

CONTENTS

(INFORMATION)

□ ABENO TENNOJI GUIDEBOOK
RELEASED IN THREE
LANGUAGES!

□ ECONOMIC MISSION TO
MYANMAR, CAMBODIA, AND
THAILAND IN FEBRUARY

=====

1. REPORT ON THE EXHIBITION
“CARE AND REHABILITATION
EXPO CHINA” IN BEIJING

2. RESULTS OF THE EMERGENCY
QUESTIONNAIRE SURVEY ON
MAJOR ISSUES RELATING TO THE
TPP AGREEMENT

3. KANSAI INTERNATIONAL MEISHI
EXCHANGE HELD

4. 15TH OSAKA BUSINESS
NETWORKING CLUB HELD

5. BUSINESS MATCHING HELD
WITH BUYERS FROM THE MIDDLE
EAST: “OVERSEAS MARKET
EXPANSION EVENT FOR MADE-IN-
JAPAN PRODUCTS”

6. OCCI International Division
report on VIP visitors

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○ ABENO TENNOJI GUIDEBOOK RELEASED IN THREE LANGUAGES!

Osaka Chamber of Commerce and Industry’s South District Branch (District Chairman: Keiji Iida, Advisor of Kintetsu Department Store) issued the Abeno Tennoji Guide Map that introduces approximately 450 commercial facilities and sightseeing spots in the Abeno Tennoji area to foreign tourists.

To promote the attractiveness of the area, 100,000 copies of this map are released in English and Chinese (Traditional Chinese)—and will be distributed at hotels and major subway stations until next spring.

On the special topic page, Japanese confectionery and traditional crafts made in the Shitennoji area will be introduced, which are perfect as souvenirs. Also introduced will be hands-on activities, such as soba (buckwheat noodle) making, baking dorayaki (red bean paste sandwiched between sweet pancakes), and Japanese paper making, as well as a one-day sightseeing route that includes a visit to Tennoji Zoo and experiencing an earthquake at Osaka City Abeno Safety Learning Center.

○ DISPATCH OF AN ECONOMIC MISSION TO MYANMAR, CAMBODIA, AND THAILAND IN FEBRUARY

The Osaka Chamber of Commerce and Industry



OCCI and the Japan External Trade Organization (JETRO) will jointly dispatch missions to three nations in ASEAN, such as Myanmar, Cambodia, and Thailand from February 7 (Sun) to 13 (Sat), 2016.

In Myanmar, a large industrial park, the result of collaboration between a Japanese enterprise union and the local government, has opened, and this is intended to accelerate the entry and business development of Japanese companies. Also in Thailand, a country that plays a pivotal role in the ASEAN Economic Community (AEC), new developments can be seen in collaboration with neighboring countries, such as Myanmar and Cambodia, utilization of human resources, and the development of a special economic zone along the national border.

Through visits to the three ASEAN countries that have shown these new trends, where the mission group will go on study tours to industrial parks and special economic zones, have talks with Japanese companies operating there, and visit local human resource development agencies and commercial facilities, they will gain a better understanding of the actual state of the changing environment for investment, and explore the possibilities for business development and a role-sharing system in those countries and neighboring countries in ASEAN.

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1. REPORT ON THE EXHIBITION “CARE AND REHABILITATION EXPO CHINA” IN BEIJING

Osaka Chamber of Commerce and Industry exhibited at the “2015 Care and Rehabilitation Expo China,” which was held in Beijing from October 14 to 16, together with eight companies.



Recognizing the aging society in China as a business opportunity, OCCI established the “Platform to Promote Japan-China Collaboration in the Silver Industry” in 2013, which is to create new business through inter-company collaboration between Japan and China, and has conducted study sessions, study tours, and exchange meetings with Chinese companies. This time, with Chairman Nobuo Kuwayama of the OCCI China Business Special Committee taking the lead, companies that registered with the Platform exhibited and directly promoted Japan’s care equipment and services to buyers and consumers in China.

This exhibition is China’s largest general welfare exhibition, and attracted over 65,000 visitors during the exhibition period, such as Chinese government officials, health-care device manufacturing and sales companies, staff members of welfare facilities, investment companies motivated to enter China, and end users.

At OCCI's booth, in addition to products such as nursing food and walkers for the elderly, aromatic oils and antiseptic solutions, and toothbrushes, companies and groups that deal with care facility management consulting, systems to manage the information of tenants of facilities and employees, and services to support the business entry of Japanese companies exhibited their services. With visitors asking questions about features, prices, and sales routes one after another, and being interested in the management expertise of those care facilities in Japan, some companies had serious business talks at the booth.

According to the questionnaire given to exhibiting companies, there were 290 exchanges of business cards and 77 business talks during the three days. Above all, STB Higuchi Co., Ltd. a company which exhibited toothbrushes for the elderly, attracted attention from visitors for its sales of more than 5,000 yuan (approximately 100,000 yen), feeling a good response for the needs of the Chinese market.

On the other hand, as to the entry of Japanese companies from the silver industry into China, there are some issues such as China's lack of a system equivalent to Japan's Long-Term Care Insurance, and Japan's weak price competitiveness due to its high quality products and services. Therefore, through opportunities like this exhibition, Japanese companies need to make a steady effort for Chinese buyers and consumers to deepen their understanding of Japanese products and services by actually experiencing the quality of Japanese products.

Chairman Kuwayama, the leader of this visit to China, visited and had talks with relevant bodies, such as the Ministry of Commerce, People's Republic of China (which is equivalent to Japan's Ministry of Economy, Trade and Industry) and the Chinese Economic Cooperation Center, and agreed with government officials to revitalize economic exchanges between Japan and China in such fields as the silver business industry.

Osaka Chamber of Commerce and Industry will provide support separately for exhibiting companies regarding continued business talks, and will continue to support the entry of Japanese companies to other Asian countries' silver business markets, such as exhibitions at the permanent exhibition place for care products near Shanghai, and conduct market research in ASEAN countries.

2. RESULTS OF THE EMERGENCY QUESTIONNAIRE SURVEY ON MAJOR ISSUES RELATING TO THE TPP AGREEMENT

The OCCI, upon the agreement of major issues relating to the TPP (Trans-Pacific Partnership), conducted an emergency questionnaire for approximately 3,400 companies involved in trading and manufacturing, in order to ask about the impact of, and expectations for the agreement. As a result, about two-thirds, or 65.9% of the respondents answered that they "Welcome the TPP." Companies that answered that they "Do not welcome the TPP" accounted for only 2.8% of the total. Meanwhile, with companies choosing "Cannot tell" accounting for

21.8% of the total, it was revealed, despite the welcoming atmosphere toward the TPP, that quite a few companies feel that the impact of the TPP on themselves was still unknown.

Also, with regard to the question about reductions in custom duties, the largest number of responses from both exporters and importers was that this would “Lead to expansion,” and the response “Favorable influence can be expected” in the service and investment fields accounted for more than 30% of the total.

For the question on the “self-certification system for certificate of origin,” which will be introduced in the TPP Agreement, more than 60% of the companies answered “Prepare by ourselves,” but it turned out that more than 80% of them are feeling uneasy about “Authentication (inspection by the destination country)” and “Verification of the Rules of Origin.”

In the future, OCCI will hold practical briefing sessions in order to reduce such uneasiness about the TPP, and to facilitate small and medium-sized enterprises to fully enjoy the benefits of the TPP.

3. KANSAI INTERNATIONAL MEISHI EXCHANGE HELD

The OCCI held the 6th Kansai International Meishi Exchange on November 11. This is Kansai’s largest international exchange meeting with the participation of more than 300 people, including foreign business persons, representatives from diplomatic establishments of foreign countries, and representatives from companies in Kansai. This event was hosted by three organizations—the OCCI, American Chamber of Commerce in Japan (Kansai Branch), and the Kansai Canada Business Association (KCBA). This year, the Chinese Chamber of Commerce in Japan-Kansai Chapter also participated in this event as a co-host.



In addition, economic organizations in Japan from China, Australia, New Zealand, the UK, Brazil, France, Germany, India, South Korea, the Netherlands, Switzerland, and Taiwan, as well as the Japan External Trade Organization (JETRO) Osaka, and Osaka Business and Investment Center also cooperated with the event.

At the beginning of the event, OCCI Vice Chairman Mr. Kuramochi gave a speech, and U.S. Consul General Mr. Greenberg and Canadian Consul Mr. Fraser proposed a toast. All the proceeds from the lottery held on the day of the event will be donated to Ashinaga, an organization that provides support for children who were

orphaned by the Great East Japan Earthquake.

4. 15TH OSAKA BUSINESS NETWORKING CLUB HELD

On October 22nd, The Osaka Business and Investment Center (O-BIC) held the 15th Osaka Business Networking Club's event, inviting 4 foreign companies that have started operations in Osaka as part of their business expansion into Japan. About 90 representatives, including members of foreign owned firms in Osaka, Osaka based Japanese companies, foreign diplomatic establishments and economic organizations in Osaka attended this event and participated in networking.



Along with changes of the times such as globalization of society, accelerated development of information technology (IT), and the increasing number of overseas visitors, social needs in Japan have also become increasingly diversified. To help understanding of how foreign-owned enterprises have discovered business opportunities and responded to ever-changing needs in Japan, the latest business trends of foreign companies, exemplified by their recent investments in Japan, were explained to seminar participants. The subsequent networking event provided an opportunity for lecturers and participants to actively interact with each other.

5. BUSINESS MATCHING HELD WITH BUYERS FROM THE MIDDLE EAST: "OVERSEAS MARKET EXPANSION EVENT FOR MADE-IN-JAPAN PRODUCTS"

The Osaka Chamber of Commerce and Industry held a business matching event with buyers from the Middle East on November 17 and 18 in order to provide support for the cultivation of markets in emerging countries by companies in Osaka.

This time, as with previous years, OCCI invited four buyer companies, which were motivated to purchase products made in Japan, from UAE (Abu Dhabi) and Saudi Arabia, two high-income Middle East's gulf coast countries in the Islamic economic zone that has recently been attracting attention.



Items that the buyers hoped to purchase varied from food to casual wear, cosmetics, miscellaneous goods, and industrial machines, and 41 companies mainly from Osaka that aim to enter new markets held a total of 71 business talks over two days, with 30 of these

talks to be continued in the future.

In recent years, there has been growing interest in products made in Japan as well as Japanese food in the gulf countries of the Middle East. This year, OCCI has put importance on supporting business with the Islamic economies by holding study sessions on the Islamic countries and Halal certification, as well as business seminars related to such regions as Abu Dhabi and Dubai.

The next Overseas Market Expansion event will be held in mid-February next year, with invitations having been extended to a number of buyer companies from Thailand.

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