

OCCI E-MAIL MAGAZINE

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1. THE SECOND TERM OF THE PLAN FOR OSAKA METROPOLIS OF ENDLESS VISITORS BEGINS (OUTLINE OF OCCI'S PROJECTS IN FY 2014)

The Osaka Chamber of Commerce and Industry compiled the second term of the “Plan for Osaka Metropolis of Endless Visitors-Let’s create the “Great Osaka” and the “Great Kansai” through participation by all,” the mid-term project vision that will serve as the basis for management of projects, and has engaged in the Plan since April 2014.

New perspectives incorporated into the second term of the Plan are (1) Global Changes in the Economic Environment, and (2) Further Strengthening of the Management of Member Companies. The “Global Changes in the Economic Environment” pays attention to the heightened presence of ASEAN countries in the global economy, the expansion of environmental and energy demands, and the establishment of partnership agreements and supply chains beyond the frameworks of countries; incorporates such perspectives as a decrease in the working age population in the Japanese economy associated with a decreasing birth rate and the aging population, and the transformation of Kansai as a backup area for capital functions based on lessons learnt from the Great East Japan Earthquake and the opening of the 2020 Tokyo Olympic Games; and matches its directivity to the Japanese government’s “Japan Revitalization Strategy.” Incorporated into the “Further Strengthening of the Management of Member Companies” are -the creation of new businesses and support for the development of broad industries



through exchanges and fusion with different fields and international exchanges among companies, and - support for the cultivation and expansion of markets, which many member companies list as an urgent business challenge.

Based on these new perspectives, OCCI added new strategic projects and rearranged existing ones, increased the number of projects from five to eight, and newly established strategic projects that have a ripple effect on wide-ranging member companies. In addition to “Form a Medical Polis,” which will continue and develop from the first term, OCCI has set such themes as “Promote the Inbound Flow of Tourists,” which is based on economic changes such as the heightened presence of ASEAN; and “Promote Environmental and New Energy Industries,” and “Promote Next-generation Manufacturing Industries” which are the integration and reorganization of efforts in the environmental and new energy field as well as the manufacturing field. Also added as a new strategic project to support the development of broad industries is “Promote the Livelihood (food, clothing and housing) Industries,” under which OCCI will lead its effort to further strengthen member companies’ management.

Furthermore, with regard to “Business expansion” and “Securing and developing human resources,” common business challenges for broad member companies, OCCI will make cross-industry efforts by establishing such strategic projects as the “Project to become a Market-Creating City—Osaka,” “Project to Access Overseas Markets,” which defines its target on overseas business, and “Project to Support in Finding of New and Powerful Human Resources,” whose targets are women and international students.

The main projects that develop in the “Project to Access Overseas Markets” are “Support for the Effective Use and Vitalization of Overseas Subsidiaries” intended to support the management of overseas subsidiaries, the establishment of new supply chains, and the enhancement of offshore business opportunities; “Support for Businesses that Utilize ODA (Official Development Assistance)” intended to support the expansion of exports and new market cultivation of small- and medium-sized enterprises with excellent technologies and merchandise through ODA projects in cooperation with the private sector; “Support for the Mekong Cross-Border Business Development” intended to create a favorable business environment for small- and medium-sized enterprises and to promote the utilization of Incubation Factories by those enterprises in the Mekong region, and “Overseas Business Development in the Elder-care Industry” intended to support the development in overseas markets of Japan’s nursing care-related industry in line with aging-related demands, which have become apparent in overseas countries such as China.

→For further information on the second term of the Plan for Osaka Metropolis of Endless Visitors, click <http://www.osaka.cci.or.jp/e/vision/economy.html>.

2. TRUONG TAN SANG, VIETNAM STATE PRESIDENT VISITED OSAKA, AND HELD A ROUND-TABLE CONFERENCE AND A FORUM



H.E Mr. Truong Tan Sang, Vietnam State President visited Osaka on March 19. The Osaka Chamber of Commerce and Industry, Kansai Economic Federation and other organizations hosted a round-table conference with the Kansai economic circle in Osaka City. The Japanese side presented requests related to the construction of infrastructure and preferential tax treatment, and Vietnam State President Sang responded, “We will make adjustments and reforms to meet those demands,” expressing his expectation for substantial investments from Kansai/Japan. Also,

OCCI Chairman Sato requested an increase in the number of flight services between Kansai International Airport and Vietnam. After that, the Chairman’s request was expected to be met with an explanation by Vietnam Airlines for a concrete plan for an increase in related flight services soon.

Held following the round-table conference was the “Japan and Vietnam Business Forum,” organized by the Osaka Chamber of Commerce and Industry and the Japan External Trade Organization (JETRO) Osaka. OCCI’s Chairman Sato in his opening speech explained about the joint entry of small- and medium-sized enterprises from Kansai into Vietnam, an effort which OCCI has engaged in since 2011, emphasizing the necessity for further improvement of infrastructure and living environment and for simplifying procedures for the entry into Vietnam. Furthermore, he also touched upon the necessity for the development of entrepreneurs as the key to rapid development of Vietnam in the future, stating that Osaka as a place to produce many entrepreneurs hoped to cooperate with the development of human resources. After that, Vietnam State President Sang gave a special speech. In his speech the President said that it is important for Vietnam, a country that aims at industrialization in 2020, to develop supporting industries, and that he expects the entry and roles of small- and medium-sized manufacturers from Kansai into Vietnam.

In the Symposium for which Chairman and President Vu Tien Loc of the Vietnam Chamber of Commerce and Industry (VCCI) served as a moderator, Director-General Kobayashi of the Kansai Bureau of Economy, Trade and Industry emphasized the strong ties between Kansai and Vietnam. From Japanese enterprises, Chairman & CEO Yoshikawa of Takara Belmont Corporation, which completed the first factory for medical equipment in Southeast Asia, introduced Vietnam as a future world’s hub, and CEO Yamada of Fuji Impulse Co., Ltd. that has run business in Vietnam for 18 years proposed an “Incubation Factory,” a joint entry form for small- and medium-sized enterprises that can enter Vietnam by restraining the initial investment.

The Forum closed in success with approximately 400 participants from both the Japan and the Vietnam side.

3. FY 2013 REPORT ON THE RESULT OF ATTRACTING COMPANIES BY OSAKA BUSINESS AND INVESTMENT CENTER (O-BIC)



The Osaka Business and Investment Center (O-BIC: the secretariat is in the OCCI International Division), which was jointly established by the Osaka Chamber of Commerce and Industry and Osaka prefectural and municipal governments, announced its result of attracting companies in fiscal 2013.

In the trend of economic recovery, with a renewed recognition of the attractiveness of the Japanese market, O-BIC succeeded in attracting 30 companies, which exceeds its previous average of 26. As concrete activities, O-BIC responded to 97 consultations per year and under its unique invitation program arranged tours to and individual business talks with companies in Osaka to meet the needs from foreign companies which were highly motivated to enter into Osaka. O-BIC also conducted the promotion of attracting companies to Osaka such as advertizing Japan's first preferential tax treatment of "zero local tax," which was established by Osaka prefectural and municipal governments through participation in exhibitions and seminars and visiting companies inside and outside Japan.

The ranking of companies that have entered Osaka according to country/region shows that 26 cases are from other Asian countries accounts for more than 80% of the total, including the top three—China, Taiwan, and South Korea. The breakdown by industry shows that entries along with an increase in the number of bases in Japan from growth industries, such as the new energy and IT industries, is noticeable. Also, entries from the service industry for the development of the Japanese market, including inbound flow-related businesses, such as travel agencies and airline companies, are remarkable.

The number of companies attracted by O-BIC has reached 342 in the past 13 years from its founding.

4. OCCI INTERNATIONAL DIVISION REPORT ON VIP VISITORS

April 3 (Thu.) H.E. Mr. Radu SERBAN, Ambassador Extraordinary and Plenipotentiary of Romania to Japan

5. CHANGES OF BOARD MEMBERS, AND THE FY2014 OCCI INTERNATIONAL DIVISION STAFFERS AND THEIR REGIONS

In the Ordinary General Assembly of Councilors held last month, OCCI Vice Chairman Katsuhiko Machida (Special Advisor of SHARP Corporation) resigned from his post, in which he has served for approximately seven years. The successor to assume this post is yet to be determined.

- Director : Mr. Shinji MARUYAMA
- Advisor : Ryoji ASANO
- Manager : Mr. Keisuke MATSUMOTO
Mr. Masatoshi TANAKA
Ms. Noriko FUJITA

- Regions

- [China] Mr. Shinjiro NAKATSUJI, Mr. Kazushige JYO
- [Thailand, Vietnam, Laos, Cambodia, Myanmar], [South Korea] Mr. Hikaru KOHAMA
- [Singapore, Indonesia, Malaysia, Philippine, Brunei], [Central Asia], [Middle East] Ms. Kyoko MAMOTO
- [Hong Kong], [South West Asia] Mr. Shinjiro NAKATSUJI
- [North America, Central & South America], [Chinese Taipei] Ms. Yumiko NAGOSHI
- [Europe, Russia, CIS] Mr. Tomohiro IMAI
- [Oceania], [Africa] Mr. Frederick San Kang-Chung

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