

Investment Case



Nexperia Oita R&D Center

Focusing on senior engineers with long careers in semiconductor-related industries, the company established an R&D center in Oita City to develop products that take advantage of the network of local companies that senior engineers have developed.

1. Reasons/Inspiration for entering the market

Since 2017, we have a sales office in Tokyo as our Japan branch, and we have decided to establish R&D centers in Oita and Osaka to strengthen product development in Japan. Oita Prefecture is home to one of the largest concentrations of semiconductor-related industries in Japan. We chose Oita Prefecture because we believed that we would be able to secure excellent human resources, including a generation who have built up their careers as engineers, at the right time for U-turns and mid-career job changes that match their life stages.

2. The support menu for when entering the market

Since the premise was to expand into Oita Prefecture, we decided to establish the center in Oita City, where we found a property that met our needs. Our plan of hiring graduating students from Oita University was also a driving force in our decision to locate to Oita City.

Subsequently, we received a property referral from the Oita Prefectural Government, and we relocated our office in December 2022. If local hiring continues to proceed smoothly, we plan to be eligible for Oita Prefecture's subsidy to promote the attraction of Oita Prefecture to other companies.

3. Future prospects

The goal of the Oita R&D Center is to expand our product line by developing power management ICs and other products. We have development bases in the Netherlands, the U.S., and China. Oita is special because there are several companies that can help us with testing and analysis at the prototype stage. This is another initiative that takes advantage of the network of local companies that our senior engineers have developed.

We plan to focus on training young and mid-career engineers and have hired a graduate from Oita University for two consecutive years. Also, some mid-career employees have changed jobs to come and work under our skilled senior engineers. We intend to develop this center while passing on skills and connections to the next generation.

4. Kyushu's attractiveness

Being able to work while surrounded by Kyushu's rich nature is extremely important for engineers in terms of maintaining their mental and physical health. In fact, personnel working in semiconductor-related industries in Oita Prefecture have a high retention rate, and excellent personnel are scattered throughout the region, making it easy to network. I feel that Kyushu is a place where it is easy to achieve a work-life balance and where the time-and-location-independent work style introduced during the coronavirus pandemic still exists.

Nexperia B.V.

Established: 2017
Location: The Netherlands
Business activities: Development, manufacture, and sale of semiconductor products
Number of employees: approx. 15,000
URL: <https://www.nexperia.com/>

Nexperia Oita R&D Center

Established: December 2021
Location: Oita City
Business activities: Semiconductor product development
Number of employees: 6



(A view of the Nexperia Oita R&D Center)