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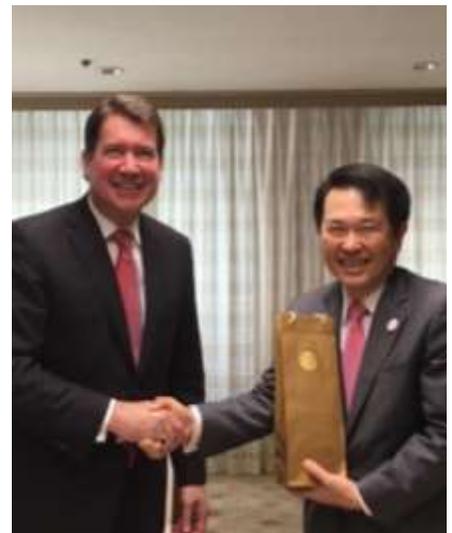
# E-MAIL MAGAZINE

Issue 117 [October 2017]

## 1. U.S. AMBASSADOR TO JAPAN PAYS COURTESY VISIT TO CHAIRMAN OF OSAKA CHAMBER OF COMMERCE AND INDUSTRY

To extend his greetings as the new ambassador of the U.S. Embassy in Japan, on September 22, Ambassador William F. Hagerty IV paid a courtesy visit to Chairman Ozaki and Vice Chairman Kojima of the Osaka Chamber of Commerce and Industry (OCCI).|

Chairman Ozaki first expressed his condolences in connection with the hurricane damage to the U.S. and then extended his gratitude to the ambassador for selecting Osaka as his first regional visit in Japan. In response, thanked Chairman Ozaki for his condolences and then said,



“My hometown, the state of Tennessee, takes pride in its craftsmanship in the same ways as this region, in this respect, I feel a closeness with Osaka. During this visit to Osaka as well, I felt enthusiasm from companies in the Kansai region for the growth of the U.S. market. In addition, Tokyo currently receives 95% of U.S. investment in Japan; I intend to encourage more investment in Osaka.” Furthermore, the ambassador, who exchanges information with Prime Minister Abe frequently, stated, “In serving as



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ambassador, I aim to further strengthen the partnership between the Trump administration and Japan.” In response to the ambassador’s statement, Chairman Ozaki said, “The Kansai region and Osaka have many small and medium-size enterprises with advanced technologies, from which new technologies continue developing.

The OCCI hopes to enhance technological collaboration and mutual investment between Japan and the U.S. by helping enterprises enter the U.S. market. In addition, the OCCI will also put such efforts as establishing special zones to create environments in which foreign enterprises can more easily invest in Osaka.”

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## 2. CHILE MISSION REPORT

From September 9 to 16, OCCI sent an Economic Delegation to Chile. With this year marking the 120 anniversary of the Japan-Chile Treaty of Amity and the 10 anniversary of the Japan-Chile Economic Partnership Agreement, through collaboration between the Honorary Consulate of the Republic of Chile in Osaka and the OCCI, a total of 16 representatives participated in the delegation (head: Vice Chairman Kuramochi; co-head: Honorary Consul Yoshikawa [CEO of Takara Belmont Corporation].) This was the first delegation sent to Chile by the OCCI.



The delegation visited both sea and air transport infrastructure bases, i.e. the Port of Valparaiso, a sister port of the Port of Osaka, and Santiago Airport, a partner of Kansai Airports. With its exports to Japan including such agricultural and fishery products as Chilean wines, salmon, urchin, and pork, resources for iron and steel production (i.e. copper and lithium), and woodworks, Chile enjoys political and economic stability and has conveyed an enthusiasm for becoming a gateway to the Latin American market.

The delegation also attended the largest food exhibition in South America, which was held during its visit. JETRO ran a booth that displayed such products as kitchen knives and food packages made by small and medium-size enterprises based in Osaka. Such samples of Japanese products as tea, ramen, and frozen food attracted many visitors to the booth, indicating that Japanese companies have a strong chance for success in developing a market.

In Santiago, the capital of Chile, the delegation visited the General Directorate of International Economic Relations (DIRECON) and the Chilean Federation of Industry (SOFOFA)--the Chilean equivalent of Keidanren (the Japan Business Federation), and learned that a Chilean permanent investment promotion office

will be established in Japan when the Chilean delegation led by former president Eduardo Frei Ruiz-Tagle visits Japan this month.

During their visit, the delegation head and co-head promoted the idea of Osaka Expo to leaders of the Chilean public and private sectors. At the “Session for Promoting Osaka and the Kansai Region,” head Kuramochi had a meeting with executive members of the Japan-Chile Economic Committee, and co-head Yoshikawa, together with members of the Japanese parliament (Mr. Shionoya, a House of Representatives member and chair of the Japan-Chile All-Party Parliamentary Group, and others) met Minister of Foreign Affairs Heraldo Muñoz to whom the co-head handed a signed letter from Minister of

Foreign Affairs Kono, promoted Osaka and the Kansai region, and explained activities being conducted to win the Expo bid. Words of support were received from the Chilean representatives for Japan to host Expo 2025.

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### 3. MALAYSIA & SINGAPORE MISSION REPORT

From September 4 to 9, the OCCI and JETRO Osaka Headquarters collaboratively sent an observation team to Malaysia (Kuala Lumpur and Johor) and then to Singapore. The team comprised 20 representatives from 18 companies and organizations and was collaboratively headed by Masashi Hashimoto and Ichiro Sone-- the former an executive officer of Marubeni Corporation, the general manager of Marubeni’s Osaka branch, one of the OCCI’s



board of executive councilors, and the chairman of the OCCI International Business Committee; and the latter, the chief director of JETRO Osaka Headquarters. This joint mission between OCCI and JETRO has been sent 6 times, and have covered all countries in ASEAN except Brunei.

Under its Action Program, “Tanto” Business Osaka, the OCCI provides enterprises with support to conduct business in other countries especially in Asia, i.e. support for small and medium-size enterprises (SMEs) to expand their business to multiple fields and/or set up branches following major companies with which they do business to countries in the ASEAN region. As part of this action program, OCCI sent observation team this time to the two countries serving as hub functions and most well-equipped with infrastructure in ASEAN, to promote business relationships and personnel exchange and gather the latest information in both countries.

In Malaysia, the team visited such offices as the Embassy of Japan in Malaysia and received up-to-date political and economic conditions in the country. In addition, the team visited MIDA (Malaysian Investment

Development Authority), Malaysia’s investment promotion agency. The team was provided with descriptions of the country’s investment invitation policy and industry development plan, and then members shared their thoughts with the agency’s representatives. Furthermore, the team visited the Iskandar region, which is undergoing significant urban development and located in the southern part of Johor state next to Singapore. Members learned about a high-speed railway linking the two countries, plans to construct tourist attraction facilities and educational institutes to develop industrial estates, and about an urban development project aimed at turning the region into a commuter town for Singapore.



In Singapore, the observation team visited JETRO Singapore, where they were offered an up-to-date country’s economic condition. At SPRING Singapore, a governmental agency in charge of helping Singapore’s SMEs develop, members shared their thoughts with the agency’s representatives. The team also visited factories run by Japanese companies that have entered the country.

This mission also devoted active efforts to forming networks between the members and Singaporean enterprises, and social gatherings were held with enterprises that fit the members’ business needs.

Most importantly in Singapore, with support from the Singapore Manufacturing Federation, an enthusiastic exchange of ideas and business negotiations took place between the members and representatives from 50 Singaporean enterprises.

While already economically developed to certain degrees, both countries have issues of coping with their aging population, improving productivity, and drawing more industries with added value. With both countries expressing great enthusiasm for investment from Japanese companies with advanced technologies and for forming networks, the mission provided members with excellent opportunities to envisage the future of ASEAN, which is celebrating its 50th anniversary this year.

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#### **4. OCCI/K-METI PROGRAM FOR HYDROGEN AND FUEL CELLS ~‘OPEN INNOVATION FORUM’ AND ‘ENTRY INTO THE GERMANY SEMINAR’**

On September 19, Osaka Chamber of Commerce and Industry, the Kansai Bureau of Economy, Trade and Industry, and the Osaka Prefectural Government (the Osaka and Overseas Market Business Promotion Chamber) held the “Open Innovation Forum” and a Seminar for Promoting Entry into the German Hydrogen Fuel Cell Market.

CEO Mr. MacEwen of Ballard Power Systems Inc. (Canada), a precursor of the fuel cell industry and a global leader in the field of polymer electrolyte membrane fuel cells, made his first visit to Osaka to attend the forum. In addition, representatives of Plug Power Inc.(U.S.), Air Products and Chemicals, Inc. (U.S.), and Air Liquide(France), companies interested in entering into technical cooperation and partnership agreements with companies in the Kansai region, visited Osaka and gave presentations on issues and needs in the field of hydrogen fuel cell technology. Following the presentations, the representatives engaged in private business negotiations with Kansai companies. 90 participants attended the forum and 28 business meeting were held.



Consequently, in as many as eight cases, parties agreed to continue negotiations including requests for sales quotes. Some of the representatives invited this day shared their enthusiasm, stating that Kansai has a robust supply chain and that their business negotiations were extremely productive.

The Seminar for Promoting Entry into the German Hydrogen Fuel Cell Market was attended by 88 participants. The seminar invited as a lecturer a representative in charge of the Asian market at NOW(Nationale Organisation Wasserstoff- und Brennstoffzellentechnologie), established by the government of Germany, who provided attendees from Japanese companies interested in entering the German hydrogen fuel market with the latest market trends and regulations.

OCCI is planning to open a booth at a hydrogen fuel cell exhibition (in November in the U.S.) and to hold a business matchmaking event (in February in Germany).

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## **5. COO OF THE INTERNATIONAL CHAMBER OF COMMERCE (ICC) VISITS OSAKA TO EXCHANGE IDEAS WITH COMPANY REPRESENTATIVES**

With COO (Chief Operating Officer) Mr. Philip Kucharski of the ICC (headquarters: Paris) visiting Osaka, OCCI took the opportunity to arrange a meeting on September 28 for representatives of companies in Osaka to exchange ideas. ICC has been admitted to participate in the United Nations as a private organization. In addition to describing the ICC's outline, the COO Mr. Philip spoke about various activities being undertaken by the ICC against protectionism.

He stressed the increasing importance of the role of the ICC with its global network in today's world where forms of trade are becoming highly complexed (i.e. multiplexing) and systems for electronic authentication and payment are developing even further. Requests raised by company representatives included having the Incoterms rules revised to suit the present era and the international arbitration system strengthened.

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## 6. REPORT ON VIP VISITORS

September 19 (Tue.) Dr. Werner Köhler,  
Consul General of the Federal Republic of Germany Osaka-Kobe

September 22 (Fri.) Mr. Marco Lombardi, Consul General of Italy

September 22 (Fri.) Mr. Lv Jiang, Deputy Director General of Trade Remedy and Investigation  
Bureau Ministry of Commerce, The People's Republic of China

September 26 (Tue.) Mr. William F. Hagerty IV, Ambassador of the United States of America

September 28 (Thu.) Mr. Philip Kucharski,  
Chief Operating Officer of International Chamber of Commerce

October 17 (Tue.) Mr. Chen Yuzhuo, Executive Chairman of  
China-Asia Economic Development Association Elderly Service Industry Committee



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<http://o-bic.net/>

Osaka Business & Investment Center (O-BIC), established in 2001, is operated through the joint efforts of the Osaka Prefectural Government, Osaka City Government, and Osaka Chamber of Commerce & Industry.

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For further information, please contact: [o-bic@osaka.cci.or.jp](mailto:o-bic@osaka.cci.or.jp)



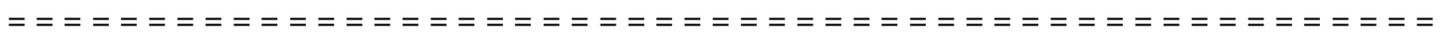
Information about scheduled events (in Japanese only):

If you wish to receive information about scheduled events, please visit

<http://www.osaka.cci.or.jp/Jigyou/Sonota/annai.htm>

and submit your subscription request to OCCI Email Station.

Alternatively, please check out information about scheduled seminars and other events on the OCCI's website (in Japanese only).



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