

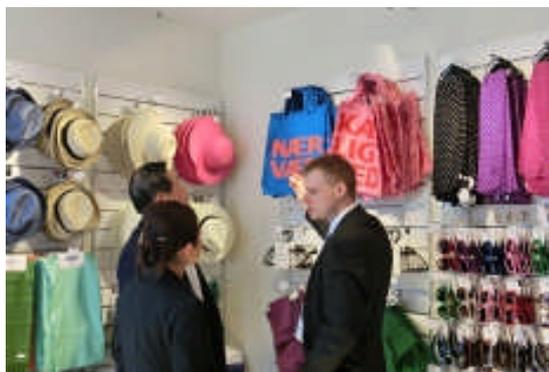
Chairman Sato of the OCCI visited Danish and German companies that O-BIC had invited to Osaka

On September 26, Chairman Shigetaka Sato of the Osaka Chamber of Commerce and Industry visited ZebraJapan Co., Ltd. (Chuo-ku, Osaka City) and TUV Rheinland Japan Ltd.'s Kansai Technology Assessment Center (KTAC) (Higashinari-ku, Osaka City). Both of these companies are foreign-affiliated companies that branched out into Osaka last year with support from the Osaka Business and Investment Center (O-BIC).

ZebraJapan is a Japanese corporation with its head office in Denmark operating “Tiger,” a chain of stores for Danish miscellaneous goods popular mainly in Europe. Its first store opened in Osaka in August this year, having accomplished surprising sales which achieved its sales target for three months in only 24 days, and the store is still flooded with so many shoppers every day that it needs to distribute numbered tickets. Chairman Sato, welcoming the entry of the company into Osaka, exchanged views with Representative Director Claus Falsig of ZebraJapan on distribution and management tasks due to the situation in which a greater number of shoppers than expected have been attracted to the store, and solutions for those challenges.

In the discussion with Chairman Sato, Mr. Falsig looked back on the situation immediately after the opening of his first store and said, “Our Company has actively

branched out into European countries outside Denmark. Here in Japan, a country we have branched out into for the first time, we entered the market with our direct selling outlet. With our sales having reached a level we had never experienced before, we are in a situation where our inventory is constantly low, even with the addition of products airlifted from Europe,” and added, “We will take all possible measures to succeed with the opening of our second and third stores.”



TUV Rheinland, Chairman Sato's next destination, is one of the world's leading third-party certification bodies with a 140-year history, based in Germany. Receiving subsidies from Osaka prefectural and municipal governments, TUV Rheinland recently established the Technology Assessment Center in Osaka, one of Asia's most advanced technological institutions. Chairman

Sato, under the guidance of Kunihiro Okamoto, the Regional Manager of West Japan at TUV Rheinland, visited the Center, which engages in assessment and test operations of the performance and safety of photovoltaic power generation and lithium batteries.

In TUV Rheinland's business overview,

emphasizing the possibility of technological innovation in the field of new energy, Christian Weidinger, Chief Technical Officer of TUV Rheinland Japan said, "Innovation is our company's primary way of survival. We expect a great deal from problem-solving-oriented Japanese companies."

