



## 日本企业纷纷离开东京，转战乡村地区

### Japanese firms are leaving Tokyo for the sticks

#### 中文导读：

越来越多的日本公司离开东京，搬到乡村地区，特别是在大流行期间，远程办公兴起。这一趋势得到政府的支持，旨在分散就业和企业税收，减轻自然灾害风险，但仍然面临员工需要面对面会议以及城市便利的挑战。政府需要更好地规划和协调，以确保不同地区的发展。

When Watanabe Kota was young, he moved to Tokyo hoping to make a name as a musician in the big city. He failed, eventually returning to his native Yamanashi, an area west of Tokyo known for farming and Mount Fuji. But decades later, Mr Watanabe found himself reacquainted with his passion in an unexpected way. In 2021 Amuse, a big entertainment firm that manages top-tier Japanese artists and singers, moved its headquarters from Tokyo to Yamanashi. Mr Watanabe now works there. "I couldn't believe a famous company like Amuse would move to such a sleepy place," he says.



在渡边幸太 (Watanabe Kota) 年轻的时候，他搬到了东京，希望在这个大城市成为一名音乐家。然而，他失败了，最终回到了他的家乡山梨县，一个位于东京以西以农业和富士山而闻名的地区。但几十年后，渡边先生以一种出乎意料的方式重新燃起了对音乐的热情。2021 年，管理顶尖日本艺术家和歌手的大型娱乐公司 Amuse 将其总部从东京搬到了山梨县。渡边先生现在就在那里工作。他说：“我简直不敢相信像 Amuse 这样的知名公司会搬到这样一个宁静的地方。”

### 重点词汇：

**make a name as:** 成名

**musician:** n. 音乐家

**eventually:** adv. 最终

**native:** adj. 本土的

**farming:** n. 农业

**Mount Fuji:** 富士山 (日本著名的山脉)

**decades later:** 几十年后

**reacquaint:** v. 重新熟悉

**passion:** n. 热情

**unexpected:** adj. 意外的

**entertainment firm:** 娱乐公司

**top-tier:** adj. 顶级的

**headquarters:** n. 总部

**sleepy:** adj. 安静的；沉寂的

### 固定搭配：

**make a name as:** 成名

He wanted to make a name as a chef in the culinary world. (他想要在烹饪界成名。)

**known for:** 因...而著名

The region is known for its rich cultural heritage. (这个地区因其丰富的文化遗产而闻名。)

**decades later:** 几十年后

Decades later, they still cherish the memories of their childhood. (几十年后，他们仍然珍惜着童年的回忆。)



A growing number of Japanese companies are leaving Tokyo for the sticks. Last year 335 companies moved out of urban areas to the countryside, an increase of nearly 40% from 2019. The trend got a boost during the pandemic, as remote work boomed and cheap land prices in rural areas started to look increasingly attractive to employers who found that their pricey offices were half-empty. Executives at Amuse also decided to move to Yamanashi in the hope of improving employees' work-life balance and boosting their well-being in a place with lots of nature.

越来越多的日本公司正离开东京，迁往乡村。去年，有 335 家公司从城市地区搬到郊区，较 2019 年增加了近 40%。这一趋势在大流行期间得到了推动，因为远程办公蓬勃发展，而乡村地区的土地价格便宜，开始逐渐吸引那些发现昂贵办公室只有一半人所在的雇主。Amuse 的高管们也决定搬到山梨县，希望在一个自然环境优美的地方改善员工的工作与生活平衡，提高他们的幸福感。

#### 重点词汇：

**growing number of:** 日益增加的

**leave:** v. 离开

**stick:** n. 农村地区；乡下

**move out of:** 搬离

**urban areas:** 城市地区

**countryside:** n. 农村

**increase:** n. 增加；v. 增加

**nearly:** adv. 几乎

**trend:** n. 趋势

**boost:** v. 推动；促进

**pandemic:** n. 大流行

**remote work:** 远程工作

**boom:** v. 繁荣



**cheap:** adj. 便宜的  
**rural areas:** 农村地区  
**increasingly:** adv. 日益  
**attractive:** adj. 有吸引力的  
**employer:** n. 雇主  
**pricey:** adj. 昂贵的  
**office:** n. 办公室  
**half-empty:** 半空的  
**executive:** n. 高管  
**work-life balance:** 工作与生活的平衡  
**well-being:** n. 健康；幸福感  
**nature:** n. 自然

 **固定搭配:**

**growing number of:** 日益增加的

There is a growing number of people interested in sustainable living. (对可持续生活感兴趣的人日益增多。)

**moved out of:** 搬离

They decided to move out of the crowded city to a peaceful village. (他们决定离开拥挤的城市，搬到一个宁静的村庄。)

**cheap land prices:** 便宜的土地价格

The low cost of living and cheap land prices make this area attractive to retirees. (低廉的生活成本和便宜的土地价格使这个地区对退休者具有吸引力。)

**boost well-being:** 提高幸福感

Spending time in nature can boost your overall well-being. (在大自然中度过时间可以提高你的整体幸福感。)

The decentralisation of corporate Japan has long been a national ambition. During Japan's post-war boom, many of its citizens flocked to the growing capital. The authorities eventually started to view that as a problem, especially in the 1990s when



the economy entered a period of stagnation. With depopulation a growing problem in rural areas, the government started to promote outward migration from Japan's cities, hoping to disperse employment and corporate-tax revenue. Under the banner of "regional revitalisation," central and local governments offer tax incentives and subsidies to encourage companies to move their headquarters or some office functions to less populous areas.

日本长期以来一直追求企业分散化。在日本战后经济繁荣时期，许多国民涌向不断壮大的首都。当局最终开始将这视为一个问题，尤其是在经济进入停滞期的 20 世纪 90 年代。随着乡村地区人口减少问题日益严重，政府开始推动城市人口向外迁移，希望借此分散就业机会和企业税收收入。在“地区振兴”的口号下，中央和地方政府提供税收激励和补贴，鼓励公司将其总部或部分办公职能搬迁至人口较少的地区。

#### 重点词汇：

**decentralisation:** n. 分散化

**long been:** 长期以来

**national ambition:** 国家抱负

**post-war boom:** 战后繁荣

**citizen:** n. 公民

**flock:** v. 群集，蜂拥

**capital:** n. 首都

**authority:** n. 当局

**especially:** adv. 特别是

**economy:** n. 经济

**period of stagnation:** 停滞期

**depopulation:** n. 人口减少

**rural areas:** 农村地区

**government:** n. 政府

**promote:** v. 促进

**outward migration:** 向外迁移

**dispense:** v. 分散



**employment:** n. 就业

**corporate-tax revenue:** 企业税收收入

**banner:** n. 旗帜

**regional revitalisation:** 地区振兴

**central:** n. 中央

**local governments:** 地方政府

**offer:** v. 提供

**tax incentives:** 税收激励

**subsidy:** n. 补贴

**encourage:** v. 鼓励

**headquarters:** n. 总部

**office functions:** 办公室功能

**less populous areas:** 人口较少的地区

 **固定搭配:**

**long been:** 长期以来

This has long been a problem in our community. (这在我们社区里长期以来一直是个问题。)

**period of stagnation:** 停滞期

The country went through a period of stagnation in the 1980s. (这个国家在1980年代经历了一个停滞期。)

**outward migration:** 向外迁移

The outward migration of young people is causing demographic challenges in rural areas. (年轻人的向外迁移在农村地区引发了人口统计上的挑战。)

**corporate-tax revenue:** 企业税收收入

The city relies heavily on corporate-tax revenue to fund public services. (该市主要依靠企业税收收入来资助公共服务。)

**regional revitalisation:** 地区振兴

The government has launched a regional revitalisation program to boost economic growth in rural areas. (政府推出了一个地区振兴计划，以促进农村地区的经济增长。)



Mitigating the risk from natural disasters offers another rationale, especially in a country as prone to earthquakes as Japan. Experts reckon there is a 70% chance of a magnitude 7 or higher quake hitting Tokyo within the next 30 years. "Business continuity is the most important thing for us," says Iwata Hajime of axa Life Insurance. He describes the earthquake and tsunami of 2011 in the northern Tohoku region as a turning point. The company, like some others, started mulling the idea of distributing its personnel and resources, since concentrating them in Tokyo felt too risky. In 2014 the firm opened its new headquarters in Sapporo, the capital of the northern island of Hokkaido.

降低自然灾害风险是另一个理由，尤其是在像日本这样容易发生地震的国家。专家估计，在未来 30 年内，东京发生 7 级以上地震的几率为 70%。安盛人寿保险 (axa Life Insurance) 的岩田肇 (Iwata Hajime) 表示说：“对我们来说，业务的连续性是最重要的，”他将 2011 年发生在东北地区的地震和海啸描述为一个转折点。与其他一些公司一样，该公司开始考虑将人员和资源分散到各地，因为将他们集中在东京感觉风险太大。2014 年，该公司在北海道北部岛屿首府札幌开设了新总部。

#### 重点词汇：

**mitigating:** n. 缓解

**risk:** n. 风险

**natural disasters:** 自然灾害

**rationale:** n. 理由

**prone to:** 易于

**earthquake:** n. 地震

**expert:** n. 专家

**reckon:** v. 估计

**magnitude:** n. 强度



**quake:** n. 地震

**hitting:** n. 击中; v. 击打; 碰撞

**within:** prep. 在...之内

**tsunami:** n. 海啸

**northern:** adj. 北部的

**turning point:** 转折点

**concentrate:** v. 集中

**distribute:** v. 分配

**personnel:** n. 人员

**resource:** n. 资源

**capital:** n. 首府

 **固定搭配:**

**mitigating the risk:** 缓解风险

Mitigating the risk of climate change is a global challenge. (缓解气候变化风险是全球性挑战。)

**prone to earthquakes:** 易于地震

Japan is prone to earthquakes due to its location on the Pacific Ring of Fire. (日本因位于太平洋火环地带而容易发生地震。)

**business continuity:** 业务连续性

Ensuring business continuity is essential for disaster preparedness. (确保业务连续性对于应对灾害非常重要。)

**turning point:** 转折点

The discovery of a new energy source marked a turning point in the country's energy policy. (新能源的发现标志着该国能源政策的一个转折点。)

**concentrating them in:** 集中在...

The company is considering concentrating its manufacturing operations in one location. (公司正在考虑将其制造业务集中在一个地点。)





Japan nonetheless remains too Tokyo-centric. Firms are not emigrating from the capital at the pace authorities would like. Though remote work has gained acceptance, in-person meetings remain an important aspect of Japanese work culture. Many workers therefore have to be in Tokyo to meet clients and business partners. And while some employees might enjoy life in the idyllic countryside, plenty prefer the conveniences of the capital. Those with children worry about losing access to high-quality schools and colleges.

尽管如此，日本仍然过于以东京为中心。企业迁出首都的速度并未达到当局希望的速度。虽然远程办公已被接受，但面对面会议仍然是日本工作文化的重要组成部分。因此，许多员工必须在东京与客户和业务伙伴会面。虽然有些员工可能喜欢宁静的乡村生活，但也有很多人更喜欢首都的便利。有孩子的人担心无法享受优质学校和大学的教育。

#### 重点词汇：

**nonetheless:** adv. 尽管如此

**firm:** n. 公司

**emigrating:** v. 移居

**pace:** n. 速度

**remote work:** 远程工作

**gain:** v. 获得

**acceptance:** n. 接受

**in-person meeting:** 面对面会议

**aspect:** n. 方面

**convenience:** n. 便利设施

**access to:** 进入

**high-quality:** 高质量的

#### 固定搭配：

**nonetheless:** 尽管如此



The weather was terrible; nonetheless, we decided to go camping. (天气很糟糕, 尽管如此, 我们决定去露营。)

**remote work:** 远程工作

Many companies have adopted remote work policies during the pandemic. (许多公司在大流行期间采用了远程工作政策。)

**in-person meetings:** 面对面会议

In-person meetings are important for building strong business relationships. (面对面会议对于建立牢固的业务关系非常重要。)

**access to:** 进入

The new campus provides easy access to public transportation. (新校园便于使用公共交通。)

Another problem has been a lack of planning and co-ordination among the authorities. Instead of creating new economic hubs, many relocation efforts amount to “simply scattering firms across the country”, says Sato Motohiro of Hitotsubashi University in Tokyo. He believes that this is a hangover from Japan’s bygone boom period, where officials promoted an idea of “balanced development” in which the country’s thousands of municipalities were expected to grow at roughly the same pace. In recent years some alternative growth centres have emerged, though not enough to challenge Tokyo’s dominance. Hokkaido has attracted enterprises with its vast spaces. Kyushu, the southern region where tsmc, a Taiwanese semiconductor firm, is building a factory, promotes itself as Silicon Island. “The government needs to think more about differentiating between areas that need investing in, and those that



don't," says Mr Sato. "Otherwise, Tokyo will keep winning."

另一个问题是当局之间缺乏规划和协调。东京一桥大学的佐藤元博 (Sato Motohiro) 表示, 许多迁移工作不是创造新的经济中心, 而是 "简单地将 (企业) 分散到全国各地"。他认为, 这是日本过去繁荣时期的遗留问题, 在那个时期, 官员们提倡 "均衡发展 "的理念, 希望全国数千个城市以大致相同的速度发展。近年来, 出现了一些替代增长中心, 但还不足以挑战东京的主导地位。北海道以其广阔的土地吸引了企业。九州地区, 台湾半导体公司台积电正在建设工厂的南部地区, 自称为 "硅岛"。佐藤先生说: "政府需要更多考虑哪些地区需要投资, 哪些地区不需要。""否则, 东京将继续胜出。"

#### 重点词汇:

**lack of:** 缺乏

**planning:** n. 计划

**co-ordination:** 协调

**relocation:** n. 搬迁

**amount to:** 等于

**simply:** adv. 简单地

**scattering:** n. 散布

**hangover:** n. 残留物

**bygone:** adj. 过去的

**boom:** n. 繁荣

**balanced development:** 平衡发展

**municipality:** n. 市政当局

**emerge:** v. 出现

**challenge:** n. 挑战

**dominance:** n. 统治

#### 固定搭配:

**lack of planning:** 缺乏计划

The project's failure was due to a lack of planning. (这个项目的失败是因为缺乏计划。)

**hangover from:** 余留物



The traditional customs are a hangover from an earlier era. (这些传统习惯是早期时代的余留物。)

**balanced development:** 平衡发展

The government's policy aims to achieve balanced development in all regions of the country. (政府的政策旨在实现全国各地的平衡发展。)

