

12th Osaka Business Networking Club

Report on a special preview meeting of the new premises of MBS



Osaka Business and Investment Center (O-BIC) organized the 12th edition of the Osaka Business Networking Club at the premises of Mainichi Broadcasting System (MBS) on 18th February. About 35 representatives of companies that are members of Osaka Business Networking Club, including foreign owned firms in Osaka, foreign diplomatic establishments and economic organizations in Osaka participated in this event.

As part the event, these representatives got a special preview of the new premises of MBS that is slated to get a grand opening in April this year, and also toured the state-of-art studio and backstage to be used for of programs. In the presentation that followed, the Associate Expert of the Compliance Div. of MBS, Mr. Kishimoto explained how mass communication can be effectively used for PR, while providing the participants with a rare glimpse of reporting techniques deployed, the process of producing programs, and all the hard work and sweat that goes into it all. He called out to the participants by saying that “we can do a cover on foreign-owned firms in Osaka if we can have more information about them”. In the event, Mr. Yamamoto, who is consultant and top advisor for MBS, greeted the participants and said, “With the opening of our new premises in April, we look forward to be known as a broadcaster that the local people can closely identify with”.

Event Overview

Date: Tuesday 18th February 2014 13:30—17:00

Organizers: Osaka Prefecture, The City of Osaka, the Osaka Chamber of Commerce and Industry and JETRO Osaka

◆ Preview of the new MBS office Building
(Studios, halls for hire, state-of-the-art equipment and facilities, etc.)

◆ Lecture
How to make use of the TV station and mass media for effective PR
Mr. Fumitoshi Kishimoto, Associate Expert, Compliance Div., MBS

◆ Networking Meeting

