The Kansai Economy

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Kansai and Kinki

• Kansai=west of gateway “Osaka” in Shiga Prefecture or west of three gates, “Aichi”, “Miho” and “Suzuka”
• Kansai=Cultural extension-Kansai dialect, e.g. Kansai culture and Kansai economy
• Kinki=Region surrounding Kyoto
• Kinki=Geographical Region-Kinki region
The 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
Natural Environment

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

Number of National Treasures
The Kansai Economy

Prefectures in Kansai
Kansai’s Share in Japan

Per Capita Regional Income
Tale of Three Cities

Osaka
CBD of Kansai; Merchant City

Kyoto
Historic and Creative

Kobe
Cosmopolitan Port Town

Osaka

• Population: 2.6 million
• 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)
Osaka Castle

Business District
Kyoto

- Population: 1.5 million
- Ancient capital, religious town, academic town.
- Witnessed wars, revolutions, coup d’état, and many political upheavals.
- Developed a peculiar manner of communication.
- High culture, traditional township, legacy town, tourist attraction.
- Innovative, venturous, habitat for new business.

Kiyomizu Temple
Kinkaku (Rokuonji)

Kobe

- Population: 1.5 million
- One of the first ports opened to West after Commodore Perry.
- Cosmopolitan port town.
- Most diverse foreign communities; Korea, China, India, US, Scandinavia, Vietnam
- “High collar” fashion, confectionary, housing.
Open Port, 1868

The Thomas House
Harbor Land Today

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 (we haul)
- “Capsul” hotel
- Sushi on conveyer
- Futures market
- Instant ramen
- Kansai through, Icoca

Small Businesses in Kansai

- Bicycles (Sakai)
- Blanket (Izumi-Otsu)
- Artificial pearl (Sakai)
- Hand tools (Higashi-Osaka)
- Carpet (Sakai)
- Thermos
- Emergency Automobile Light (Higashi-Osaka)
Some Recent Ventures Businesses

- 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