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# E-MAIL MAGAZINE

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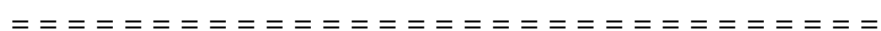
OCCI e-Magazine

<Back number available at <http://www.osaka.cci.or.jp/e/emagazine/>>



## 1. KEIICHI YOSHII APPOINTED VICE-CHAIR OF OCCI

Keiichi Yoshii, president and CEO of Daiwa House Industry, was appointed a vice-chair of the Osaka Chamber of Commerce and Industry at the chamber's fifth Ordinary General Meeting of the Executive Council on July 28, 2022. Born in 1958, Mr. Yoshii joined Daiwa House in 1990, and was appointed president in 2017 before becoming president and CEO in 2020. He is the third person from Daiwa House to serve as a vice-chair, and his term of office lasts until the end of October 2023.



## 2. OSAKA'S CORPORATE COMMUNITY COMMEMORATES 50 YEARS OF DIPLOMATIC RELATIONS WITH CHINA

A special event was held at the Hotel New Otani Osaka on July 19, 2022, to mark the passing of 50 years since the normalization of diplomatic relations between Japan and China. This was a get-

together for Japanese and Chinese companies in the Kansai region, organized by the China Chamber of Commerce in West Japan with support from the OCCI, and with Xue Jian, the Consul General of the People’s Republic of China in Osaka, as the guest of honor. The event was officially sanctioned by the Ministry of Foreign Affairs. In his opening address, OCCI Chairperson Shingo Torii said he hoped that the event would add new momentum to business in both countries, while Yoshihisa Suzuki, chairperson of the OCCI China Business Committee, gave voice to expectations that the RCEP will further invigorate trade between the two nations. There were presentations from four companies each from Japan and China, in which they outlined their operations and described what they were looking for in potential business partners. These were followed by a forum for locally-based Japanese and Chinese companies to meet and interact.

The robust turnout—more than 200 companies came despite uncooperative weather on the day—underlines the high level of interest in China among local businesses. As Covid-related restrictions are gradually removed, we at the OCCI are determined to provide more opportunities like these for local businesses to forge international ties.

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**3. OCCI LAUNCHES GREENTECH PARTNERSHIP WITH MANCHESTER, UK**

As part of our effort to assist the overseas expansion of Osaka-based and Kansai-based Greentech businesses, we at the OCCI have entered into a partnership with Greater Manchester in the UK. Following on from the partnership agreement between the Osaka and Greater Manchester municipal governments signed in 2021, this latest initiative seeks to promote governmental interaction and generate opportunities for specific business collaboration. Europe is a frontrunner in the global effort toward carbon neutrality, and the UK stands out even further for that way it has balanced carbon neutrality initiatives with economic growth, making great strides toward its target of carbon neutrality by 2050. Manchester, meanwhile, has set itself the ambitious task of reaching that goal by 2038, fully 12 years ahead of the target date, and is eager to incorporate advanced technologies from throughout the UK, Europe, and the world to that end. To kick off, the OCCI held an online seminar on July 26, 2022. “Green Policy in Manchester and Collaboration Opportunities for Japanese Businesses” attracted a large audience, which heard Mancunian government officials speak about local policies,

the business environment, and their needs regarding technologies. Osaka is preparing to host a local government delegation from the Manchester, and organizing a business/government delegation for a reciprocal trip.

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#### **4. ONLY A THOUSAND DAYS TO GO UNTIL WORLD EXPO IN OSAKA, AND WE'RE GETTING READY!**

On July 18, 2022, the countdown to Expo 2025 Osaka, Kansai, Japan ticked over to 1,000 days. As part of the effort to build momentum throughout the nation in the run-up to the expo, the Japan Association for the 2025 World Exhibition marked the occasion with a special event in Tokyo and Osaka, titled “1,000 Days to Go.” Prime Minister Fumio Kishida attended in Tokyo, alongside Keidanren Chairman Masakazu Tokura, who also chairs the aforementioned association. In Osaka, attendees included Kenji Wakamiya, Minister for the World Expo 2025; Hiroyuki Ishige, general secretary of the association; Hirofumi Yoshimura, Governor of Osaka Prefecture; Ichiro Matsui, Mayor of Osaka City; and the heads of the three major Kansai economic organizations, including OCCI Chairperson Shingo Torii. In his address, beamed to the Osaka venue on a big-screen monitor, the prime minister promised an all-in effort from the government to help prepare for the expo, and called on everyone involved to pitch in and play their part. There was also the big reveal of the official mascot’s name. After months of expectation and some 33,000 entries from the public, it was finally announced that mascot’s name is “Myakumyaku.”

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#### **5. THE GREATER MINAMI CONCEPT: AN INTEGRATED ECONOMIC ZONE COVERING SOUTHERN OSAKA CITY AND PREFECTURE OCCI’S PROPOSAL ESTABLISHES “GREATER MINAMI” AS A VEHICLE TO BOOST FUNCTIONAL ENHANCEMENT AND PROMOTE GLOCALIZATION IN THE POST-COVID ERA**

The OCCI is part of an effort to establish an integrated economic zone covering the southern precincts of Osaka City (e.g., Namba, Shin-Imamiya, Abeno, Tennoji, Uehonmachi) and beyond the city limits to the

southern reaches of Osaka Prefecture (including the Senshu and Minamikawachi regions). The zone is being called Greater Minami. The OCCI's Metropolis Development Committee (chairperson: Kazuyoshi Zenitaka, chairman of Zenitaka Corp.) has recently undertaken a survey of the local impact of Covid-19 and compiled a proposal for functional recovery and enhancement. The proposal sets forth details on three main concepts aimed at attracting and retaining residents: (1) development of a Greater Minami "terroir," (2) the Green Bay project, and (3) attracting foreign nationals to settle in the area. The chamber will share the proposal with the various local governments within the Greater Minami area and work toward implementing its recommendations.

#### (1) Developing a Greater Minami Terroir

Suggest new lifestyles that harness the characteristics and advantages of the local natural environment and proximity to urban centers and airports; use the bountiful local supply of farm and sea foods as a foundation on which to establish the area as a culinary destination and attract tourism.

#### (2) The Green Bay Project

Establish Osaka's bay area as a new hub for the development and optimal application of advanced technologies to lead the era of carbon neutrality, and attract new businesses. Osaka's Green Bay should be distinguished from the Yumeshima Amusement Bay and Kobe's Brain Bay.

#### (3) Attracting Foreign Nationals to Settle

Establish residential and civic service bases for foreign service workers, taking advantage of the area's proximity to Kansai International Airport, the upcoming integrated resort at Yumeshima, and the "global/local" nature of Greater Minami, and other merits.

We have also proposed the establishment of a Glocalization Council\* for Greater Minami, an area that thrived with a large contingent of international visitors and residents before Covid. This is a timely development amid increased focus on attracting foreign nationals as a

means of diversifying the workforce with a view to innovation at a time when the corporate community is struggling with Japan’s shrinking working population and striving to expand into overseas markets. Such a council, established by relevant businesses and organizations, could function as an all-encompassing, one-stop service for issues relating to harnessing the potential of foreign workers, including recruiting and hiring, advisory services regarding living in Japan, and help for businesses to expand into foreign markets.

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## **6. HELPING MEDTECH AND HEALTHTECH STARTUPS EXPAND INTO GLOBAL MARKETS**

The OCCI, together with JETRO Osaka and the Osaka Business Development Agency, has entered into a partnership with MedTech Actuator (“MTA”) of Australia to hold accelerator programs for medtech and healthtech startups and SMEs looking to target global markets. This is Osaka’s first project under the cabinet office’s push to form hub cities in order to establish a startup ecosystem. Melbourne-based MTA is an accelerator of medtech, healthtech and biotech startups, and has offices in Singapore and India. We at the OCCI have kept in close touch with MTA CEO Buzz Palmer since our Life Science Promotion Committee organized a delegation to Melbourne in 2016. Mr. Palmer has said it was a shame for Japanese industry and the world that Japan’s wealth of great medtech and healthtech research had not yet translated into benefits for the world’s patients. We agree, and that is why this initiative will focus on early-stage innovation, and will help develop entrepreneurs with a global perspective and seek organic tie-ins with ecosystems worldwide. This year will see two programs, Origin Japan 2022, which is aimed at early-stage entrepreneurs and startups, and Global Navigator Japan 2022, which is for existing companies.

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## **7. GIF OSAKA 2022: MIDDLE EAST & SOUTHWEST ASIA SESSIONS UNDERWAY**

The second round of GIF Osaka 2022, the nation’s foremost forum for matching international start-ups with Japanese companies, is underway, featuring exciting startups from the Middle East and Southwest Asia. Online exhibitions for this round began in late July, showcasing seven startups from Israel and India pitching

a variety of technologies and services including extended reality solutions such as learning platforms, foodtech such as production platforms for the growth promoting substances for cultured meat, and high-efficiency hydrogen storage technologies. The live pitch session is scheduled for August 30, 2022, when the exhibitors will outline their offerings and describe what they're looking for in partnerships with local businesses. There will also be a keynote address, which will shed light on Indian startups, a high-growth sector in which there is considerable interest from the Japanese corporate community regarding partnerships and capital tie-ups. Japanese-English interpreters will be on hand for the keynote address and pitches.

For an overview of GIF Osaka 2022, online exhibits, and sign-up for various events, check out the GIF Osaka website at

<https://gif.osaka.cci.or.jp/en/>

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**< EXPO 2025 OSAKA, KANSAI, JAPAN >**

**EXHIBITORS OF PAVILION FOR PRIVATE SECTORS REVEALED BASIC CONCEPT**

Companies and organisations exhibiting pavilions for private sectors at the Expo 2025 Osaka, Kansai, Japan have announced the basic concept of each pavilion. In addition, the Japan Association for the 2025 World Exposition has decided the exhibition location of each pavilion at the Expo venue. In June this year, the association will open the pages specific for these pavilions on the official website of the Expo, and will start distributing information toward 2025. The exhibitors of the pavilions for the private sectors will devise various measures in line with the theme of the Expo, "Designing Future Society for Our Lives," and will produce and direct an exhibition where their unique individuality is embodied and visitors can experience the future society, to realize pavilions that provide visitors deep impression and empathy. The association will continuously make an effort to enhance the charm of the Expo at both the real and virtual venues through various co-creations with companies and organisations such as exhibitors of the pavilions for private sectors. Further information available online

<https://www.expo2025.or.jp/en/news/news-20220530-03/>

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**<COURTESY VISIT (1ST-30TH AUGUST)>**

(United Kingdom) 8th August

-Ms. Carolyn Davidson, Consul-General of the British Consulate-General Osaka

(India) 17th August

-Mr. Nikhilesh Giri, Consul General of the Consulate General of India, Osaka-Kobe

(Republic of Estonia) 29th August

-Ms. Eva-Krisriina Ponomarjov, Director of Estonia-Asia Trade Agency  
Trade and Innovation Centre  
Estonian Business and Innovation Agency

-Ms. Liina Maria Lepik, Director of Estonian Tourist Board Enterprise Estonia

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**INFORMATION FOR COVID-19**

Japanese Government

<https://japan.kantei.go.jp/>

Osaka Prefecture Government

<https://covid19-osaka.info/en/>

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[O-BIC as one-stop service center for creating a foothold in Osaka]

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

[Information about scheduled events (in Japanese only)]

<https://intl.osaka.cci.or.jp/>



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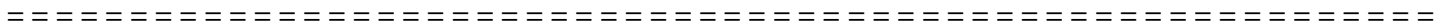
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\* Please contact us by email ([intl@osaka.cci.or.jp](mailto:intl@osaka.cci.or.jp))  
to inform us of your change of e-mail address, or of  
your wishes not to receive OCCI e-Magazine.



\* No official English translation could be reliably confirmed for this  
term. This is our own unofficial translation.

