

For Immediate Release

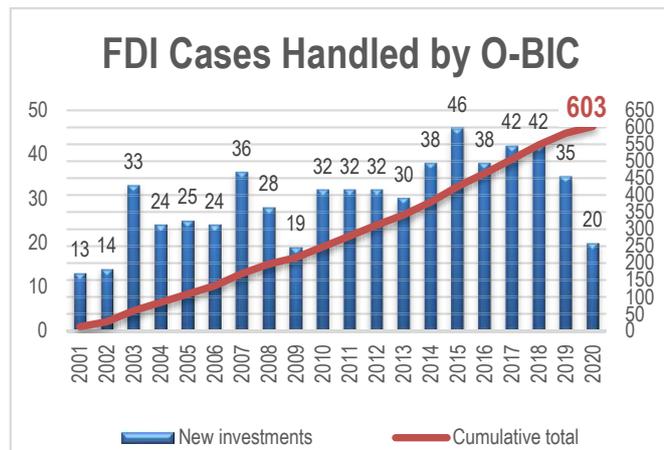
O-BIC Helps 20 Foreign Companies Invest in Osaka in 2020 Case Numbers Down Due to Covid-19, but Investment Sentiment Remains Constant

April 28, 2021—Osaka, Japan—The Osaka Business and Investment Center (O-BIC) has announced that it facilitated 20 cases of investment in Osaka by foreign companies in FY2020. This is around half of the normal annual figure, but is still a significant achievement as Covid-19 continues to hit economies hard. Due to Covid-related travel restrictions, most of those cases involved locally-based business partners or others assisting with administrative procedures on behalf of the foreign companies.

Sentiment toward investing in Osaka remains high despite the Coronavirus, as illustrated by the number of inquiries from foreign companies: 176 in FY2020, only narrowly behind the 193 received in FY2019. Already, five companies have completed their Japanese corporate registration and obtained visas for their executives, and are waiting for travel restrictions to be lifted.

Once again, a majority of the investing companies—ten of 20—were from China (includes Hong Kong); four were from South Korea, and 15 were from four countries across the broader Asia region. The recent trend toward investors from an increasingly diverse range of countries continued in FY2020, with companies from the USA, Germany, Spain, Italy, and Australia setting up in Osaka. O-BIC believes Osaka will maintain its high global profile through upcoming events such as the Osaka, Kansai Expo 2025.

Since its inception in 2001, O-BIC has facilitated investment in Osaka by a total of 603 companies, including 251 from China (includes Hong Kong), 102 from South Korea, and 48 from the USA, the same “top three” countries as feature in FY2020’s figures.



Manufacturers Prominent, Focus on Domestic Markets, Eye on Post-Covid Recovery

FY2020’s investments were defined by an increase in the number of manufacturers from two in FY2019 to four, a new record. The newcomers were makers of products with high relevance and utility in daily life, including detergents for export markets and false teeth. One company, a food tech business from Singapore, seeks to reduce food loss by using discarded bread to brew beer in partnership with local companies. In doing so, they are contributing to the effort to achieve the SDGs, which are a major focus of Osaka, Kansai Expo 2025.

Significantly, although Covid-19 caused a precipitous drop in inbound tourism, which had been growing since around 2015, overseas companies were clearly drawn to the potential of Japan’s domestic market. Of the 20 companies investing in Osaka in FY2020, 14 were in service, trade, and manufacturing sectors that target Japanese consumers and businesses, such as dining, apparel, and IoT.

Osaka’s selection to host the world expo in 2025, the city’s plan to establish an integrated resort, and the national government’s designation of “startup cities” in the Kyoto-Osaka-Kobe region as part of its Startup Ecosystems initiative are all raising expectations for Osaka’s future, and this is reflected in the fact that a quarter of FY2020’s investments involved

expansions or relocations from Tokyo and other cities in Japan.

Amid a flurry of large-scale projects, Osaka has its eye on the post-Covid recovery. It hopes for a solid rebound in new inbound investments and secondary investments by those already operating in Japan, particularly in cutting-edge sectors such as carbon reduction, digital health, smart cities, and others in keeping with the People's Living Lab concept of Osaka, Kansai Expo 2025.

Singapore Company Brings New Approach, Innovative Drinks to the Japanese Market Via Osaka



The Crust Group is a food tech company established in Singapore in 2019. Aiming to drive a more circular food movement by upcycling food waste, the company's mission is to reduce food loss by one percent by 2030. Crust develops technologies that allow food waste to be upcycled into unique beers, teas, ciders, and other drinks, providing momentum to the beverage industry's efforts toward increased sustainability and contributing significantly to the SDGs.

When the Crust Group participated in Hack Osaka, the global innovation conference, in February 2021, their advanced technical capabilities, their eagerness to work toward achieving the SDGs, and their huge potential in Osaka and the Kansai region earned them the O-BIC Prize. With support from O-BIC and the Osaka International Business Promotion Center for tasks such as PR and connecting with local businesses, the Crust Group incorporated in Japan and set up an office in Umeda, central Osaka.

As a foretaste of what the Crust Group will bring to the Japan market, the Crust Pilsner, which was brewed from left-over bread scheduled for disposal, was released on March 4 via crowdfunding site Makuake, and the company is looking forward to collaborating with Osaka businesses.



Jim Huang (left) of Crust Japan and the Hack Osaka 2021 O-BIC Prize committee.

Crust Japan

Parent company: Crust Group Pte Ltd in Singapore

Representative: Jim Huang, commercial director

Business: Development of food waste upcycling technologies

URL: crust-group.com

Established: February 2021

For inquiries regarding this release, please contact:
Osaka Business and Investment Center (O-BIC),
Email: o-bic@osaka.cci.or.jp

About O-BIC

The Osaka Business and Investment Center (O-BIC) was established in 2001 jointly by the Osaka Prefectural Government, the Osaka Municipal Government and the Osaka Chamber of Commerce and Industry as a one-stop support hub to promote foreign direct investment in Osaka. The center is administered by the chamber's International Division.

O-BIC's Activities in FY2020

- In 2020, O-BIC continued to promote foreign investment in partnership with the Osaka International Business Promotion Center and the Japan External Trade Organization's Osaka office. Despite the turmoil caused by Covid-19, the center was able to continue raising Osaka's profile and promoting its advantages—as well as its selection as host of the world expo in 2025—by moving most operations online.
- O-BIC fielded 176 inquiries from overseas companies and provided assistance to those seeking to invest in Osaka, including individual consultations and providing information regarding setting up locally.
- O-BIC also worked to retain existing investor companies amid Covid-19 by ensuring they had real-time access to information about grants and other support from central and local governments, and helping them apply for these. Interviews with representatives of six foreign companies operating in Osaka in these Covid-constricted times were posted on the center's website and SNS accounts, to further promote those companies and Osaka.
- O-BIC invested particular effort in promotions, participating (online) in 15 events in Japan and around the world. The center sought to sow the seeds of post-Covid recovery and growth by spreading the word about the advantageous investment environment in Osaka and Kansai, as well as O-BIC's extensive menu of services.

Investments Handled by O-BIC

FY	Inquiries	FDIs handled	Support Program* users
2001	300	13	-
2002	273	14	-
2003	164	33	-
2004	141	24	-
2005	158	25	-
2006	175	24	-
2007	139	36	-
2008	117	28	11
2009	137	19	12
2010	101	32	18
2011	123	32	15
2012	94	32	13
2013	97	30	14
2014	113	38	25
2015	137	46	23
2016	118	38	24
2017	135	42	23
2018	167	42	23
2019	193	35	16
2020	176	20	9
Total	3,058	603	226

*Support Program: An incentive program offered by O-BIC to encourage investment in Osaka by alleviating the burden of some costs (e.g., incorporation, obtaining visas) up to a maximum of ¥150,000.

Further Reading

- (1) List of investments handled by O-BIC in FY2020 (Japanese)
- (2) Matrix of investments handled by O-BIC in FY2020
- (3) Investments handled by O-BIC between FY2001 and FY2020

2020年度O-BIC誘致実績一覧表

No.	企業名	国(地域)	事業内容	業種 (O-BIC分類)
1	シノマグジャパン株式会社	中国	磁性材料と製品の販売、マーケティングのコンサルティング	サービス
2	丸英株式会社	中国	不動産の売買、仲介、斡旋、賃貸及び管理	サービス
3	株式会社春意	中国	飲食業、飲食店の経営	サービス
4*	東源貿易株式会社	中国	家庭用洗剤の製造販売（日用雑貨・ペット用品もあり）、卸及び輸出入	製造
5*	春和株式会社	中国	越境EC、貿易等	輸出
6	カップリーディング工業株式会社	中国	マスクの製造および販売ならびにその原材料の輸出入	製造
7	株式会社栄盛	中国	アパレル関連製品の企画、製造、加工、販売及び輸出入	輸入
8*	e life株式会社 大阪事務所	中国	中国メーカー製品の日本での販売代行、日本製日用品等の中国への輸出代行	輸入
9	アセントジャパン合同会社	香港	酒類の輸出入、卸売、小売及び通信販売	輸入
10	プロマンズ株式会社	香港	中古自動車の輸出入及び販売	輸出
11	KWANGMYUNG SHIPPING JAPAN合同会社	韓国	中古船舶(日本)の韓国への輸出	輸出
12	合同会社DH	韓国	飲食業、飲食店の経営	サービス
13	株式会社BLACK TIGER	韓国	飲食業、飲食店の経営	サービス
14	株式会社GoBaR	韓国	飲食業、飲食店の経営	サービス
15	CRUST JAPAN株式会社	シンガポール	食品ロスのアップサイクル技術開発・提供	製造
16*	Plug and Play Japan株式会社 (大阪拠点「Plug and Play Osaka」)	米国	ベンチャーキャピタル/アクセラレーター	サービス
17*	Delivery Hero Japan 株式会社 大阪事務所	ドイツ	フードデリバリーサービス	サービス
18	TSTジャパン株式会社	スペイン	電子機器及び電気通信機器の設計、開発、製造およびマーケティング	情報・通信
19	Fire Soul合同会社	イタリア	飲食業、飲食店の経営	サービス
20	A社	オーストラリア	歯科技工用品(義歯、インプラント等)の製造・販売	製造

* 二次進出企業

日本市場向けのサービス・貿易・製造業

(参考) 進出企業の投資金額(登記資本金ベース) 総額:約1.2億円

進出企業の雇用人数 総計:約60人(2021.3.31時点 O-BIC調べ)

Osaka Business and Investment Center (O-BIC)
Matrix of Investment cases in FY2020
(April, 2020—March, 2021)

Cases of New Entry : 20

*Figures in brackets () =FY19

Country/Region	Industry	Manufacturing	R&D	Wholesale and Retail (Export)	Wholesale and Retail (Import)	Finance and insurance	Transportation	Information and Communications	Service	Public agencies/ organizations	TOTAL
	Asia	China	2 (2)	(1)	1 (1)	2 (5)		(2)	(1)	3 (4)	
	Hong Kong			1	1				(1)		2 (1)
	Taiwan			(1)	(1)						0 (2)
	Korea			1 (1)	(2)				3 (2)		4 (5)
	Singapore	1							(1)		1 (1)
	Vietnam								(1)		0 (1)
	India				(1)						0 (1)
	Indonesia				(1)						0 (1)
	Asia/Total	3 (2)	0 (1)	3 (3)	3 (10)	0 (0)	0 (2)	0 (1)	6 (9)	0 (0)	15 (28)
North America	USA				(1)				1 (2)		1 (3)
	Canada				(1)						0 (1)
	N.A./Total	0 (0)	0 (0)	0 (0)	0 (2)	0 (0)	0 (0)	0 (0)	1 (2)	0 (0)	1 (4)
Europe	Germany								1		1 (0)
	Italy								1	(1)	1 (1)
	Spain				(1)			1			1 (1)
	EU/Total	0 (0)	0 (0)	0 (0)	0 (1)	0 (0)	0 (0)	1 (0)	2 (0)	0 (1)	3 (2)
Oceania	Australia	1									1 (0)
	New Zealand							(1)			0 (1)
	Oceania/Total	1 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (1)	0 (0)	0 (0)	1 (1)
TOTAL		4 (2)	0 (1)	3 (3)	3 (13)	0 (0)	0 (2)	1 (2)	9 (11)	0 (1)	20 (35)

ACHIEVEMENTS in the last 20 years
(April 2001 - March 2021)

Country /Region	Industry	Manufacturing	R&D	Wholesale and Retail (Export)	Wholesale and Retail (Import)	Finance and Insurance	Transportation	Information and Communications	Service	Public agencies/ organizations	Others	Total
Asia												
China		6	6	44	76	3	15	12	46	17		225
Hong Kong		2		7	9			3	5			26
Korea		1	1	11	45	2	1	9	29	3		102
Shingapore		2			6		2	2	6			18
India					5			6	4			15
Indonesia				1	1	1	1					4
Sri Lanka					1							1
Taiwan			1	3	20			1	8			33
Thailand				1	1				3			5
Myanmar					1			1	1			3
Vietnam					1			1	4	1		7
Mongolia					1					2		3
Pakistan										1		1
Macau				1					1			2
Malaysia							1		1			2
Philippines				1								1
Hong Kong/Singapore									1			1
Israel										1		1
Asia/Total		11	8	69	167	6	20	35	109	25	0	450
North America												
Canada					3	1		1	3	1		9
USA		2	2	2	19			4	18	1		48
North America Total		2	2	2	22	1	0	5	21	2	0	57
South America												
Chile									1			1
South America Total		0	0	0	0	0	0	0	1	0	0	1
Europe												
UK			1		4	2		3	10		1	21
France		1	1		5	3			2			12
Germany		2	1		7				5			15
Ireland								1				1
Italy					1			1	1	2		5
Switzerland					5				1			6
Spain					3			1				4
Denmark					3							3
Finland					1							1
Belgium					1	1						2
The Czech Republic					1			1				2
Sweden		1			1							2
Norway								1				1
Slovakia										1		1
Netherland					1				1			2
Poland										1		1
Portugal					2							2
Malta						1						1
Russia					1							1
Europe Total		4	3	0	36	7	0	8	20	4	1	83
Oceania												
New Zealand					1			1				2
Australia		1			2			3	3			9
Oceania Total		1	0	0	3	0	0	4	3	0	0	11
Africa												
Cote d'Ivoire				1								1
Africa Total		0	0	1	0	0	0	0	0	0	0	1
Total		18	13	72	228	14	20	52	154	31	1	603