



Find out more (in Japanese) about the ASEAN Business Promotion Platform

at:<https://www.osaka.cci.or.jp/abp/>Phone inquiries: +81-6-6944-6400

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## **2. THE GLOBAL BUYERS: EU EDITION?AN OPPORTUNITY FOR JAPANESE FOOD & BEVERAGE BUSINESSES TO PITCH TO EU BUYERS**

On March 18~22, 2024, the OCCI will hold Japanese Food and Beverage Days, the latest edition of its Global Buyers initiative (EU edition) aimed at boosting import/export activity (i.e., opening up new sales and procurement channels) among Japanese enterprises. The event will be held online and will focus specifically on Japanese food and beverage.

As an online trade event, Japanese Food and Beverage Days is an excellent opportunity for Japanese businesses to pitch their products to EU buyers interested in Japanese food and beverage. It is open to businesses that already export to European markets, and those looking to get their first foothold in the EU. Interpreters will be available (free of charge).

The EU is pursuing trade agreements with more countries and regions worldwide, and is striving to diversify its supply chains. This makes Europe an ideal export market for Japanese food and beverage exporters. Last year's event attracted 11 buyers from eight countries throughout Europe, and resulted in 27 meetings with Japanese suppliers.

Details and sign-up are available at <https://japanese-food-and-beverage.b2match.io/page-781> (in Japanese)

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## **3. 2025 WORLD EXPO UPDATES**

### **OCCI AND WORLD EXPO ASSOCIATION TEAM UP ON THEME WEEKS**

The OCCI has entered into a partnership agreement with the Japan Association for the 2025 World Exposition to cooperate on the next-generation solutions to be showcased at the 2025 World's Expo's much-anticipated Theme Weeks.

The OCCI will serve as an official Program Supporter of the association's Agenda 2025 program during Theme Weeks. In this capacity, the chamber will work together with the association on the Shape New World Initiative launched by the World Economic Forum's Global Shapers Community Osaka Hub. In this way, the OCCI hopes to lend its support for new-generation solutions to global challenges.

OCCI Chairperson Shingo Torii attended the inaugural meeting of the Shape New World Initiative on January 26, 2024, in an expert advisory capacity.

We at the OCCI look forward to working in tandem with partners to support discussions and exchanges during the 2025 World Expo's Theme Weeks aimed at bringing the viewpoints and ideas of the younger generations to solutions to global issues. In doing so, we are determined not only to ensure the expo is a success, but also to foster a whole-world effort to “design future society for our lives.”

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#### **4. NEWS FROM O-BIC**

##### **O-BIC Holds In-person and Online Tours for Foreign Diplomatic Missions in the Kansai Region**

The Osaka Business and Investment Center (O-BIC) recently hosted foreign diplomatic missions in the Kansai region on a tour of local environmental and state-of-the-art energy tech facilities, including Osaka Gas and a variety of others. The event attracted 30 or so guests from the consulates of Switzerland, India, Thailand, the USA, Italy, France, Indonesia, and Vietnam, and at each destination where was a lively Q&A and exchange of opinions.

One of the core themes of the 2025 World Expo, which is to be held in Osaka, is the UN's Sustainable Development Goals. As such, the world's eyes are on Osaka's wealth of environment-related technologies.

O-BIC is committed to spreading the word about local environmental initiatives and the outstanding environmental technologies held by Osaka businesses.

See coverage of the event at the O-BIC LinkedIn account at <https://www.linkedin.com/feed/Meanwhile>, O-BIC also held an online inspection "tour" of Osaka for foreign diplomatic missions in the Kansai region, which attracted some 150 participants.

In the run-up to the 2025 World Expo, O-BIC is determined to use events like these to promote Osaka as a great place to do business by spreading the word throughout Japan and around the world about Osaka's state-of-the-art technologies, business environment, and projects.

O-BIC is an organization created by the OCCI, Osaka Prefecture, and Osaka City to attract and facilitate foreign direct investment. For more on O-BIC and how it can help your business invest in Osaka, check out the official website at: [o-bic.net](http://o-bic.net)

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<Courtesy Visit (25th January-30st February)>

(DPIIT : Department for Promotion of Industry and Internal Trade) 25th January

- Mr.Avinash Gupta,Director

(Malaysia) 21th February

- Mr.Datuk Seri Dr Ahmad Zahid Hamidi, Deputy Prime Minister of Malaysia

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[O-BIC as one-stop service center for creating a foothold in Osaka]

<http://o-bic.net/> [Information about scheduled events (in Japanese only)]

<https://www.osaka.cci.or.jp/event/index.php>

[linkedin]

<https://www.linkedin.com/in/osaka-o-bic-2025/recent-activity/all/>



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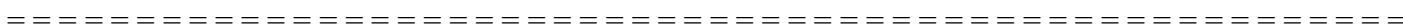
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