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# E-MAIL MAGAZINE

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## 1. WORLD EXPO 2025 UPDATES

- Expo 2025 Finally Opens!

After years of build-up, Expo 2025 Osaka, Kansai, Japan finally opened

to the public on April 13, 2025—a 184-day extravaganza focusing on the

theme of “Designing Future Society for Our Lives.” Come see and experience what the future’s going to look

like! Day 1 featured an opening ceremony for a variety of overseas pavilions, including China, the Republic

of Korea, Indonesia, Spain, Austria, Colombia, and the Czech Republic. In attendance from the OCCI were

Chairperson Shingo Torii, Vice-Chair Junzo Tateno, and President Setsuo Iuchi.

Following this, on April 15th, 2025, the Osaka prefectural and city governments, the OCCI, and the broader

business community held an Osaka Welcome Reception for guests from 160 countries and regions around the

world. Nearly 600 people from Japan and abroad participated, providing momentum for the success of the

Expo.

- AJB EXPO Symposium

～Future of ASEAN-Japan Symposium a Tremendous Success～

To support member companies' business in ASEAN countries with its inclusive support system ASEAN Japan Business Promotion Network (AJB Network)", connecting Japanese local chambers of commerce and establishing the nationwide community in Japan.

The Future of ASEAN-Japan Special Symposium hosted by the OCCI on April 21, 2025, attracted a large in-person and online crowd of around 550 people. Following opening remarks by OCCI Chairperson Shingo Torii and video messages from government officials, the chairpersons of participating chambers of commerce and industry (Osaka, Indonesia, Malaysia, the Philippines, Singapore, and Thailand) announced the joint Statement adopted earlier by the Executive Committee. Then there was a special lecture by Kunihiro Hirabayashi, secretary general of the ASEAN-Japan Centre, followed by a keynote address by a top executive from Shopee, a Singapore-based tech company specializing in e-commerce, who spoke about his hopes that Japanese companies will harness digital technologies to expand into the ASEAN region.

The second half of the symposium featured a panel discussion, in which Michael Henssler, chief operating officer of Centara Hotels & Resorts, which operates a chain of hotels in and around Thailand, and a representative from the World Association of Overseas Japanese Entrepreneurs discussed the potential for

business between Japan and the ASEAN region. The event was rounded off with a networking event for local and ASEAN-based enterprises.

- OCCI and HKTDC Renew MOU on Cooperation

OCCI Chairperson Shingo Torii and Hong Kong Trade Development Council(HKTDC)Executive Director Margaret Fong signed a renewed MOU on April 17, 2025, relating to mutual cooperation between the two organizations. Ms. Fong, who was in town for the World Expo, previously signed the original MOU in 2014 in her capacity as deputy executive director with the OCCI's then-chairperson, Shigetaka Sato. The parties determined to renew their agreement in light of the uptick in global attention Osaka is receiving as a result of the expo, so as to deepen the bonds of cooperation binding Osaka and Hong Kong in areas of common strength, such as healthcare, innovation and technology, and to promote inter-regional business and revitalize the economy.

[Tickets for Expo 2025 Osaka, Kansai]

Firstly, you need to register yourself to Expo2025 website and get your Expo ID.

You can buy the ticket, reserve your entry date, and enjoy various services with EXPO ID Admission tickets.

You can purchase them with a smartphone or PC.

In addition to the ticket, you need to reserve the entry date in advance.

[Click here to purchase admission tickets]

<https://www.expo2025.or.jp/en/tickets-index/>

[Check out the OCCI' s 2025 World Expo website at]

<https://www.osaka.cci.or.jp/expo2025/pavilion>

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## 2. OSAKA CHAMBER OF COMMERCE AND INDUSTRY FY2025 BUSINESS PLAN

While the World Expo is this year's marquee event, FY2025 is also the final year of the OCCI's Yatte Minahare Osaka Plan: A Roadmap for a City of Daring and Ambition. Here at the OCCI, we are working to promote a variety of projects to harness the opportunities generated by the expo, including helping local SMEs participate in the Osaka Healthcare Pavilion Reborn Challenges.

Here is a run-down of some of the main items of the plan for FY2025 relating to overseas business.

Expo 2025 Osaka, Kansai, Japan

Helping local life-science companies exhibit as part of the Reborn Challenges

[https://www2.osaka.cci.or.jp/expo2025\\_osaka\\_pavilion/](https://www2.osaka.cci.or.jp/expo2025_osaka_pavilion/)

Helping SMEs, local factories, and textile companies exhibit as part of the Reborn Challenges

<https://osaka2025.site/en/>

Further strengthening Osaka's already-formidable brand as Japan's culinary capital:

Highlighting restaurants established as part of the expo's overseas pavilions

OCCI on Instagram

[https://www.instagram.com/osaka\\_cci?igsh=eXVxbzFqcGl2cWJu](https://www.instagram.com/osaka_cci?igsh=eXVxbzFqcGl2cWJu)

OCCI International Projects

Global Innovation Forum (GIF) Osaka

A platform designed to provide a foot up for startups throughout Japan and around the world

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

MoTTo Osaka Open Innovation Forum

Matching the technical needs of major corporations in Japan and around the world with the solutions offered by local SMEs

Medical Equipment Business Support Platform

<https://www2.osaka.cci.or.jp/mdf/>

ASEAN-Japan Business Promotion Platform

<https://www2.osaka.cci.or.jp/abp/>

Osaka International Business Promotion

Work closely with the Osaka Business and Investment Center (O-BIC) to leverage the 2025 World Expo as an opportunity to promote Osaka

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

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### **3. NEW INITIATIVE GUIDES LOCALS AND VISITORS TO THE BEST OF OSAKA'S ICONIC “MORNING” BREAKFAST COMBOS**

The OCCI has teamed up with the Osaka Confederation of Shopping Arcade Councils and Airbnb Japan on a new initiative to help Osaka's shopping arcades capitalize on Expo 2025. The initiative is aimed at encouraging visitors to Osaka (particularly those staying in Airbnbs) to enjoy a famous “Morning” breakfast combo at one of the local arcade cafes. To this end, the three parties will combine to spread the word on where and how to find and enjoy this perennially popular breakfast.

If you're in Osaka and hankering for a hearty start to the day, check out the Osaka Morning website (in Japanese) at <https://morning.osaka-shotengai.com/> and follow the Instagram account at [https://www.instagram.com/osaka\\_\\_morning](https://www.instagram.com/osaka__morning)

For more on this item, contact the OCCI Distribution & Service Industries Division

Phone: +81-6-6944-6440

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4. NEWS FROM THE OSAKA ECONOMIC COMMUNITY

OCCI SME & MID-SCALE BUSINESS SENTIMENT SURVEY: SMALLER BUSINESSES

EAGER TO LAUNCH NEW PRODUCTS, EXPAND INTO NEW MARKETS, HIRE FOREIGN WORKERS

An OCCI survey of SMEs and mid-scale businesses (capital up to ¥1 bil.) with offices in Osaka Prefecture regarding the state of their businesses, challenges, and cash flow (413 responses) revealed some interesting trends about the local SME business landscape.

●47.5% of respondents said sales were up year-on-year in FY2024; 27.4% reported a decrease-a difference of more than 20 points

●The most commonly cited priority tasks were finding new clients and developing new sales channels (57.1%, up 8.1 points from the March 2024 survey), and tackling labor shortages (45.0%).

●67.1% are eager to focus energies on launching new products and entering new markets

●42.4% want to hire foreign workers; this marks a significant increase (12.2 points) over the March 2024 survey, bringing this to around the same level as those looking for highly skilled or specialist workers and

operational workers

See the SME & Mid-Scale Business Sentiment Survey results (in Japanese) at:

[https://www2.osaka.cci.or.jp/Chousa\\_Kenkyuu\\_Iken/press/20250317kkadai.pdf](https://www2.osaka.cci.or.jp/Chousa_Kenkyuu_Iken/press/20250317kkadai.pdf)

We at the OCCI offer expert advice to help SMEs overcome their various business challenges.

Find out more (in Japanese) about the OCCI's expert advisory services at:

<https://www.osaka.cci.or.jp/Jigyousoudan/senmon.html>

OCCI Survey on Trump Tariffs Shows 80% of SMEs Believe They May Be Affected Survey conducted: April 10-14, 2025

Target: 1,541 OCCI member companies (capital up to ¥300 mil.)

Valid responses received: 293

An OCCI survey shows that more than 80% of SMEs believe they may be affected by the tariffs recently announced by the Trump administration. A broad array of concerns were cited, including stagnation of economic activity, financial market instability, declining orders, rollback of wage increases, and difficulty in procuring parts.



See the survey results (in Japanese) at:

[https://www2.osaka.cci.or.jp/Chousa\\_Kenkyuu\\_Iken/press/20250417kkadai.pdf](https://www2.osaka.cci.or.jp/Chousa_Kenkyuu_Iken/press/20250417kkadai.pdf)

If you need advice on automobile tariffs, consult your local chamber of commerce.

#### General Management Advice

Find out more (in Japanese) about the OCCI's expert advisory services at:

<https://www.osaka.cci.or.jp/Jigyousoudan/senmon.html>

OCCI 2nd floor, 2-8 Honmachibashi, Chuo-ku, Osaka

Phone: 06-6944-6472

<Pitch & Business Meeting Event Featuring 13 Startups Recommended by the  
Confederation of Indian Industry>

Osaka × India Startup Matchup 2025

<https://www.osaka.cci.or.jp/event/seminar/202504/D22250402014.html>

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#### **5. COURTESY VISIT (1ST APRIL-31ST APRIL)**

(Embassy of the Republic of Fiji in JAPAN) 7th April

- H.E. Mr. Filimone Waqabaca

(Consulate-General of Italy in Osaka)7th April

- H.E. Mr. Filippo Manara

(City of Greater Sudbury in Canada)7th April

- H.E. Mr.Paul Lefebvre

(Embassy of Togo in Japan)12th April

- Mr. MOUVY Dodzivi Eva Kekeli

(Secretary-General of ASEAN)14th April

- H.E. DR.KAO KIM HOURN

(Tajikistan Embassy in Japan )14th April

- Mr.Haydar RAJABOV

(City of Brisbane) 16th April

- Mr. Paul Spiro

(China Council for the Promotion of International Trade)

- Mr. Jian'an Chen

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## 6. FY2025 OCCI INTERNATIONAL DIVISION TEAM & STAFF

- Director: NEGORO Takayoshi (Mr.)

- Deputy Director : TANAKA Masatoshi (Mr.)

- Manager:

KOHAMA Hikaru (Mr.)

SUN Kang-Chung (Mr.)

NAGAO Kentaro (Mr.)

SHIMIZU Ryosuke (Mr.)

- Staff :

MAKI Ryomei (Mr.)

TSUCHIDA Nanako (Ms.)

TAKEDA Yohei (Mr.)

NAKATA Koji(Mr.)

YAMAGISHI Kura(Mr.)

MORIOKA Aoi (Ms.)

KATO Hitomi(Ms.)

FUJITA Akemi(Ms.)

URABE Kayo(Ms.)

TEI Yasuko (Ms.)

SHIMOKAWA Noriko(Ms.)

- Regions

[China] [Hong Kong] [Taiwan]

Mr. TANAKA Masatoshi, Mr.NAKATA Koji, Ms.Morioka Aoi

[China] [Hong Kong] [Taiwan][East/Central/] [Russia] [CIS] [Africa]

Mr. SUN Kang-Chung, Mr.NAKATA Koji, Morioka Aoi

[South West Asia] [Europe] [Middle East]

Mr. NAGAO Kentaro, Ms.TSUCHIDA Nanako

[Oceania] [North/Central/South America]

Mr. SHIMIZU Ryosuke,Mr. TAKEDA Yohei, Mr.YAMAGISHI Kura,Ms. KATO Hitomi

[South East Asia]

Mr.KOHAMA Hikaru ,Mr. MAKI Ryomei

- Osaka Business & Investment Center (O-BIC)

Mr. SHIMIZU Ryosuke, Mr. TAKEDA Yohei,

Ms.FUJITA Akemi,Ms.URABE Kayo

Contact Information for OCCI International Division

Tel: +81-(0)6-6944-6400,  
E-mail: [intl@osaka.cci.or.jp](mailto:intl@osaka.cci.or.jp)

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And finally, some Osaka trivia. Did you know that Kansai International Airport actually straddles three different municipalities? They are (north to south) Izumisano City, Tajiri Town, and Sennan City. If you look at the airport on Google Maps, you can see the dotted-line borders.

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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://www.osaka.cci.or.jp/event/index.php>

[linkedin]

<https://www.linkedin.com/in/osaka-o-bic-2025/recent-activity/all/>



Chief Editor :NEGORO Takayoshi(Mr.), Director of International Division, OCCI

Mailed by : Osaka Chamber of Commerce and Industry, International Division

Address : 2-8 Hommachi-bashi, Chuo-ku, Osaka, Japan 540-0029

Tel : +81-(0)6-6944-6400

Fax : +81-(0)6-6944-6293

Contact Persons :SHIMIZU Ryosuke(Mr.),TAKEDA Yohei (Mr.)

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to inform us of your change of e-mail address, or of your wishes not to receive OCCI e-Magazine.