

Our Vision for Osaka in 2030

Omoroi: Co-Creating a Vibrant, Fun, and Upbeat Future

Value Creation & Solutions Project

1. Creative Manufacturing & Innovation

- Driving new business development in AI, renewable energy, and space tech through specialized seminars and business matching
- Team up with chambers of commerce and local governments to support market expansion by matching **startups** and local companies
- Empowering Osaka's SMEs and **local factories** to transition from subcontracting to self-reliance by refining products for market launch
- Boosting the **textile and fashion** sectors by encouraging cooperation inside and outside the industry

2. Building up the Wellness Business

- Driving innovation in **medical device**, supplies, and facility through partnerships that match healthcare frontline needs with manufacturers
- Promoting industry-academia collaboration in the pharmaceutical field and supporting startups.
- Fostering innovation and promoting in healthcare products and services, through cross-industry co-creation, aimed at realizing **well-being** and providing tangible entry points for social adaption
- Scouting and supporting medtech/healthcare startups with global ambitions, while accelerating commercialization and market expansion for established businesses

3. Redefining What Makes Osaka a Great Destination

- Boosting Osaka's **urban appeal** by tapping into the distinct character of the Kita and Minami precincts, and the area east of Osaka Castle
- Support for the growth and revitalization of the **Greater Minami** integrated economic zone incorporating the Senshu and Minamikawachi regions in southern Osaka, as well as Namba, Shinimamiya, Abeno, Tennoji, and Uehonmachi
- Leveraging Osaka's integrated resort development to drive **hospitality industry** innovation
- Strengthening the appeal to local and inbound tourists by promoting **shopping streets** and disseminating information

4. Urban "Living Lab"

- Co-creating new value and business ventures with **input from local businesses and citizens**
- Supporting new business creation through **in-community pilot programs** throughout Osaka

Osaka Multi-sector Co-creation Platform

- A clear philosophy underpinning all initiatives
- A framework conducive to co-creation
- Approx. 20 co-creation oriented initiatives over three years



Osaka's Current Strengths

- A vibrant hub of enterprise and industry
- Universities and research institutions
- Global connections
- Many historical and cultural assets
- **"Yatte minahare" ambition: dream big, take challenges, and never give up**
- **Hosted two world expos**

Improvement Opportunities

- Japan's first **integrated resort** facility to open in Osaka in 2030
- Enhance north-south (Umekita to Greater Minami) and east-west (east of Osaka Castle to Yumeshima island) corridors
- Make the most of the Super City special zone



Photo: Japan Association for the 2025 World Exhibition



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Stronger Business Foundations Package

5. Stronger Earning Ability

- Empowering SMEs by **addressing business challenges** and improving leadership strengths
- Promoting **business creation** and post-launch stable operations and growth
- Mitigating risks and improving **business resilience**
- New businesses and corporate strategies to **strengthen profitability**
- Multifaceted support for SMEs to **pursue DX and harness IT**
- Sustaining regional economies and jobs by helping SMEs with **restructuring**, profitability, and **succession**

6. Stronger Human Capital

- **Cultivating talent** and **building organizations** to foster innovation and corporate progress, thereby fueling economic growth
- Addressing urgent **labor shortages**

7. Building Trade Routes & Global Expansion

- **Sales network expansion** and business scaling for SMEs through business matching and online matching portals
- Supporting SMEs' expansion into **ASEAN** and other global markets
- Supporting SMEs' exports and **global expansion**
- Stimulating Osaka's economy by **attracting overseas businesses** and **FDI**

Building Urban Infrastructure

- Advancing **urban infrastructure** projects—including rail, road, and port facilities—and developing **new metropolitan hubs** like Yumeshima and Shin-Osaka to drive economic growth in the Osaka-Kansai region

Policy Advocacy to National and Local Governments

- **Advocacy** regarding policies required for sustainable development of Osaka and the Kansai region

Cooperative Business Farm (name TBC)

A new framework to foster the growth of SMEs and startups and cement the legacy of the 2025 World Expo
Seamless support from the Osaka, Kobe, and Kyoto chambers of commerce and industry for development, pilot programs, and domestic and international sales growth