



Tokyo, Japan. January 10, 2003.

## **LINC Media to Help Chiba Government Establish Center for Foreign Start-ups**

LINC Media Inc. today announced that it has been selected by the Chiba Prefectural and City governments to assist in the establishment of an early-stage incubation center at Makuhari New City, Chiba. LINC Media will also serve as a consultant on the project. The new facility, officially known as the "Foreign Affiliates Start-up Center" (FASuC), will start operations in January 2003. FASuC is designed to help small- to medium-size foreign firms, including those entering Japan for the first time, set up cheaply and quickly in a modern and comfortable environment.

The FASuC incubator consists of 10 offices ranging from 21 square meters to 55 square meters. It is located on the 21st floor of a high-rise, high-tech office building in the heart of Makuhari. Rent for the start-ups is subsidized by the Chiba prefectural and city governments - to the extent that companies can rent space starting at just 50,000 yen, about 1/20th what they would pay in Tokyo for a similar space.

LINC Media's role is to assist the Chiba local governments to find then invite prospective tenants for the FASuC incubator. Although rental pricing will be an initial point of interest for companies looking at the facility, LINC Media is also tasked by Chiba to provide practical advice about how to run a business in Japan and how to do it cost-effectively.

"When first entering Japan, the most useful thing for foreign entrepreneurs is to know is how others who have gone before them have done it. Therefore, we hope to be holding seminars to give practical advice from other foreign businesspeople doing business here," says LINC Media CEO Terrie Lloyd. LINC Media, and one of its sister companies, Daijob.com Inc., a bilingual recruiting company, will invite experienced locally based foreign and Japanese entrepreneurs to address and advise the newly entering companies on how to make their Japan start-up successful.

FASuC's location in Makuhari New Town puts it right between Tokyo and Narita International Airport, making it a prime location for foreign start-ups. Makuhari has developed into an international business hub in its own right, drawing foreign companies such as IBM, BMW, Hewlett Packard and Federal Express as well as Japanese heavyweights including Fujitsu,

Sharp, NTT and Tokyo Marine & Fire Insurance. Makuhari has also drawn foreign retailers, including Costco and Carrefour, giving the area a real international appeal for families making an adjustment to Japan.

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### **About LINC Media Inc.**

LINC Media was founded in 1996 by current CEO and President Terrie Lloyd to support foreign firms trying to enter Japan. In the ensuing years, the company grew into a full-fledged media firm with an English-language business magazine, recruiting services and bilingual technical support services.

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