

## The Attractiveness of Kansai as a Business City

- Kansai refers to an area centered around Kyoto, Osaka, and Kobe, which comprises seven prefectures (Fukui, Shiga, Kyoto, Osaka, Hyogo, Nara, and Wakayama).
- As indicated in the “Six reasons of Kansai as a Business City,” Kansai has an excellent business environment.
- Driven by Expo 2025 Osaka, Kansai, Japan, the development of international urban functions is advancing, attracting global attention.



- 1 Located in the center of Japan - Ideal as an Asian base**  
Abundant routes and public transportation services are available centered on KIX as the hub. Trade partners are mainly from Asia.
- 2 Japan's second-largest economy after the Tokyo metropolitan area**  
Kansai's GDP is comparable to that of the Netherlands or Switzerland.
- 3 “We can make anything” High technological capabilities and diverse industrial clusters**  
A diverse range of companies with technological capabilities, primarily in the field of manufacturing, are concentrated here.
- 4 A cluster of universities, research institutes, highly skilled human resources, and global companies**  
Procurement and collaboration with companies and startups with a high global market share are available.
- 5 Strengths in the green and life science fields**  
Development/production bases, universities and research institutes are concentrated and collaborating with each other.
- 6 Comfortable living environment and comprehensive support**  
An affordable office environment, comfortable living areas, and comprehensive support are provided.

# Expo 2025 Osaka, Kansai, Japan

- In Kansai, Expo 2025 Osaka, Kansai, Japan will be held with the participation of various countries and international organizations from all over the world.



Official mascot character of Expo 2025  
Osaka, Kansai, Japan  
MYAKU-MYAKU ©Expo 2025

Theme: Designing Future Society for Our Lives

Period: April 13–October 13, 2025  
Venue: Yumeshima Island, Osaka

Expected number of visitors: Approximately 28.2 million people

Sub-themes: Saving Lives  
Empowering Lives  
Connecting Lives  
Concept: People's Living Lab  
Goals: Achievement of the Sustainable Development Goals (SDGs)  
Achievement of Japan's national strategy "Society 5.0"



## Diverse pavilions

### • Signature Pavilions

Eight producers have developed attractive pavilions to give shape to the theme of Expo 2025 Osaka, Kansai, Japan.

### • Pavilions for Private Sectors

Exhibitions by 13 companies and organizations

### • Japan Pavilion

Realizing the theme of Expo 2025 Osaka, Kansai, Japan and communicating Japan's initiatives

### • Official Participants' Pavilions (As of mid-March 2025)

Foreign exhibitions by over 158 countries and regions, over 7 international organizations, etc.

## Theme Weeks



About every two weeks, a different global issue will be chosen as the theme, and a "dialogue program" and a "business exchange" will be conducted to discuss solutions and to take concrete action, respectively.

<https://theme-weeks.expo2025.or.jp/en/>

## Events

A variety of events will be held at the venue.

E.g., exhibitions and conferences to spread the appeal of Japanese startups and small and medium-sized enterprises, etc.

## TEAM EXPO program



Co-creation activities that will realize the theme of Expo 2025 Osaka, Kansai, Japan and contribute to achieving the SDGs have been registered. Some of them will be announced at the venue.

<https://team.expo2025.or.jp/en/index>

## Future Society Showcase Projects

You will be able to experience demonstrations of next-generation technologies and social systems (film-type perovskite solar cells, advanced air mobility, etc.) that give a sense of the future, befitting Expo 2025 Osaka, Kansai, Japan.

## Expo2025 Official Experiential Travel Guides



Nationwide travel information related to the theme of Expo 2025 Osaka, Kansai, Japan is provided.

<https://www.expo2025travel.jp/page/3/en>



Provided by: Japan Association for the 2025 World Exposition

### Future Society Showcase Project: Film-type perovskite solar cells



Tickets are now on sale.

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

## Kansai, an Attractive Region

- Kansai is Japan's second-largest economic area, following the Kanto region. It includes the economic center of Osaka, the ancient capital of Kyoto, and the port town of Kobe.
- Historic sites, rich food, and traditional culture abound here, and it has a high concentration of attractive tourist spots.
- It combines the convenience of cities with beautiful nature and has a good living environment.

### Kansai has a good reputation worldwide

Sight-seeing

World's favorite cities in Asia of 2024

**Ranked 2nd: Kyoto**

(Source) *Travel + Leisure*  
Travel + Leisure Readers' 15 Favorite Cities in Asia of 2024

Sightseeing

Tourist destinations in Japan people want to visit 2024

**Ranked 3rd: Osaka**
**Ranked 4th: Kyoto**
**Ranked 9th: Kobe**
**Ranked 10th: Nara**

(Source) DBJ and JTB: Survey of Tourist Travel to Japan from Asia, Europe, the United States, and Australia Development Bank of Japan Inc.

Residence

Number of foreign residents by prefecture in Japan

**Ranked 1st: Osaka**
**Ranked 4th: Kyoto**
**Ranked 5th: Kobe**

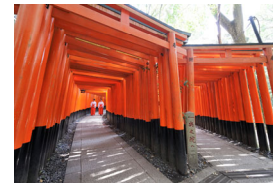
(Source) Population, demographics, and number of households based on the Basic Resident Register (as of January 1, 2024)  
from the Ministry of Internal Affairs and Communications

### Attractive tourist spots and cultural assets

Among the National Treasures of Japan, 71% of the traditional buildings and 51% of the art and crafts are in the Kansai region.



Himeji Castle (Hyogo)



Fushimi Inari Taisha Shrine (Kyoto)

Photo by Fushimi Inari Taisha Shrine

### Food culture in Kansai

Food in Kansai is characterized by dishes that value dashi (soup stock) and bring out umami.



Botan nabe (Japanese wild boar hotpot) (Hyogo)

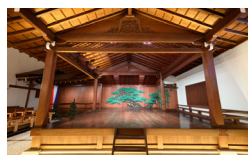


Okonomiyaki (Japanese style pancake) (Osaka)

Photo courtesy of the Osaka Convention and Tourism Bureau

### Traditional culture in Kansai

Traditional culture has flourished around the ancient capital of Kyoto and various cultures have developed.



The Noh

Photo courtesy of the Osaka Convention and Tourism Bureau



Awaji traditional puppet show  
Image courtesy of the Union of Kansai Governments

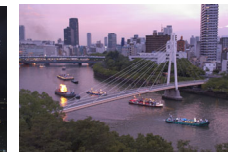
### Festivals in Kansai

Many festivals are held every year in Kansai, including two of the three major festivals in Japan, the Gion Festival and the Tenjin Festival.



Lake Biwa Fireworks Festival (Shiga)

Photo by Biwa Lake Visitors Bureau



Tenjin Festival (Osaka)

Photo courtesy of the Osaka Convention and Tourism Bureau



Nada Fighting Festival (Hyogo)

Photo courtesy of the Union of Kansai Governments

### Seasonal beauty of nature

Being warm in the south and snowy in the north, you can enjoy diverse sceneries of nature each season.



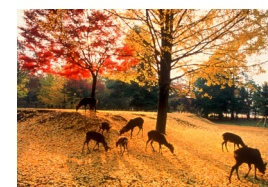
Cherry blossoms on Mt. Yoshino (Nara)

Photo courtesy of the Union of Kansai Governments



Kitayama River Log Rafting (Wakayama)

Photo courtesy of KANSAI Tourism Bureau



Deer in Nara Park (Nara)

Photo courtesy of Nara Visitors Bureau



Snowy Koyasan (Wakayama)

Photo courtesy of KANSAI Tourism Bureau



# Kansai, an Attractive Region <Characteristics of the Seven Prefectures in Kansai>

- The prefectures in Kansai have their own unique cultures, and you can enjoy colorful and fascinating places and specialties, including historic sites, delicious cuisines, and the beauty of nature.

1. Places of interest
2. Food and local specialties
3. Other keywords that show the characteristics of the prefecture



## Hyogo

1. Himeji Castle, Kinosaki Onsen, Takeda Castle Ruins, Mt. Rokko, whirlpools
2. Kobe beef, sake, onions, Tanba chestnuts, Akashi sea bream, Tanba ware, Banshu-ori textiles
3. Akashi Kaikyo Bridge, Mt. Hyonosen



Photo by KOBE TOURISM BUREAU

## Fukui

1. Eihei-ji Temple, Fukui Prefectural Dinosaur Museum, Tojinbo
2. Echizen crab, seafood, eyeglasses, Wakasa chopsticks, Echizen traditional Japanese paper
3. Dinosaurs, nature



## Kyoto

1. Fushimi Inari Taisha Shrine, Kiyomizu-dera Temple, Kinkaku-ji Temple, Amanohashidate
2. Matcha, Yatsushashi, Kiyomizu ware
3. Animation, Nintendo, Kyocera, Omron, Nidec



Photo courtesy of the Union of Kansai Governments

## Shiga

1. Lake Biwa, Mt. Hiei Enryakuji Temple, Hikone Castle
2. Shigaraki ware, Omi beef
3. Lake activities, cycling, the birthplace of ninjas



Photo courtesy of the Union of Kansai Governments

Photo courtesy of the Union of Kansai Governments

Photo by Biwa Lake Visitors Bureau

## Osaka

1. Osaka Castle, USJ, Dotonbori
2. Kushikatsu, takoyaki, okonomiyaki, kitchen knives made in Sakai
3. Administrative and economic hub of western Japan, comedy, rugby, merchant culture, Panasonic

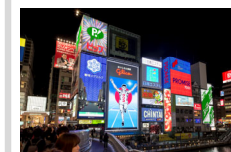


Photo courtesy of the Osaka Convention and Tourism Bureau

Photo courtesy of the Osaka Convention and Tourism Bureau

Photo courtesy of the Osaka Convention and Tourism Bureau

## Nara

1. Great Buddha of Todaiji Temple, Horyuji Temple, Heijo-kyo
2. Persimmons, strawberries, kudzu, ink, socks
3. Having the most buildings designated as national treasures; deer



Photo courtesy of Nara Visitors Bureau

Photo courtesy of the Union of Kansai Governments

Photo courtesy of Nara Visitors Bureau

## Wakayama

1. Nachi Falls, Kumano Kodo, Koyasan
2. Mikan (mandarin oranges), ume-plums, marine products, tuna
3. Shima Seiki, mild climate, sea bathing



Photo courtesy of the Wakayama Tourism Federation

Photo courtesy of the Wakayama Tourism Federation

Photo courtesy of the Wakayama Tourism Federation

# Kansai, an Attractive Region <What's Kansai Like? - Interviews with Foreigners Living in Kansai>

- Here are some descriptions of Kansai from foreigners' perspectives.

## Favorite Points about Where We Live



**The ocean is beautiful!** At the nearby beach, you can enjoy **marine sports**, such as snorkeling and SUP. And **delicious fresh seafood** as well. The good old towns and cultures remain, and I like that **I can feel the real Japan.**

**Low cost of living, high quality of life and food, safety and late-night offerings.**



## Food in Kansai



I love **okonomiyaki**!

I look forward to having **ayu fish from Lake Biwa** as a taste of summer every year!



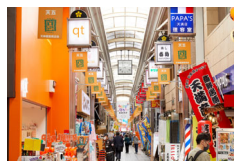
**Authentic restaurants from various countries are abundant**, allowing me to easily enjoy the tastes of my home country.



## Favorite Spots in Kansai



### Shopping street in Osaka



### Mt.Rokko



## Episodes with *Kansai-jin* (Natives of Kansai)



**The local people welcomed me warmly** in the neighborhood of the shopping street in Osaka where I used to live. Every time I passed there, the owner of a certain shop **greeted me cheerfully**, saying "Hello" in Vietnamese, and I looked forward to seeing the owner on the way to and from my job every day. They even held a surprise birthday party at my favorite *izakaya*, and I felt **the warmth as if I were in my hometown.**

My warm reception at a *senjo*, in which people bought me soap holders and hand towels as I was lacking them at the time, was exceptionally **friendly** and memorable.



There is such a thing as a *Kansai-jin* there are distinct linguistic and cultural traits that separate them from people in other regions. **People are much more friendly and feel very rooted in their local areas.** People have a lot of pride in the area they are from and live in.

### **Many friendly and talkative people.**

Since my time attending Japanese language school until now, I have gotten a lot of help from many people, including teachers, classmates, and colleagues at my part-time job. Everyone is very kind, and I was impressed by how enjoyable the interactions were.

