



## ~Inviting “Asian Power” into Osaka~

On April 22nd 2010 at the Osaka Economic Press Club, O-BIC announced its achievement results of fiscal 2009 (April 2009-March 2010).

Focusing in FY2009 on the Asian regions that made a quick recovery amid the global depression, O-BIC concluded a business cooperation agreement (as O-BIC’s first such agreement) with the China Center for Business Cooperation and Coordination (abbreviated as CCBCC), and also carried out more activities directly overseas in China, Korea, India and Thailand for further strengthened promotion and invitation of investments.

In Japan on the other hand, O-BIC continued to provide business delegations from overseas with useful information on the economy of Osaka, as well as to make further endeavors to encourage Tokyo-based foreign economic organizations/companies to set up a base of operations in Osaka to join our markets. Our efforts by “All Osaka” with the cooperation of JETRO Osaka and IBPC Osaka Investment Promotion Center for invitation of investments from abroad have resulted in successful invitation of 19 foreign companies to Osaka, despite quite severe economic environments during FY2009.

### **1. Results of Achievement in FY2009**

~19 successfully invited cases with those from Asia forming 80 %~

- FY2009 recorded 45,200 homepage accesses with an increase of 625 accesses on the previous year and email and phone contacts increased by 17 % to 137 cases showing the continually high extent of interest taken by overseas companies in the business with Japan, in spite of the worldwide depression.
- Breakdown of the 19 cases successfully invited into Osaka shows that 15 cases or 80 % of the total are taken up by those from Asia, mainly China and Korea. The top 3 country/region-wise are; 7 cases of China (including Hong Kong and Macao), 5 cases of Korea and 2 cases of Taiwan.
- In the lines of business or purpose, 11 cases of imports/manufacture and sales/development of markets (base of production in Japan) are at the top showing overseas companies’ keenness for development of the Japanese markets. Most outstanding among them are the new energy-related companies manufacturing or dealing in LED (light emitting diode) lightening, or solar-related products or hydro-battery materials etc.
- During the 9 years from FY2001 (when O-BIC was founded) to FY2009, 216 cases altogether were successfully invited into Osaka as shown hereunder:

FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	TOTAL
13 cases	14 cases	33 cases	24 cases	25 cases	24 cases	36 cases	28 cases	19 cases	216 cases

### **2. Policy for O-BIC Activities in FY2010**

To surpass the previous year’s results amid the world economy remaining stagnant, O-BIC will focus on further efforts with closer public/private sectors collaboration, to strengthen systems to find potential investors and to offer prompt, thorough and high-quality services, as well as to further improve on public relations and dispatching useful information.

More specifically, O-BIC will focus on 3 main themes:

- ① Investments mainly from Asia (conducting activities for the “East Asian Entrepreneurs Market Entry Program” as well as for cooperation projects with the CCBCC).
- ② Inviting those overseas in environment/energy/bio-related industries where Osaka excels.
- ③ Inviting Tokyo-based foreign companies to set up a base of operations in Osaka to join our markets.

As O-BIC’s new project, we will start O-BIC’s own new invitational program to fulfill the task of promoting further invitation of foreign companies into Osaka strategically and with mobility.

**Osaka Business and Investment Center (O-BIC)**  
Achievements in FY2009 (April 2009–March 2010)

<By-Country/By-Industry at glance>

19 cases of new Entry, figures in brackets ( )=FY2008

		IT/ Bio Tech/ R&D	Service	Trade	Import/Sales/ Manufacturing/ Marketing	Organizations/ Agencies	Others	Total
Asia	China	(2)	(3)	2 (2)	3 (4)		(1)	5 (12)
	Korea	1 (1)	(1)	1	3 (1)			5 (3)
	Singapore		1					1 (0)
	India	(1)						0 (1)
	Taiwan				2			2 (0)
	Macao		1					1 (0)
	Hong Kong				1			1 (0)
	Pakistan					(1)		0 (1)
	<b>Asia Total</b>	<b>1 (4)</b>	<b>2 (4)</b>	<b>3 (2)</b>	<b>9 (5)</b>	<b>0 (1)</b>	<b>0 (1)</b>	<b>15 (17)</b>
North America	Canada		(2)					0 (2)
	USA	(2)	1 (3)	(1)				1 (6)
	<b>North America Total</b>	<b>0 (2)</b>	<b>1 (5)</b>	<b>0 (1)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>1 (8)</b>
Europe	France	1					(1)	1 (1)
	Germany				1			1 (0)
	Slovakia						(1)	0 (1)
	Netherlands		(1)		1			1 (1)
	<b>Europe Total</b>	<b>1 (0)</b>	<b>0 (1)</b>	<b>0 (0)</b>	<b>2 (0)</b>	<b>0 (0)</b>	<b>0 (2)</b>	<b>3 (3)</b>
<b>Total</b>		<b>2 (6)</b>	<b>3 (10)</b>	<b>3 (3)</b>	<b>11 (5)</b>	<b>0 (1)</b>	<b>0 (3)</b>	<b>19 (28)</b>