

## CONTENTS

APPRECIATION FOR THE ATTENDANCE AT THE FAREWELL CEREMONY FOR FORMER OCCI CHAIRMAN SHIGETAKA SATO>

<NOTICE> FOR BUSINESS OPPORTUNITIES, LOOK WEST! OSAKA PROMOTION SEMINAR IN TOKYO TO BE HELD ON MARCH 1ST

1. BUSINESS COOPERATION WITH "SELECT USA PROGRAM," U.S. DEPARTMENT OF COMMERCE
2. SURVEY RESULTS ON FOREIGN TOURISTS
3. 'UK GREENTECH FORUM' HELD
4. OCCI INTERNATIONAL DIVISION REPORT ON VIP VISITORS

# E-MAIL MAGAZINE

Issue 100 [February 2016]

## APPRECIATION FOR THE ATTENDANCE AT THE FAREWELL CEREMONY FOR FORMER OCCI CHAIRMAN SHIGETAKA SATO>

On February 1, a farewell ceremony for former OCCI Chairman Shigetaka Sato was held by OCCI and Keihan Electric Railway Co., Ltd. He passed away on November 20 last year. As many as 2,500 people paid their respects to former Chairman Sato at the ceremony.

OCCI would like to express our sincere appreciation to those who took time from their busy schedule to attend the ceremony, those who signed books of condolences, and those who sent condolence telegrams. We greatly appreciate your continued friendship.

## <NOTICE> FOR BUSINESS OPPORTUNITIES, LOOK WEST! OSAKA PROMOTION SEMINAR IN TOKYO TO BE HELD ON MARCH 1ST

Osaka Promotion Seminar is scheduled to be held on March 1st in Tokyo. This seminar will walk you through the new attractions and future opportunities that Osaka has to offer.

DATE : March 1st 2016, Tuesday, 14:00-16:30

VENUE: JETRO Tokyo

(Ark Mori Building, 5F 12-32, Akasaka 1-chome, Minato-ku, Tokyo)

Details: <http://o-bic.net/upload/pdf/file00000414.pdf>



## 1. BUSINESS COOPERATION WITH “SELECT USA PROGRAM,” U.S. DEPARTMENT OF COMMERCE

On Thursday, February 4, OCCI signed a Memorandum of Intent (MOI) for Cooperation with the Select USA Program of the U.S. Commerce Department to promote investments in both the U.S. and Japan.

At the signing ceremony, Senior Commercial Officer Andrew Wylegala from the U.S. Embassy in Japan and President Tsutomu Miyagi from OCCI signed the MOI in the presence of Executive Director of Select USA Vinai Thummalapally from the U.S. Department of Commerce.



In light of the fact that the Trans Pacific Partnership was signed in New Zealand on the same day by the countries participating in the negotiation, President Miyagi commented that the U.S. would be an increasingly important market for Japanese companies from the perspective of market size, growth potential, and industry accumulation, and that OCCI would build and promote the next-generation manufacturing industry by offering information on investments in the U.S. and services to Japanese companies, and by providing appropriate information to companies looking for business in the

fields of environment, energy, and IoT, all favored subjects both in Japan and the U.S.

Following the signing ceremony, the “Invest in U.S.A” seminar was held with attendance of about 70 people from various industries including manufacturing, finance, and consulting based in Osaka. Participants also had an opportunity to individually talk with delegates from each state in the U.S.

## 2. SURVEY RESULTS ON FOREIGN TOURISTS

OCCI conducted a survey on foreign tourists to obtain more information about their purchasing behavior and services provided to them by retail stores and restaurants.

For the fifth edition of this survey, new questions were added regarding changes in the number of existing Japanese customers and sales as the number of foreign tourists grows, and the current situation of behaviors and manners of especially those from China, the largest number of tourists.

The survey results show that for overall foreign tourists, 51.1% answered that both the number of customers and sales are increasing; 65.0% answered that foreign tourists are contributing to expanding local consumption;

and 64.9% answered that this trend is expected to continue; though as many as 35.1% have a negative view, answering that this trend is not expected to continue.

For Chinese tourists, 48.4% answered that the number of customers and sales are increasing, and they account for an average of 13.7% of sales. This figure has been trending upward since 2011 when the survey started with a ratio of 4.1%.

For a new question on the number of customers and sales among existing customers (especially Japanese), 22.7% overall answered that the results have changed, 60.4% of which answered that they have been declining.

For behaviors and manners of Chinese tourists, 46.4% overall answered that they had had some troubles such as their cutting in front of other customers while store staff members were attending other customers, and mishandling products.

The survey targeted 4,497 retail stores and restaurants in shopping districts and underground shopping complexes mainly in the areas of Semba to Namba, and Tennoji and Abeno. The survey duration was one month, in November 2015. The number of valid responses was 891 for a response rate of 19.8%.

### 3. 'UK GREENTECH FORUM' HELD

On February 9, OCCI invited five member companies from the British Thames Valley Chamber of Commerce Group (TVCC) to attend the 'UK Greentech Forum'. The forum was realized based on the proposal when OCCI signed a memorandum of cooperation for business with TVCC in October 2014. The forum became the first major event for OCCI to collaborate with TVCC.

The British companies that participated in the forum engage in the fields of building energy management system and home energy management system (BEMS, HEMS), leasing electric vehicles in the U.K., revolutionary power and cold heat source system using nitrogen, and hydrogen storage technology using solid material. All companies attended the event hoping to gain technical cooperation with



Japanese companies. On the day of the forum, these five companies presented their own technologies and had business meetings with Japanese companies individually, which are expected to create specific business networking opportunities for both sides.

The day's event was introduced on the British Cabinet Office's Twitter account as follows: <https://twitter.com/GCSLondonSE>

### 4. OCCI INTERNATIONAL DIVISION REPORT ON VIP VISITORS

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Back Numbers of OCCI e-Magazine:

<http://www.osaka.cci.or.jp/e/mail/index.html>