

# E-MAIL MAGAZINE

[CONTENTS, APRIL 2018]

1. BIE ENQUIRY MISSION VISITS OSAKA; EVENT HELD FOR CONSULS GENERAL

IN OSAKA FOR REALIZING WORLD EXPO 2025

2. REPORT ON THE PROMOTION OF BUSINESS COLLABORATION WITH EUROPE AND

THE U.S. IN THE AREA OF HYDROGEN ENERGY AND FUEL CELLS

3. REPORT ON THE 20TH OSAKA BUSINESS NETWORKING CLUB

4. VIETNAMESE CONSUL GENERAL IN OSAKA MAKES COURTESY VISIT TO CHAIRMAN OZAKI

5. BUYER COMPANIES FROM THAILAND, VIETNAM AND THE MIDDLE EAST INVITED

FOR BUSINESS MEETINGS HELD ON MARCH 12-15, 2018

6. REPORT ON VIP VISITORS

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**1. BIE ENQUIRY MISSION VISITS OSAKA; EVENT HELD FOR CONSULS GENERAL IN OSAKA FOR REALIZING WORLD EXPO 2025**



A BIE Enquiry Mission visited Japan from March 5 to 9, 2018 to assess the Osaka-Kansai area, a candidate site for the World Expo 2025. In Tokyo, the mission members met with Prime Minister Shinzo Abe, as well as Diet Members Caucus for the Realization of the World Expo 2025 in Osaka, Kansai region. The delegation then took a visit to Osaka and held talks with OCCI Chairman Ozaki; Ichiro Matsui, the Governor of Osaka Prefecture; and Hirofumi Yoshimura, the Mayor of Osaka City. They visited Yumeshima in Konohana-ku, Osaka City, the proposed site for the expo. They also confirmed the content of the bid dossier. On March 7 and 8, dinner receptions were held with the participation of Chairman Ozaki; Economy, Trade and Industry



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Minister Hiroshige Seko; Governor Matsui, Mayor Yoshimura and others. Prior to the dinner on March 7, the OCCI hosted a cruise for the viewing of Osaka Castle from a ship to promote Osaka as the "city of waterways." Chairman Ozaki made a speech at the beginning of the cruise and conveyed his enthusiasm for the Expo 2025 Osaka, Kansai.

On March 22, the consuls general and honorary consuls general in the Kansai region were invited on a tour of Yumeshima, the proposed site for the expo, and a seminar. A reception was held afterward. A total of 80 people, representing more than 40 countries, such as the U.S., China, Vietnam, and Mongolia, took part in the event. Participants from Japan included Chairman Ozaki, Mayor Yoshimura, and Toshizo Ido, the President of the Union of Kansai Governments. At the start of the reception, Kazuhide Ishikawa, Ambassador Extraordinary and Plenipotentiary, in charge of the Kansai region requested the attendees of their cooperation to make the Osaka-Kansai Expo a reality, by asking them to convey Osaka's enthusiasm to their home countries. The host country for the World Expo 2025 will be decided by voting among BIE member states at the General Assembly of the BIE scheduled for November, 2018.

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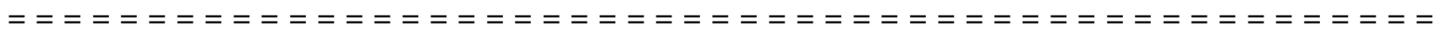
## **2. REPORT ON THE PROMOTION OF BUSINESS COLLABORATION WITH EUROPE AND THE U.S. IN THE AREA OF HYDROGEN ENERGY AND FUEL CELLS**

The OCCI, along with the Kansai Bureau of Economy, Trade and Industry (METI-Kansai), has been supporting hydrogen energy and fuel cells related companies in the Osaka-Kansai area as they seek to join overseas supply chains. During fiscal 2016 and 2017, the OCCI cooperated with Osaka Prefectural Government as well to hold study sessions for companies planning to enter overseas markets and host forums and business meetings with representatives of major overseas companies. The OCCI also dispatched delegations to North America, the UK, and Germany, and interacted with hydrogen-related and fuel-cell manufacturers belonging to the California Fuel Cell Partnership (CaFCP), the Canadian Hydrogen and Fuel Cell Association (CHFCA), and Germany's National Organization Hydrogen and Fuel Cell Technology (NOW). Through these events, the OCCI helped local companies establish overseas business networks and provided various forms of hands-on assistance.

As a result, Takaishi Industry Co., Ltd. in Ibaraki City, Osaka Prefecture has won a contract with FirstElement Fuel, Inc. in the U.S. to supply O-rings for hydrogen stations operated by the company. The rings are expected to be used for all hydrogen stations that the U.S. company plans to build, in addition to the 19 stations that are currently in operation. Nissha FIS, Inc. in Itami City, Hyogo Prefecture, which develops and makes hydrogen detectors, has received multiple orders from major overseas automakers and fuel cell

makers. SAMTECH Co., Ltd. in Kashiwara City, Osaka Prefecture, a manufacturer of high-pressure hydrogen cylinders, and Techno Takatsuki Co., Ltd. in Takatsuki City, Osaka Prefecture, which makes Hydrogen Recirculation Blowers for hydrogen oxygen fuel cells, are in talks with overseas fuel cell leading manufacturers after signing confidentiality agreements.

The OCCI has established strong relationships with overseas government agencies, such as the U.S. Department of Energy, and other agencies through these activities. The next fiscal year is the final year of this endeavor. The OCCI will cooperate with the U.S. Department of Energy as well as Osaka Prefecture, the local industrial cluster and the Japan External Trade Organization, including other supporting organizations in Japan and elsewhere, to help companies in Kansai expand their overseas sales routes.



### 3. REPORT ON THE 20TH OSAKA BUSINESS NETWORKING CLUB ~FOOD CULTURE OF OSAKA AND DEVELOPMENT OF HUMAN RESOURCES FOR THE FUTURE~

The Osaka Business and Investment Center (O-BIC) held the 20<sup>th</sup> meeting of the 20th Osaka Business Networking Club on March 8, at which Mr. Kanji Nakai, Senior Managing Director of Chibo Corporation was invited to speak. About 90 representatives from businesses in Osaka, including those moving into the Osaka market, foreign diplomatic missions and economic organizations joined the meeting in order to deepen exchange.



Mr. Nakai spoke about many topics with enthusiasm, such as various challenges that are upending the existing concepts of *okonomiyaki*, active overseas business expansion, inbound measures, and corporate management that focuses on the development of “human resources”. His talk on “Co-Development of Human Resources” was very popular with the attendees. Following the talk, the participants attended an in-house tour of Mengyo Kaikan, which has been designated as a national important cultural property, and interacted with one another at the networking club after.

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#### 4. VIETNAMESE CONSUL GENERAL IN OSAKA MAKES COURTESY VISIT TO CHAIRMAN OZAKI



On April 2, 2018, Vu Tuan Hai, who became the Consul General of the Socialist Republic of Vietnam in Osaka in November last year, made a courtesy visit to Chairman Hiroshi Ozaki and President Tsutomu Miyagi , of the OCCI.

Chairman Ozaki thanked the consul general for his participation in the tour to the proposed site of the World Expo 2025, which was organized in March for consuls general in

Osaka, and reiterated the request that Vietnam cooperates in making the Osaka Expo a reality. Chairman Ozaki also looked back on his visit to Vietnam last year, saying: "I feel that economic exchange could further expand between companies in the Osaka-Kansai area and Vietnam. I hope that there will be more active exchange in tourism as well."

The consul general told Chairman Ozaki that he had informed his country's Foreign Ministry regarding the World Expo 2025. The consul general said: "This year marks the 45th anniversary of the establishment of diplomatic relations between Japan and Vietnam. Special events are being planned at the consulate general and the Vietnamese President is planning to visit Japan. In addition, we would like to improve the business environment and pursue information-sharing among companies in both nations with the cooperation of the OCCI. We also give high marks to the event of individual business meetings between Vietnamese buyer companies and Japanese companies, which was held at the OCCI in March, 2018. We hope to see more projects like this."

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#### 5. BUYER COMPANIES FROM THAILAND, VIETNAM AND THE MIDDLE EAST INVITED FOR BUSINESS MEETINGS HELD ON MARCH 12-15, 2018

The OCCI has invited overseas buyer companies to Osaka for a "Made in Japan, BtoB Meeting" organized for SMEs (small and medium-sized enterprises) based in Osaka. The event is designed



to provide these companies with an opportunity to sell Japan's superior products, technologies, and services for overseas markets. Buyer companies have been invited from various parts of the world, and more than 650 business talks in total have been conducted so far.

The latest meetings took place during four days from March 12 to 15, 2018 with buyer companies invited from the Middle East and the ASEAN regions. All buyers received more requests for talks than initially planned because this event can save Japanese companies the trouble of finding business prospects overseas. Sales negotiations took place all day, with participants eagerly hawking their wares.

From March 12 to 13, 2018, 3 buyer companies were invited from the United Arab Emirates and Saudi Arabia, both nations of which have a large proportion of affluent people in the Islamic economic region with a market scale of an estimated 2 billion consumers. The three companies, which handle confectioneries, seafood, and automotive parts, held a total of 50 talks with 35 companies based in Osaka and other parts of Japan.

After that, from March 14 to 15, executives of eight buyer companies from Thailand and Vietnam visited Osaka looking to purchase Japanese foods, daily commodities, and cosmetics, etc. Thailand, where Japanese food is very popular, is ASEAN's hub from which the market is expanding to surrounding nations. Vietnam, meanwhile, has been growing in recent years with personal consumption increasing among middle-income earners. There were a total of 127 talks with 62 companies based in Osaka and other parts of Japan.

The OCCI will continue to invite first-rate buyers from multiple nations during the next fiscal year and host similar business meetings.

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## **6. REPORT ON VIP VISITORS**

- 3/23 Mr. Mark Stone,  
Chief Executive, Victorian Chamber of Commerce and Industry, Australia
- 4/2 Mr. Vu Tuan Hai,  
Consul General of the Socialist Republic of Vietnam in Osaka
- 4/13 Mr. Samuel W.S. Cheng,  
Director of the Hong Kong Trade Development Council Osaka
- 4/24 Mr. Luigi Diodati, Consul General of Italy in Osaka

