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E-MAIL MAGAZINE

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1. WORLD EXPO 2025 UPDATES

Six months have passed since the opening of Expo 2025, and visitor attendance has surpassed 14,000,000, highlighting the event's growing

momentum.

[MOUs Signed in Connection with Expo 2025]

We have concluded MOUs/MOAs with the following organizations in July:

July 1 : Lesotho Chamber of Commerce and Industry

July 10: China Council for the Promotion of International Trade, Shanxi Sub-Council

July 24: Chamber of Commerce of the Republic of Cuba

July 27: Mongolian National Chamber of Commerce and Industry (MNCCI)

July 28: CCPIT Rizhao Sub-Council, Shandong Province, China

[International Seminars and Events in July]

- July 9 : Philippine Chamber of Commerce Executive Meeting, Seminar & Business Matching
- July 16:Malta Seminar
- July 22:Saudi Arabia Seminar
- July 24:Cuba Seminar
- July 24:Colombia Seminar
- July 27:Mongolia National Day Seminar
- July 29:TVCC Webinar

[“KUUZO~Expo? More like Eatspo!”]

OCCI is showcasing Osaka many, many, oh-so-many dining options on Instagram during EXPO.

Whet your appetite at the OCCI Instagram account, and give us a follow while you're there!

https://www.instagram.com/osaka_cci/

[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/>

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2. INTERNATIONAL TRADE SHOW NEWS

●Chairperson Shingo Torii Represents OCCI at 3rd China International Supply Chain Expo, July 16-20

During his visit, Chairpson Torii participated in both the pre-opening reception and the official opening ceremony of the Expo. He engaged in discussions with Mr. Ren Hongbin, Chairperson of the China Council for the Promotion of International Trade (CCPIT), the organizer of the Expo and also the body responsible for the China Pavilion at Expo 2025 Osaka-Kansai. Chairperson Torii also exchanged greetings with Mr. Jensen Huang, CEO of NVIDIA, and gave interviews to China Central Television (CCTV) as well as Japanese media, where he emphasized the importance of rebuilding supply chains. Vice Premier He Lifeng was also present at the opening ceremony.

●GIF Osaka Challenge: Thailand (Exhibiting at Startup x Innovation Thailand Expo 2025)

OCCI, together with two Japanese IT companies, exhibited at SITE, the Startup x Innovation Thailand Expo,

which was held in Bangkok on July 4 through 6, 2025. Our aim in exhibiting at Thailand's biggest trade show for startups was to help Japanese businesses access overseas exhibition events and forge ties with local companies. The event afforded ample opportunity to network with local startups and government officials, and participants reported that not only were they able to meet with the kinds of enterprises they would be unlikely to encounter in Japan, but also that the event led to talks with a view to future business dealings.

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3. THE REBORN CHALLENGES AT OSAKA HEALTHCARE PAVILION

One of the main attractions of the 2025 World Expo is the Osaka Healthcare Pavilion, which is hosting a variety of Osaka-based tech-developer startups and SMEs as part of its Reborn Challenges project. With a different theme each week for 26 weeks, the exhibitions showcase new technologies and exciting news from these rising stars. Where: 1st floor of the Osaka Healthcare Pavilion at the Expo 2025 venue on Maishima Island, Osaka

[The OCCI has organized a series of exhibitions for the second half of the expo]

Series A Selection: Meet the People Who Are Building a Better Future for Society

When: August 8-18, 2025

What: Come and experience groundbreaking technologies and services from nine startups and other enterprises aimed at building a better future

[Sustainable Future Co-Creation in the Textile and Fashion Industry]

When: September 23-29, 2025

What: A forum for interaction among Osaka's SMEs to harness the long-established spirit of cooperation among Osaka's textile and fashion industries and strive together including with those from other industries to create something new through "rebirth" in keeping with the expo's core theme.

[Osaka's Local Factories Are Here to Help You Overcome Day-to-day Challenges]

When: October 7-13, 2025

What: Come and see the broad array of products and prototypes that Osaka's local factories have come up with as solutions to a variety of everyday niggles (received in response to a call for suggestions) in wide range of areas, including SDGs and lifestyle.

Check out the Reborn Challenges at the Osaka Healthcare Pavilion website:

<https://2025osaka-pavilion.jp/en/reborn-challenge/>

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4. NEWS FROM THE OSAKA ECONOMIC COMMUNITY

4.1 Tenjin Festival (July 25, 2025)

This year, as always, Osaka erupted in celebration on July 24 and 25, 2025, for the Tenjin Festival - the city's famous summer event. The highlight of the festival was surely the river procession, in which portable shrines

parade up and down the Okawa River on boats. On board the OCCI's boat were luminaries such as officials from overseas diplomatic missions in Osaka and heads of World Expo 2025 pavilions.

4.2. Monthly Kansai Economic Insights

Trends: Overall assessment: “worsening”; outlook revised downward to “stagnation”

A slight uptick in a composite index of Kansai economic trend polls was not enough to prevent the seven-month moving average from dipping into negative territory, while the overall assessment was “worsening” again this month. Meanwhile, the outlook composite leading indicators for Kansai were down along with a depression in the three-month moving average, resulting in a revision of the outlook from "improving" to "stagnant."

Major trends were as follows:

- Production increased in April for the first time in six months; the unemployment rate improved, indicating a recovery in employment; but nominal and real wages fell below the previous year's level.
- Domestic demand was sluggish in retail, new residential construction, and public works, amid ongoing weakness overall.
- The World Expo is driving an improvement in sentiment regarding the current state of, and outlook for, the Kansai economy.
- Foreign demand is buoyant, with exports up and imports down, resulting in a trade surplus; as well as record numbers of overseas visitors to Japan.
- Meanwhile, in China, slow recovery in production and ongoing stagnation in consumer

prices, real estate, and employment are curbing domestic demand. Overall, recovery is sluggish as stubbornly high prices and erratic US tariff policy seen as risk factors.

4.3. CNN Rates Osaka the World's 7th Most Livable City

Osaka was the only East Asian city to earn a top-10 ranking in CNN's Most Livable Cities three years in a row.

The most livable cities in the world

1. Copenhagen, Denmark
2. Vienna, Austria and Zurich, Switzerland (tie)
3. Singapore, Singapore
4. Melbourne, Australia
5. Geneva, Switzerland
6. Sydney, Australia
7. Osaka, Japan and Auckland, New Zealand (tie)
8. Stockholm, Sweden
9. Adelaide, Australia
10. Vancouver, Canada

Source: <https://edition.cnn.com/2024/06/26/travel/the-worlds-most-liveable-cities-for-2024/index.html>

O-BIC is a one-stop service center established by the Osaka Prefecture, Osaka City, and the OCCI to support foreign companies, etc., in their efforts to invest in Osaka. Services include assistance with set-up costs, referral of experts, and advisory services.

If you are interested in investing in Osaka, O-BIC is your first port of call. For more on

O-BIC and how it can help your business invest in Osaka, check out the official website at

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

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5. COURTESY VISIT (1ST JULY-31ST JULY)>

(Principal Representative, Hong Kong Economic and Trade Office in Tokyo, Government of the Hong Kong

Special Administrative Region 18th July - Ms. Winsome AU

(Luncheons, Dinners, and Related Events)

Please note that due to space limitations, only National Day-related and country/region-hosted events are listed.

- July 1: Reception hosted by the Kingdom of Lesotho
- July 8: Dinner with Mr. He Lifeng, Vice Premier of the People's Republic of China
- July 8: Meeting with the Deputy Prime Minister of Italy
- July 8: Welcome Reception for the UK Institute of Directors
- July 8: Qatar National Day Luncheon
- July 9: Meeting with the Philippine Chamber of Commerce and Industry
- July 10: Algeria National Day Luncheon
- July 11: China National Day Luncheon
- July 16: Zimbabwe National Day Luncheon

- July 19: United States of America National Day
- July 20: Colombia National Day Dinner
- July 23: Egypt National Day
- July 24: Czech Republic National Day
- July 25: Cuba National Day
- July 27: Mongolia National Day
- July 29: Angola National Day

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And finally, some Osaka trivia. Did you know that Osaka Bay is home to a huge variety of fish and other marine life? Policies and efforts over recent decades to keep waterways clean have led to a recovery in underwater life, while the foundations on which Kansai Airport sits have proved to be an ideal breeding ground for various species. And meanwhile, they're farming oysters along the bay coast in Hannan City!

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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/>



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