

Shikoku

Life X Career

Start Your Career in Shikoku



Shikoku Company PR Information!

Let's work
in **SHIKOKU** Digital Pamphlet ➡



https://www.shikoku.meti.go.jp/03_sesakudocs/0101_jinzai/pamphlet-w.pdf

About Shikoku

EHIME

Ehime is famous for producing more mikan (mandarin oranges) than any other prefecture in Japan. Ehime is also home to the 3,000-year-old Dogo Onsen hot spring and Mount Ishizuchi, the highest peak in western Japan.

KOCHI

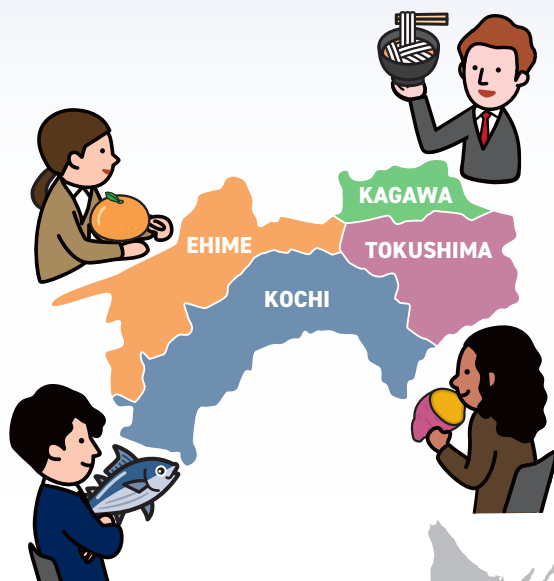
Kochi is famous for "katsuo no tataki" (seared bonito fish). Shikoku's longest and clearest river, Shimanto River, is located here. The energetic and joyful Yosakoi Festival is held in Kochi.

KAGAWA

Kagawa is famous for its nationally renowned "udon" noodles. "Setouchi Art" is popular here, where works of art beautifully blend with natural settings.

TOKUSHIMA

Tokushima is famous for the 400-year-old "Awa Odori" dance festival and also for its "Naruto Kintoki" sweet potatoes.



Shikoku by the Numbers

Access

Travel from Tokyo by Airplane

TOKUSHIMA	1 hour 15 minutes
KAGAWA	1 hour 15 minutes
EHIME	1 hour 35 minutes
KOCHI	1 hour 30 minutes

Travel from Osaka by JR Train

TOKUSHIMA	2 hours 45 minutes
KAGAWA	1 hour 45 minutes
EHIME	3 hours 25 minutes
KOCHI	3 hours 30 minutes



Housing Rent

National Average: ¥60,000

TOKUSHIMA	¥44,000
KAGAWA	¥46,000
EHIME	¥43,000
KOCHI	¥43,000



Source: Government Statistics Portal (e-Stat) 202

Commuting Times

National Average 31 minutes

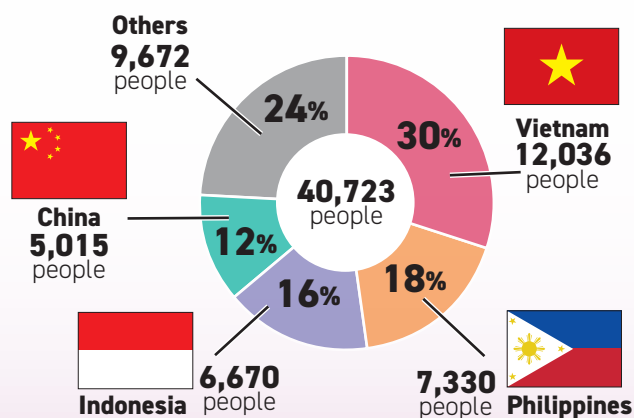
TOKUSHIMA	23 minutes average
KAGAWA	26 minutes average
EHIME	22 minutes average
KOCHI	25 minutes average



Source: 2021 Social Life Basic Survey

Foreign Workers by Nationality in Shikoku

Residence Status of Foreign Workers in Shikoku
(Source: Labor Bureau Reports ※1)



Vietnamese nationals are the largest group, ranking first in Tokushima, Kagawa, Ehime, and Kochi.

Tokushima Prefecture: Location and Environment

Tokushima Prefecture is located in the eastern part of Shikoku. It is divided into the eastern region with the prefectural capital, the southern region facing the Pacific Ocean, and the western region with large mountains and valleys. The climate is mild and warm year-round with minimal temperature variations.



● Area: 4,147 km²

(Source: Tokushima Prefecture Official Website)

● Population: 676,246

● Annual Average Temperature: 16.8°C

(Source: Japan Meteorological Agency)

● Annual Precipitation: 1,619.9 mm

Tokushima Prefecture by Data

(Source: Tokushima Prefecture Corporate Attraction Guide)

Number of Physicians

Number of Physicians in Hospitals
(per 100,000 population)

Easier access to medical care

Nationwide	Tokushima Prefecture	National Average
No.1	335.7	262.1

Antenna-Free TV Coverage Rate

Cable TV

Covers all 24 municipalities

Antenna-free TV viewing

Nationwide	Tokushima Prefecture	National Average
No.1	92.9%	52.4%

Proportion of Female Corporate Leaders

Historically Renowned for

Women's Contributions

Nationwide	Tokushima Prefecture	National Average
No.1	19.6%	15.7%

Proportion of Entrepreneurs

Strong tradition of active merchants

Many people become Business Owners

Nationwide	Tokushima Prefecture
No.1	1.35%

Tokushima Prefecture Information Summary

Comprehensive details on living, procedures, and official SNS accounts.

★Tokushima Prefecture
Official Website

<https://www.pref.tokushima.lg.jp/>



★List of Tokushima Prefecture
SNS Accounts

<https://www.pref.tokushima.lg.jp/socialmedia/5042666/>



Naruto Whirlpools (Naruto City)



Awa Odori



Mount Tsurugi

Kagawa Prefecture: Location and Environment

Kagawa Prefecture is located in the northeast of Shikoku, across the Seto Sea from Okayama on Honshu, Japan's main island. It is the smallest prefecture in Japan, yet it features mountains, plains, and the sea, all in close proximity with abundant nature. Connected to Okayama Prefecture by the Seto Ohashi Bridge, it offers beautiful seascapes with numerous islands. The climate is warm throughout the year with little rainfall, making it a highly livable area.



● Area: 1,877 km²

(Source: Kagawa Prefecture Official Website)

● Population: 908,642

● Annual Average Temperature: 16.7°C

(Source: Japan Meteorological Agency)

● Annual Precipitation: 1,150.1 mm

Kagawa Prefecture by Data

Number of Large Retail Stores

Urban areas offer ample daily conveniences comparable to larger cities.

Nationwide

No.1

9.2 stores
(per 100,000 population)

(Source: Kagawa Prefecture Official Website)

Number of Earthquakes

Predicted tsunami risk is also low, making it a region with few natural disasters.

Kagawa

2 times

(Source: Setouchi Corporate Attraction 100 Plan)

From 1994 to 2024 (Over the Past 30 Years)
No. of Earthquakes with Seismic Intensity of 5 or Higher

Nationwide
413 times

Number of Child-Rearing Support Facilities

Facilities supporting marriage, childbirth, and child-rearing.

Nationwide

No.4

3.2 facilities
(per 1,000 infants and toddlers)

(Source: Kagawa Prefecture Official Website)

Number of Emergency Hospitals

Strong support for safe and secure living.

Nationwide

No.7

5.2 facilities
(per 100,000 population)

(Source: Kagawa Prefecture Official Website)

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★Kagawa Prefecture
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<https://www.pref.kagawa.lg.jp/>



★List of Kagawa Prefecture
SNS Accounts

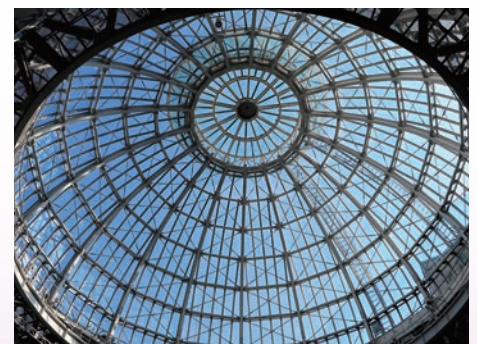
<https://www.pref.kagawa.lg.jp/kocho/koho/kenseisns/kfvn.html>



Sunport Takamatsu



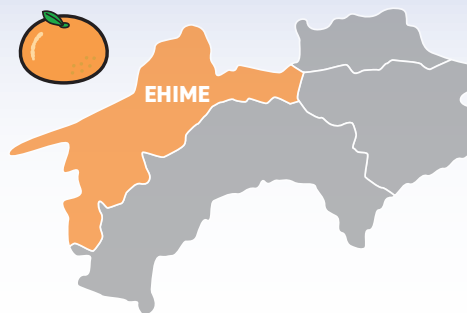
Chichibugahama Beach



Marugamemachi Shopping Street

Ehime Prefecture: Location and Environment

Ehime Prefecture is located in the northwest of Shikoku. The prefecture is divided into three regions: Toyo (eastern), Chuyo (central), and Nanyo (southern). The climate is mild with little rainfall. Snow is rare on the plains in winter, but mountainous areas are colder and suitable for winter sports.



● Area: 5,676 km²

(Source: Ehime Prefecture Official Website)

● Population: 1,257,624

● Annual Average Temperature: 16.8°C

(Source: Japan Meteorological Agency)

● Annual Precipitation: 1,404.6 mm

Ehime Prefecture by Data

(Source: Ehime Corporate Location Information Portal Site)

Cost of Living in Matsuyama City

**The low cost of living makes it
an easy place to reside.**

Matsuyama's cost-of-living index is **98.7**,
based on the national average of 100.

Ranked **3rd** in the Chugoku-Shikoku region

Number of disaster prevention officers

**Leaders who work to protect people not
only during disasters but in everyday life.**

Nationwide

No.1

(Source: Ehime Prefecture Official Website)

Free Time Availability

**Excellent balance between work,
hobbies, and family time**

(6 hours 35 minutes)

Nationwide

No.2

Access Time to Airport

Matsuyama Airport is located close to
the center of Matsuyama city.

Among the shortest in Japan

About **15** minutes by car

Ehime Prefecture Information Summary

Comprehensive details on living, procedures, and official SNS accounts.

★ Ehime Prefecture
Official Website

<https://www.pref.ehime.jp/>



★ List of Ehime Prefecture
SNS Accounts

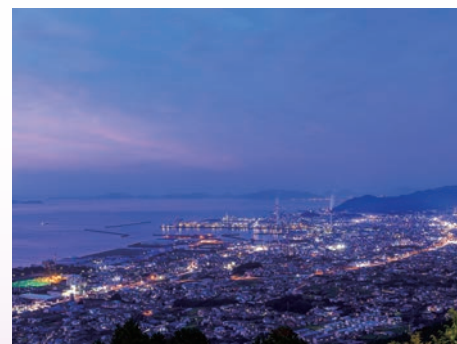
<https://www.pref.ehime.jp/page/16936.html>



Uchiko Town Streets



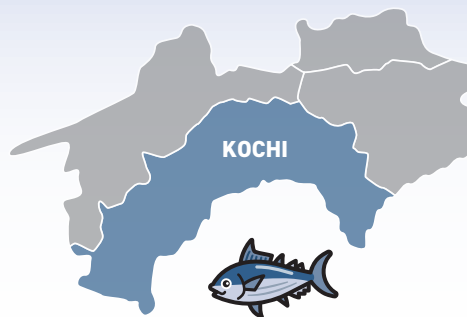
Matsuyama Castle



Evening view of factories in Shikokuchuo City.

Kochi Prefecture: Location and Environment

Kochi Prefecture is the largest prefecture in Shikoku and ranks 18th in size nationwide. It has a long, narrow shape facing the Pacific Ocean, with a coastline of 713 km. It is rich in mountains and has abundant nature.



● Area: 7,104 km²

(Source: Kochi Prefecture Official Website)

● Population: 644,348

● Annual Average Temperature: 17.3°C

(Source: Japan Meteorological Agency)

● Annual Precipitation: 2,666.4 mm

Kochi Prefecture by Data

(Source: Kochi Prefecture Major Indicators 2025 Edition)

Number of Libraries

**Facilities providing books and information
for everyone's learning.**

Nationwide

No.4

58.5 facilities
(per 100,000 population)

Number of Elementary, Junior High, and High Schools

**Schools are available in every area,
reflecting a strong emphasis on education.**

Elementary schools: 750.2 (per 100,000 students) **No.1** in Nation

Junior high schools: 774.2 (per 100,000 students) **No.1** in Nation

High schools: 262.9 (per 100,000 students) **No.3** in Nation

Number of Child Welfare Facilities

**Japan's highest number of
facilities supporting children.**

Nationwide

No.1

51.6 facilities
(per 10,000 children under 15)

Number of Retail Businesses

**Small local shops in every community
make daily life very convenient.**

Nationwide

No.1

100.6 shops
(per 10,000 population)

Kochi Prefecture Information Summary

Comprehensive details on living, procedures, and official SNS accounts.

★ Kochi Prefecture
Official Website

<https://www.pref.kochi.lg.jp/>



★ List of Kochi Prefecture
SNS Accounts

<https://www.pref.kochi.lg.jp/doc/2020060200422/>



Yosakoi Festival



Shimanto River



Kochi City

INTERVIEW

We Asked Foreigners Working in Shikoku

TOKUSHIMA Suzuki Jihan Tokushima Corporation Inc.

Tran Tuan Sang

Job description: Accounting for voluntary insurance contracts

Country: Vietnam

What are the positive aspects of your current lifestyle?

For someone like myself, who enjoys physical activity and spending time in natural surroundings, Tokushima feels like an ideal place to live. On my days off, I enjoy driving through the countryside, which allows me to fully disconnect from the demands of a busy workweek and regain a sense of mental balance. For those who feel constantly overwhelmed by work in urban environments, I believe that experiencing life in a more rural area, even for a short period, can be a valuable and refreshing choice.

Are there any tourist attractions or natural scenery in this area that you would recommend?

Among the many sightseeing destinations in Tokushima Prefecture, Mount Tsurugi is especially recommended. By using the ropeway, visitors can reach a point approximately three-quarters of the way up the mountain, making it possible to reach the summit even for those who are not accustomed to hiking. The view from the observation deck near the peak is excellent and impressive, offering a moment of calm and clarity. I personally recommend visiting in autumn, when the weather is comfortably cool and the surrounding landscape is beautifully colored by autumn leaves.



KAGAWA Makita Corporation Co., Ltd.

Lai Quang Minh

Job description: CAD Design

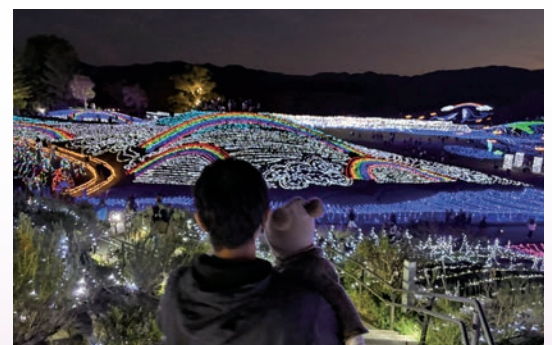
Country: Vietnam

What do you like most about the area where you currently live?

My favorite thing about living in Kagawa Prefecture is the safe and secure environment. Compared to other regions, it has very few earthquakes, rain, or snow, making it easy to live in. I also love udon, Kagawa's specialty, and eat it every week.

Are there any tourist attractions or natural scenery in this area that you would recommend?

Kagawa Prefecture is famous for the Seto Inland Sea, so I recommend tourist spots like Takamatsu Sunport, Shodoshima, and the Seto Ohashi Bridge for stunning views. For forests and mountains, I recommend spots like Iya Valley and Mount Tsurugi.



INTERVIEW

We Asked Foreigners Working in Shikoku

EHIME Atex Co., Ltd.

Job description: Software Development

What do you like most about the area where you currently live?

I love the convenience of living in Matsuyama and its people. Although Matsuyama is said to be a small city, it has almost everything needed for daily life. I especially appreciate that it's not overcrowded and has roads that are easy to cycle on. The people here may seem a little shy at first, but once you start talking, they are very friendly and warm.

Are there any tourist attractions or natural scenery in this area that you would recommend?

My top recommendation is Matsuyama Castle, one of Japan's twelve remaining original castle keeps. Another must-visit is Dogo Onsen, one of the oldest hot springs in Japan. I also highly recommend riding the "Iyonada Monogatari" sightseeing train—the ocean views are absolutely beautiful.

Safal Sharma

Country: Nepal



KOCHI Inoue Calcium Corporation Co., Ltd.

Job description: International Sales

What are the positive aspects of your current lifestyle?

In Japan, I can experience many new things. I have made paper by hand and learned the shamisen. Thanks to these activities, I have made many friends in Kochi and enjoy spending wonderful and happy times with them. This is one of the reasons I feel glad that I came to Japan.

What benefits do you feel from working in a rural area rather than a city?

Working in a rural area rather than an urban area offers many advantages. The air is clean, and early mornings feel especially refreshing. I also love seeing mountains from my office window. The pace of life is slower, and relationships with friends feel much deeper.

Teo Hui Ying Valerie

Country: Singapore



Source Information

※1

Employment Options for Foreign Workers in Shikoku

Processed from Foreign Employment Notification Reports by each prefecture's Labor Bureau.

Tokushima Labor Bureau

https://jsite.mhlw.go.jp/tokushima-roudoukyoku/newpage_01805.html

Kagawa Labor Bureau

https://jsite.mhlw.go.jp/kagawa-roudoukyoku/news_topics/newpage_00040.html

Ehime Labor Bureau

https://jsite.mhlw.go.jp/ehime-roudoukyoku/newpage_00912.html

Kochi Labor Bureau

https://jsite.mhlw.go.jp/kochi-roudoukyoku/newpage_00238.html