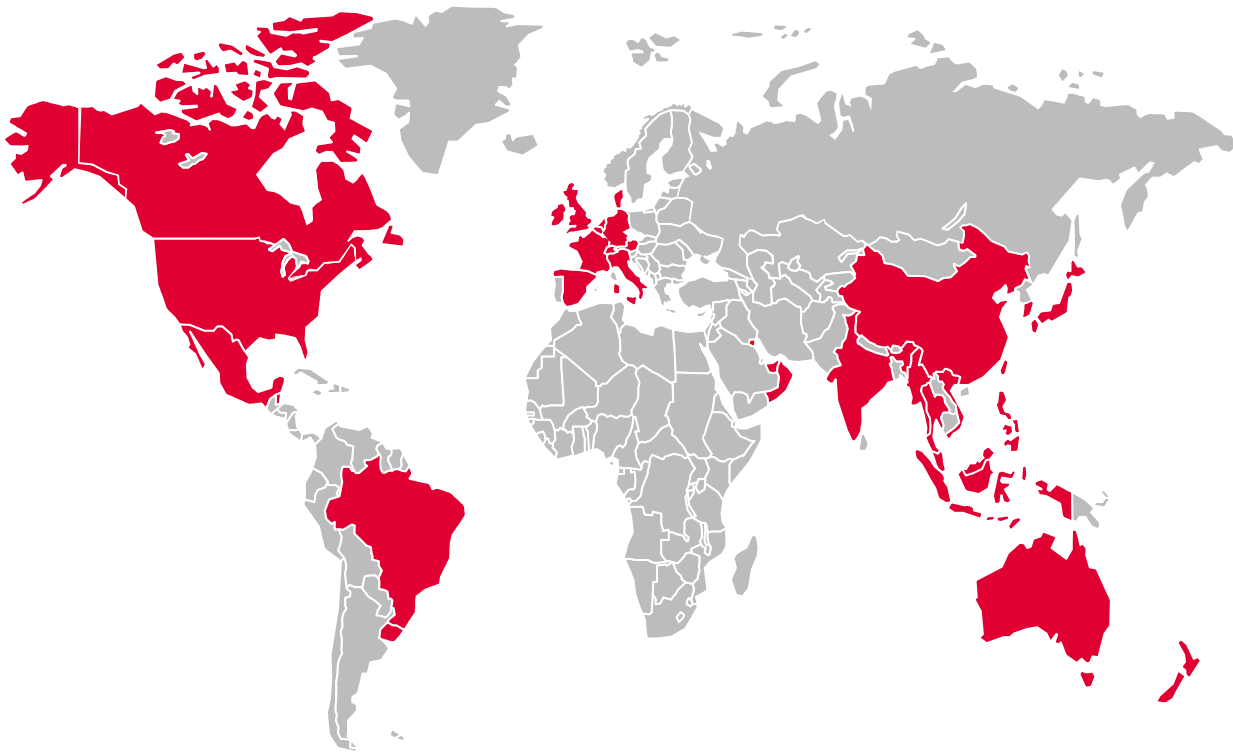
www.yakult.de

What is Yakult?

- **1930:** Dr. Minoru Shirota succeeds in selecting and cultivating *L. casei* Shirota.
- **1935:** Dr. Shirota launches the drink Yakult.
- **1955:** Establishment of Yakult Honsha Co, Ltd. and a research institute.
- **1963:** Introduction of the Yakult Ladies distribution system.
- **1968:** New bottle design.



Yakult's Way Around The World



- Available in 40 countries and regions worldwide.
- Over 40 million people drink Yakult every day.
- 1964: First foreign branch in Taiwan.

Yakult in Europe and Germany

- **1994:** Opening of production facility in Europe in Almere, Netherlands.
- **Europe:** 3 Yakult varieties available.
- **1996:** Market launch of Yakult Original in Germany. Office in Neuss.



What do we value about Neuss?

- Good infrastructure
- North Rhine-Westphalia as Germany's most populous state.
- Support
- Rhenish cordiality



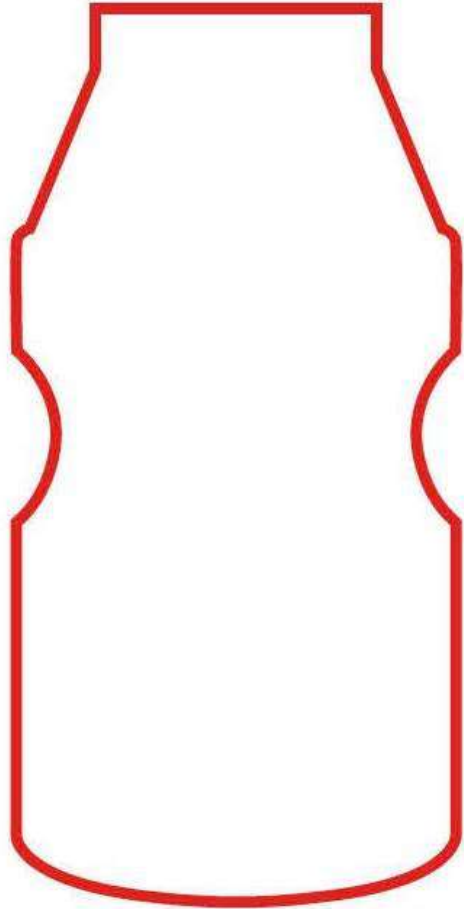
<https://www.neuss.de/wirtschaft/standort-neuss/standort>

From Neuss to all over Germany



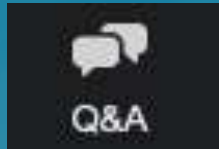
- The entire business for Germany is managed from Neuss.
- Distribution initially began in North Rhine-Westphalia and was then gradually expanded to all of Germany.
- Strongly rooted in Neuss.





**Thank you very much for the
25 years together!**

Q&A



CONTACT IN JAPAN



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Manager
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八木橋 直子
マネージャー
マーケティング



楠木 青陽
マネージャー
ビジネスディベロップメント&リサーチ

CONTACT IN GERMANY

NRW.Global Business

- NRW state-owned trade & investment agency
- Established in 1959
- Service agency for international investors to NRW
- Promotion of foreign trade for NRW companies
- Head office in Düsseldorf – the capital city of NRW
- 15 representative offices worldwide
- Almost 30 years of engagement in Japan

Our Service and Expertise for Foreign Companies

- Business information and advice
- Consulting and support or relocation and settlement
- Location scouting from office space to greenfield areas and manufacturing sites
- Networking in business, science and public administration



www.nrwglobalbusiness.com



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NRW.Global Business GmbH

Trade & Investment Agency of the German State of North Rhine-Westphalia (NRW)

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**NRW.GLOBAL
BUSINESS**
Trade & Investment Agency

コンタクト

NRW.Global Business GmbH

- NRW州貿易・投資機関
- 1959年設立
- NRW州への国際投資家のためのサービス機関
- NRW州企業の海外取引の促進
- 本部デュッセルドルフ市(NRW州都)
- 全世界に15の海外オフィスを展開
- 日本での活動は約30年

外資系企業への専門的なサービス

- ビジネス情報とアドバイス
- コンサルティングとサポート、リロケーション
- オフィススペースからグリーンフィールドエリア、製造現場まで立地拠点の提案・設立
- ビジネス、科学、行政において広範なネットワーク

 www.nrwglobalbusiness.com

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THANK YOU FOR JOINING US!

ご静聴ありがとうございました

TODAY'S PRESENTATION MATERIAL WILL BE
AVAILABLE ON OUR HOMEPAGE IN A FEW DAYS.

本日の各講師プレゼンテーション資料は、近日中に
弊社ホームページに掲載いたします。