

# The Yatte Minahare! Osaka Plan

## A roadmap for a city of daring and ambition

### Osaka's Plan to Boost Global Competitiveness and Long-term Growth

The plan encompasses fully 41 projects, including the Value Creation & Solutions Project, which will leverage Osaka's hosting of the 2025 World Expo to establish the region as a hub for innovative industries that contribute to the environment and human wellbeing, and society overcome challenges; and the Stronger Business Foundations Package, which aims to help SMEs, the lifeblood of the Osaka economy, achieve growth.

Encouraging broader involvement  
in designing the future

#### Osaka: 2025 World Expo Super City

- Support for projects to build momentum in the run-up to the 2025 World Expo
- A foot up for those hoping to exhibit in the Osaka Healthcare Pavilion
- Support for business exchanges and urban efforts to spread the word about Osaka

Career opportunities for youth,  
young talent for businesses

#### Value Creation & Solutions Project

##### 1. Creative manufacturing with innovation

- Use next-generation tech forums to spark partnership within and across industries and fields
- Team up with chambers of commerce nationwide on business matching for startups and SMEs
- Harness local manufacturers' cross-contracting networks and startups' prototyping capabilities to spark new momentum for value creation
- Promote innovation among textile and apparel industries, and spread the word

##### 2. Generate and Promote the wellness industry

- Integrated support—from business matching to sales channel development—for the drug discovery, medical device, and sports sectors
- Boost new business creation in cross-industry area
- International accelerators network aimed at discovering and nurturing globally competitive healthcare startups
- Support for medical device businesses' efforts to establish a foothold in emerging markets

##### 3. Redefining what makes Osaka a great destination

- With a view to the 2025 World Expo in Osaka, use newly revamped spaces like the Nanba station-front plaza, the Umekita precinct, and Midosuji Ave. to advertise Osaka as a great destination
- Support for reinvigoration of the Greater Minami area, e.g., industrial promotion, tourism exchanges
- Encourage more international visitors by leveraging culinary and cultural assets to develop of higher added value for tourism
- Promote *shotengai* shopping arcades as sightseeing destinations

##### 4. Urban "living lab"

- Co-opt the 2025 World Expo theme of a "People's Living Lab" to position the whole of Osaka as an "urban living lab"
- Use "Team Osaka," a field testing group organized by the OCCI and the Osaka city and prefectural governments, to enhance PR activities in Japan and overseas, and expand support for proof-of-concept and demonstration testing at Osaka's iconic locations

#### Stronger Business Foundations Package

##### 5. Stronger earning ability

- Business advisory services, e.g., cash flow support
- Support for business turnaround and ownership succession by the Osaka SME Revitalization Council and Osaka Business Ownership Succession Support Center
- Support for new business creation based on design thinking

##### 6. Stronger human capital

- Team up with universities and educational institutions to support workforce reskilling
- Promoting diversity in employment
- Help younger people find job opportunities and help employers secure young talent by building university-industry exchange forums and networks for younger talent
- Help SMEs develop and nurture their workforces through classes, exams, and the Entrepreneurial Museum of Challenge and Innovation

##### 7. Building trade routes & global expansion

- Use events like the Osaka Kangyoten exhibition and Kaimasse trade show to help with sales channel development
- Use the Business Mall service run by chambers of commerce nationwide to help set up online business meetings
- Encourage SMEs to participate in the 2025 World Expo; set up a website for placing and undertaking expo-related orders
- Platform offering support for SMEs to expand into the ASEAN region

Build infrastructure

Suggestions & requests