

# ***Gateway To Asia / Japan***

## ***~Toward Revitalization of Osaka City~***



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# **My speech will cover,**

- 1. Gateway to Asia / Japan with well-developed  
transportation facilities**
- 2. Big market and economic power  
almost equal  
to an advanced nation**
- 3. How do foreigners think  
about Osaka City?**
- 4. Attractive city development  
projects**



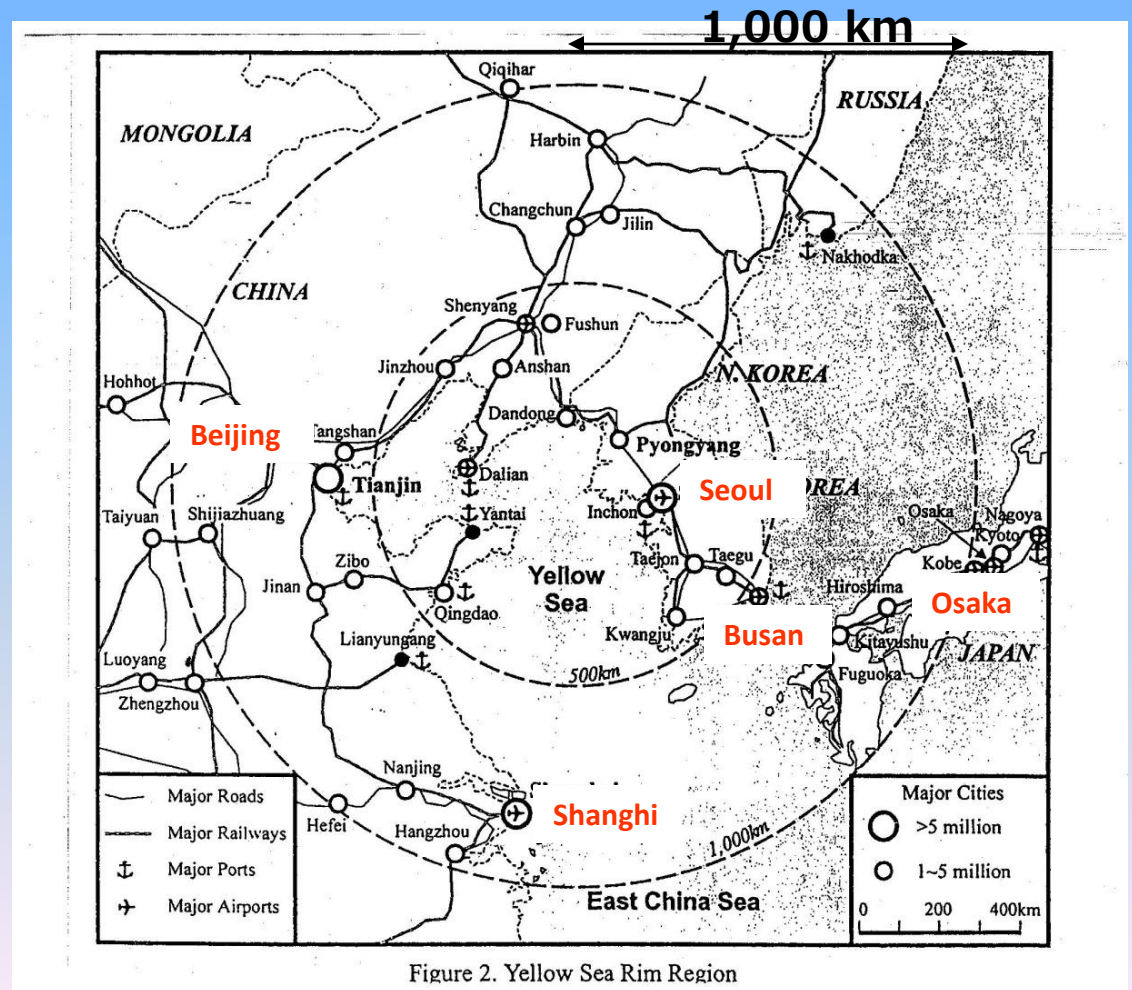
# 1. Gateway to Asia / Japan

Mega cities around the Yellow Sea

- Osaka, Seoul, Busan, Beijing, Shanghai ...

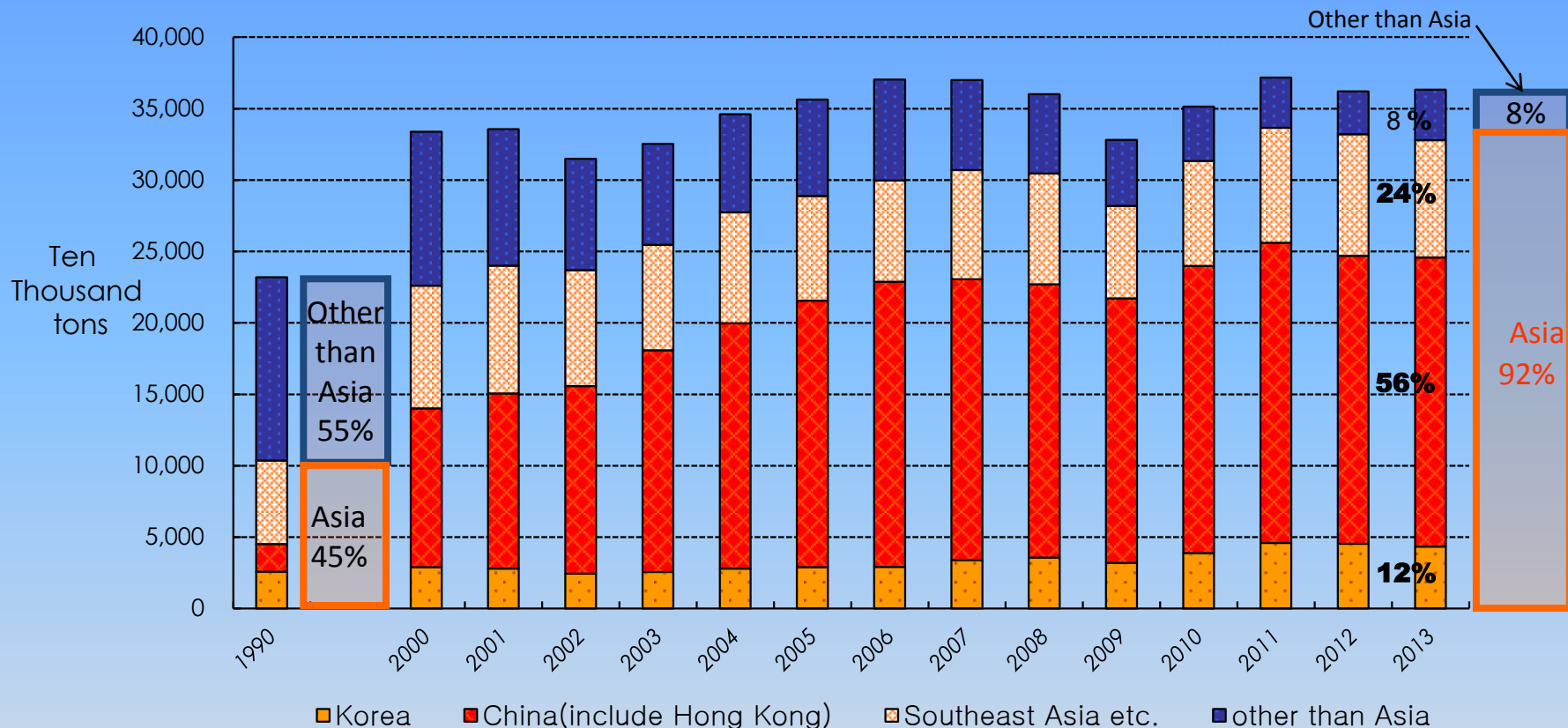


Source: material of John Friedman (Pro. Emeritus at UCLA)





# Imports and Exports Cargo Handled, Port of Osaka



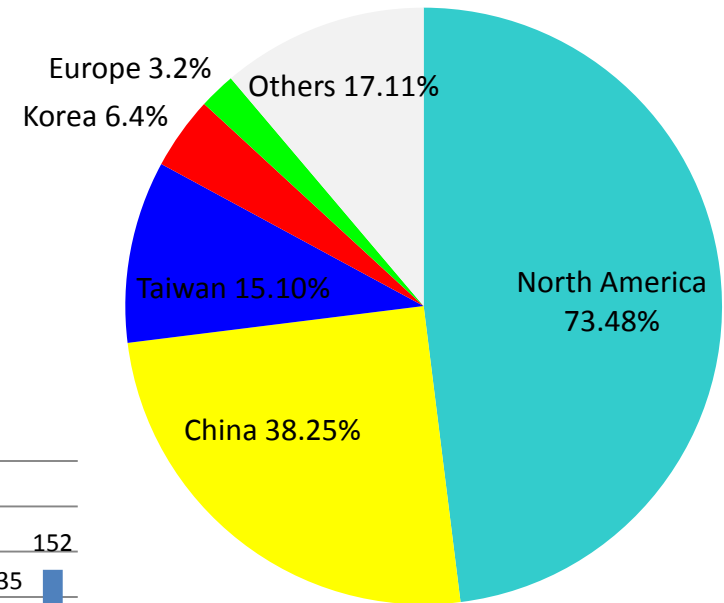
**Chinese Route : 150services / month**  
**34routes**  
**Shanghai, Hong Kong,**  
**Ningbo, Qingdao ...**



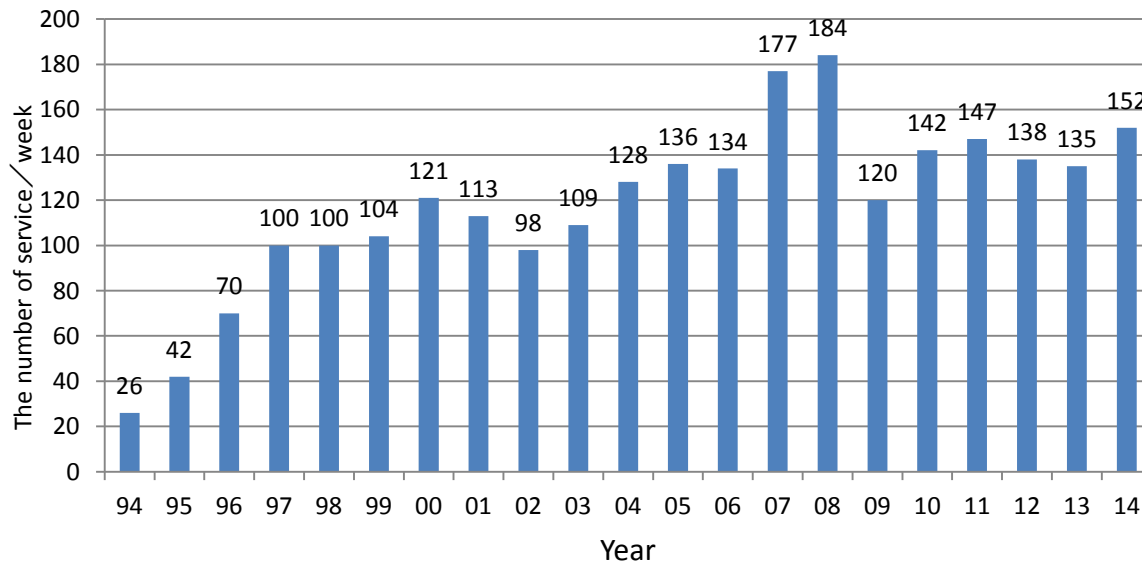
# Kansai International Airport



The Number of International Cargo Flight by Destination  
(2014 Summer schedule)



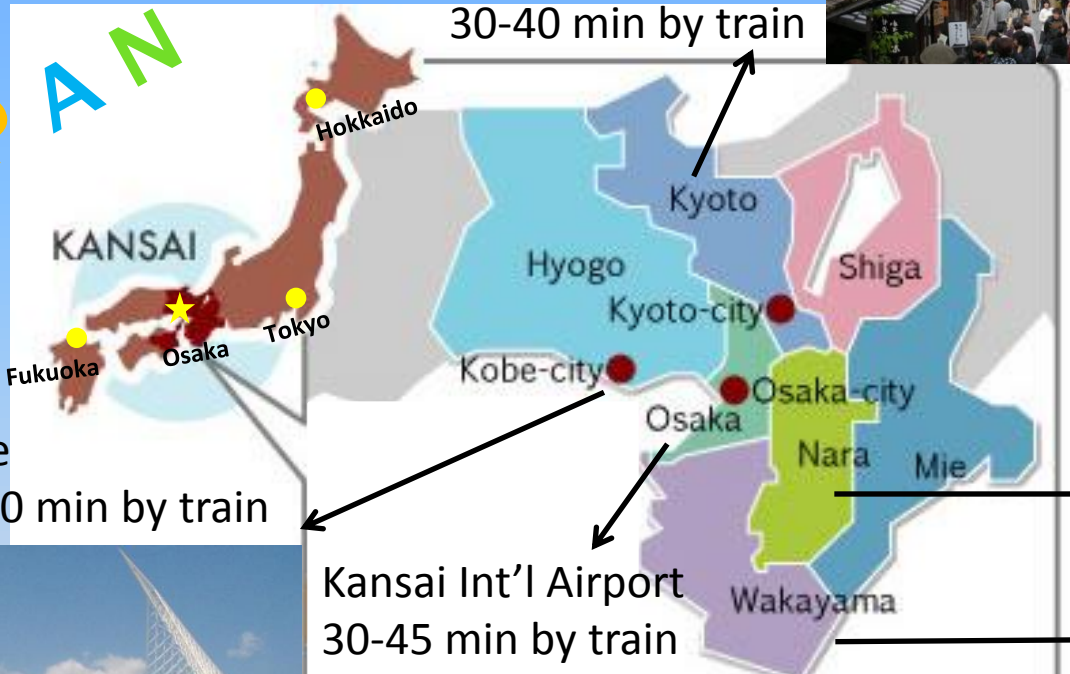
The Number of International Cargo Flight



# LOCATION OF OSAKA

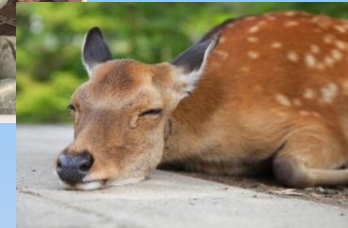
2<sup>nd</sup> largest commercial city,  
following Tokyo

JAPAN



DAIBUTSU  
(Great Buddha)  
at Todai-Temple

At Deer Park



Nara  
30-40 min by train  
Wakayama  
60-120 min by train



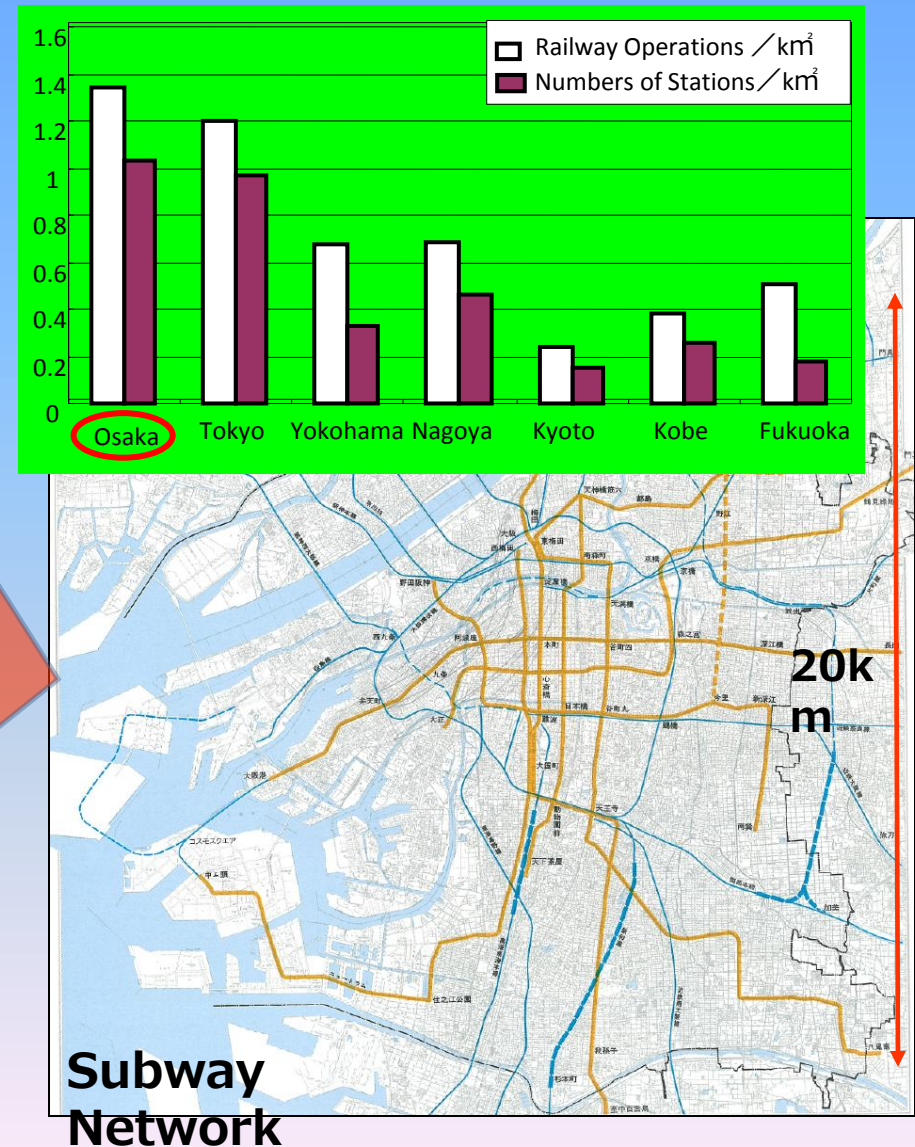
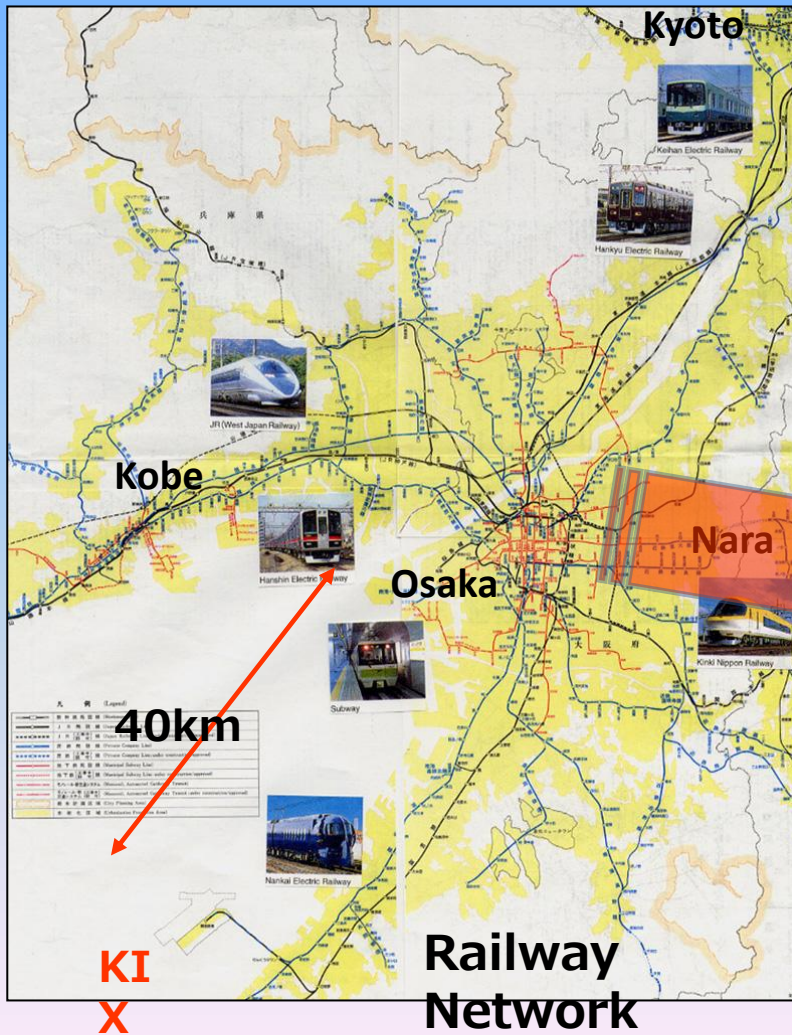
World-famous KOBE BEEF





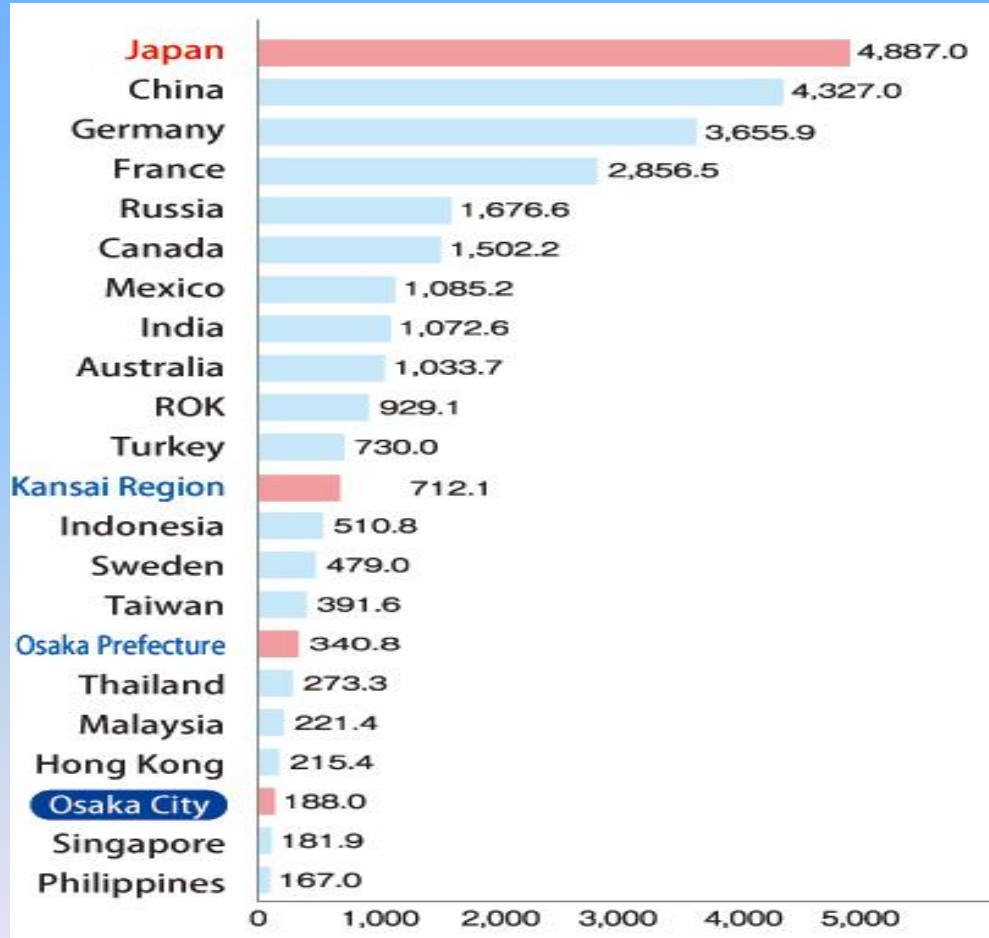
# Intercity / Inner city railway networks

Connecting Osaka with Nara, Kyoto and Kobe in 20~40 minutes

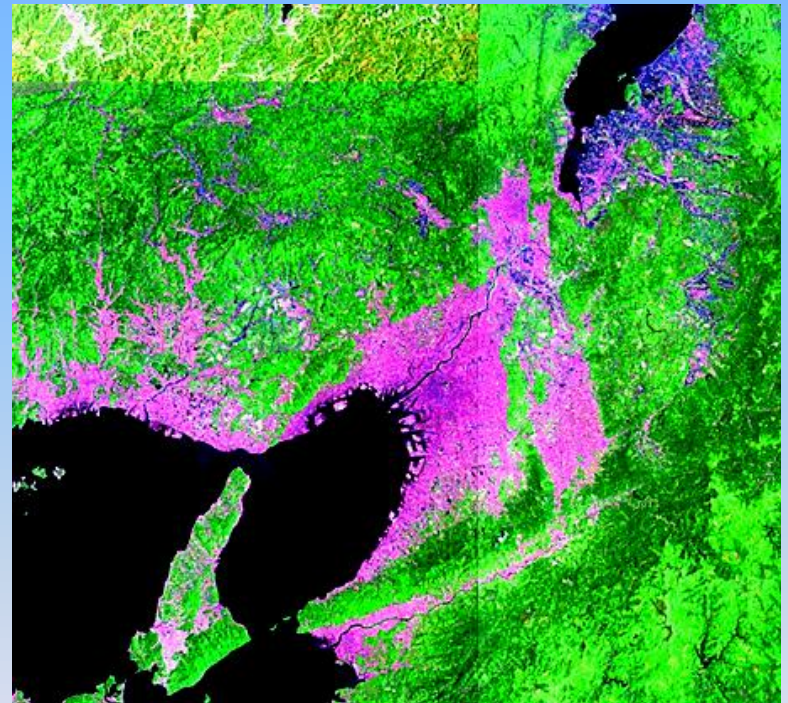


## 2. Big Market and Economic Power

### GDP (nominal) of World's Major Economies (2008)



billion US dollars





# The Strength of Osaka

- Population(2014) :
  - Osaka City: Daytime 3.7million, Nighttime 2.7million
  - Metropolitan Osaka: 21million
- Gross City Product (2008) :
  - 20.7 trillion JPY ( $\doteq$  188billion USD)
- Budget of the City(2013) :
  - 3.8trillion JPY ( $\doteq$  36billion USD)
- International exchanges :
  - Rotary International Convention Osaka  
(at Osaka Dome,etc. May 2004)
  - RoboCup 2005  
(at INTEX Osaka July 2005)
  - Sibos 2012  
(at INTEX Osaka Oct. 2012)



Osaka Dome



INTEX  
Osaka

- **Present Business Situation**

- **FDI into Osaka**

**High-end luxurious shops: LOUIS VUITTON, Hermès, CHANEL,  
Cartier, Dior, VERSACE ...**

**(over 30 shops around Midosuji Boulevard)**

**Hotels: The Ritz-Carlton, The St.Regis, INTERCONTINENTAL,  
Marriott, Hilton, Hyatt Regency ...**

**GMS: Carrefour Japan (launched 5 shops in Kansai region)**

- **Head offices of worldwide companies**



Electrical Appliance manufactures and Pharmaceutical Companies

- **IT-related firms and SMEs**

**(approx. 3,400 IT-related firms in the City center)**



# 3. How do foreigners think about Osaka City?

## 1) AQUA "METLO-POLIS" OSAKA

### DUCK TOUR

5 times a day, around Osaka City



### Santa Maria

Every 1 hour, around Bay Area



### Tonbori River Cruise

Every 30 min, around Dotonbori



### Aqua Liner/Aqua Bus

60min cruise or short cruise,  
around Nakanoshima  
and Osaka Castle Area



### River Café near Osaka Dome



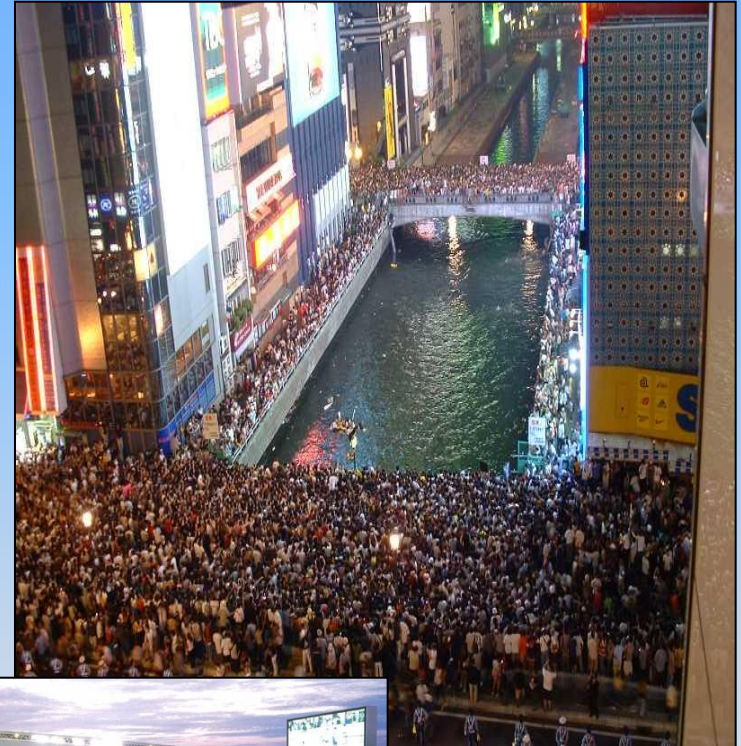
### Open Terrace Nakanoshima



## 2) Osaka, Sports Paradise

- Home town of professional baseball/football/basketball teams (at Osaka Dome/ Osaka Nagai Stadium etc.)
- 2002 FIFA World Cup Korea/Japan
- 2003 World Judo Championships (at Osaka Castle Hall)
- IAAF World Championships in Athletics (at Nagai Stadium August 2007)
- Grand Sumo Tournament (held in every March)
- RUGBY World CUP 2019

Hanshin Tigers Fans celebrating the league championship



Dotonbori Canal



Osaka Nagai Stadium



### 3) Osaka, Capital of Gastronomy/Entertainment

- Michelin Star Restaurant

4 Restaurants 

16 Restaurants 

76 Restaurants 

- Hometown of Show Business

- Bunraku(17<sup>th</sup> )-World Intangible Cultural Heritage of UNESCO

- Kabuki(17<sup>th</sup> )

- Shakespeare Play (1886, Merchant of Venice)

- Cinématographe(1897)



Shinsekai  
(Artificial Globe Fish)



Kabuki Actors' Parade (every summer)



Michelin restaurant guide (2014)



Bunraku

# 4. Attractive City Development Projects

## Nighttime population:

The population of Japan (1.28million in 2008) as a whole has already begun to decline.  
Osaka City's population is still increasing slightly, but a large increase is not expected.

## Daytime population:

The population of Osaka City during the day is 1.38 times the nighttime population.  
Revitalization by the expansion of growth industries such as green and life innovation field

## Non-resident population:

Focus on tourism industries in tie-ups with Kyoto and Nara as well as Universal Studios Japan (10.5 million), Kaiyukan Aquarium(2.4 million), and Osaka Castle (1.5 million),  
With a view to the building of a new IR (Integrated Resort)



Panasonic Lithium-Ion Battery Plant  
(Hirabayashi, Suminoe-ku)



Bunraku originated in Osaka  
(Intangible cultural heritage )

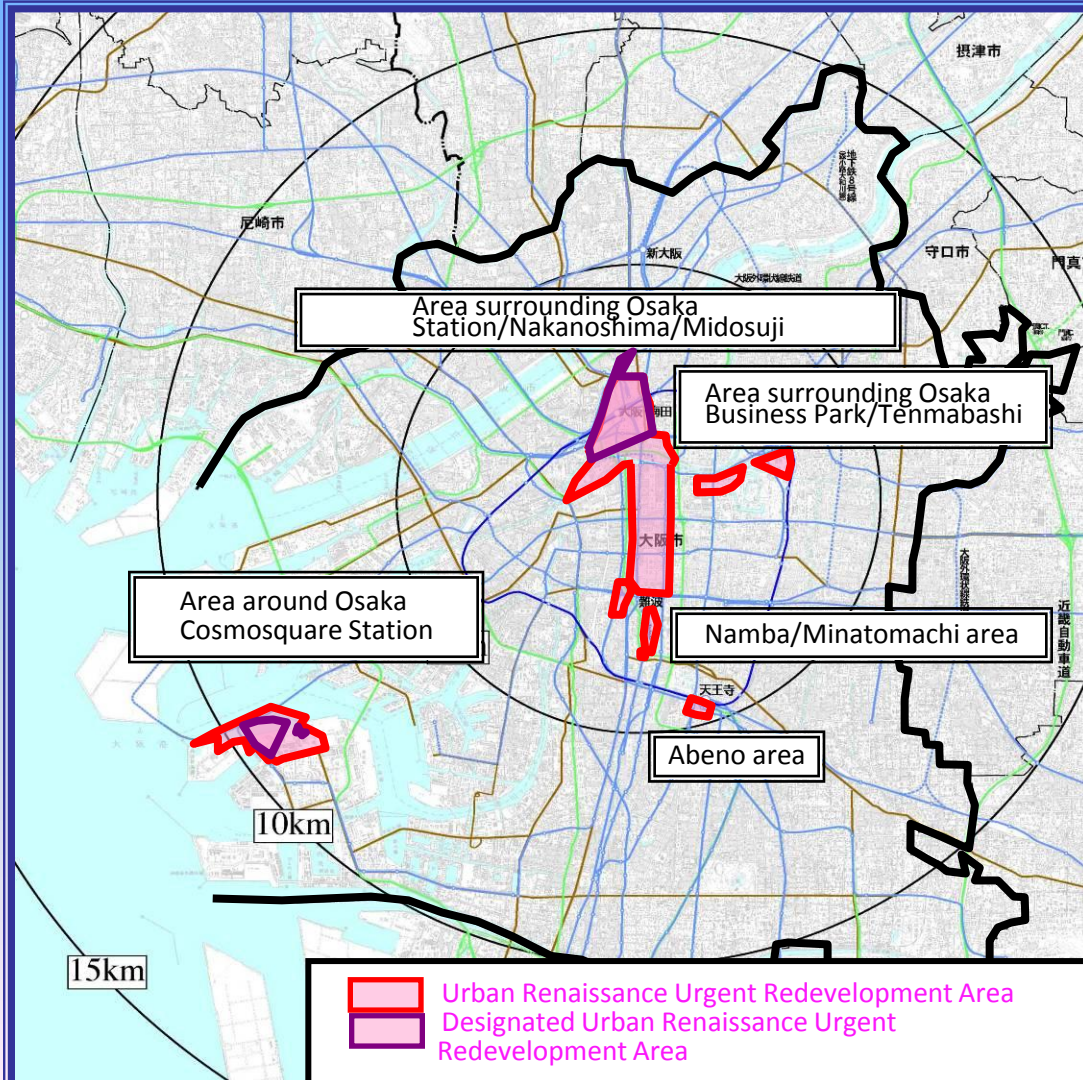




# Act on Special Measures Concerning Urban Revitalization

Facilitate upgrading of urban infrastructure and improvement of the living environment in response to the social situation

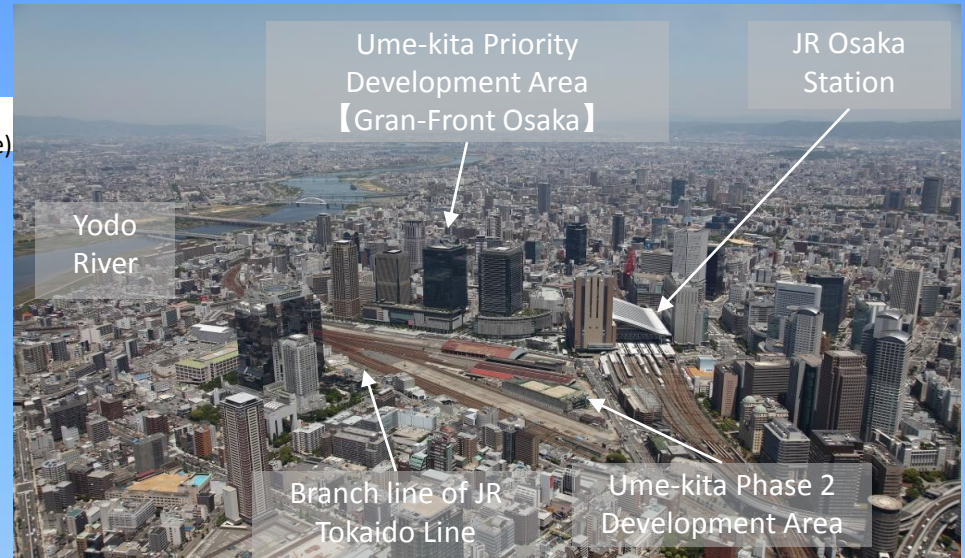
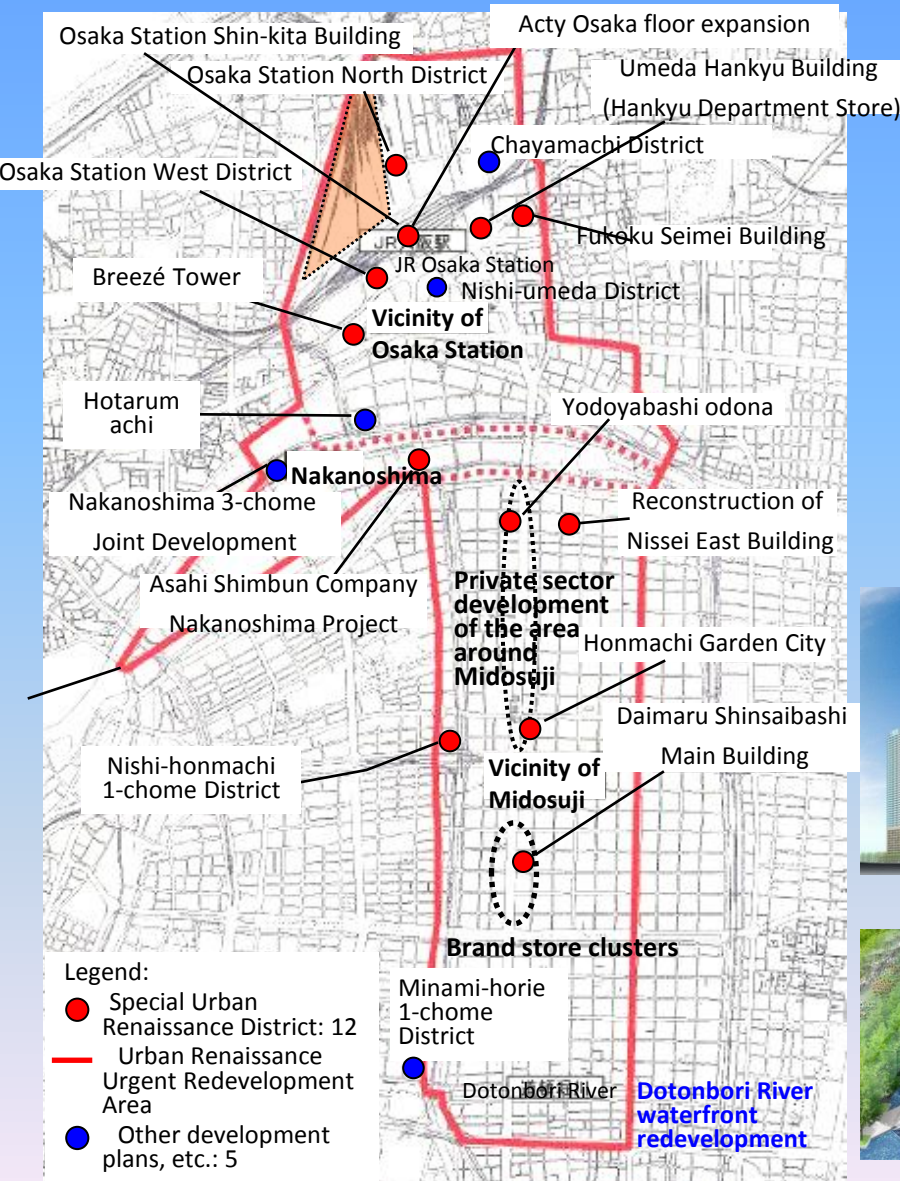
Enacted in April 2002, as a temporary statute that expires in 10 years ⇒ Amended in March 2011



- **Urban Renaissance Urgent Redevelopment Area**
  - Areas where prompt and intensive urban redevelopment should be carried out to serve as a foundation for urban renaissance (4 ⇒ 5 areas)
  - Incentives
  - Urban planning decision within 6 months of submission of urban planning proposal
  - Financial support to private-sector business operators
  - Taxation measures
- **Designated Urban Renaissance Urgent Redevelopment Area**
  - Among Urban Renaissance Urgent Redevelopment Areas, those for which urban redevelopment would help to reinforce the international competitiveness of cities (2 areas)
  - Incentives
  - More powerful incentives including higher subsidy rates



# Osaka Station, Nakano-shima, Midosuji Area



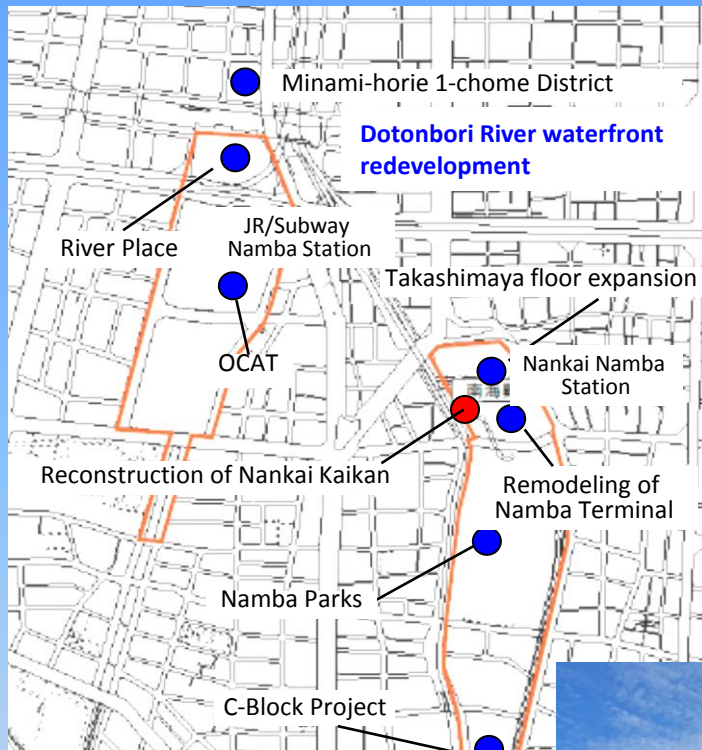
## Osaka Station North District (Ume-kita)

- The last prime location in the center of a city
- Total area of 24 ha (7 ha for Phase 1)
- The district for development in phase 1 is “Gran-Front Osaka.”
- Total floor area: 510,000 m<sup>2</sup>
- Opened at the end of April 2013, and visited by 53 million people
- Redevelopment of open area at the north exit of JR Osaka Station 【2013】





# Namba, Minatomachi, Abeno Area



## Legend:

- Special Urban Renaissance District: 1
- Urban Renaissance Urgent Redevelopment Area
- Other development plans, etc.: 6



## Renovation of Namba Station and reconstruction of Nankai Kaikan

- Station square redevelopment
- Enhancement of Namba Station's terminal function
- Redevelopment of pedestrian corridors



Abeno Grand Tour  
Completed in July 2004  
Residential facilities

## Abeno Harukas

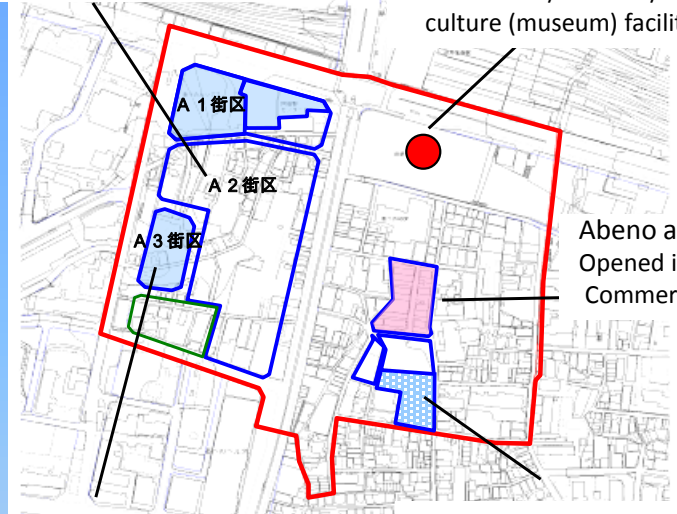
### (Reconstruction of Kintetsu Department Store)

- Building 300 meters tall (the tallest in Japan)
- Expansion of the department store area (100,000 m<sup>2</sup>)
- Museum/hotel facilities, etc. 【2014】



Abeno Q's mall  
Opened in April 2011  
Commercial facilities

Abeno Harukas  
Opened in March 2014  
Commercial/business/accommodation/  
culture (museum) facilities

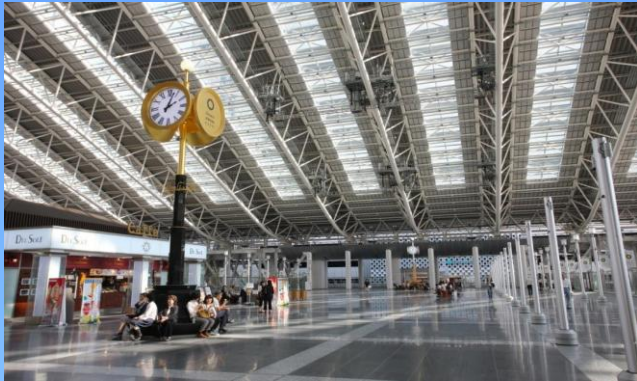


Abeno and  
Opened in September 2008  
Commercial facilities

Sanctus Abeno (Orix Corporation)  
Completed in March 2005  
Residential facilities



# Other Topics



**JR Osaka Station**  
**(Jiku No Hiroba (Space-time Square))**

- Station square redevelopment



**Honmachi Garden City**

- The St. Regis Osaka along Midosuji Avenue
- Height restriction raised from 50 or 60 meters to 140 meters
- Direct access to the station 【2010】



**Breezé Tower**

- New hall with a capacity to seat 912 people
- Underground network of 6-meter wide passageways 【2008】



**Sogo Shinsaibashi Main Building**

- The Sogo Shinsaibashi Main Building is the first site in Osaka designated as a Special Urban Renaissance District
- Visited by 2 million people in the first month after the opening
- Floor area ratio of 1300% 【2005】



**Fukoku Seimei Building**

- Tenants are Osaka University, Kyoto University of Art and Design, and Ritsumeikan University
- Widened junction with the underground mall 【2010】



# Osaka Bay Area until Now

## USJ

- Opened in 2001
- Asia's first Universal Studios theme park
- Attracting 10 million visitors a year



CBD



## Kaiyukan

- Opened in 1990
- Japan's first large-scale urban-type aquarium
- Visited by 65 million people for 24 years

Sakishima

Maishima

Yumeshima

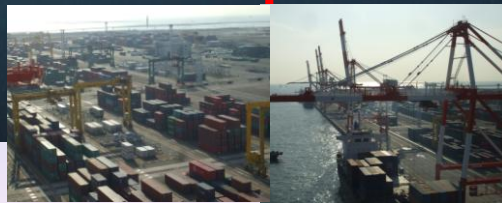


## WTC and ATC

- Opened in 1994 (ATC) and in 1995 (WTC)
- WTC building, which is 256 meters high, was the tallest in western Japan and now serves as the Osaka Prefectural Government Sakishima Building.
- Commercial facilities based on the concept of Asian wholesale mart, attracting 6.6 million visitors a year (ATC)



Maishima Sports Island



Yumeshima Container Terminal



# Osaka Bay Area for the Future

## Inner Harbour Project

- Original Brick Warehouse
- Classic Car Showroom



CBD



## Industrial / Distribution Base

- Base for green/life innovation with future growth potential  
(Clusters of front-line research/development/production facilities such as environment and energy industries)

Maishima

Sakishima

Yumeshima

## IR (Integrated Resort)

- Typically found in Las Vegas and Macau, and also spotted recently in Singapore, South Korea, Australia, etc.
- Discussed in Japan over the last 10 years or more.

## Mega Solar Business

- Came into service in October 2013
- Supply to 3,200 households
- Group of companies led by Sumitomo Corporation



Image



# Basic Concept of Osaka'n IR(Integrated Resort)

## Concept

World-class Entertainment

“MICE” Function in East Asia



## Image of Schedule



2020  
Tokyo Olympic

*Thank you very much!*



Osaka Sushi



Kitsune Udon



Tako yaki



Okonomi yaki



Kushi katsu



Horumon  
yaki



を積み、全  
の百所 入船十艘、出船

天下の貨七分はなにわにあり、  
なにわの貨七分は船中にあり