



If you are a Florida company interested in exporting to the Japanese market, please click [here](#).

### Japan and Florida: A Strong and Growing Economic Partnership

Japan and Florida have maintained strong and mutually beneficial economic relationships for a long time. Through trade, scientific research investment, and cultural exchange, the people of Japan and Florida have been striving for many years to understand different cultures and strengthen relationships.

With a population of 22 million (third largest in the United States), Florida's economy is home to a large number of Japanese companies. These companies have found Florida to be a convenient base for expanding into the southeastern United States and into the Latin America and Caribbean region, where more than 500 million people live. These economic connections are built on state-of-the-art communication network infrastructure and low communication costs.

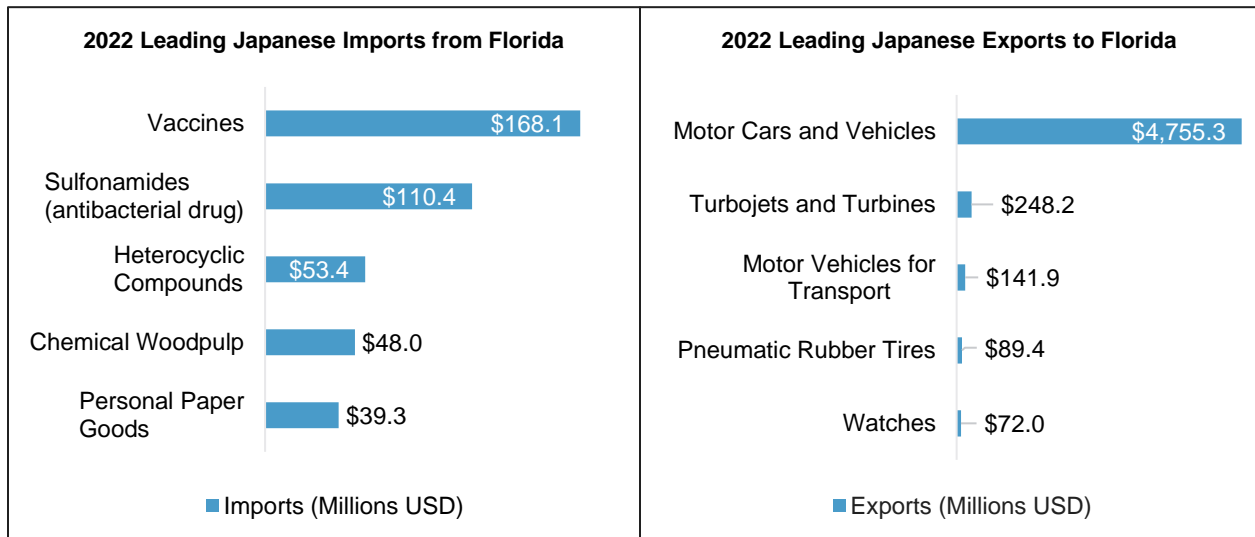
### Florida-Japan Bilateral Merchandise Trade (\$6.6 Billion in 2022)

In 2022, the total bilateral merchandise trade between Florida and Japan was **\$6.6 billion**, making it **Florida's 2<sup>nd</sup> largest bilateral merchandise trade partner in the Asia-Pacific region** and **7<sup>th</sup> largest partner overall**.



**Merchandise trade** measures the value of **goods entering or exiting the United States through Florida's seaports and airports**. This includes goods that are produced, grown, or mined in Florida as well as goods from other states and countries that are shipped through Florida. Merchandise trade data demonstrates Florida's pivotal role as a gateway to Latin America, the Caribbean, and the southeastern U.S.— a true nexus of western hemispheric trade.

- Japanese imports from Florida totaled **\$636 million** in 2022, making Japan the state's 30<sup>th</sup> largest export market.
- Japanese exports to Florida totaled **\$6 billion** in 2022, making Japan Florida's 2<sup>nd</sup> largest source for merchandise imports.



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Florida is one of the world's main transshipment points for cargo destined for Latin America and the Caribbean. Conversely, Japanese companies, like other countries, frequently distribute goods to Latin American and Caribbean countries through Florida, which has unparalleled connections to the region. Therefore, the mutual economic ties between Japan and Florida will continue to develop.

### Japanese Exports to Florida (\$6.0 Billion in 2022)

Japan's total exports of commodities to the Florida market amounts to nearly US \$6 billion annually. Products made in Japan are purchased for industrial use in Florida (industrial equipment and parts for finished products) and for individual households in Florida (consumer goods).

**Automobiles** and related products **accounted for almost 81% of all exports from Japan to Florida** in 2022. Japanese cars destined for the Southeastern United States are exported via Florida ports. The **port of Jacksonville (JAXPORT)** consistently ranks in the top three in the United States as the port of unloading Japanese vehicles for the United States. Jacksonville and other ports in Florida import finished vehicles but also have the infrastructure and special equipment to install unique specifications in vehicles before they are sent into the North America market or beyond. Similarly, auto parts from Japan are shipped through Florida's distribution centers to parts centers across the United States and to the mature and developing markets in Latin American and Caribbean countries.



In addition to automobiles and auto parts, important exports from Japan to Florida include jet engines and watches. Due to strong demand for Japanese products in the U.S. and neighboring South American markets, many Japanese companies have set up manufacturing, assembly, and logistics facilities in Florida to meet that demand.

### Japanese Imports from Florida (\$636 Million in 2022)

In 2022, Japan imported more than US \$636 million in goods from Florida seaports and airports. Reflecting the global competitiveness of many suppliers, these imports consist of vaccines, sulfonamides, heterocyclic compounds, chemical woodpulp, personal paper goods, and towels.

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## Japanese Investment in Florida (FDI in 2020)

- Based on the most recent statistics from the U.S. Bureau of Economic Analysis, Japan is the **6<sup>th</sup> largest foreign direct investor** in Florida with Japanese-owned affiliates **accounting for 22,400 Florida jobs**. Japan's ranking follows Switzerland (33,900) and precedes the Netherlands (17,100).
- **Asia-Pacific Ranking:** Japan is also the **#1 investor from the Asia-Pacific region** in Florida, far outpacing Australia (7,300) and China (5,200).
- Japanese affiliates in Florida are estimated to have had **total holdings of USD \$5.2 billion in 2020** (gross property, plant, and equipment).
- According to SelectFlorida's database of foreign-owned affiliates in Florida, there are nearly 200 Japanese-owned companies with close to 400 branch locations in Florida.



It's not surprising that many Japanese companies find the benefits of doing business in the state, due to the huge regional economic power of Florida and the convenience of transportation that facilitates business operations throughout the United States. As a result, **Japan accounts for nearly 6% of total employment among all foreign-owned firms in Florida and 52% of employment among companies from the Asia-Pacific region.**

Investment in the Florida economy from Japan covers various fields, including production facilities and industrial plants, R&D institutions, distribution wholesalers, travel and tourism, logistics, transportation, and financial services along with representative offices and branches of each company. Leading companies in each sector (for example, electronics, medical devices, biotechnology, optics, and consumer goods companies) use **Florida as a base of operations in the North American and Latin American markets**. It also serves as a management base for affiliated companies in the Western Hemisphere.

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As a result, Japanese companies continue to rapidly increase their presence in the Florida economy. Examples of well-known Japanese companies operating in the state include the following:

### Select Japanese-Owned Companies with Operations in Florida

Japanese Parent Company	Florida Subsidiary Company/Companies
Bridgestone Corporation (Manufacturing)	Bridgestone Hosepower
Fuji Film Corporation (Services)	Fuji Film Healthcare Americas Corporation
Hitachi, Ltd (Manufacturing)	Hitachi Rail / Hitachi Vantara/ Hitachi Energy
Honda Motor Co. (Manufacturing)	Honda R&D Americas, Inc.
Konica Minolta, Inc. (Technology)	Konica Minolta Business Solutions USA, Inc.
Marubeni Corporation (Wholesale)	Marubeni Business Machines Americas / TPH (The Parts House) / Helena Agri-Enterprises
Mitsubishi Heavy Industries (Manufacturing)	Mitsubishi Power Americas / Crystal Mover Services
Mitsui & Co. (Services)	Accountable Healthcare Staffing
Sony Corporation (Electronics)	Sony/ ATV Music Publishing
Sumitomo Corporation (Wholesale)	TBC Corporation / Linder Machinery Co.
Suzuki Motor Corporation (Manufacturing)	Suzuki Marine USA

Florida-headquartered companies in a variety of industry sectors have operations in Japan, including these well-known corporations:

### Florida Companies in Japan

Bloomin' Brands (Food Services)	Jabil, Inc. (Electronics)
Citrix Systems (Software)	Kaplan, Inc. (Education)
Claire's Stores (Retail)	Office Depot, Inc. (Retail)
Fresh Del Monte Produce, Inc. (Produce)	Oxbow Corporation (Processing)
Hard Rock Café International (Leisure)	The ADT Corporation (Security)
Hertz Global, Inc. (Car/Equipment Rental)	

### Japanese Diaspora in Florida

- Over **13,000 Japanese-born residents** live in Florida as of 2021, according to the U.S. Census Bureau's American Community Survey.
- An estimated **15,000 Floridians speak Japanese at home** as of 2021. The Japanese community in Florida also has a diverse cultural network of organizations, festivals, exchanges, and research programs.

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## Cultural Linkages

### Sister Cities:

The State of Florida has one of the most active Sister City programs in the United States, promoting the exchange of people, ideas, and culture as a first step towards establishing commercial ties. Partnerships include:

- Clearwater, FL – Sister City partnership with **Nagano**, Japan
- Delray Beach, FL - Sister City partnership with **Miyazu**, Japan
- Lakeland, FL - Sister City partnership with **Imabari**, Japan
- Largo, FL - Sister City partnership with **Kami**, Japan
- Miami, FL - Sister City partnership with **Kagoshima**, Japan
- Miami Beach Sister City partnership with **Fujisawa**, Japan
- Orlando Sister City partnership with **Urayasu**, Japan
- Pensacola, FL - Sister City partnership with **Gero**, Japan
- St. Petersburg, FL - Sister City partnership with **Takamatsu**, Japan
- The State of Florida and the **Prefecture of Wakayama**, Japan, have a Sister State agreement.
- Bayfront Park, Miami has a park twinning agreement with Moerenuma Park, **Sapporo**, Japan.

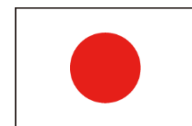


### Education Linkages:

- [Florida-Japan Linkage Institute, University of West Florida \(UWF\) – Tampa](#)
- [Japanese/Asian studies at Florida universities](#)
- [Japanese language courses and clubs](#)
- Officially registered Saturday Japanese schools are located in Miami, Jacksonville, and Orlando.

## Japanese Government & Business Associations in Florida

- [Consulate General of Japan – Miami](#)
- Honorary Consulate of Japan – Orlando
- Honorary Consulate of Japan – Jacksonville
  
- [Japan Business Association – Miami](#)
- [SEUS/Japan - the Southeast U.S./Japan Association, Florida Delegation](#)



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## SelectFlorida Presence in Japan

### SelectFlorida – Japan

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