

The Attractiveness of Kansai as a Business Hub

- Kansai refers to the area centered around Kyoto, Osaka, and Kobe, which comprises seven prefectures (Fukui, Shiga, Kyoto, Osaka, Hyogo, Nara, and Wakayama).
- Kansai provides an outstanding business environment, highlighted by six major strengths.
- Expo 2025 Osaka, Kansai, Japan attracted approximately 29 million visitors from Japan and overseas, generating substantial economic impact. The Expo's achievements are expected to support sustainable growth by accelerating business matching and the commercialization of new technologies.



- 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 Turkey 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 Creation of innovation in advanced fields**
Innovation is progressing in areas such as green technologies, life sciences, biotechnology, and food tech.
- 5 A cluster of universities, research institutes and global companies**
Procurement and collaboration is possible with companies and startups with a high global market share.
- 6 A comfortable living environment and comprehensive support**
With affordable office spaces, an excellent living environment, and strong support systems, many global talents are actively working here.

The Legacy of Expo 2025 Osaka, Kansai, Japan

- Expo 2025 Osaka, Kansai, Japan was held in Kansai with the participation of various countries and international organizations from around the world.
- Various initiatives have begun, including international exchanges among diverse stakeholders and efforts to carry forward the Expo legacy by passing on advanced technologies showcased or demonstrated at the Expo to the next generation.



Theme: Designing Future Society for Our Lives

Period: April 13–October 13, 2025

Venue: Yumeshima, Osaka

(Photo by Japan Association for the 2025 World Exposition)

Expected number of visitors: Approximately 29.02 million people

Sub-themes: Saving Lives Empowering Lives Connecting Lives

Concept: People's Living Lab

Goals: To contribute to the achievement of the Sustainable Development Goals (SDGs)

Achievement of Japan's national strategy "Society 5.0"

Economic Impact of Expo 2025 Osaka, Kansai, Japan

The economic impact of the expo reached approximately USD 26.5 billion

Effect Category	Overall Impact	Impact from Construction Investment	Impact from Operating Expenses / Event Costs	Impact from Visitor Spending	Impact from Purchases of Expo Goods by Non-Visitors
Induced Production	USD 26.49 billion	USD 8.74 billion	USD 5.39 billion	USD 12.28 billion	USD 72.26 million
Induced Gross Value Added	USD 14.20 billion	USD 4.47 billion	USD 3.09 billion	USD 6.59 billion	USD 37.96 million
Induced Employment	259,400 people	71,000 people	53,100 people	134,700 people	600 people

FY2025 Project for the Optimization of Commercial Transactions and Service Environments (Study on the Economic Impact of the Osaka-Kansai Expo) – Report (March 6, 2026)
IMF, World Economic Outlook (April 2026) Converted at an exchange rate of JPY 137 per USD (2025 estimate)

Demonstrations of technologies and systems developed through new initiatives

Demonstrations at the Expo

- **Data-driven research acceleration**
Remote sensing, autonomous robots, etc.
- **Toward commercialization**
Flying cars, CO₂ capture, methanation, etc.
- **Expansion to other regions**
Perovskite solar cells, hydrogen ships, etc.

Main Future Developments

- **Expo data analysis**
Autonomous robot research
- **Continued demonstrations**
Autonomous driving verification
- **Commercialization**
Flying cars, CO₂ capture
- **Regional expansion**
Hydrogen ships in Tokyo

Basic Policy for the Expansion of the Legacy of Expo 2025 Osaka, Kansai, Japan (Three Key Initiatives to Expand the Expo Legacy)

1 Expanding and Evolving the Connections Created at the Expo

- Implementation & commercialization of cutting-edge technologies.
- Promotion of intellectual exchange with young overseas researchers and specialized talent.
- International exchange programs
- Promotion of wide-area tourism initiatives linked to the Expo. (and more)

2 Deepening and Expanding Creative Activities Inspired by the Expo

- Expanding opportunities for future generations to experience value.
- Expansion of events across Japan.
- Overseas expansion through participation in future Expos and related event. (and more)

3 Preserving and Evolving the Place-Based Memory of Yumeshima, the Expo Venue

- Development of the memorial park zone.
- Development of soft content. (including Expo legacy dissemination at the Expo site)
- Cultural and artistic events at the memorial park. (and more)

Examples of International Exchange Initiatives Triggered by the Expo

Prefecture	Partner	Details
Kyoto	Truskavets, Ukraine	Signed a friendship agreement
Osaka	Canada, France, Italy, etc.	Strengthened collaboration in life sciences and advanced medical care
Hyogo	The Ministry of Education of the Republic of Palau and the University of Hyogo	Promoting collaboration in the field of education

Source: Prepared based on materials from the Expo 2025 Osaka-Kansai Expo Results Evaluation Committee website
https://www.meti.go.jp/shingikai/mono_info_service/resulta_verification/index.html

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

World's favorite cities in Asia of 2025
Ranked 6th: Kyoto

(Source) *Travel + Leisure*
Travel + Leisure Readers' 15 Favorite Cities in Asia of 2025

Tourist destinations in Japan people want to visit 2025

Ranked 3rd: Osaka
Ranked 4th: Kyoto
Ranked 8th: Kobe
Ranked 10th: Nara

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

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, 2025) from the Ministry of Internal Affairs and Communications



Video: Kansai Bureau of Economy, Trade and Industry



Source: KANSAI Tourism Bureau



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

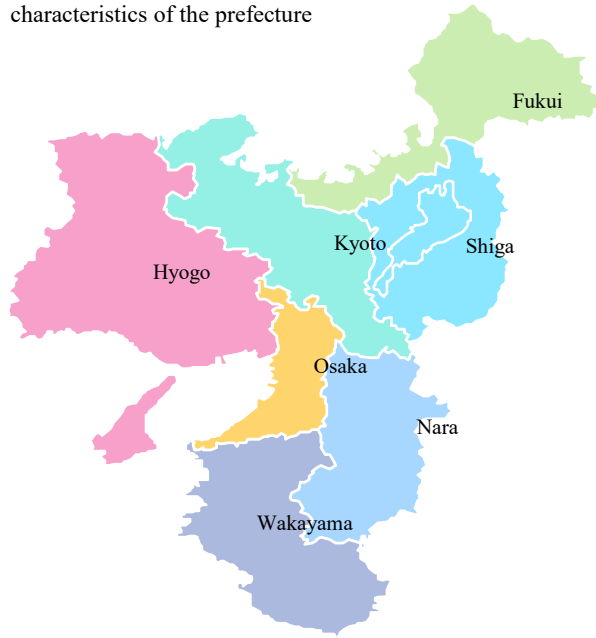


Snowy Koyasan (Wakayama)
Photo courtesy of KANSAI Tourism Bureau

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, Arima Onsen, Naruto Whirlpools
2. Kobe beef, sake, Tanba chestnuts, Tanba ware, Awaji incense
3. A major hub of heavy industry driving the Japanese economy



Photo by HYOGO TOURISM BUREAU



Photo by KOBE TOURISM BUREAU



Photo by Hyogo Prefectural Government

Fukui

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



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

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



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



A British citizen living in Fukui

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.



A British citizen living in Osaka

Food in Kansai



An Australian citizen living in Osaka

I love **okonomiyaki!**

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



A Vietnamese citizen living in Kyoto

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



A Chinese citizen living in Hyogo

Favorite Spots in Kansai



An Australian citizen living in Osaka

Shopping street in Osaka



Photo by Osaka Convention & Tourism Bureau

Mt.Rokko



Photo by KOBE TOURISM BUREAU



A Chinese citizen living in Hyogo

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



A Vietnamese citizen living in Kyoto

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



An Australian citizen living in Osaka



A British citizen living in Osaka

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.



A Chinese citizen living in Hyogo