

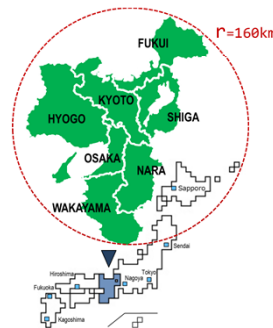


Introduction of KANSAI

Industry
&
Culture

OSAKA-KANSAI
JAPAN
EXPO2025

World Expo 2025
Candidate



A half-century passed since "EXPO'70".
Again, from OSAKA/KANSAI to the world.
Designing Future Society for Our Lives.

2018.05



関西 KAN SAI



Kansai Bureau of
Economy, Trade
and Industry

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What's KANSAI

関西の概観

With a long history as the heart of Japan, KANSAI is home to many traditional and historic cultural resources.

Contents

- ▶ What's KANSAI
- ▶ Unique Cities
- ▶ Alluring Sightseeing
- ▶ Lively and Dynamic
- ▶ New Tourism & Tourism Services
- ▶ Entertainment & Culture
- ▶ Industry I
- ▶ Industry II
- ▶ Research Clusters
- ▶ Well-equipped Business Environment
- ▶ World Expo

GDP
792 billion US\$
Comparable to # 19 in the world

Population
21.4 million
Accounting for 16.9 % of Japan

Land area
31,542 km²
Accounting for 8.34 % of Japan

関西

Population Density
678.8 persons / km²
Japan average 335.2 persons / km²

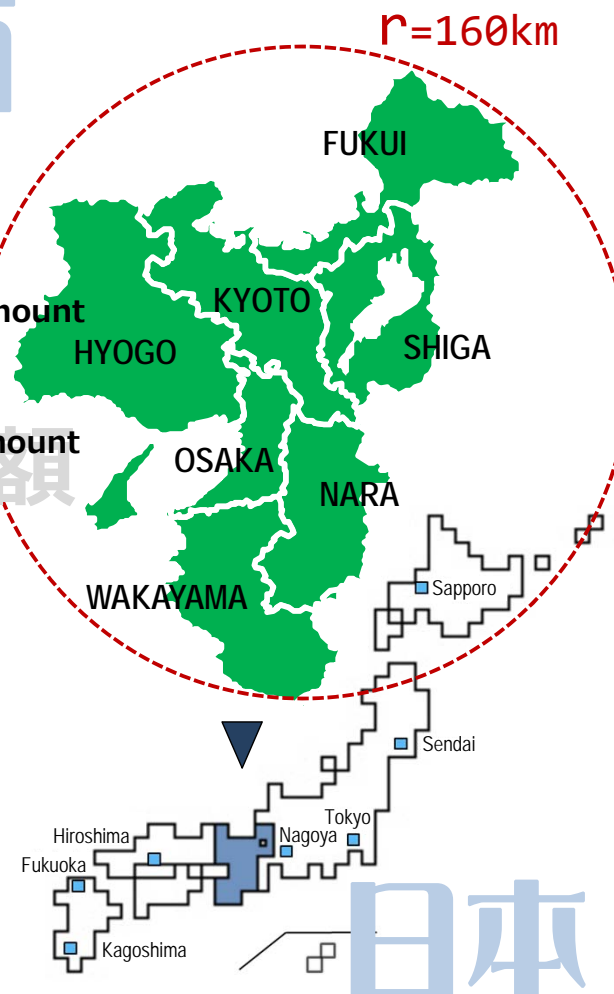
Product Shipment Amount
424 billion US\$
16.4 % of Japan
Source : METI , Economic Census for Business Activity 2016

Commercial Sales Amount
767 billion US\$
16.0 % of Japan
Source : METI , Economic Census for Business Activity 2016

Export Value
148 billion US\$
21.2 % of Japan
Source : Osaka Customs , Customs-cleared trade 2017

Import Amount
131 billion US\$
19.4 % of Japan
Source : Osaka Customs , Customs-cleared trade 2017

Number of Patent Registrations
29,664 (2016)
18.5 % of Japan
Source : Japan Patent Office Annual Report FY2017



※ About photos of the cover

- | | | | | |
|---|---|---|---|---|
| ① | ② | ③ | ④ | ⑤ |
| ⑥ | ⑦ | ⑧ | ⑨ | ⑩ |
| ⑪ | ⑫ | ⑬ | ⑭ | ⑮ |
| ⑯ | ⑰ | ⑱ | ⑲ | ⑳ |
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- ① Rice field/Hyogo
 - ② Uriwarinotaki falls/Fukui
 - ③ Lanterns/Fukui
 - ④ Five lakes of Mikata/Fukui
 - ⑤ Ornament/Shiga
 - ⑥ KOBE TETSUJIN PROJECT2018/Hyogo
 - ⑦ Nagare-bashi Bridge/Kyoto

- ⑧ Tengu/Kyoto
- ⑨ Minamiza theater/Kyoto
- ⑩ Black wall /Shiga
- ⑪ Akashi-kaikyo bridge/Hyogo
- ⑫ Biwako valley/Shiga
- ⑬ Tomogashima island/Wakayama
- ⑭ Osaka Castle/Osaka

- ⑮ ABENO HARUKAS/Osaka
- ⑯ Deer in park/Nara
- ⑰ Wakanoura/Wakayama
- ⑱ Koyasan temple/Wakayama
Photo : Provided by Wakayama tourism federation
- ⑲ Public hall/Osaka
- ⑳ Asuka village/Nara
- ㉑ Mount Miwa/Nara

Point !

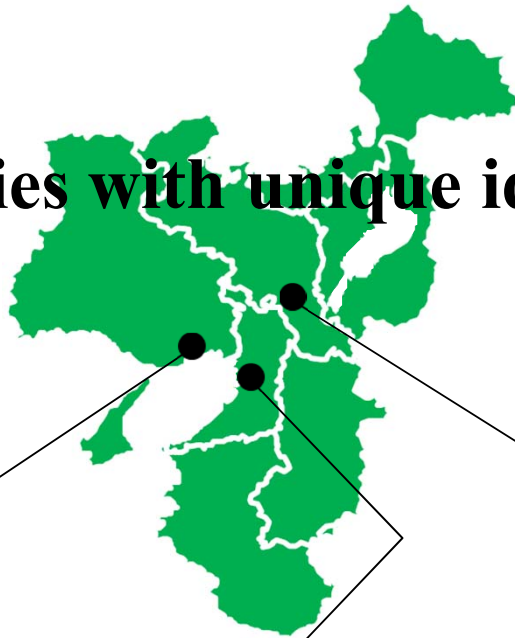
- ▶ KANSAI is located in the center of Japan and has a huge market.
- ▶ The size of the KANSAI economy alone is equivalent to that of Turkey or Saudi Arabia.



Unique Cities

魅力的な都市

Big cities with unique identities



Kobe City

5th
Cleanest city
in the World

MBC Times
"The 12 cleanest cities in the world 2015"

Osaka City

2nd largest
economy
in Japan

Kyoto City

4th most
popular city
in the World

World's Best Awards, 2017
"The world's Top 15 cities"

Ranking by residents of 21 major Japanese cities

Stylish· Fashionable· Romantic	No. 1
International	No. 1
Beautiful	No. 1

Energetic	No. 1
Chaotic	No. 1
Lively	No. 2

Traditional	No. 1
Cozy	No. 1
Very Japanese	No. 1

Report by Mitsubishi UFJ Research and Consulting Co., Ltd. "ranking of city images by residence in Japanese 21 major cities"

■ OSAKA City

Bustle & Cuisine



Shinsekai Street



The longest shopping arcade in Japan
"Tenjinbashisuji"



Night View
of Office Buildings

■ KYOTO City

Tradition & Culture



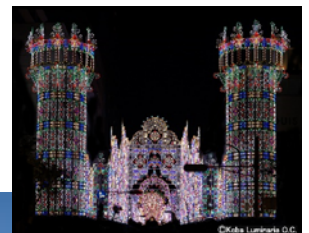
Togetsu-kyo
Bridge



Gion
Hanami-koji
Street

■ KOBE City

Fashion & International



Kobe
Luminarie

Photo : Provided by Kobe Luminarie O.C.



Kobe Harbor

Point !

► Kobe, Osaka, and Kyoto all boast distinct identities with diverse histories and cultural-economic traditions.



Alluring Sightseeing

魅惑の観光地

■ Home to Many World Heritage Cultural Sites



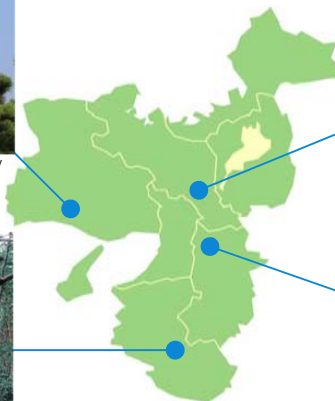
Photo : Provided by Himeji City

Himeji Castle 【HYOGO】



Photo : Provided by Kansai Tourism Bureau

Kumano Kodo 【WAKAYAMA】
Pilgrimage Routes



Number of National-Treasure in KANSAI

■ Structures 72%
■ Fine arts and crafts 51%

*Statistical Abstract of the Ministry of Education, Culture, Sports, Science and Technology (2017)



Photo : Provided by Kyoto City

Nijo-jo Castle 【KYOTO】
Historic Monuments of Ancient Kyoto



Photo : Provided by Nara Prefecture

Horyuji Temple 【NARA】
World's oldest existing wooden building

About half of historical tourism resources in Japan are found in Kansai.

Number of **world cultural heritage sites** 5 (29.4% of Japan)

Number of **national treasures** 614 (55.3% of Japan)

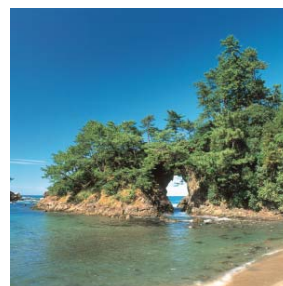
Number of **important cultural properties** 5,967 (45.3% of Japan)

Point !

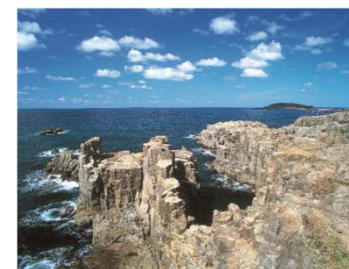
► There are five World Heritage Sites in KANSAI, and you can visit many natural wonders by venturing off the beaten path into neighboring areas.

■ Rich Seasonal Natural Features

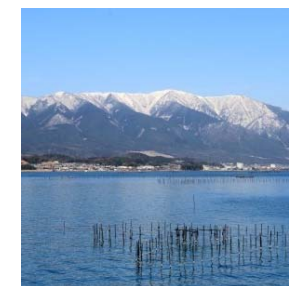
If you travel just outside the main economic centers, you will find beautiful and inspiring nature.



Meikyodo 【FUKUI】



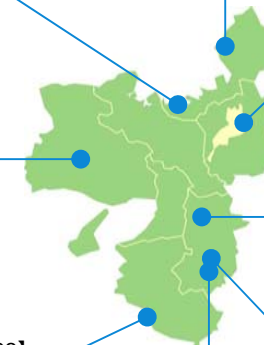
Tojinbo 【FUKUI】



Biwako Lake 【SHIGA】



Takeda Castle Ruins 【HYOGO】

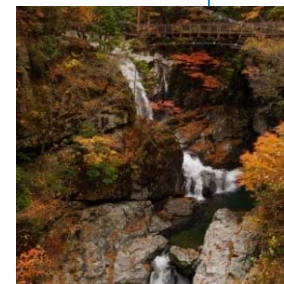


Deer in Nara Park 【NARA】



Photo: Provided by Wakayama tourism federation

Shirarahama 【WAKAYAMA】



Mitarai Valley 【NARA】



Cherry Blossoms on Mount Yoshino 【NARA】



Lively and Dynamic

活気と躍動

■ Entrepreneurship



LED-KANSAI (Ladies' Entrepreneur Discussions)

Business plan presentations and networking events are held to help women entrepreneurs realize dynamic business success. Experienced women entrepreneurs often serve as mentors, nurturing further women-led ventures.

■ Promising Young People



Photo : Provided by inochi Gakusei Project

inochi Gakusei Project

This project aims to produce future global leaders and innovators by encouraging young people to tackle the difficult societal challenges related to healthcare.

Point !

► In KANSAI there are many vibrant activities and events led by women and young people.

■ Traditional Festival



Photo : Provided by Kishiwada City

Danjiri Festival
(Honmachi, Kishiwada City)
[OSAKA]



Photo : Provided by Tenjinbashisujishotenkai

Tenjin Festival
(Gal Mikoshi : by women only)
[OSAKA]



Photo : Provided by Todaiji Temple

Shuni-e Ceremony
(Todaiji Temple)
[NARA]

■ Fashion



Photo : Provided by KOBE COLLECTION

KOBE COLLECTION
[HYOGO]



The National High School Baseball Championship
[HYOGO]



Photo : Provided by Kyoto City

Kyoto International Manga / Anime Fair
[KYOTO]

■ Pop Culture



Photo : Provided by Nippombashi Street Festa Steering Committee

Cosplay Event
"Nippombashi Street Festa"
[OSAKA]

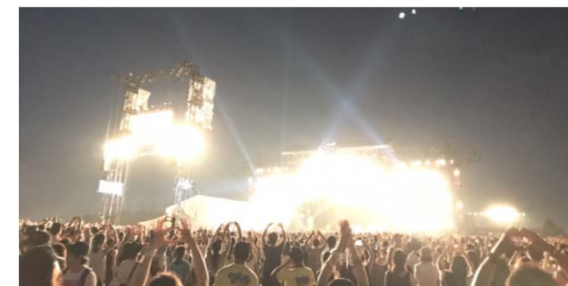


Photo : Provided by KYODO KANSAI

Big Music Festival
"SUMMER SONIC"
[OSAKA]



New Tourism & Tourism Services

観光
サービス

■ Vibrant Food Culture



Kyoto cuisine



Kobe Beef



Okonomiyaki

■ Traditional Japanese Cultural Experiences



Photo : Provided by WAK JAPAN Co.

Origami (Paper folding),
Japanese Cuisine etc.



Photo : Provided by Umemori Honten Co., Ltd.

Sushi School



Photo : Provided by Yamamoto Noh Theater

Noh Theater

■ Industrial Tourism



Industrial tourism, which provides on-site learning, experiences and idea exchanges in companies in a variety of industries, has been attracting attention.

Point !

- ▶ KANSAI has a number of industrial tourism and cultural experience facilities.
- ▶ More than 16 million people annually visit KANSAI from inside Japan and overseas.

■ Comfortable Service for International Tourists

- ▶ App that helps connect your mobile device to a free Wi-Fi network in various places in KANSAI



KANSAI Wi-Fi (Official)
(Image : Provided by KANSAI Tourism Bureau)

- ▶ IC-card-type passenger ticket with special benefits



"KANSAI ONE PASS"
(Image : Provided by KANSAI Tourism Bureau)

▶ Multilingual service



Multilingual speech translation app "VoiceTra"
(Images : Provided by the National Institute of Information and Communications Technology (NICT))



Tourist guide and medical guide through internet phone: "Osaka Call Center"
(Images : Provided by Osaka Convention & Tourism Bureau)

- ▶ Meeting religious needs, including needs for halal food



Pictograms helpful for vegetarians, Muslims, etc.
(Image : Provided by Foodpict Inc.)



Halal lunch box
(Photo : Provided by Umemori Honten Co., Ltd.)



Prayer rooms
(Photo : Provided by Kansai Airports)

- ▶ Website and free English language magazine



"Kansai Finder", a general information site providing information on popular spots in KANSAI, personal ads, job offers, etc.
(Image : Provided by Kansai Scene)



Free English language magazine :
"Kansai Scene"
(Photos : Provided by Kansai Scene)



Entertainment & Culture

エンタメ・文化

■ Entertainment



Photo : Provided by YOSHIMOTO KOGYO CO.,LTD.

Manzai (Stand-up Comedians)



※This image is an example of revue. Photo : Provided by Hankyu Corporation

Takarazuka Revue



Photo : Provided by YOSHIMOTO KOGYO CO.,LTD.

Theater Comedy "YOSHIMOTO SHINKIGEKI"



Photo : Provided by Takako Kishi

New Style Non-verbal Entertainment "Gear"

■ Traditional Japanese Culture



Photo : Provided by Nara Prefecture

Noh



Photo : Provided by WAK JAPAN Co.

Tea Ceremony



Photo : Provided by WAK JAPAN Co.

Ikebana

Point !

- ▶ Many traditional entertainment and cultural activities are held everyday throughout the region.
- ▶ A wide array of sporting venues, leisure facilities, and museums are open every season year-round.

■ Sports



Watching Baseball
"Koshien stadium"
[HYOGO]



Photo : Provided by Suita City

Watching Soccer
"Panasonic Stadium SUITA"
[OSAKA]



Photo : Provided by Biwako Valley Co.

Ski resort
"Biwako Valley"
[SHIGA]



Beach/Swimming in the sea "Shirarahama" [WAKAYAMA]

■ Amusement parks



Photo : Provided by Osaka KAIYUKAN AQUARIUM

Aquarium
"Kaiyukan"
[OSAKA]



Photo : Provided by Toei Kyoto Studio

Historical Theme Park
"TOEI Kyoto Studio Park"
[KYOTO]



Photo : Provided by Hirakata Park

Amusement Park
"HIRAKATA Park"
[OSAKA]

■ Museums



Photo : Provided by National Museum of Ethnology

National Museum of
Ethnology [OSAKA]



Photo : Provided by
Kyoto National Museum

National Museum
[KYOTO & NARA]



Photo : Provided by
Nara National Museum



Photo : Provided by
The National Museum of Art, Osaka

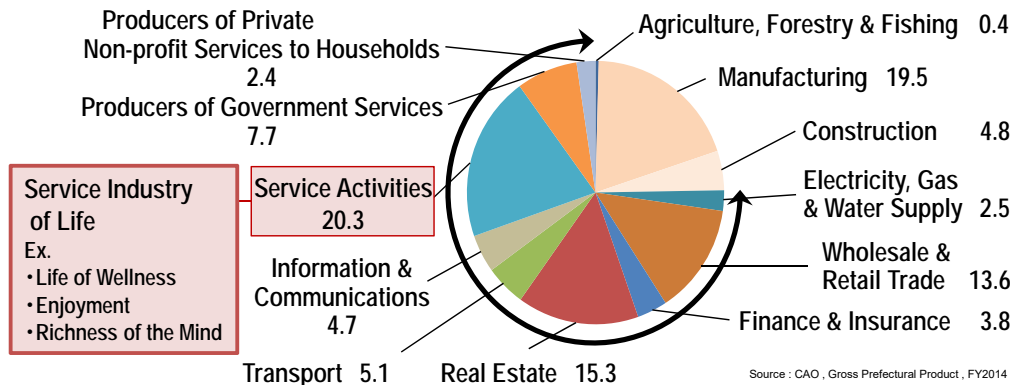
The National Museum
of Art, Osaka [OSAKA]



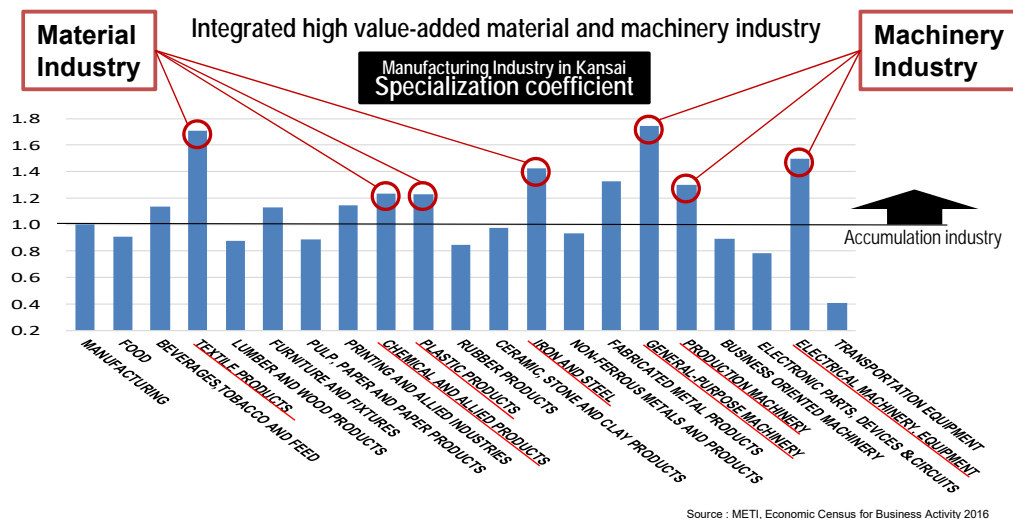
Industry I

■ Kansai Industrial Structure

In Kansai, various industries are mixed, and services account for about 70% business activity.



■ Features of Manufacturing Industry (High Value-added)



Point !

▶ KANSAI had been a leader of industrialization in modern Japanese society and is home to many innovative companies and globally recognized brands.

■ New Products / Services Developed in KANSAI

1902

▶ Spiral-shaped Mosquito coil
(Dainihon Jochugiku) 【Osaka】



Photos provided by, and published in cooperation with Dainihon Jochugiku Co., Ltd.

1958

▶ Sushi-go-round
(Genroku Sushi) 【Osaka】



Photo provided by, Genroku Industry Co., Ltd.

1958

▶ Chicken Ramen (Instant Noodles)

1971

▶ CUP NOODLES

(Nissin Food Products) 【Osaka】



Photos provided by, and published in cooperation with NISSIN FOODS HOLDINGS CO., LTD.

1967

▶ Automated ticket gates
(Tateisi Denki (now Omron)) 【Kyoto】



Photo provided by, and published in cooperation with OMRON Corporation

2000

▶ Mobile phone with a built-in camera
(Sharp) 【Osaka】



Photos provided by, and published in cooperation with Sharp Corporation

2002

▶ Full-cycle aquaculture of bluefin tuna
(A-marine Kindai) 【Wakayama】



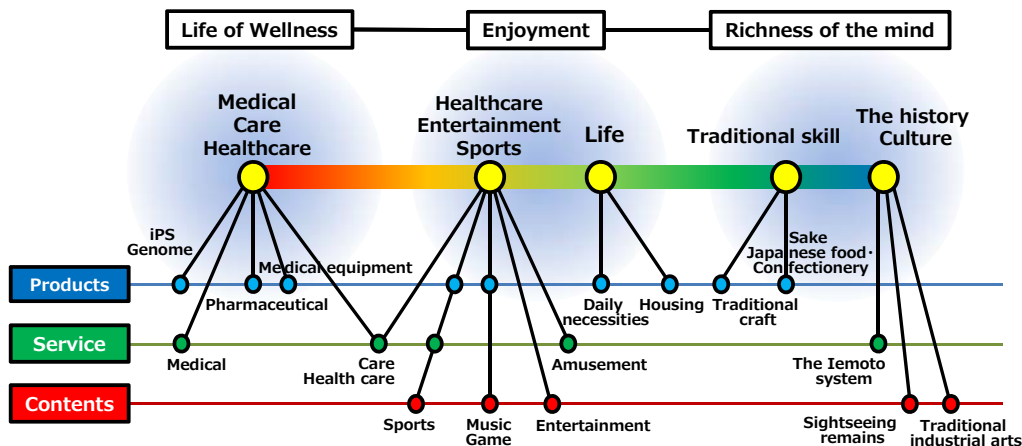
Aquacultured bluefin tuna
A-marine Kindai Co., Ltd



Industry II

産業の特徴 2

Industries of Life



Various industries indispensable for the way people live are developed continuously

Example ... (SME)

Development related to medical care

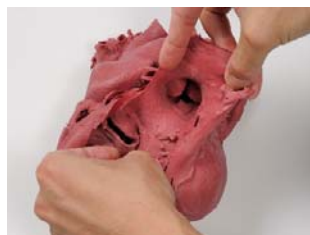


Photo : Provided by crossEffect, Inc.
Precision organ simulator
(crossEffect, Inc.)
【KYOTO】

Products for enjoying life



Photo : Provided by Artec Co., Ltd.
Programming block
for teaching toys
(Artec Co., Ltd.) 【OSAKA】

Traditional industries



Photo : Provided by
Echizen Uchihamono Cooperative
Echizen Uchihamono
【FUKUI】



Photo : Provided by Muscle Corporation
ROBO HELPER
(Muscle Corporation)
【OSAKA】



Japanese "Sake"
【NADA / HYOGO】
【FUSHIMI / KYOTO】 etc.



Photo : Provided by
Kyoto Pottery Cooperative Association
"Kiyomizu Yaki" pottery
【KYOTO】

Integrated High Value-added Material and Machinery Industries

Example ...



Photo : Provided by Toyoriki Co., Ltd.
Cooking robot
(Toyoriki Co., Ltd.)
【OSAKA】

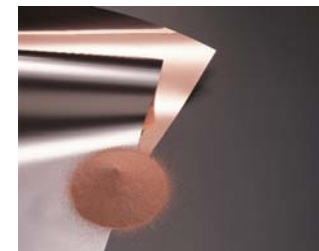


Photo : Provided by Fukuda Metal Foil & Powder Co., Ltd.
Industrial materials
- Metal foils & powders -
(Fukuda Metal Foil & Powder Co., Ltd.)
【KYOTO】

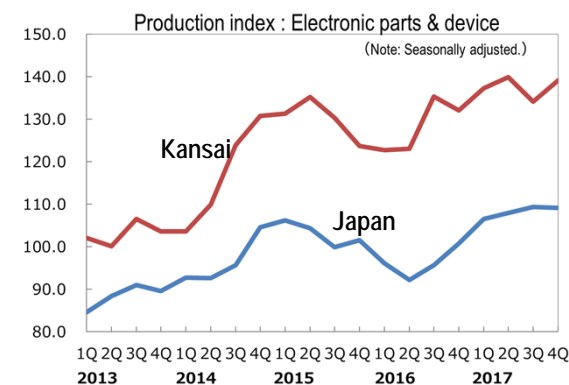


Photo : Provided by Konishi Chemical Co., Ltd.
Functional materials
- Special resin -
(Konishi Chemical Co., Ltd.)
【WAKAYAMA】

Cluster of Lithium-ion Batteries



Production Trends (Electronic Fields)



Point !

► There are a wide range of industries related to wellness and daily life in Kansai, as well as advanced technology industries such as electronics. In the Fourth Industrial Revolution, these are increasingly become intertwined.



Research Clusters

研究集積

■ Frontier Research Institutions

National University (Science)

- Kyoto University
- Osaka University
- Kobe University
- Nara Institute of Science and Technology
- Fukui University
- Wakayama University
- Kyoto Institute of Technology
- Nara Women's University

University / graduate student
Number of enrolled students

597,600
people
20.8% in Japan

Source : MIC, Statistical Handbook of Japan 2018

○ Venture business by university research (High Relativity between Research and Business)

University	2016		2017	
	No. of VB	Ranking in Japan	No. of VB	Ranking in Japan
Kyoto (Univ.)	97	2	140	2
Osaka(Univ.)	74	4	93	4
Ryukoku(Univ.)	36	15	43	13
Kobe(Univ.)	26	19	31	16
Ritsumeikan(Univ.)	32	16	26	20

Source : METI, Results of Survey on University-oriented Venture Business Compiled

Kansai Science City (KEIHANNA R&D area)

More than 100 facilities in 12 cultural academic research districts

■ Examples of national research institutions

- National Institute of Information and Communications Technology(NICT)
- Research Institute of Technology for the Earth(RITE)
- Japan Atomic Energy Agency
- Advanced Telecommunications Research Institute International (A T R)

Life Science Related Agencies

■ HARIMA Science Garden City

- The Largest Synchrotron Radiation Facility「SPRING-8」
- X-Ray Free Electron Laser 「SACLA」

■ KOBE Biomedical Innovation Cluster

- RIKEN CENTER FOR DEVELOPMENTAL BIOLOGY(CDB)
- Kobe Medical Device Development Center (MEDDEC)
- Super computer “K”
- Manufacturing Technology Association of Biologics (GMP Lab.)

■ Kyoto University

- Center for iPS Cell Research and Application (CiRA)
- Clinical Research Center for Medical Equipment Development
- Medical Innovation Center

■ Kyoto City

- Advanced Chemical Technology Center in Kyoto (ACT Kyoto)

■ Osaka University

- Clinical Research Hospital
- Center of Medical Innovation and Translational Research

■ International Culture Garden City (SAITO)

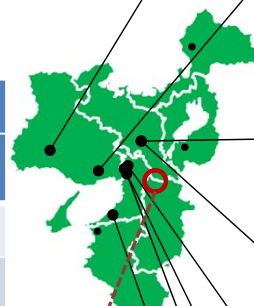
- National Institutes of Biomedical Innovation

■ Northern Osaka Health and Biomedical Innovation Town (NohBIT; KENTO)

- National Cerebral and Cardiovascular Center

■ Kyoto University

- Research Reactor Institute (BNCT)

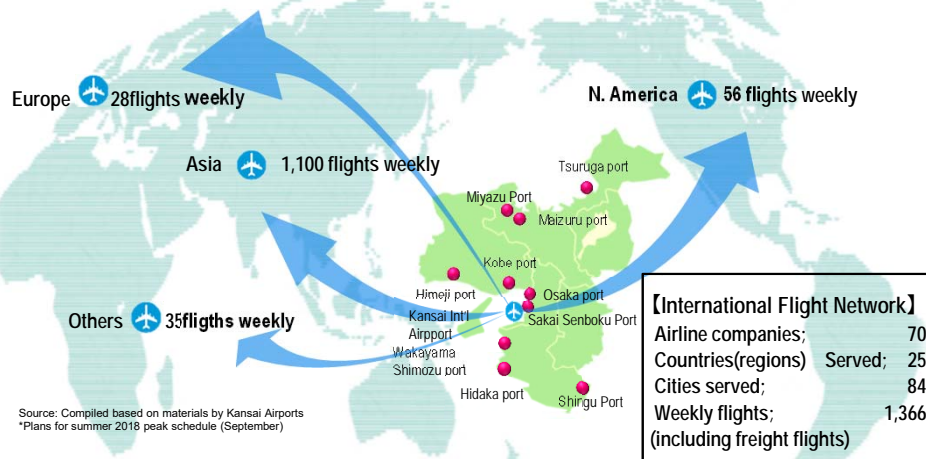




Well-equipped Business Environment

快適なビジネス環境

KANSAI connected to the world



Kansai International Airport (KIX)

「Best low cost」 & 「Best Baggage Delivery」

- Best low cost Terminal 2018
- No.1 Kansai International Airport (Japan)
- No.2 Narita International Airport (Japan)
- No.3 Melbourne Airport (Australia)
- 「Best Baggage Delivery2018」
- No.1 Kansai International Airport (Japan)
- No.2 Tokyo International Airport (Japan)
- No.3 Incheon International Airport (Korea)

Source: International Airport evaluation "World Airport Award 2018" for 550 airports worldwide by Skytrax Inc. (UK)



Osaka International Airport (ITM)

「Best Time-accurate airport」 (according to scheduled operation)

- No.1 Osaka International Airport 88.45% (Japan)
- No.2 Salt Lake City International Airport 86.01% (USA)
- No.3 New Chitose Airport 84.73% (Japan)

Source: OAG Punctuality League 2018 (Large Scale Airport)

Kobe Airport (UKB)

「A convenient airport located **only 15 minutes** from Downtown」

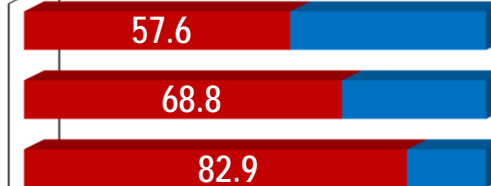
Point !

- Kansai provides a comfortable environment not only for MICE (meetings, incentive, conventions and exhibitions/ events) but also for business and life more broadly.

Comparing Business and Living costs in Tokyo and Osaka

Note: The cost levels in Osaka are used as those representative of KANSAI.
Costs in Osaka against those in Tokyo assumed as 100

Office rents
Private housing rents
Labor costs



Source : CBRE, Vacancy Rates and Average Offer Rents Nationwide (2017 fourth quarter)
MIC, (averages of 2017) Retail Price Survey(Trend Survey)
MHLW, Monthly Labor Survey(Regional Survey) (averages of 2016)

Asia's Leading International Conference Location

Kobe International Conference Center



Photo : Provided by Kobe City

Kyoto International Conference Center



Photos : Provided by Kyoto International Conference Center



Photo : Provided by Osaka Prefecture
Osaka International Convention Center
(Grand Cube Osaka)



Photo : Provided by INTEX Osaka
INTEX Osaka
Japan's biggest international exhibition space



Photos : Provided by Nara Prefecture
Nara Kasugano International Forum
IRAKA Noh Theater