

To Members of the Osaka Economic Press Club

(cc: Osaka Prefectural Government Press Club, Osaka Municipal Government Press Club)

**Joint release by the Osaka Prefectural Government, Osaka Municipal Government,
Osaka Chamber of Commerce and Industry (OCCI) and JETRO Osaka
Business promotion results in FY 2013 of the O-BIC
and No.1 Promotional Success in FY 2014**

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I. About the Osaka Business and Investment Center (O-BIC)

The Osaka Business & Investment Center (O-BIC) was established in 2001 jointly by the Osaka Prefectural Government, Osaka Municipal Government, and the OCCI as a one-stop support center to promote foreign direct investment in Osaka (Secretariat: International Division, OCCI).

II. Overview of activities in FY 2013 - Successful in inviting 30 prospective investors-

- In FY 2013, as a result of the efforts towards promotion of international investment as part of [All Osaka] in collaboration with the JETRO Osaka and the Osaka International Business Promotion Center, we were successful in inviting 30 companies and institutions to invest in Osaka, a number which is higher than the historical annual average of 26 companies. This is because the attractiveness of the Japanese market has been reaffirmed thanks to Abenomics, which has become the focus of worldwide attention.
- Acting as a one-stop service center, O-BIC provided various information about the market and offered consultation about incorporation procedures with respect to 97 inquiries in Osaka. In addition, taking advantage of the nation's first "local tax zero" incentives in the Kansai Innovation International Strategic Comprehensive Special Zone, we, together with public and private sectors, actively promoted Osaka and Kansai to foreign companies and economic organizations etc mainly in green and life science industries. We also visited the exhibitions of the related industries to approach exhibiting companies. On the other hand, we invited US and European companies with cutting-edge technology to arrange individual business meetings with companies in Osaka.
- Abroad as well, activities were carried out to promote investment in Osaka by conducting seminars and participating in shows as well as making company visits in South Korea, the United States, China, and Taiwan.

III. Summary of results in FY 2013 - Asia has an 86% share! High level of interest in investing in Japan -

- A breakdown of the 30 prospective investors whom we have been successful in inviting to Osaka shows that 26 of them are from the Asian countries of China, Taiwan, South Korea, etc., which is a share of slightly over 80%. The top 3 countries/regions are China with 12 prospects, Taiwan with 7 prospects and South Korea with 4 prospects.
- The highlight of this year was that as many as 9 foreign investors, especially in new energies and IT industries, selected Osaka as the second base in Japan. In line with the domestic economic recovery, these companies want to use Osaka as the base to develop business in western Japan. In addition, it is remarkable that companies in the service industry, such as inbound related travel agencies and airline companies, and in the manufacturing industry who want to develop the Japanese market set up new offices in Osaka.
- In the 13 years since O-BIC was setup in 2001, a total of 342 investment prospects were brought into Osaka, and the top 3 countries on a cumulative basis are China (105), South Korea (56) and the USA (39).

FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	Total
13	14	33	24	25	24	36	28	19	32	32	32	30	342

IV. No. 1 Promotional Success in FY 2014

- Juneyao Airlines, a private full-service carrier based in Shanghai, started services between Shanghai and Osaka on April 15, 2014, in addition to the existing Naha-Shanghai route.
- Juneyao Airlines started operations in September 2006. Now it operates on 60 routes, including domestic and international routes in China. With high-quality services and emphasis on operational safety by using new aircraft materials, Juneyao Airlines has been recognized with several awards, like "China Excellent Brand Award", "Customer Satisfaction Excellence Award"
- The company's office is now at JETRO IBSC Osaka Tenant office. For the new Osaka route, JETRO Osaka, Osaka Shanghai government office, the Osaka International Business Promotion Center and O-BIC worked together to help it by providing information, tenant office and PR support.
- Juneyao Airlines made a release announcement at Rihga Royal Hotel at 17:00 on April 16, 2014.

(Attachments and reference documents)

- ① Major promotional success stories in FY 2013
- ② List of the results of promotion activities and matrix in FY 2013