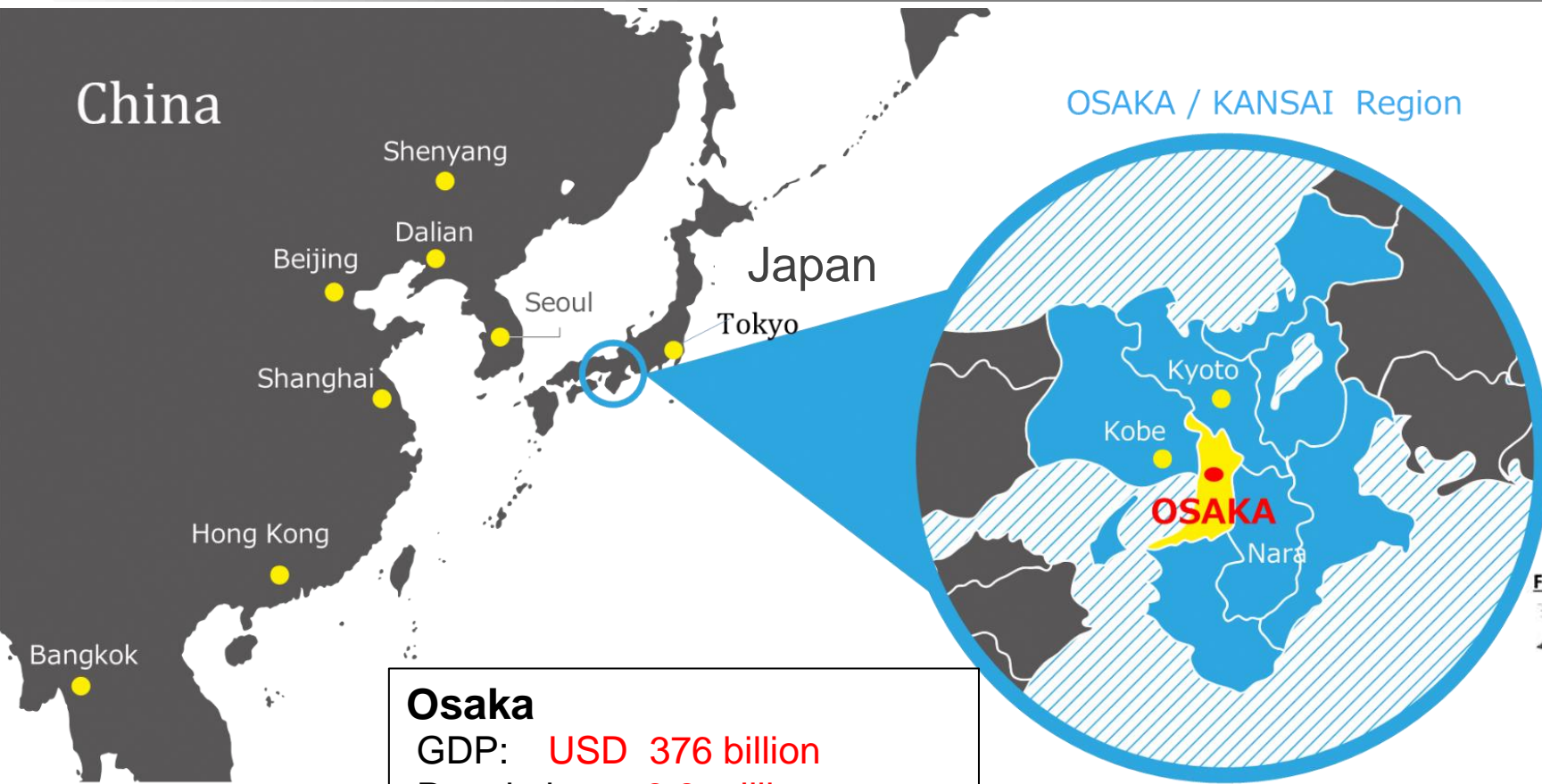


An aerial photograph of Osaka, Japan, showing a dense urban landscape. In the foreground, a wide river flows through the city, crossed by several bridges. A prominent white bridge with a fountain is visible in the lower left. The middle ground features a mix of modern glass skyscrapers and older, more traditional buildings. A large, ornate building with a red facade and a green roof is a notable landmark. The background is dominated by a towering cluster of modern high-rise buildings under a clear sky. A semi-transparent blue banner is overlaid across the middle of the image, containing white text.

# Osaka's Attractiveness for Business

Osaka Prefecture · Osaka City

# Location



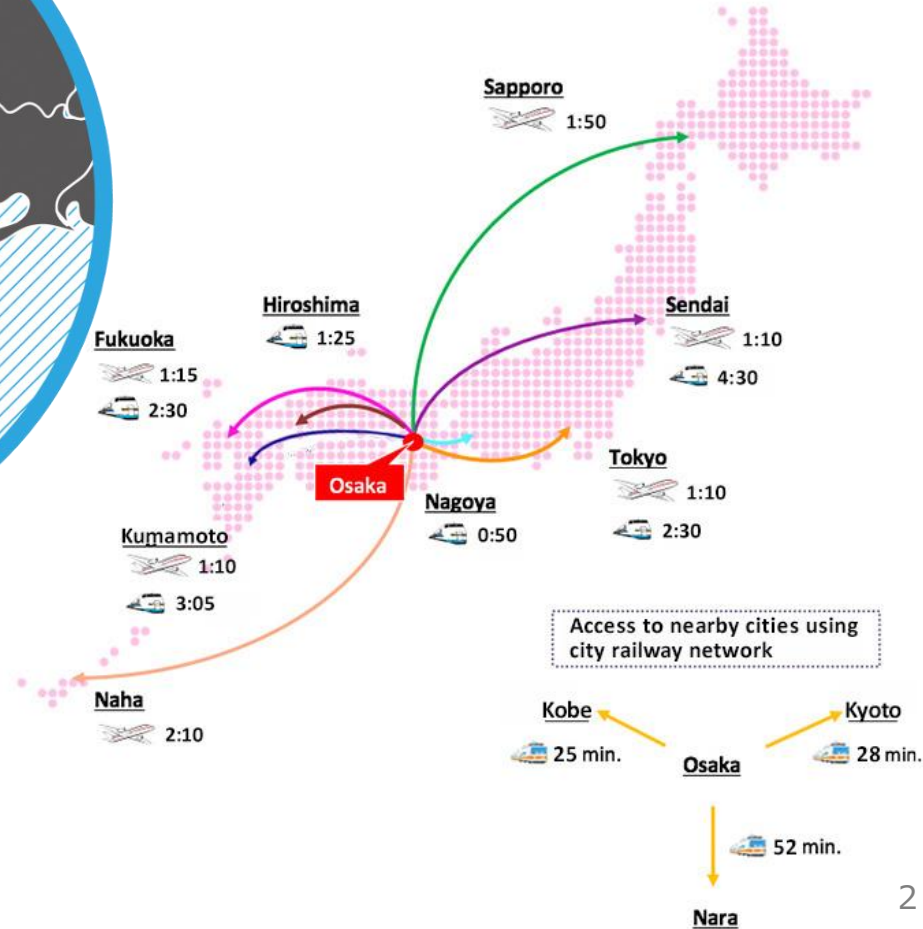
OSAKA / KANSAI Region



**Osaka**  
 GDP: USD 376 billion  
 Population: 8.8 million

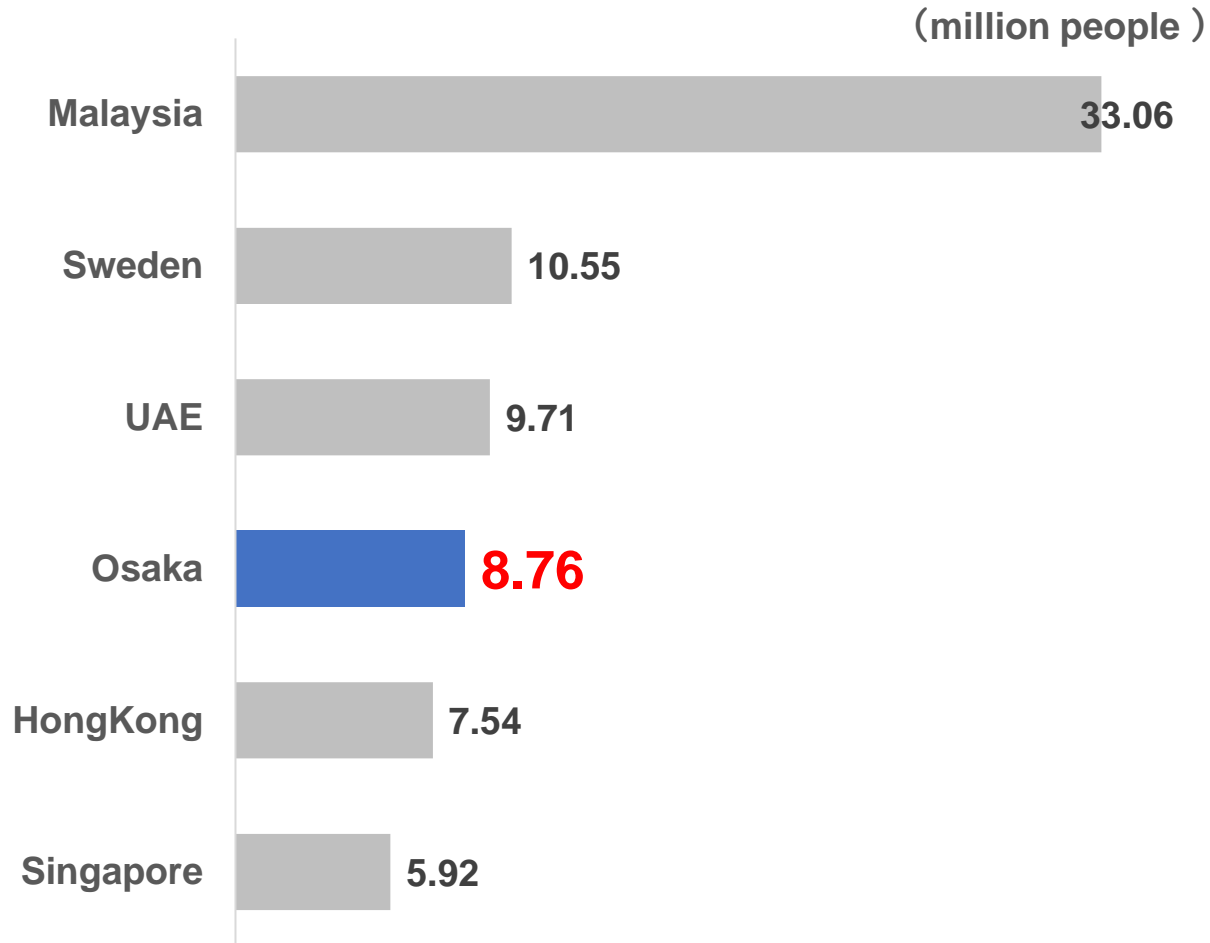
**Kansai**  
 GDP: USD 812 billion  
 Population: 20.3 million  
 (GDP: 2021 / Population: 2023)

Kansai: Shiga Prefecture, Kyoto Prefecture, Osaka Prefecture, Hyogo Prefecture, Nara Prefecture, Wakayama Prefecture

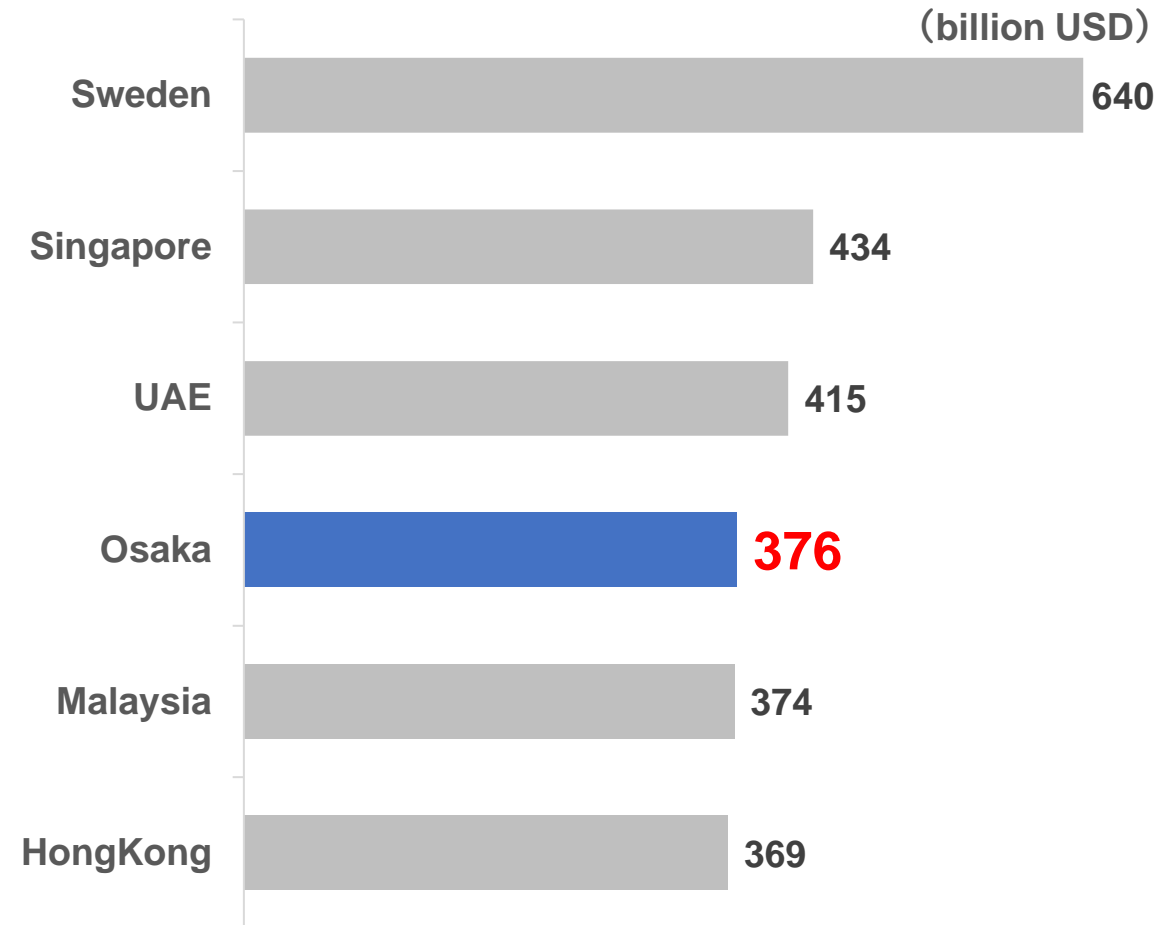


# International Comparison of Osaka Prefecture Population and Gross Prefectural Product

## Population



## GDP

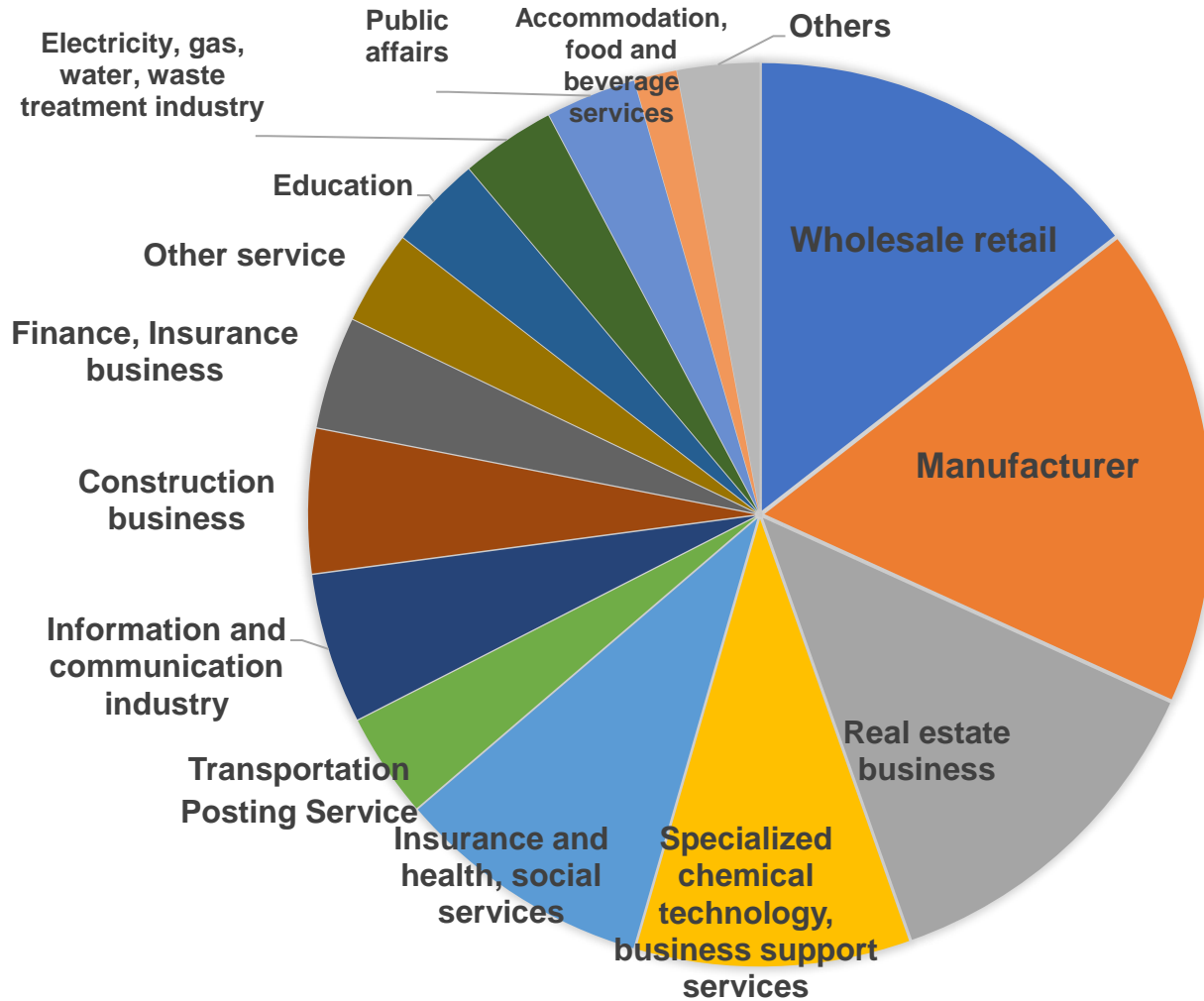


Source: IMF "GLOBAL NOTE"

Ministry of International Affairs and Communications "Population Estimates" 3

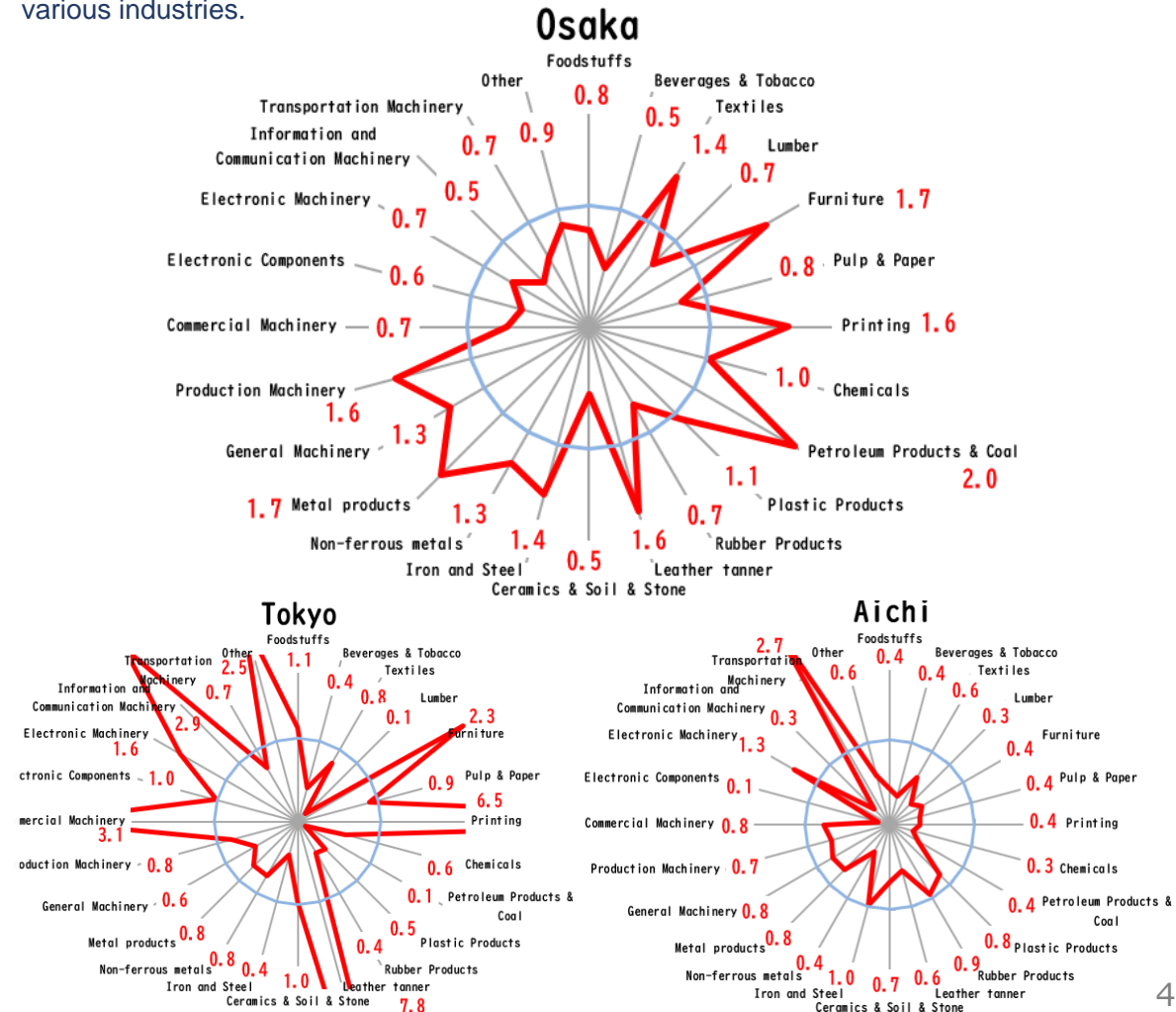
# Osaka Industry

Osaka prefecture industry nominal GRP (2020)



Osaka Prefecture Special coefficient for manufactured goods shipments, etc. (2020)

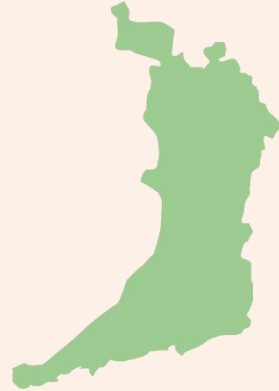
※Ratio of the value of manufactured goods shipments of the industry in the prefecture to the value of manufactured goods shipments nationwide. Composition ratio of shipment amount, etc. No industry exceeds 2 or falls below 0.5, indicating a well-balanced concentration of various industries.



# Osaka's Attractiveness for Business



**1. Carbon  
Neutrality**



**2. Life Science**



**3. Inbound  
Tourism**

## Jumpstart Projects



1

Expo 2025  
Osaka-Kansai



2

Urban  
Development



3

Start-Up  
Ecosystem



4

Global  
Financial City



5

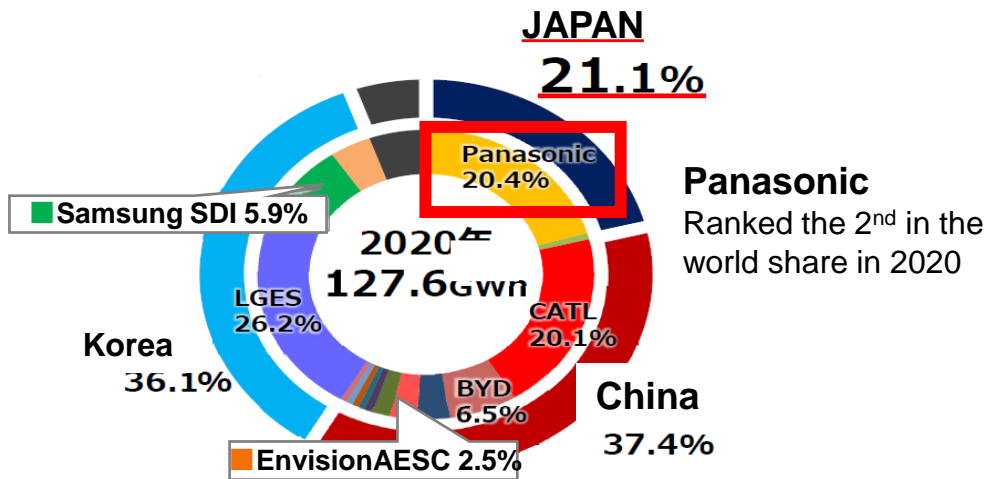
Integrated  
Resort

# Carbon Neutrality

## Strength

Research and production bases for storage batteries, which are essential for EVs, etc. are concentrated in Osaka.

Global share of automotive lithium-ion batteries in 2020

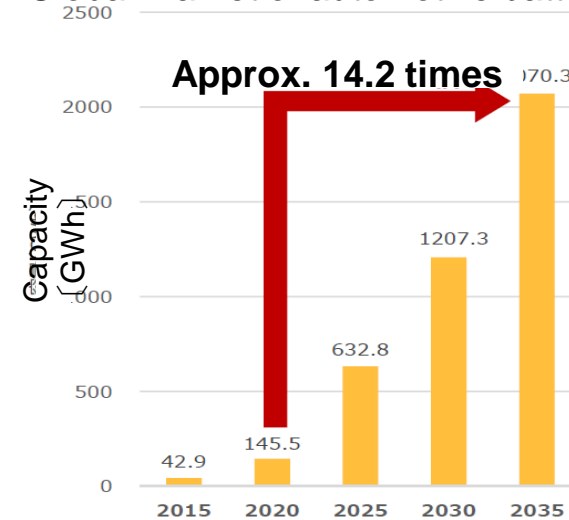


Source : METI "Current status and challenges of the storage battery industry" (Nov. 2021)

## Opportunity

With the expansion of the EV market, Rapid expansion of the automotive storage battery market

Global market of automotive batteries



Source : METI "Current status and challenges of the storage battery industry" (Nov. 2021)

- ◆ Research and development of cutting-edge technologies toward carbon neutrality and initiatives for their realization



▲Next-generation solar cells



▲Image of seaweed bed



▲Charging facilities/hydrogen stations



# Storage battery, hydrogen and fuel cell related industries in Osaka

## <Major Companies>

Logos of major companies including: Panasonic, 住友電工 (Sumitomo Electric), UBE, Iwatani, Kaneka, 日本触媒 (Nippon触媒), maxell, Hitz (Hitachi Zosen Corporation Japan), TEIJIN (Human Chemistry, Human Solutions), DAIHEN, 日立 (Hitachi), FUJIKIN (FUJIKIN CARB), 'TORAY', SanRex, OSAKA SODA, DAICEL, DAIKIN (AIR CONDITIONING), and NIPPON SEISEN.

## <Testing Laboratories>

Logos of testing laboratories including: nite (National Institute of Technology and Evaluation), SCAS (株式会社 住化分析センター), and mc/nac.

## <Small and Medium Enterprises>

Logos of small and medium enterprises including: SANTECH, 高石工業株式会社 (Takashi Industrial Co., Ltd.), 八洲電業株式会社 (Yashima Denryo Co., Ltd.), YAMARI INDUSTRIES, LIMITED (山里産業株式会社), 株式会社加地テック (KAJI TECHNOLOGY CORPORATION), Technology for Tomorrow, ナグシステム株式会社 (NAG SYSTEM CO., LTD.), MICRO VEHICLE LAB., 淀川ヒューテック株式会社 (Yodokawa Hiutek Co., Ltd.), denzen, 究極の“ニューマテックソリューション”を世界のお客様へ (TECHNO TAKATSUKI CO., LTD.), SMACK (スマック株式会社), Kasatani Corp., 新コスモス電機株式会社 (Shin Cosmos Denki Co., Ltd.), and 株式会社 村上技研産業 (Murakami Giken Sangyo Co., Ltd.).

## <Certification bodies>

Logos of certification bodies including: TÜVRheinland, UL, JET, and JQA.

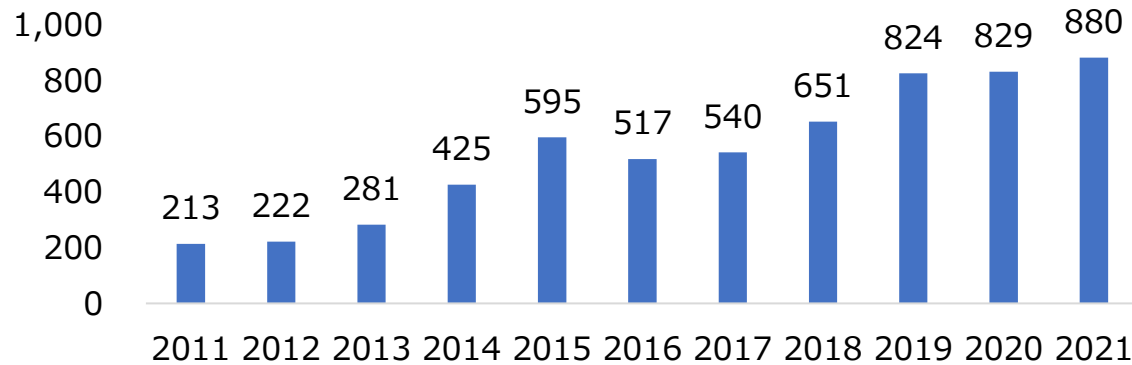
## <Universities and Research Institutes>

Logos of universities and research institutes including: ORIST (地方独立行政法人 大阪産業技術研究所 - Osaka Research Institute of Industrial Science and Technology), LIBTEC, 京都大学 (KYOTO UNIVERSITY), 産総研 (産総研 - 国立研究開発法人 産業技術総合研究所), 大阪公立大学 (Osaka Metropolitan University), and 大阪大学 (OSAKA UNIVERSITY).

## Strength

Concentration of life science companies and research institutes  
Medical equipment production value on the rise

Medical equipment production value in Osaka (billion yen)

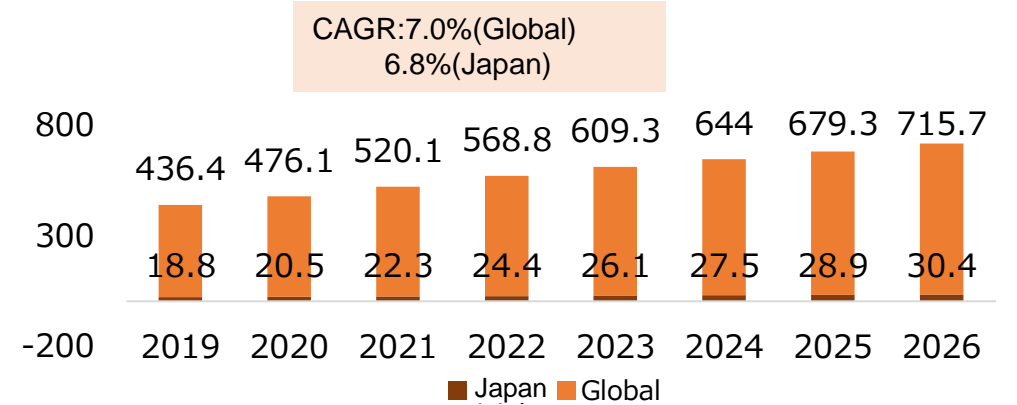


Source : Ministry of Health, Labour and Welfare (MHLW) "Statistics of Production by Pharmaceutical Industry"

## Opportunity

In the expanding global bio-industrial market  
Osaka companies are expected to play an active role

Global bio-industry market size (billion USD)



Source : METI "The 'Fifth Industrial Revolution' pioneered by biotechnology" (Feb. 2021)

◆ Numerous advanced initiatives by companies and research institutes in Osaka and Kansai

◆ Cutting-edge initiatives at Expo Osaka, Kansai venue  
Aiming to use the Expo as an opportunity to contribute to the world in the fields of health and medicine

(\*1) "Moving heart" to be the highlight of the Expo, to be exhibited in Osaka Pavilion, utilizing iPS cells.  
<https://news.yahoo.co.jp/articles/f5b30ba83112bf82b4ddeb4ad044325e715c4678> (Reference 2024-05-20)

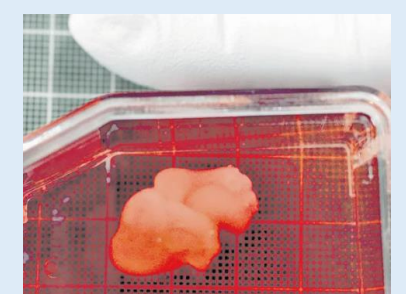
(\*2) Prototype model of "iPS Heart" unveiled...Pasona will exhibit at Expo Osaka, Kansai  
<https://www.yomiuri.co.jp/expo2025/20240426-OYO1T50050/> (Reference 2024-05-20)



▲ Rotational floating culture system for 3D culture of iPS cells, etc.



▲ cardiomyocyte sheet (※1)



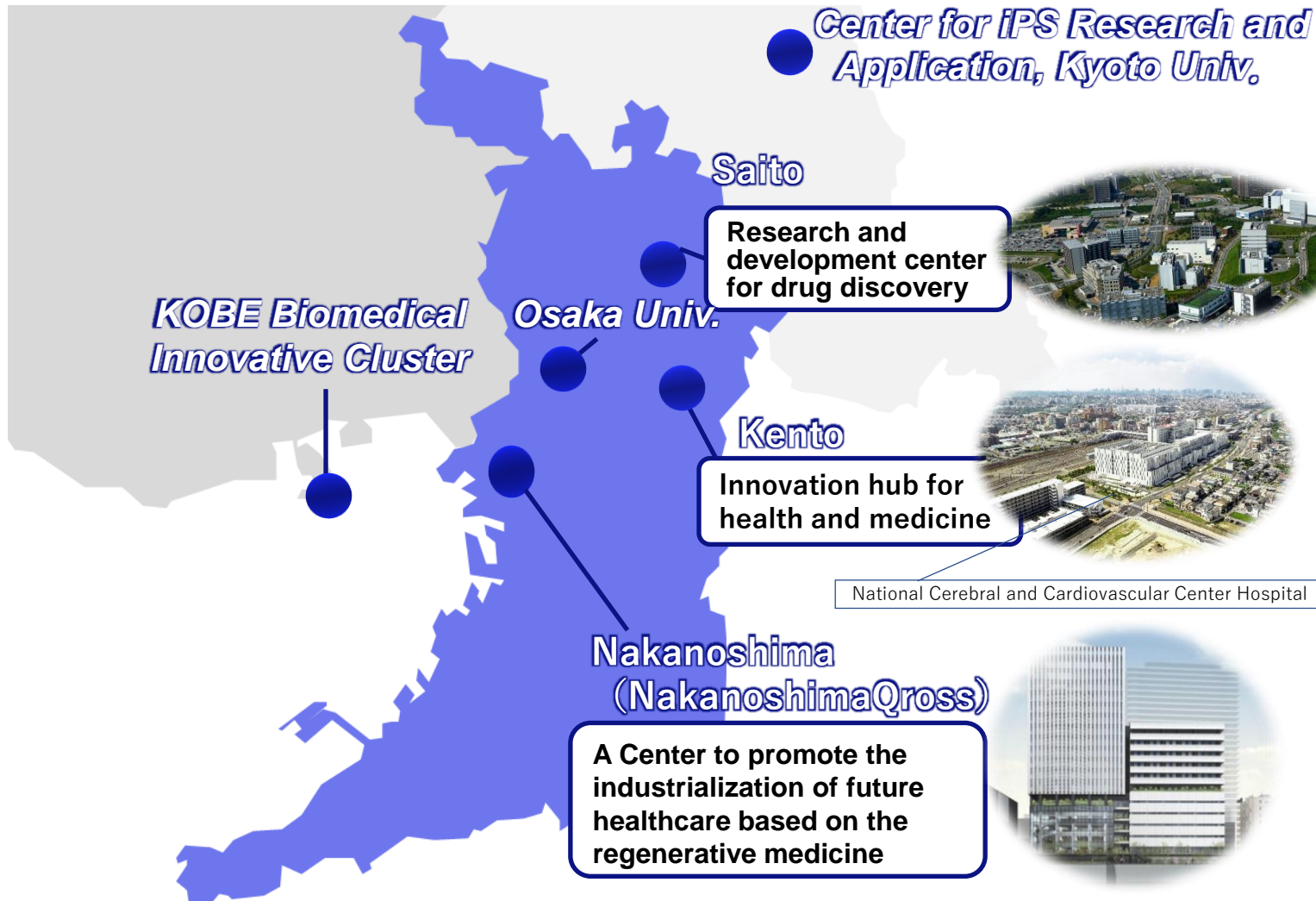
▲ Prototype "iPS heart" (※2)





# Main bases and companies in Life Science

- ◆ Currently Osaka-Kansai is **home to the universities and research institutions** that have led the world in the fields of iPS



Life science companies etc. in Kansai

Pharmaceuticals		medical equipment manufacturers
Sumitomo Phama	SHIONOGI	NIPRO
Kobayashi Pharmaceutical	Mitsubishi Tanabe Phama	OMRON
ROHTO	ONO PHARMA	SYSMEX
FUSO Pharmaceutical Industries	Santen	SHIMADZU

R&D Centers & Core Institutions
Pharmaceuticals and Medical Devices Agency(PMDA)Kansai Branch
Japan Agency for Medical Research and Development(AMED)West Japan Office
Center for iPS Cell Research and Application Foundation, Kyoto University
Saito Life Science Park
KOBE Biomedical Innovative Cluster
Institute of Physical and Chemical Research(RIKEN)

# Inbound Tourism

## Strength

The number of foreign visitors to the pre-Corona  
Eight consecutive years of growth until 2019



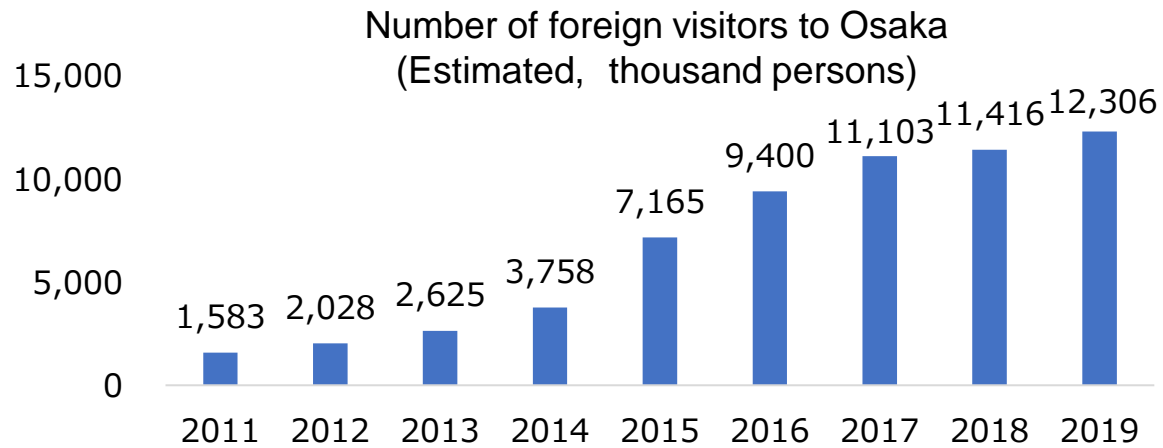
Streetscape of the southern area of Osaka (Minami)



Kushikatsu



Universal Studios Japan



Source : Osaka Prefectural Government "2022 Naniwa economic data"

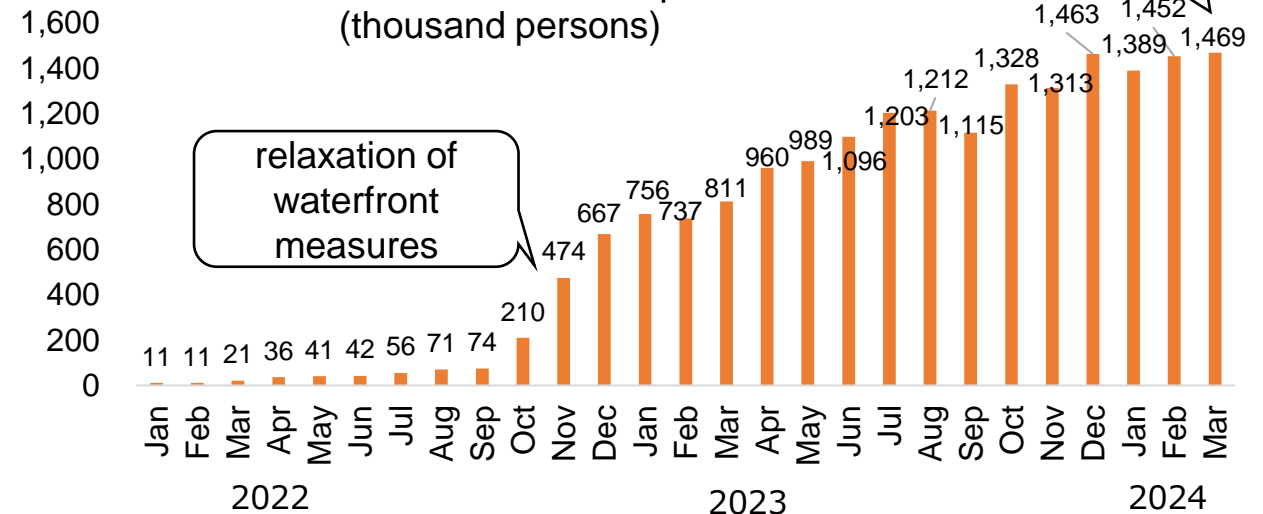
**Target: Number of foreign tourists coming to Osaka:  
15 million (2025)**

## Opportunity

Covid19 is converging and inbound traffic is expected to revive.

Due to the relaxation of the Japanese Government's waterfront measures in October 2022, foreign visitors to Japan are on the rise

Number of foreign passengers at Kansai International Airport  
(thousand persons)



Source : "Kasai International Airport Osaka International Airport, Kobe Airport, Utilisation status" (Apr. 2024)

# World Renowned Enterprises from Osaka

- ◆ Many Osaka companies have been operating their business worldwide in a variety of fields, as well as Carbon Neutrality and life-science fields.



Ono Pharmaceutical

Takeda Pharmaceutical



Nissin Foods



Connect with Innovation

# Our Efforts to Create a Better Society

- ◆ “Osakans,” with their innate innovative nature, have created many new social systems and products to make the world a better place

Dojima Rice Market

The world’s first futures trading market



Instant noodles that changed the world’s food culture



The industry's first cell phone equipped with a camera that allows users to send photos taken via e-mail



Automatic ticket gate



Conveyer-belt sushi bar



# Expo 2025 Osaka-Kansai

Theme: Designing Future Society for Our Lives

Concept: People's Living Lab

Period: Sunday, 13 April to Monday, 13 October 2025; 184 days

Projected number of Visits : Approx. 28.2 million

Venue: Yumeshima Island (Osaka City)

Site area: 155ha

Economic effect : Approx. 2.9 trillion yen



Provided by: Japan Association for the 2025 World Exposition

# Expo 2025 Osaka-Kansai

- ◆ At Expo 2025 Osaka-Kansai, new technologies such as carbon neutrality, life sciences and flying cars will be demonstrated and lead to social implementation.

**Carbon Neutral technology such as hydrogen energy will be demonstrated**



© Adobe Stock

**Using iPS cells, etc. Practical application of regenerative medicine**

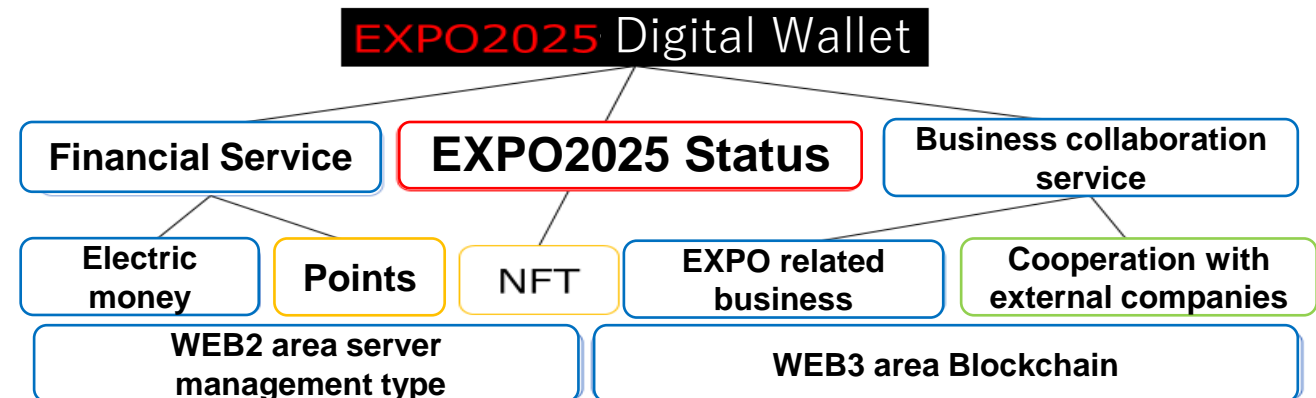


**Realize the operation of “Flying Cars”**



image

**Introduction of 'cashless payments'.**



# Expo 2025 Osaka-Kansai

- ◆ Osaka Prefecture and Osaka City will exhibit at the local pavilion 'Osaka Healthcare Pavilion Nest for Reborn'.
- ◆ Osaka's industries, universities and municipalities gather their wisdom and ideas to create new values for the future society from the perspective of 'life' and 'health'.



# Nakanoshima Qross (an international hub for future medical care)

- ◆ Grand opening scheduled for June 29, 2024
- ◆ A unique industrialization base for future medical care, where medical institutions, companies, startups, support organizations, etc. gather under one roof.
- ◆ Collaboration not only with Osaka/Kansai, but also with other bases throughout Japan.  
Looking ahead to the Osaka-Kansai Expo in 2025, we will disseminate to the world the industrialization and practical application of future medicine under an all-Japan structure.

## 【Facility exterior (image)】

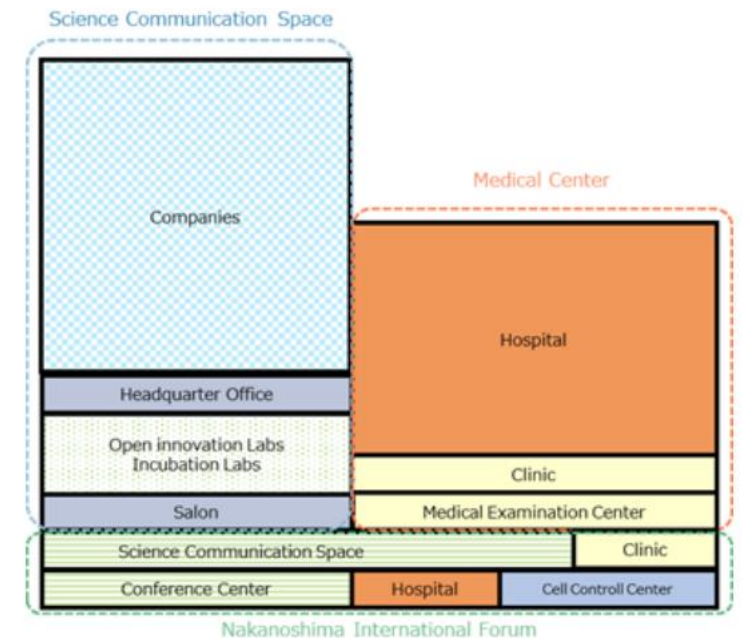


From Nakanoshima Qross HP



From Nakanoshima Qross HP

## 【Facility configuration (cross-section image)】



Nakanoshima International Forum

From the Osaka Bio-Headquarters Office HP



# UMEKITA Project 2nd Stage (GRAND GREEN OSAKA)

- ◆ Redevelop around Osaka Station, the largest terminal area in western Japan, planning to construct high-grade accommodations, condominiums, innovation facilities, etc.
- ◆ The concept of urban development : 'MIDORI (Green)' and 'Innovation' in Harmony
- ◆ Advance opening of a portion of the area is scheduled for September 2024, full completion of the project is scheduled for FY2027
- ◆ University research institutes and various size companies will move in to create a cluster of innovations "JAM BASE" is scheduled to open

## 【Image of the completion】



©GRAND GREEN OSAKA developers

## 【"JAM BASE" (image)】



©GRAND GREEN OSAKA developers

# Development of a startup ecosystem

- ◆ Led by the Osaka Industrial Bureau, which is responsible for the economic policies of Osaka Prefecture and City, we provide various support measures for startup companies, including financing, acquisition of human resources, and overseas expansion.

Startup event "Hack Osaka"

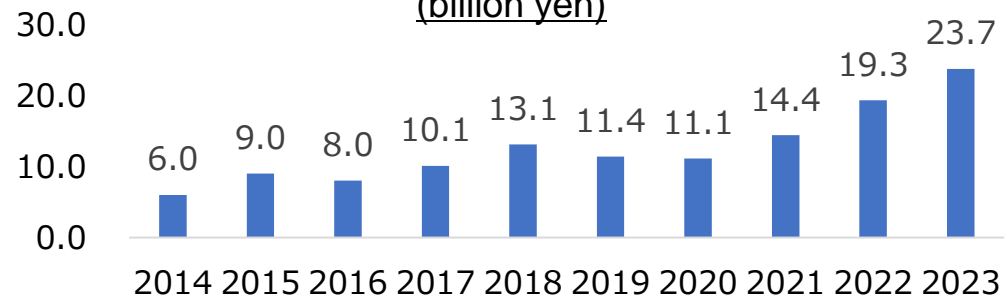


Acceleration Program "KI·DO·U"



Provided business funding and 6 months of hands-on support to 5 startups focusing on life science/healthcare, carbon neutrality, and Web 3.0

Start-up funding in Osaka Prefecture  
(billion yen)



Number of university-launched ventures  
by region

Area	FY2020	FY2021	FY2022	vs FY2021
Hokkaido/Tohoku	277	278	320	115%
Kanto	1,404	1,638	1,950	119%
Chubu	181	214	252	118%
Kansai	569	613	697	114%
Chugoku/Shikoku	184	218	226	104%
Kyushu/Okinawa	267	295	309	105%

Source : INITIAL, 2023年 Japan Startup Finance

Source: METI Industrial Technology Survey 2022

# Current status of startups from Osaka

Number of startups created



(4 years until 2023)

Source: Osaka Prefecture "New strategies for revitalizing and growing Osaka "(July, 2024)

Number of listed companies in Osaka



(4 years until 2023)

Source : JAPAN EXCHANGE GROUP HP

amount of funds raised



(2023)

Source : Japan Startup Finance 2023

More than double that of 2020

This text is enclosed in a red speech bubble with a white border, pointing towards the '24 billion yen' figure.

# Integrated Resort (IR)

- ◆ Constructing a complex facility that includes international conference/exhibition halls, hotels, entertainment facilities and a casino, etc. on Yumeshima Island, Osaka.
- ◆ Established and operated by Osaka IR Co., Ltd.(MGM Resorts Japan LLC ORIX are core shareholders)
- ◆ Getting the approval of the site development plan from the national government in April, 2023.



(Source: IR Area Development Plan)

Size	<p>Site area : Approx. 492,000 m<sup>2</sup></p> <p>Total floor area of the facility: Approx. 770,000 m<sup>2</sup></p> <p>MICE : International conference hall (the largest conference room capacity: over 6,000 people) Exhibition hall: (exhibition area: 20,000 m<sup>2</sup>)</p> <p>Number of guest rooms : Approx.2,500 rooms</p> <p>Casino: Gaming zone is limited to within 3% of the total floor area</p>
Estimated annual number of visitors	<p>Approx. 20 million</p> <p>(From Japan: Approx.14 million; From overseas: Approx.6 million)</p>
Scheduled opening date	<p>Fall of 2030</p> <p style="text-align: right;">* in the case of the fastest progress</p>
Impact on the economy	<p>During construction: Approx. 1.91 trillion JPY</p> <p>After opening : Approx.1.14 trillion JPY a year</p> <p style="text-align: right;">*Kansai area</p>

# Why Global Financial City ?

<Assignment>

Growth of Osaka  
(Kansai)  
companies

Solving social  
issues

Improving  
convenience for  
residents

**【Global city that develops  
by leveraging finance】**

Strengthening financial functions

Attracting human  
resources/companies/funds from  
Japan and abroad

Startup development

Improving financial resilience

Cultivating an investment  
mindset

**【Front-running city in  
finance】**

Utilization of innovative  
technologies such as Fintech

**Building a regional economic  
ecosystem through the  
participation of diverse players**

Creation of new business by  
diversifying growth financing

Establishment of BCP bases

Enhancing financial literacy  
education and developing  
financial technology human  
resources

Accelerate development of new  
services and products

**Toward the Realization of a Global Financial City**

# Vision for Promoting a Global Financial City

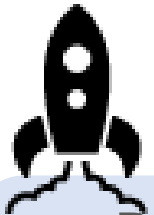
## Osaka industries/projects

Life Science

Carbon Neutral

Start-up

Tourism



Projects that will serve as catalysts

Expo 2025

Urban Development

IR

Economic growth in Osaka and Kansai to solve the world's problems

Accelerate initiatives with the power of finance

- Accumulate human resources/companies/funds in Osaka
- Investment in industries and projects in Osaka
- Developing a new Fintech business from Osaka

# Promoted by All Osaka

---

「The Global Financial City OSAKA Promotion Committee」

## Economic Groups

Kansai Economic Federation,  
The Osaka Chamber of Commerce and Industry,  
Kansai Association of Corporate Executives

## Administration

Osaka Prefecture,  
Osaka City



## Private companies etc.

(27 companies)

Banks, Securities companies  
Insurance companies, Universities, etc.

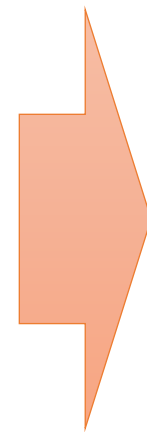
# Strategy Period and Goals

The strategy's target year is 2050, which is the carbon neutral target year. The period up to fiscal year 2025 will be for building a foundation (Active Stage Phase 1). To move forward with our strategy, we have set strategic goals that utilize KPIs.

## Output goal

**Number of consultations at the Osaka Global Finance One-Stop Support Center**

**Achieve an average of 100 companies per year by FY2025**



## Outcome goal 01

**Number of foreign financial companies (including FinTech), investors, etc. recruited**

**Recruit 30 companies by FY2025**

## Outcome goal 02

**Number of unicorns, start-ups, university-launched ventures created**

\*KPIs for startup ecosystem global hub city

**Generate 3 unicorn companies and 300 start-ups (of which 100 are companies launched at universities) by FY2024**



# Proposal for 『Special Zone for Challenges to Realize a Future Society』

- ◆ In order to attract investment, companies, and human resources from around the world and conduct business activities smoothly, we will realize regulatory reforms in line with global standards, etc., and build an ecosystem centered on finance to support challenges in growth industries, etc.
- ◆ We will realize a "future society," which will lead to sustainable growth of local economies and improvement of the lives of prefectural residents, as well as contribute to solving global issues.

## 【Concept of proposal】

I . Make it easier to enter from overseas



II . Make it easy to get started in business and life



III . Make it easier to develop your business



IV . Revitalize the activities of companies in Osaka  
Improve asset formation of prefectural residents

### 【Deregulation, etc.】 23 items

- ✓ Establishment of investor visa
- ✓ Promote the opening of bank accounts for companies entering the market
- ✓ Simplification of administrative procedures, digitalization, English language support, etc.

### 【Taxation measures】 7 items

- ✓ Reduction of corporate income tax (national tax)
- ✓ Reduction in individual taxation of fund managers, etc. and others

# We support Financial Companies in Expanding Your Operation Base in Osaka

## One-Stop Support Center

Information and support for financial procedures in line with the Japanese legal systems



Referrals to financial experts, government agencies, lawyers, etc.



Referrals to organizations related to housing, medical care, education, etc.



# We support Financial Companies in Expanding Your Operation Base in Osaka

## Incentive

### ▶ Subsidy for the establishment of bases

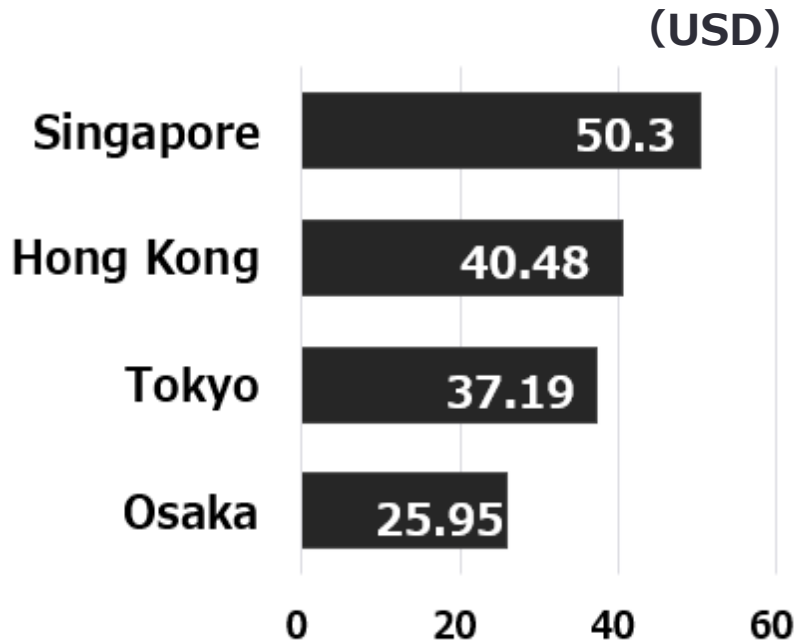
- Total amount of office rent, initial expenses, etc. (up to About 1,100,000JPY ≒ 8,000USD)
- Half of the total amount of office rent, initial expenses, purchase of equipment, consultation fees for experts, and recruitment expenses (up to about 10,000,000JPY ≒ 70,000USD)

### ▶ Tax Incentives \*Only in Osaka Japan

For companies expanding into Osaka City by FY 2025, the year of the Expo 2025 Osaka Kansai, corporate inhabitant tax and corporate business tax will be exempted for up to 10years!!

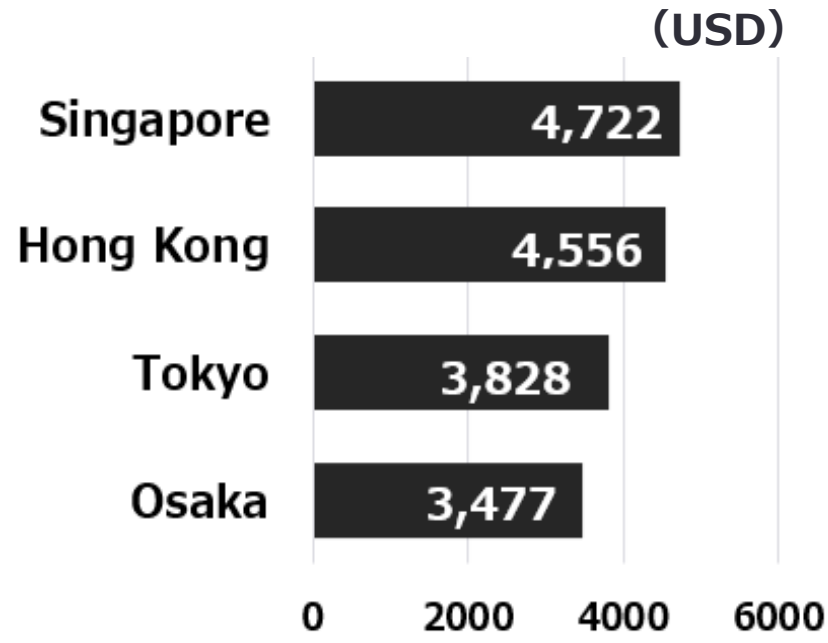
# Osaka's Attractiveness for Lifestyle

## ◆ Monthly rent for resident



[Monthly Rent (USD/m<sup>2</sup>, 2023)]

## ◆ Average Wages



[Monthly wages(US dollar/month,2023  
\*Singapore: 2022)]

## ◆ Highly ranked as one of the world's livable cities (2023)

1	Vienna, Austria
2	Copenhagen, Denmark
3	Melbourne, Australia
4	Sydney, Australia
5	Vancouver, Canada
6	Zurich, Switzerland
7	Calgary, Canada
7	Geneva, Switzerland
9	Toronto, Canada
10	<b>Osaka, Japan</b>
10	Auckland, New Zealand

Source: The Economist, 2023

Source: JETRO Website, <https://www.jetro.go.jp/world/search/cost.html>

# Thank you!

<Global Financial City OSAKA's website  
and official social media>

