

Future Actions and Initiatives Following the 2025 Osaka-Kansai Expo

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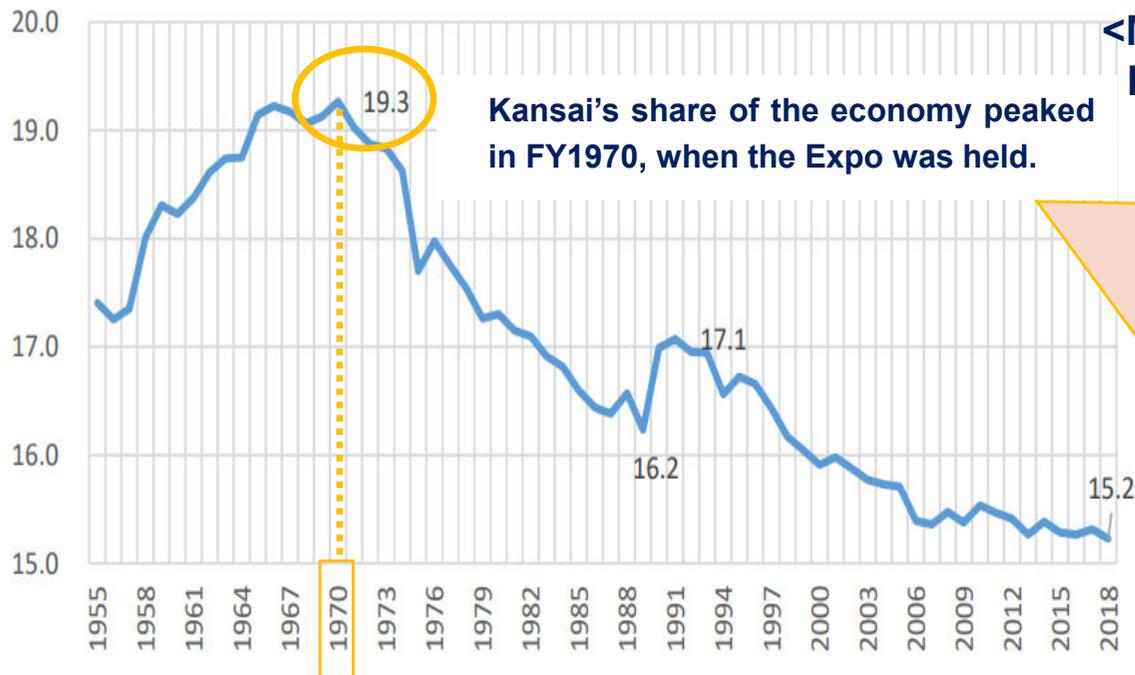
Director

Kansai Economic Federation

(Kankeiren)

- Although the 1970 Osaka Expo was successful as an event, it did not necessarily lead to economic growth in the Kansai region afterward, and the regional economy entered a period of long-term decline.
- Guided by the concept of “People’s Living Lab for Future Society,” the 2025 Osaka-Kansai Expo brought together and showcased cutting-edge technologies and ideas across a wide range of fields, including life sciences and healthcare, mobility, and carbon neutrality. **It is essential to leverage these achievements of the Expo to drive sustainable growth and development in Osaka and the Kansai region, and ultimately Japan, in the years ahead.**

◆ Changes in Kansai's Share of the Economy (1955–2018)



<Major Causes of the Long-term Decline in Kansai's Economic Position>

- **Delayed transition from a materials-based industrial structure**
→ Relative lack of investment in growth industries (service industries)
- **Relocation of manufacturing functions outside Osaka Prefecture**
- **Excessive concentration of corporate headquarters in Tokyo**

(Source) Asia Pacific Institute of Research (APIR), *APIR Trend Watch No. 81*

* The Gross Regional Product (GRP) calculated by APIR is based on prefectural economic accounts, which attribute the results of economic activities to the prefecture in which factories, branch offices, sales offices, and other business establishments are located.

- In connection with the Osaka-Kansai Expo, a total of **221** requests were received from various countries between April 2025 and the close of the Expo for activities such as meetings and receptions with foreign leaders and other dignitaries, attendance at VIP events, promotion and visitor attraction for business events, and corporate visits. As a result, meetings and receptions with foreign leaders and other dignitaries were held more frequently than in a typical year. We also attended numerous business events organized by official participating countries, **resulting in expanded international exchange and business networks initiated by the Expo.**



May 14: Sweden Business Summit



May 21: Roundtable meeting with representatives from the Netherlands



June 20: VIP tea reception on the National Day of Germany



July 11: Breakfast meeting with a Chinese delegation visiting Japan



July 19: National Day of the United States of America



September 13: National Day of France

◆ Kankeiren International Club (KIC)

- The Kansai Economic Federation (Kankeiren) held a Kankeiren International Club (KIC) meeting as a gathering to celebrate the success of the Osaka-Kansai Expo, inviting Consuls General from Consulates-General in the Kansai region, as well as government representatives for the Expo and other related stakeholders. The meeting was held at the Nihon Mengyo club (The Cotton Industry Hall), a nationally designated Important Cultural Property, and included a tour of the building.
- **Both Kankeiren and foreign missions in the Kansai region shared the view that the “post-Expo phase” is important and reaffirmed their commitment to further developing the networks built through the Expo and strengthening cooperation with their respective countries.**

Date and Time: Thursday, November 6, 2025, 17:45–20:00
(Building tour: 17:45–18:20)

Venue: the Nihon Mengyo club
(The Cotton Industry Hall)

Participants: Foreign missions in the Kansai region

- Consuls General, Consuls, government representatives for the EXPO, and related stakeholders (approximately 30 people)

Kankeiren

- Mr. Matsumoto, Chairman
- Mr. Suzuki, Chairperson of the International Committee
(Chairman & CEO of Maruichi Steel Tube Ltd.), among others



- To achieve the practical implementation of technologies showcased at the Expo in society, it is necessary to support projects across the Kansai region to facilitate their implementation and industrialization and to develop them as part of the Expo legacy.

Japan Health 2025

- The Japanese version of one of the world's largest trade fairs, which has been held in the United Arab Emirates (UAE) for over half a century. Brought to Japan to coincide with the Osaka-Kansai Expo, it was held for the first time in the country as one of the largest trade fairs in Japan in the medical device and healthcare fields.
- In 2026, the event will be renamed "World Health EXPO (WHX)" and held again in Osaka as a medical and healthcare exhibition that carries forward the legacy of the Osaka-Kansai Expo. In addition, a new global summit will be held in conjunction with WHX, bringing together health ministers and CXOs from healthcare companies across the Asia-Pacific region.



Dates : June 25–27, 2025 (3 days)

Venue : INTEX Osaka

Organizer : Informa Markets Japan Co., Ltd.

Scale : **Approximately 9,500 attendees** from **46 countries**

Purpose : To revitalize Japan's medical community and healthcare industry as a whole, enhance their competitiveness, and foster innovation.

Overview : Stage Events (Keynote addresses and **28 sessions** featuring approximately 80 speakers)

Exhibition Booths (**425 exhibiting companies and organizations** from **22 countries**)

Networking (Networking events, business meetings, and receptions)

Global Startup EXPO 2025

- In conjunction with the Osaka-Kansai Expo, the Japanese government hosted an international startup event, inviting startups, investors, and other stakeholders from around the world to explore solutions to global challenges through dialogue and exchange. The event highlighted the role and importance of startups and showcased outstanding deep-tech and other sector startups from Japan and the Kansai region to a global audience.
- Discussions are currently underway among relevant stakeholders regarding the continued hosting of this event.

Dates : Wednesday–Thursday, September 17–18, 2025

Venue : EXPO Messe (WASSE), Osaka-Kansai Expo Site

Organizers: Ministry of Economy, Trade and Industry, Kansai Bureau of Economy, Trade and Industry, Japan External Trade Organization (JETRO), and New Energy and Industrial Technology Development Organization (NEDO)

Attendees : Approximately 9,560 (including speakers and exhibitors)

Overview : ● Stage Events (37 sessions, pitches, etc.)

➔ **More than 120 speakers, including more than 80 from overseas**

● Startup and Related Exhibitions

➔ **145 companies exhibited, with 40% from overseas**

● Networking

Kankeiren's Initiatives

- **Vice-Chair Sawada's participation in a session**
- **Encouraging participation by member companies and related organizations**



Vice-Chair Sawada speaking at a session



Session featuring former Prime Minister Fumio Kishida and other speakers

○ The tourism sector has a significant economic impact on the Kansai region as a whole. Looking ahead to continued opportunities to connect with the world, such as the internationalization of Kobe Airport, the Osaka-Kansai Expo, and the opening of the Osaka IR (Integrated Resort), it is essential for the public and private sectors to continue collaborating even after the Expo to further develop Kansai's tourism sector.

◆ Scale of Japan's Tourism Industry in 2024

- Domestic travel spending by Japanese residents
25.1175 trillion yen
- Travel spending by foreign visitors to Japan
8.1257 trillion yen

(Source) Japan Tourism Agency, February 2025

◆ Changes in Awareness of and Intention to Visit the Kansai Region

- Awareness rate: 49.5% (2019) ➔ **70.8%** (2024)
- Intention-to-visit rate: 32.3% (2019) ➔ **56.3%** (2024)

* In 2024, the KANSAI Tourism Bureau conducted an online survey targeting individuals from six countries—the U.K., France, Germany, the U.S., Canada, and Australia—who had not yet visited Japan but were considering visiting.

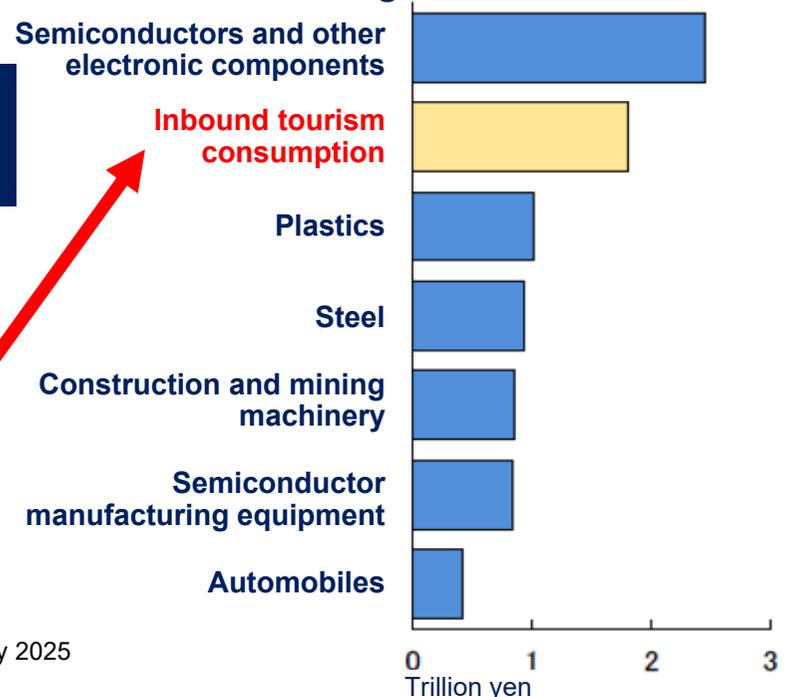
(Source) KANSAI Tourism Bureau

◆ Scale of the Tourism Industry in the Kansai Region

(1) Kansai's share of the national economy (the region's six prefectures)



(2) Inbound tourism consumption and export value of major items in the Kansai region



(Source) Bank of Japan Osaka Branch, *Materials for the Kansai Inbound Statistics Conference*, February 2025

The post-Expo phase is crucial for the future development of Japan's and the Kansai region's economies.

- We aim to further expand international exchanges and business networks initiated by the Expo.
- The new technologies and services showcased at the Expo are essential for addressing future social challenges.
We aim to implement them in society and have them serve as a springboard for the further advancement of Japan's and the Kansai region's economies.
- Even after the Expo, the public and private sectors will continue collaborating to promote inbound tourism through such measures as increasing the number of visitors to the Kansai region and extending the length of their stay in the region.