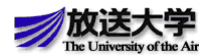


# *The Kansai Economy*

May 28, 2007

Toshihiko Hayashi



## *Kansai*

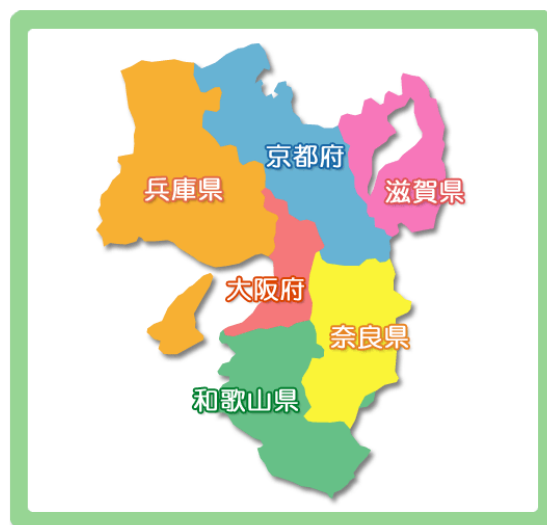
- Kansai=west of gateway “Osaka” in Shiga prefecture or west of three gates, “Aichi”, “Miho” and “Suzuka”
- Kansai=Cultural extension-Kansai dialect, Kansai culture and Kansai economy
- Kinki=Region surrounding Kyoto
- Kinki=Geographical Region-Kinki region



## *Kansai*

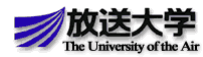
- Normally includes Osaka, Kyoto, Shiga, Nara, Wakayama and Hyogo prefectures.
- Sometimes Mie, Fukui and Tokushima prefectures are added.
- Visit [http://www.kippo.or.jp/index\\_j.asp](http://www.kippo.or.jp/index_j.asp)

## *The Kansai Area*

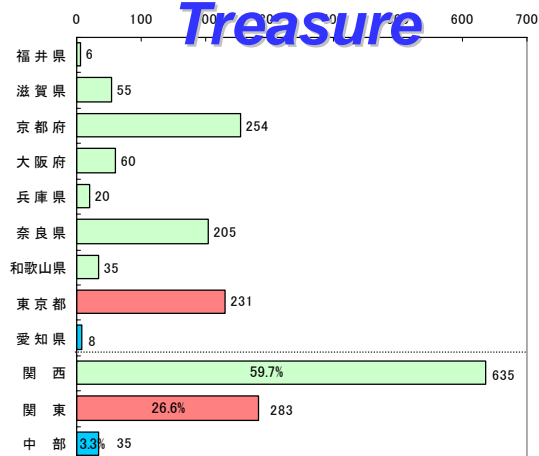


## Natural Environment

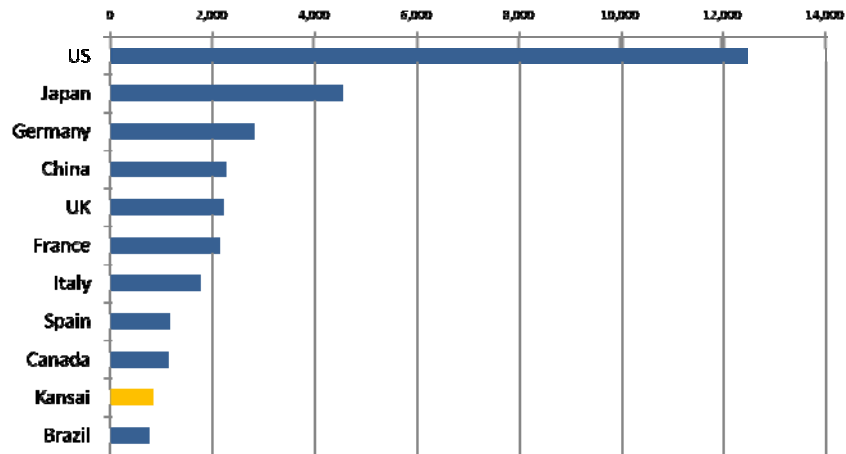
- Area = 27,000 square kilometers
- Woody mountains, flat land and the sea
- Population = 24 million
- Clear four seasons



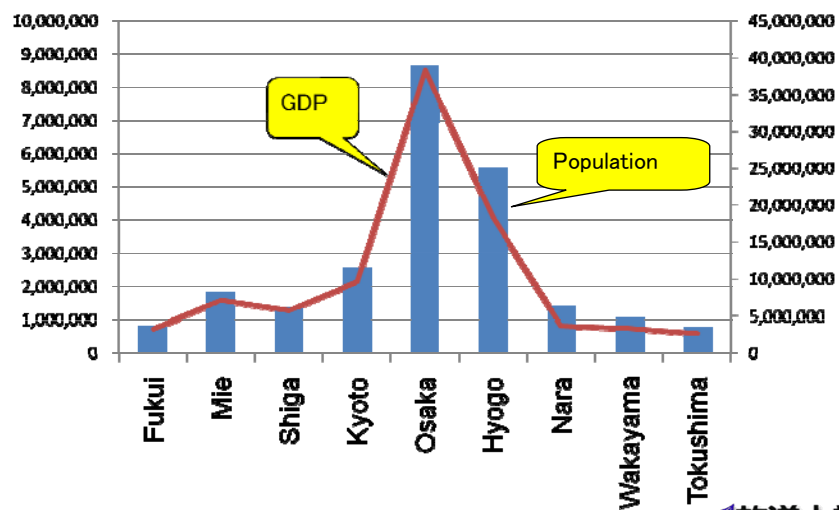
## Number of National Treasure



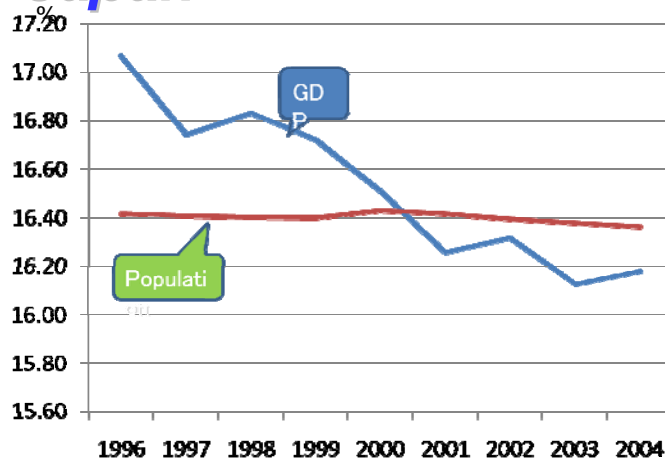
## The Kansai Economy



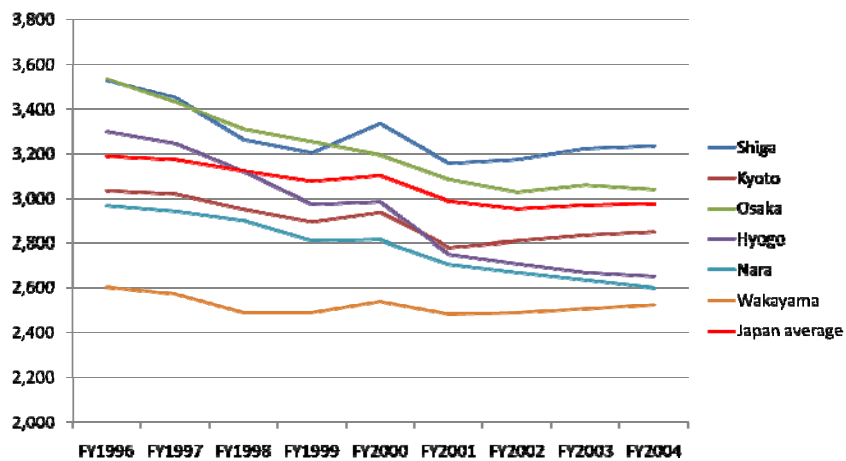
## Prefectures in Kansai



## Kansai's Share in Japan



## Per Capita Regional Income



## ***Tale of Three Cities***

### **Osaka**

CBD of Kansai ; a merchant city

### **Kyoto**

Historic and creative

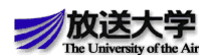
### **Kobe**

Gateway to heaven



## ***Osaka***

- The greatest medieval market place.
- The chief business of Osaka is business.  
(Calvin Coolidge?)
- Pragmatic, shrewd, friendly, fun-loving,  
secular, commoner mentality.
- Losing business to Nagoya.
- Strong rivalry to Tokyo.  
(Hanshin Tigers vs Tokyo Giants)



## Kyoto

- Ancient capital, religious town, academic town.
- Witnessed wars, revolutions, coup d'etat, and many political upheavals.
- Developed a peculiar manner of communication.
- High culture, traditional township, legacy town, tourist attraction.
- Innovative, venturous, habitat for new business.



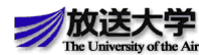
## Kobe

- One of the first ports opened to West after Commodore Perry.
- Cosmopolitan port town.
- Most diverse foreign communities; Korea, China, India, US,
- “High collar” fashion, confectionary, housing.



## ***People in Kansai and Tokyo***

- Individualistic / Herd
- Casual / Formal
- Fun-loving / Austere
- Pragmatic / Authoritative
- Price speaks / Quality speaks
- Money making admired  
/ Achievement respected



## ***Business Ideas from Kansai***

- | “Terminal” department store
- | Moving service
- | “Capsul” hotel
- | Sushi a gogo
- | Futures market
- | Instant ramen
- | Kansai through, Icooca





## ***Small Businesses in Kansai***

- | Bicycles (Sakai)
- | Blanket (Izumi-Otsu)
- | Artificial pearl (Sakai)
- | Hand tools (Higashi-Osaka)
- | Carpet (Sakai)
- | Thermos



## ***Some Recent Ventures***

- Computer software  
Nintendo, CSK, ASCII,  
Capcom
- Personnel service  
Pasona
- Entertainment  
Yoshimoto
- Business matching  
VentureLinks



## ***Kansai Potentials***

- Cultural heritage
- Cyber society in natural environment
- Big market
- Manufacturing base
- Gateway to south east Asia
- Free market tradition
- Open to new ideas