

An aerial view of the Osaka skyline, featuring numerous skyscrapers and modern buildings. A river flows through the city, with several bridges crossing it. The sky is clear and blue. The text is overlaid on a semi-transparent blue banner.

# Toward the Realization of Global Financial City OSAKA

Osaka Prefecture & Osaka City  
October 17, 2024

# Osaka – Origin of Futures Trading

- ◆ **Rice Futures trading started in Dojima, Osaka in 1730.**
- ◆ This was **the world's first** systemized futures trading.
- ◆ Despite its subsequent abolishment in 1939, the system resumed in 2024 in the form of **rice index futures trading.**



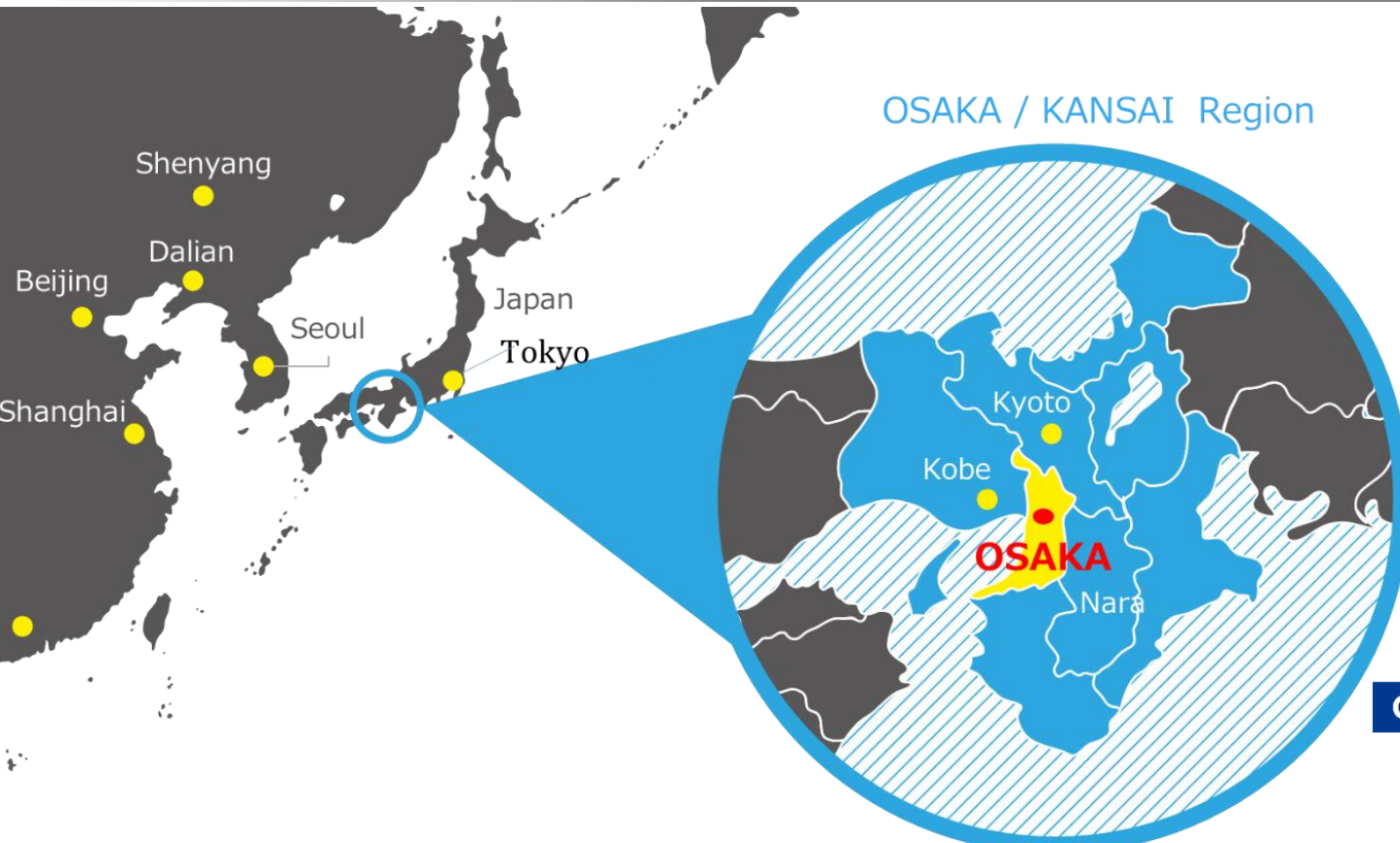
The world's first  
futures trading market  
(Dojima Rice Market)



Monument "Hitotsubu no Hikari (A Grain of Light)"  
(by Tadao Ando, Architect)

Source : Website of JPX, Inc.

# Location



## Osaka

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

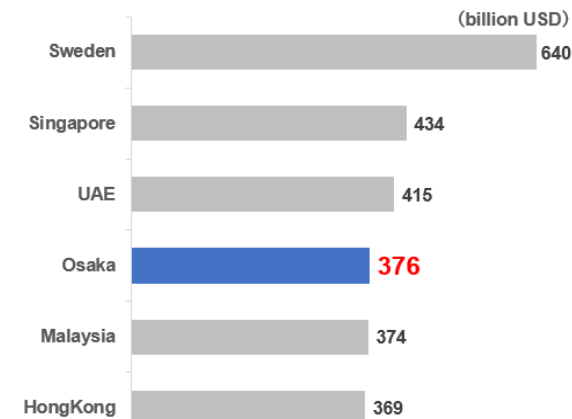
## Kansai

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

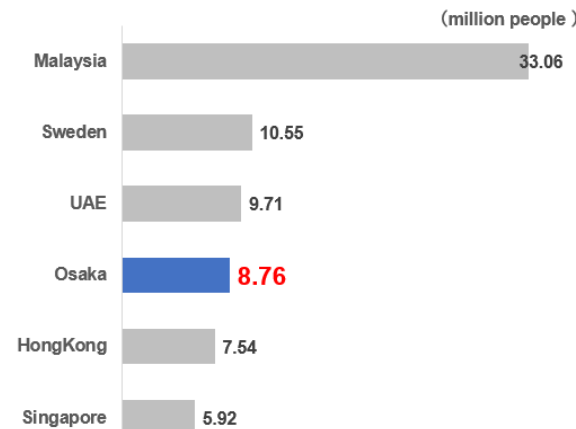
Kansai: Shiga Prefecture, Kyoto Prefecture, Osaka Prefecture, Hyogo Prefecture, Wakayama Prefecture, Nara Prefecture



### GDP



### Population

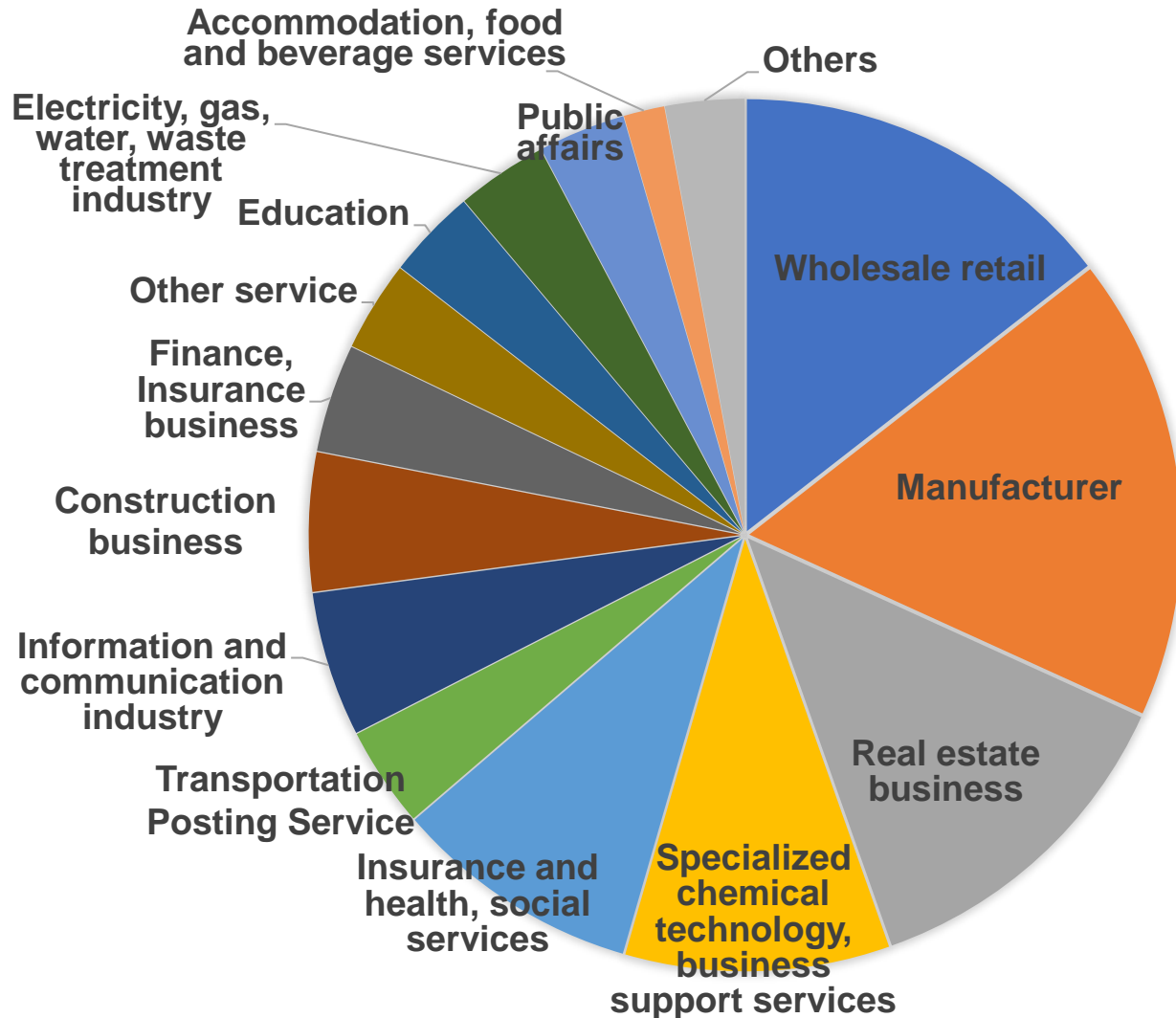


Source: IMF "GLOBAL NOTE"

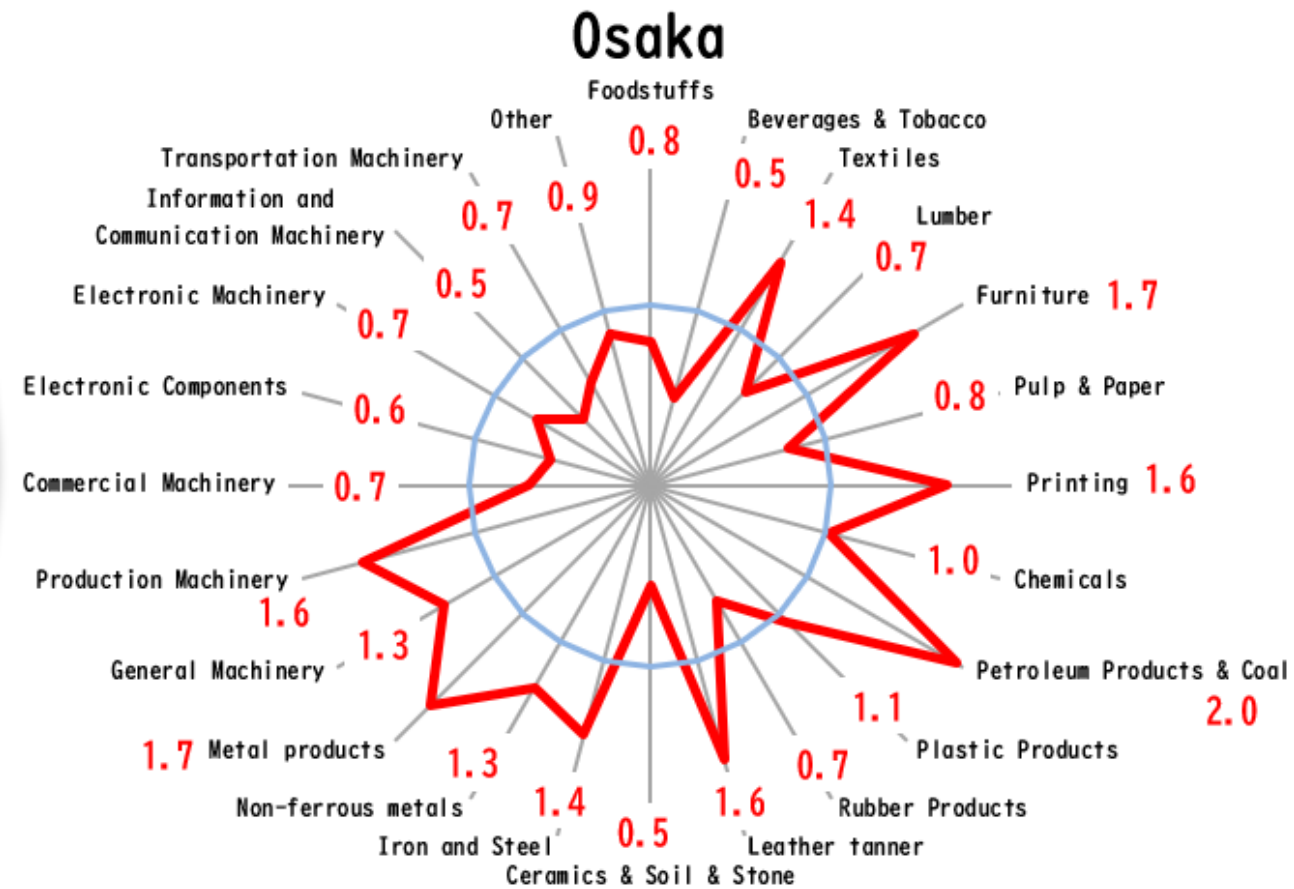
Ministry of International Affairs and Communications "Population Estimates"

# Osaka Industry

**Osaka prefecture industry nominal GRP (2020)**



**Osaka prefecture special coefficient for manufactured goods shipments, etc. (2020)**



Source: Osaka Prefecture "Naniwa Economic Data 2023"

# 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.

**TEIJIN**



Ono Pharmaceutical



**Iwatani**

**Panasonic**

**SHARP**



Nissin Foods

**SUNTORY**



**TOYOTO**  
Beyond Horizons

**Kubota**

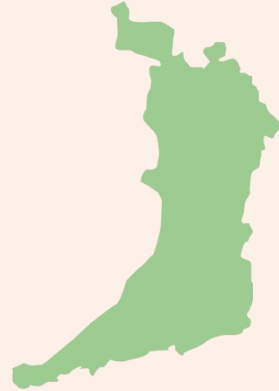
 **住友電工**  
Connect with Innovation

**CAPCOM**<sup>®</sup>

# Osaka's Industrial Strengths and Catalyst Projects



**1. Carbon  
Neutrality**



**2. Life Science**



**3. Inbound  
Tourism**

## Jumpstart Projects



1

Expo 2025  
Osaka-Kansai



2

Urban  
Development



3

Integrated  
Resort



4

Start-Up  
Ecosystem



5

Global  
Financial City

# Industries relating to Storage Batteries, Hydrogen and Fuel Batteries in Osaka

## <Major companies>



## <Test labs>



## <small and medium businesses>



## <Certification bodies>



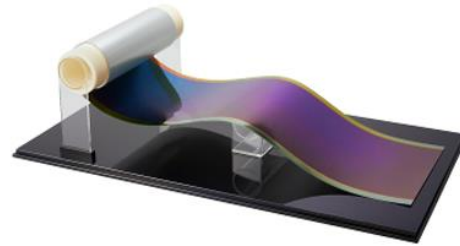
## <Universities and Research institutes>



# Technologies that Contribute to Carbon Neutrality

## Perovskite Solar Cell (PSC)

- ◆ PSC implementation is progressing both inside and outside the Expo site, including the bus terminal roofs within the Expo grounds and the Umekita Station square.



Source : News release from SEKISUI CHEMICAL, Co. LTD



Within the venue, Bus shelter at the West Gate Transportation Terminal

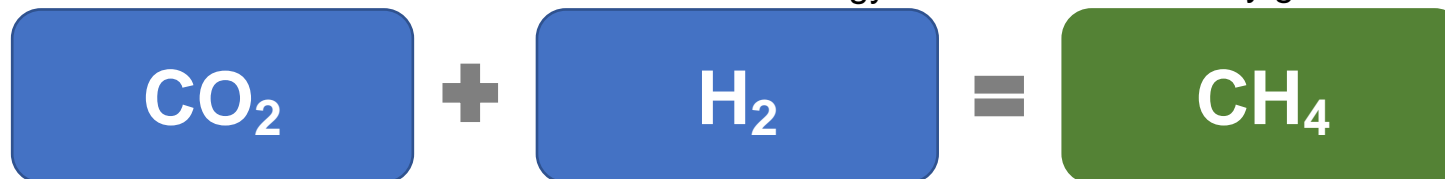
## Methanation

- ◆ Companies based in Osaka are conducting plant construction, etc. for experimental research, aiming for early implementation.

CO<sub>2</sub> captured in the air

H<sub>2</sub> stemming from renewable energy

Main raw material of city gas



Created based on the website of Daigas group



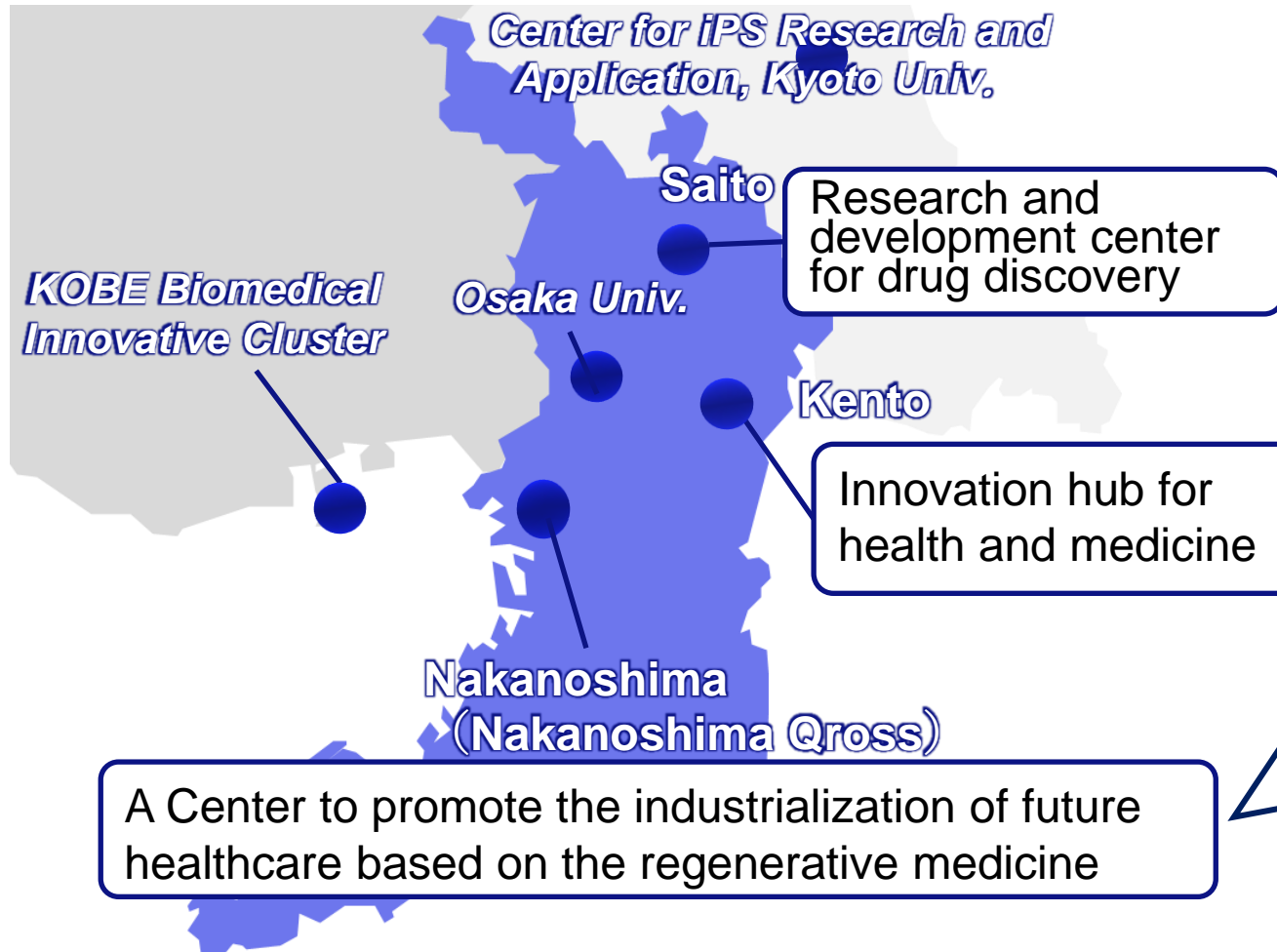
Methanation Demonstration Facilities

Source : Daigas group press release



# Main Bases and Companies in Life Science

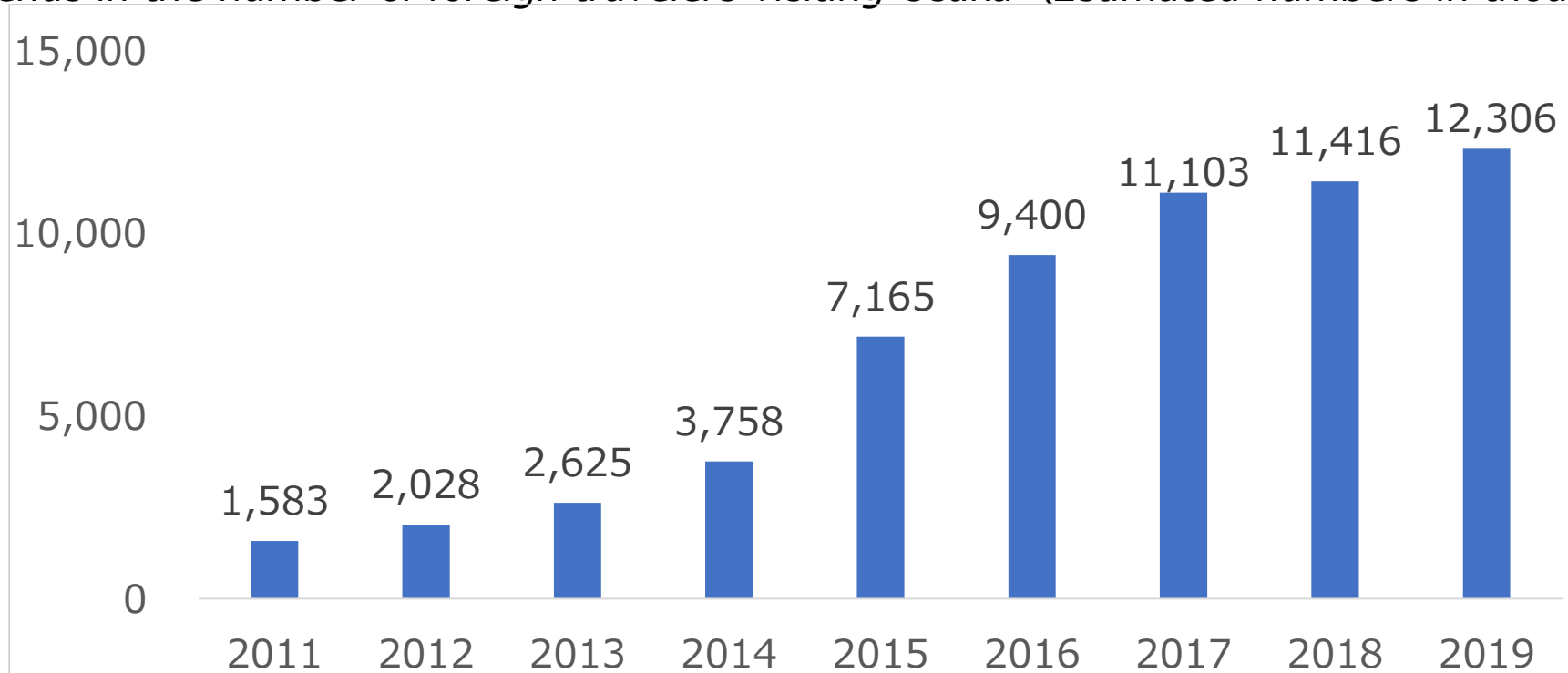
- ◆ Unparalleled hub where medical institutions, companies, startups, and support organizations gather under one roof
- ◆ Nakanoshima Qross had its grand opening on June 29, 2024



# Inbound Tourism

- ◆ The number of foreign visitors to Osaka in 2024 is expected to reach 14 million
- ◆ Target number of foreign travelers visiting Osaka: **15 million** (by 2025)
- ◆ Kansai International Airport, in order to respond to the further increase in foreign tourists due to events such as the Expo 2025 Osaka-Kansai, reached an agreement with local residents/entities to introduce new flight paths necessary to expand the annual departure and arrival slots.

*Trends in the number of foreign travelers visiting Osaka (Estimated numbers in thousand)*



Source : "Naniwa Economic Data 2023" by Osaka Prefecture



©Osaka Convention & Tourism Bureau  
Cityscape of Minami



©Osaka Convention & Tourism Bureau  
Kushi-katsu  
(Deep-fried skewers)



Universal Studios in Japan

# The Osaka-Kansai Expo in 2025 - 178 days to go!



出典 2025年日本国際博覧会協会

## Theme

**Designing Future Society for Our Lives**  
(いのち輝く未来社会のデザイン)

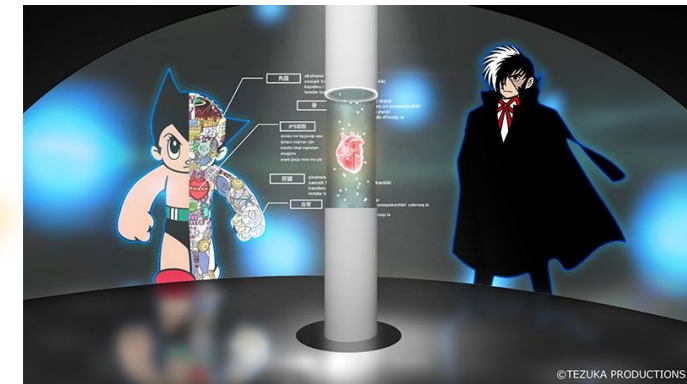
## Concept

**People's Living Lab**  
(未来社会の実験場)

- Period : **April 13, 2025 – October 13, 2025 (184 days)**
- Venue : **Yumeshima (Osaka Bay Area)**
- Est. # of visitors : **approx. 28.2 million (3.5 million from overseas)**
- Theme Weeks : **8 weeks including Health and Well-being Week**
- Countries, regions, and int'l organizations that indicated participation : **161 countries/regions and 9 int'l organizations**



Demonstration of "Flying Cars"



Using iPS cells, etc. Practical application of regenerative medicine ("iPS Heart")

# Osaka Healthcare Pavilion

- ◆ As a participatory pavilion, we will bring together the wisdom and ideas of All-Osaka to create new values for the future society from the perspectives of ‘life’ and ‘health,’ while conveying Osaka’s vitality and charm to people around the world.



**Osaka Healthcare Pavilion**

Provided by: 2025 Japan International Exposition  
Osaka Pavilion Promotion Committee

## ■ Theme of the Exhibition **REBORN**

- The meaning of the word is “**people can be reborn**” and “**taking a new step forward.**”
- The “**Reborn Experience Route,**” an exhibit based on this theme, will feature hands-on exhibits about healthcare and cities of the future.

## ■ ”Exhibition Zone”

- Every week during the 26-week Expo period, visitors will see an exhibition on a different theme.
- **Over 400 outstanding small and medium-sized enterprises and startups in Osaka** are scheduled to exhibit.

### *Examples of startup exhibitions*

- Development of **self-glowing plants as potential next-generation light sources**
- Development of **technology for the practical use of laser fusion energy**
- Development of **AI for automated inspection in manufacturing sites**



Provided by: 2025 Japan International Exposition  
Osaka Pavilion Promotion Committee

# UMEKITA Project 2nd Stage (GRAND GREEN OSAKA)

- ◆ 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



Source : GRAND GREEN OSAKA HP

## Core Functions

### <JAM BASE>



Source : JAMBASE HP

大阪大学  
THE UNIVERSITY OF OSAKA  
みらい創発 hive



**Root**  
Ritsumeikan  
Osaka-umekita  
Open innovation  
Terrace

**JAFCO**



THE SEED

SAKURA internet

MONEX  
Ventures

## Office

 **SHIONOGI**

For Earth, For Life  
**Kubota**

**FUJITSU**

**HONDA**  
The Power of Dreams

# Big Projects are Drawing Attention

Expo 2025, Osaka-Kansai  
(April - October, 2025)



Umekita 2<sup>nd</sup> stage Development  
(2027- (Advance opening of part of the area  
in September, 2024) )



Development of the eastern  
part of Osaka Castle (2028-)  
(The Osaka Public University  
Morinomiya Campus opens in Autumn, 2025)



Integrated Resort (IR)  
including casinos, etc. (2030-)



Opening of a new metro line:  
Naniwasuji Line (2031-)



Redevelopment of Shin-  
Osaka Station Area



# Current Status of Startups from Osaka

Number of  
startups created



(4 years until 2023)

Source: Startup Ecosystem Consortium,  
"Sep. 2023 Report Document."

Number of  
listed companies in Osaka



(4 years until 2023)

Source : JAPAN EXCHANGE GROUP HP

Amount of funds raised



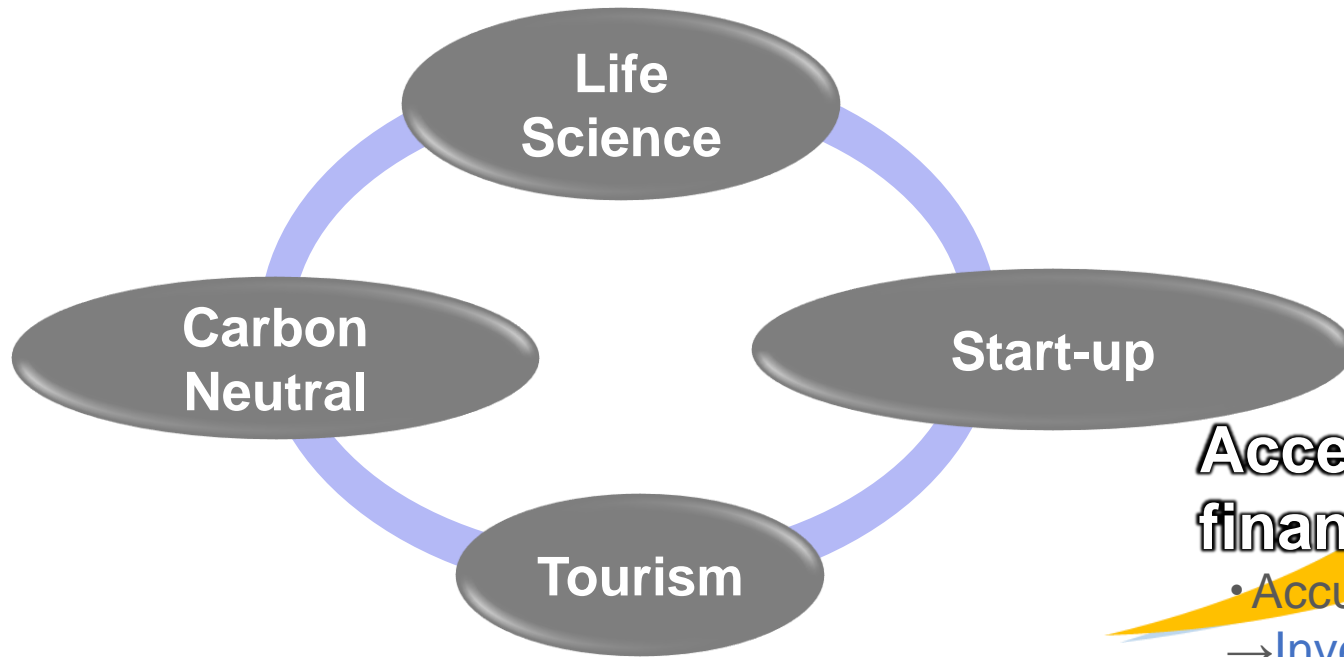
(2023)

Source : Japan Startup Finance 2023

More  
than  
double  
that of  
2020

# Vision for Promoting a Global Financial City

## Osaka industries/projects



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

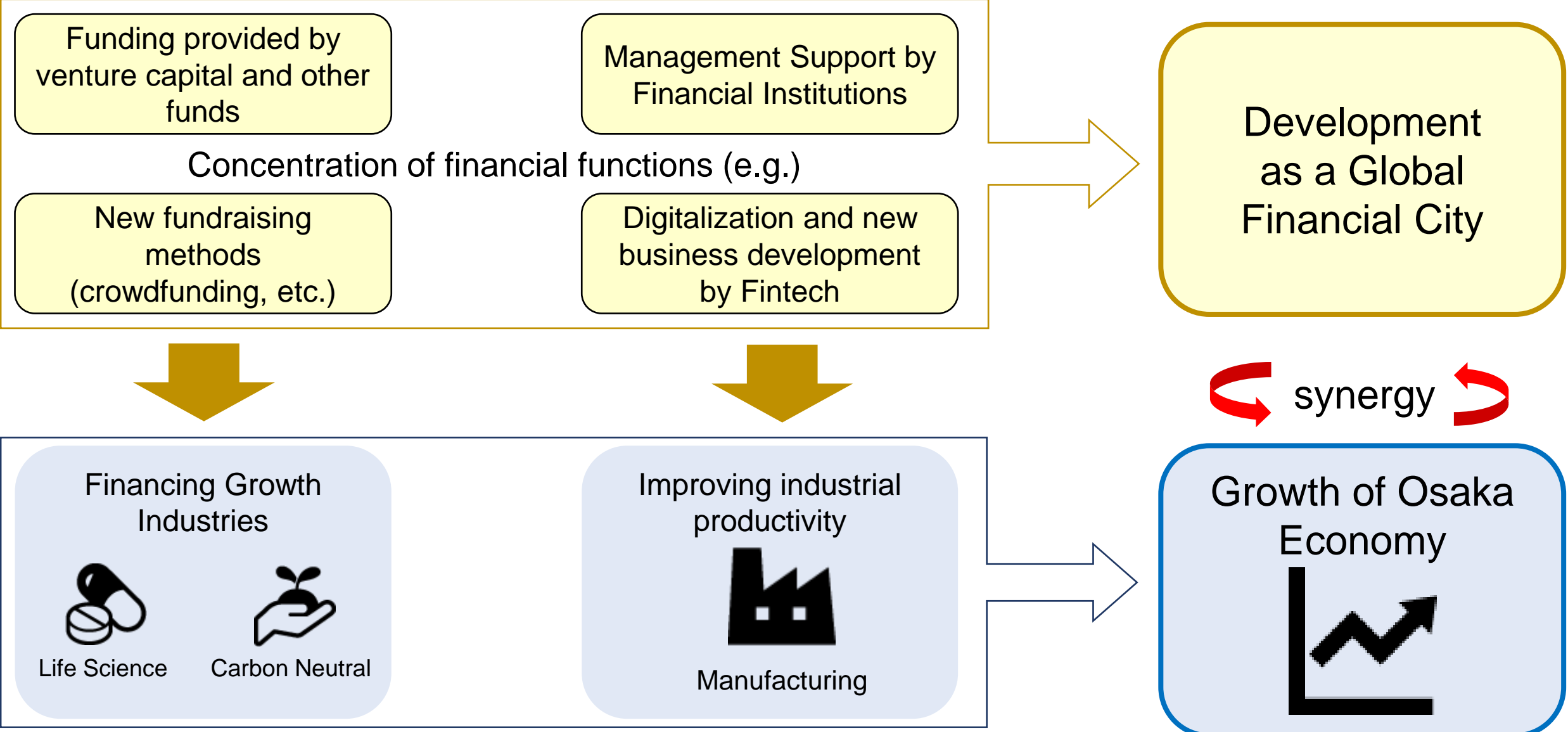
## Image of the City Osaka Aims to Be

**Global city that develops by leveraging finance**

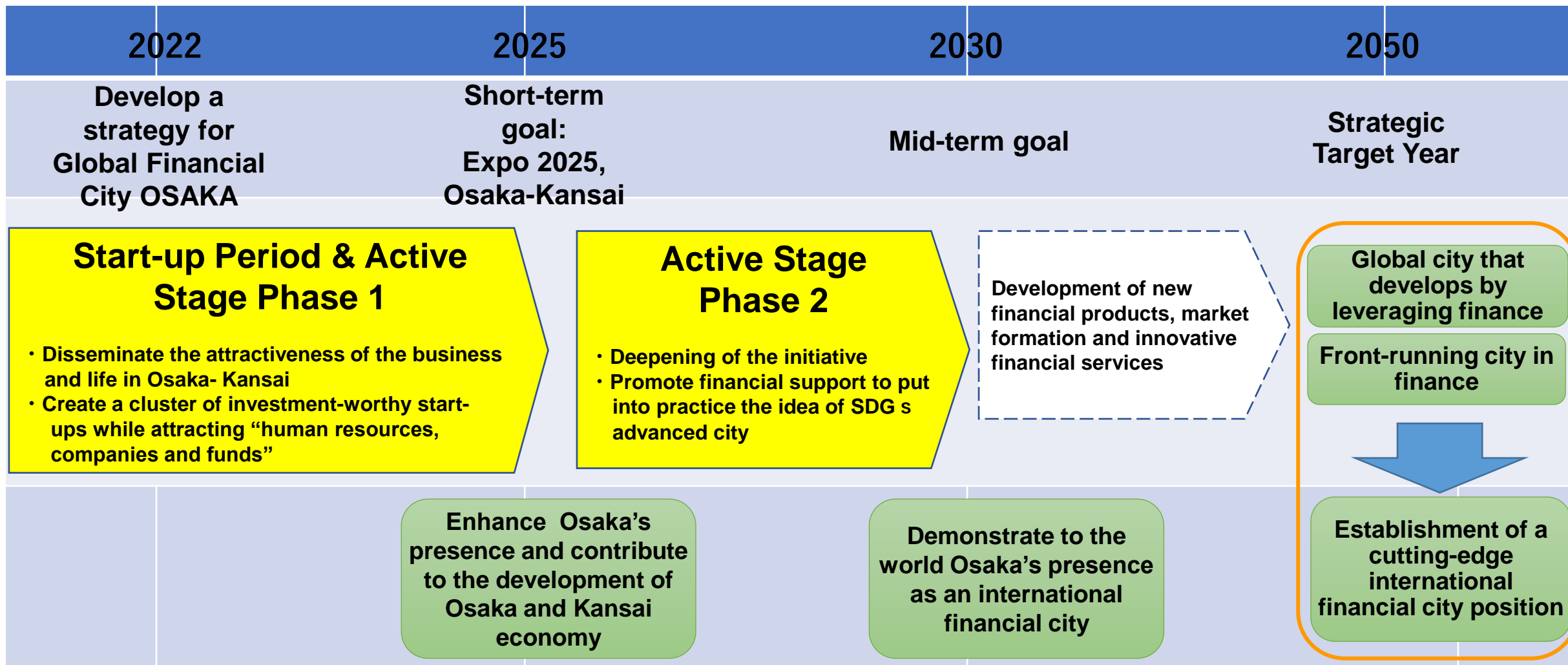
**Front-running city in finance**



# Developing Osaka through the Power of Finance



# Strategy Period



# Strategic Goals and Progress Status

## Outcome goal

The number of foreign financial companies (including FinTech) Investors, etc.

**Recruit 30 companies by FY2025**

Supports required for base establishment in Osaka by financial companies

One-stop Support Center

Exemption of Corporate business tax

Subsidy

Business Matching

Prepare business & dwelling environment

## Examples of Companies that have expanded into Osaka (15 companies as of July 31, 2024)

### Asset Management Business・Financial Instruments Business

BainCapital

ODX  
Osaka Digital Exchange Co., Ltd.

AMFC

THE SEED

MorganStanley MUFG

### Fintech

LayerX

SpaciaNet

TicketMe

TRINITY  
TECHNOLOGY

HashPort

sasuke  
financial lab inc.

alteryx

### Other

FINTECH ASSOCIATION OF JAPAN

SOURCING BROTHERS

彰化銀行

# Support from Osaka Prefecture and Osaka City

## ◆ Provide various support as a municipality to build a regional economic ecosystem in Osaka through finance

### ■ One Stop Support Center

- Free consultation and support for foreign financial enterprises for base establishment
- One-stop consultation handling issues ranging from professional needs such as financial licenses to daily life-related issues such as housing, education and medical services.

### ■ Business Matching

- Introduction of investees and collaboration partners to foreign financial companies with cooperation of companies that have networks with Osaka-based companies (hub companies), which leads to creation of new businesses.

### ■ Corporate Local Tax Reduction

- Prefectural Inhabitant Tax on Corporations and Business Tax on Corporations are reduced for up to 10 years for foreign financial companies engaged in asset management, etc. (asset management or FinTech)

### ■ Subsidy

- Subsidizing expenses for conducting a preliminary survey or establishing a base, for foreign financial companies etc. to establish a base in Osaka City.
  - Preliminary survey: Total amount of expenses, up to a maximum of 1.1 million yen
  - Base establishment: 50% of the total amount of expenses, up to a maximum of 10 million yen

# Osaka as a Hub for Innovative Initiatives

## Security Token Market (START)

◆ In December 2023, the first domestic security token\*-the secondary market opened.

\* Securities, etc. issued using blockchain or other electronic means



### What happens ?

In general, by dividing a large asset into small amounts (small lots) with the blockchain technology, we invite a wide range of general investors for assets that previously could only be invested in by a limited number of investors.

Small investments are available.



### Investees

Currently, real estate\* and traditional products such as corporate bonds and stocks are partly used as investment targets. Going forward, investment targets may expand to various assets and projects, including aircraft and ships, renewable energy power plant development projects, arts such as movies and art, and games.

\*Unlike traditional REITs that invest in numerous properties, this invests in a single or a few properties.

# Osaka as a Hub for Innovative Initiatives

## Listing of “Dojima Rice Average” Rice Index Futures

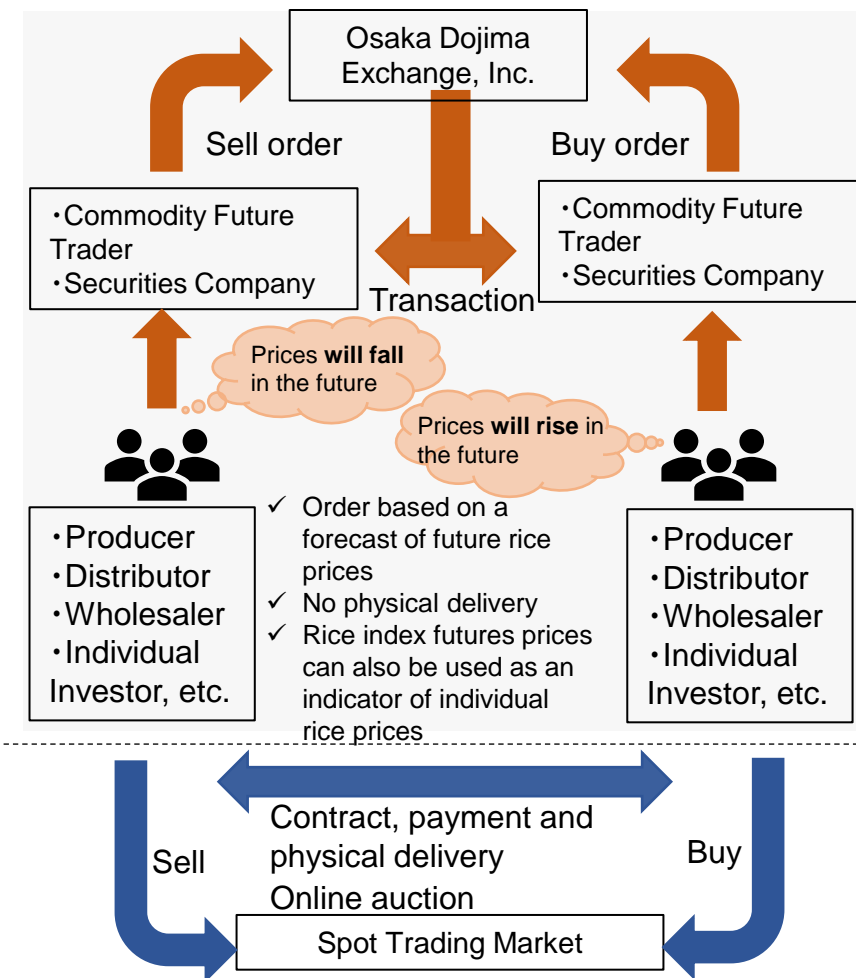
1730 Dojima Rice Exchange

Osaka Dojima Exchange, Inc.

- The world’s first futures trading market was established in Dojima, Osaka.



- “In March 2023, the precious metals market was established (futures trading for gold, silver, and platinum began).”
- In August 2024, futures trading for the average price of over 100 types of rice nationwide began.



- **Fixing future prices** contributes to **forward-looking management and the realization of production that responds to demand**
- Combination with spot trading helps **suppress risks associated with price fluctuations**

# Overview of “Special Zone for Financial and Asset Management Businesses”

## 1. Concept of the region to be realized through “Special Zone for Financial and Asset Management Businesses”

### “Special Zone for Challenges to Realize a Future Society”

【2025大阪・関西万博】



<未来社会の実験場>

<空飛ぶクルマ>



<水素燃料電池船>



- Life Science
- Carbon Neutrality
- Startup

Risk money supply  
Creating innovation

Realization  
of  
“Future  
Society”



©SkyDrive



- Create Global Financial City OSAKA that ranks with the world by attracting asset managers, fintech companies, etc. through **regulatory reforms in line with global standards**, etc.

## 2. Proposals for “Special Zone for Financial and Asset Management Businesses”

【Main proposals (deregulations)】

### I. Facilitate entry from abroad

Enhancement of residence status (Establishment of investor visa, Points-based preferential immigration treatment for highly skilled foreign professionals, etc. ), etc.

### II. Facilitate business start-up and daily life

Support for foreigners to open a bank account, financial license consultation, establishment of a contact point, and simplification/digitization/English-language support for incorporation procedures, etc.

### III. Facilitate business development

Relaxation of requirements for compliance personnel and registration requirements for asset management business  
Relaxation of limitations on the holdings of the voting rights for startups, etc.

### IV. Vitalize business activities of companies in Osaka Improve asset formation for residents in Osaka

Expansion of the scope of investment in VC and funds of public universities, etc.

# Event Information

## ◆ Osaka Finance Forum



**PART 5**

大阪府 OSAKA CITY 大阪市

# OSAKA FINANCE FORUM

- Life Science and Healthcare startups pitch -

Business Matching Event between Start-ups in Osaka/Kansai and Investors such as VCs in Japan/Abroad

Nov.25 (Mon) 4:30 pm ~ 8:00 pm (JST)

## Pitching Start-ups (approximately 10)

 At Co.,Ltd.

 PaMeLa

 SleepWell  
~睡眠科学を手のひらに~

 CogNano

...COMING SOON

- Date: Nov. 25(Mon) 4:30 pm~8:00 pm JST  
(7:30 am~11:00 am GMT)
- Venue: Nakanoshima Qross (in Osaka City)
- Language: English
- Hybrid event(in-person and online)
- Eligible Participants: Investors such as VC interested in business matching with start-ups

Sign up  
here!







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

