

*To all the members of the Osaka Economic Press Club*

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

**Joint release by the Osaka Prefectural and Municipal Governments,  
Osaka Chamber of Commerce and Industry (OCCI) and JETRO Osaka  
Business promotion results in FY 2012 of  
the Osaka Business and Investment Center (O-BIC)**

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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 (Office : International Division, OCCI). In collaboration with the Osaka Headquarters of JETRO, it has been engaged in promotional activities consisting of initiatives towards inviting foreign companies, who have been identified by JETRO via its domestic and international network, to invest in Osaka.

**II. Overview of activities in FY 2012 - Successful in inviting 32 prospective investors-**

- In FY 2012, as a result of the efforts towards promotion of international investment as part of [All Osaka] in collaboration with the Osaka Headquarters of JETRO and the IBPC of the Osaka Business and Investment Center, we were successful in inviting 32 companies and institutions to invest in Osaka, a number which is higher than the historical annual average of 25 companies. This has been achieved despite adverse factors in the form of the high value of the yen, power problems and relationship issues with China and South Korea.
- Specific activities done by O-BIC as a one-stop support center were to provide market information and consultation on company establishment procedures for the 94 enquiries received throughout the year. The PR effort begun in December last year, the first of its kind in the country, known as [Zero local tax], consisting of tax breaks in the Kansai Innovation International Strategic Comprehensive Special Zone, was one of the initiatives which brought public and private collaboration even closer, and we worked towards PR and improved communication to promote Osaka and the Kansai region

to overseas economic institutions and foreign companies. And, just like in the last financial year, we have provided painstaking support by undertaking inspections as required or arranging for individual business discussions with companies in Osaka for foreign companies which have shown interest in investing in Osaka.

- Abroad as well, activities were carried out to promote investment in Osaka by conducting seminars and participating in trade fairs as well as making company visits in China, South Korea, Taiwan, Singapore, Australia, Germany, etc.

### **III. Summary of results in FY 2012 –Asia has an 80% share! High level of interest in investing in Osaka-**

- A breakdown of the 32 prospective investors whom we have been successful in inviting to Osaka shows that 25 of them are from the Asian countries including China and South Korea, which is a share of just under 80%. In particular, 3 Asian banks have entered Osaka with the objective of supporting the overseas expansion of Osaka-based companies. Going forward, we can expect even closer economic co-operation between Osaka and Asia. The top 3 countries/regions are China with 11 prospects (including Hong Kong), South Korea with 11 prospects and the USA with 2 prospects.

- Just like last year, this year too, there were companies which invested in Osaka with the help of grants received as subsidy for promotion of companies establishing themselves in Osaka (Note1). It has been 2 years since the commencement of operation of this scheme for financial assistance, and it is making a tangible contribution towards successful promotion of investment by overseas companies in Osaka.

Note1 : This is a scheme to provide partial funding for rent and other investment by companies with overseas affiliations for setting up their headquarters or Asian base in Osaka.

- In the 12 years since O-BIC was setup in 2001, a total of 312 investment prospects were brought into Osaka, and the top 3 countries on a cumulative basis are China (93), South Korea (52) and the USA (36).

FY	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
Cases	13	14	33	24	25	24	36	28	19	32	32	32	312

- (Attachments) 1. O-BIC achievements in FY 2012  
2. Major promotional success stories

## Osaka Business and Investment Center (O-BIC) Achievements in FY2012 (April 2012–March 2013)

<By-Country/By-Industry at glance>

Cases of new Entry, figures in brackets ( )=FY2011

		IT/ Bio Tech/ R&D ※	Service	Trade	Import/Sales / Manufacturing/ Marketing	Organization s/ Agencies	Others	Total
Asia	China	(1)	2	4 (3)	4 (4)			10 (8)
	Korea		4 (2)	1	5 (4)	1		11 (6)
	Singapore				1			1 (0)
	Indonesia		1	(1)				1 (1)
	Taiwan				1 (1)			1 (1)
	Hong Kong			1 (1)				1 (1)
	Malaysia		(1)					0 (1)
	Mongolia					(1)		(1)
	Philippines			(1)				(1)
	<b>Asia Total</b>	<b>0 (1)</b>	<b>7 (3)</b>	<b>6 (6)</b>	<b>11 (9)</b>	<b>1 (1)</b>	<b>0 (0)</b>	<b>25 (20)</b>
North America	USA	1	1 (2)		(2)			2 (4)
	Canada					(1)		(1)
	<b>North America Total</b>	<b>1 (0)</b>	<b>1 (2)</b>	<b>0 (0)</b>	<b>0 (2)</b>	<b>0 (1)</b>	<b>0 (0)</b>	<b>2 (5)</b>
Europe	France		1		(2)			1 (2)
	Germany	(1)			1			1 (1)
	Switzerland		1					1 (0)
	U.K.		(2)		(1)			(3)
	Czech Republic				1			1 (0)
	Denmark				(1)			(1)
	<b>Europe Total</b>	<b>0 (1)</b>	<b>2 (2)</b>	<b>0 (0)</b>	<b>2 (4)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>4 (7)</b>
Oceania	Australia		1					1 (0)
	<b>Oceania Total</b>	<b>0 (0)</b>	<b>1 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>0 (0)</b>	<b>1 (0)</b>
<b>Total</b>		<b>1 (2)</b>	<b>11 (7)</b>	<b>6 (6)</b>	<b>13 (15)</b>	<b>1 (2)</b>	<b>0 (0)</b>	<b>32 (32)</b>

※Include evaluation and test performance

## Major promotional success stories for O-BIC in FY 2012

Attachment 2



### Choice of Osaka as the entry point into Japan

#### **RE-TECK Co., Ltd**

Established in Hong Kong in 2000, with an annual turnover of 323 million Hong Kong dollars (approximately 3950 million yen), and has 29 offices in 22 countries throughout the world. Engaged in business development for re-use of electronic appliances.

**Location of business** : Moriguchi, Osaka (Total floor space: 1420 sq. m.)

**Details of business** : Recovery of electronic components, Business asset management, Reverse supply chain management

**Support provided** : Use of a JETRO temporary office, referral of office spaces, and grant of the subsidy for promotion of a company establishing itself in Osaka (10.40 million yen)



#### **Sun HiTECH Co., Ltd**

A fully owned subsidiary of Shenzhen Senior Technology Material Co., Ltd which is a leading manufacturer of separators for lithium ion batteries in China. Has invested in Osaka where many of its clients and manufacturers have a presence.

**Location of business**: Kita-ku, Osaka

**Details of business** : Development and sale of separators for secondary batteries and lithium ion batteries

**Support provided**: Provided information, etc.



### Entry of 3 Asian banks into Osaka



#### **KB Kokumin Bank Osaka Branch**

A private bank in South Korea, one of the 3 major financial conglomerates, and the largest financial institutions in South Korea.

#### Details of business

Its major clients are South Korean companies based in Japan, South Korean nationals resident in Japan and Japanese companies having business links with South Korea. It provides normal banking services such as deposits and loans, along with foreign remittances and foreign exchange services for export-import, etc.

#### Location / support provided

Chuo-ku, Osaka /  
Provided information and a temporary office, PR support



#### **Korea Development Bank Osaka Sub-branch**

Development financing institution with 100% investment from the Government of South Korea.

Its major clients are South Korean companies who have invested in Japan as well as Japanese companies having business links with South Korea. It provides loan and deposit services.

Chuo-ku, Osaka /  
Provided information, PR support



#### **PT. Bank Negara Indonesia Tbk Osaka Sub-branch**

A state-owned commercial bank with 60% investment held by the Indonesian government. Its total gross assets are the 4<sup>th</sup> highest in Indonesia.

It provides overseas remittances to Indonesia, commercial foreign exchange transactions between Japan and Indonesia and loan and deposit services.

Kita-ku, Osaka/  
Provided information



**Largest Communications Company in Australia, also has an office in Osaka for client development**

**Telstra Japan K.K**

An ICT company headquartered in Melbourne. Provides data communication services to 200 countries all over the world. Has set up the Osaka sales office for client development in the Kansai market. Has also invested in new network facilities in Osaka for diversification of risk.

**Location of business** : Kita-ku, Osaka

**Details of business** :

Providing data communication provider services to Kansai companies having factories or offices abroad.

**Support provided** : Provided temporary office space



**German company with manufacturing and sales presence in Osaka**

**Ipsen Japan Co Ltd.**

Established in 1957 in Kleve in Germany. A company engaged in the development, manufacture and sale of heat treatment furnaces and furnace plants.

These are used in diverse fields such as the space and aviation industry, automobile industry, environmental energy industry (Wind power generation, etc.), industrial machinery, medical appliances, medical equipment and surgical instruments, electrical machinery and tools and components. The company has offices in 34 countries around the world.

**Location of business** : Tsurumi-ku, Osaka

(Total floor space: 1449.83 sq. m)

**Details of business** :

Development, manufacture and sale of heat treatment furnaces and furnace plants

**Support provided** : Provided property referrals and trading information

