



 *Kansai Economic Federation*
<KANKEIREN>
2019-2020

Greetings

Toward a Vibrant Kansai, Full of Hope and Dreams



Masayoshi Matsumoto
Chairman, Kansai Economic Federation

The Kansai Economic Federation (Kankeiren) was established in October 1946 as a comprehensive economic organization made up of individual economic organizations, businesses, and other entities. Its original mission was to represent the Kansai business community's views on economic revitalization, thereby helping to rebuild Japan's economy, which had been ravaged by the Second World War.

Since then, the Kankeiren has contributed greatly to the economic development not only of the Kansai region, but all of Japan, by engaging in a wide range of activities: for instance, promoting such major Kansai-based projects as establishing Kansai International Airport and Kansai Science City; promoting international exchange and interaction primarily in the Asia-Pacific region; and formulating policy proposals to strengthen industrial infrastructures, and encourage the self-reliance and development of local communities. We celebrated our 70th anniversary in 2016, with the number of our members growing to approximately 1,300.

The Kansai region is in the midst of a rapidly changing domestic and foreign environment—politically, economically, and technologically, such as through IoT and AI innovations. Under these circumstances, it is essential to pursue sustainable growth by drawing upon Kansai's unique assets, features, and strengths to enhance the appeal of the region.

The Kankeiren's new medium-term plan, which began in fiscal 2018, is based on two fundamental points—"Look West" and "Kansai as a stage with a global perspective." Our activities span various key themes—globalism/Asia, culture/tourism, industrial innovation, sports, and regional revitalization—with infrastructure and business foundations as the basis. Through the work of the Kankeiren, we will contribute to achieving the SDGs (Sustainable Development Goals: 17 goals and 169 targets adopted at the United Nations Sustainable Development Summit in 2015) that are trending globally.

In addition, with the approach of major events such as 2020 Tokyo Olympic and Paralympic Games, and World Masters Games 2021 Kansai, we will be doing our utmost to promote sports. Furthermore, we promote international exchanges and industrial development by giving the 2025 World Expo substantial support. These international events will be cornerstones of the future development of Kansai.

As the same time, we will focus on promoting growth fields to support the development of Kansai in the next era, creating bases and ecosystems for the emergence of new ventures and innovation.

To see these activities through to fruition, the Kansai Economic Federation gathers a broad range of expertise from its member companies, various stakeholders and organizations in the Kansai region. With a forward-looking view that envisions a decade from now, we will keep working toward the creation of a vibrant and prosperous Kansai.

Your ongoing understanding and cooperation with our activities is much appreciated.

November 2019

About Kankeiren

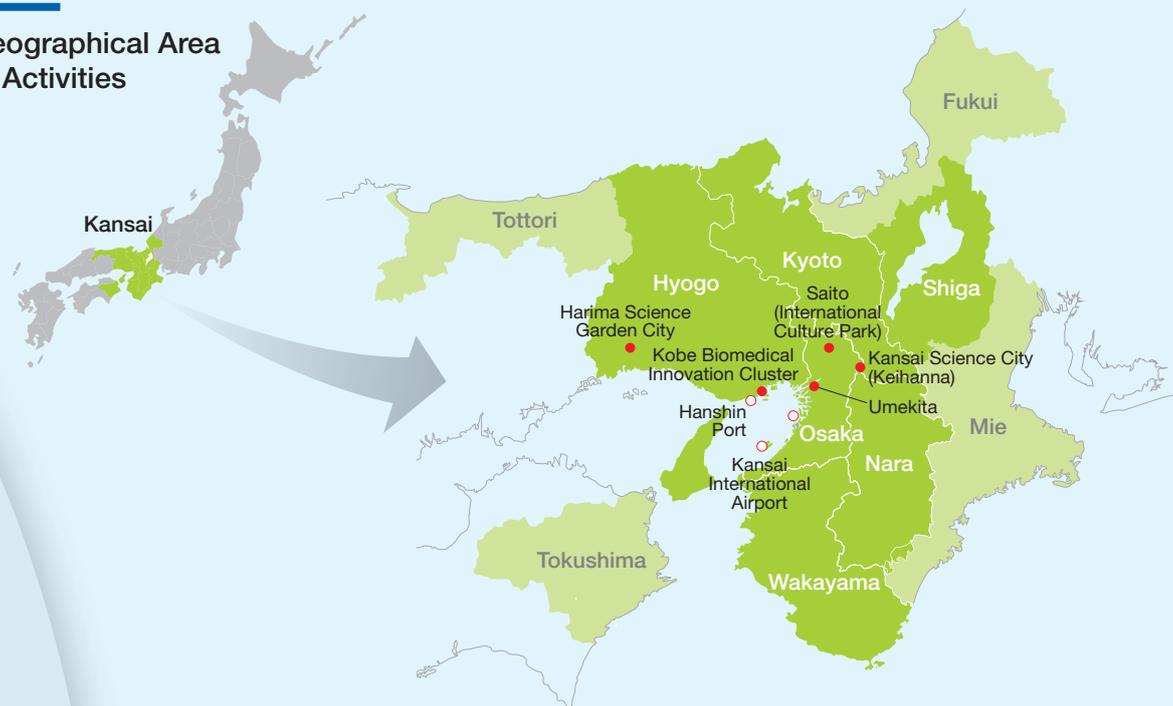
Overview

- Name:** Kansai Economic Federation
(public interest incorporated association)
- Members:** Approximately 1,300 businesses, organizations, educational corporations and other entities that pursue economic activities mainly in the Kansai region.
- Established:** October 1946

Mission

To enhance Kansai's ability to contribute to the sound development of the Japanese economy, we carry out unique research studies that anticipate future trends, make policy proposals, and take practical actions based on the study results. We constantly maintain focus on the whole Kansai region, motivated by the active exchange of views among businesspeople at committee meetings and other gatherings.

Geographical Area of Activities



Establishment of the Kansai Economic Federation

October 2016 marked 70 years since the organization was established back in 1946. It was formed with the aim of solving the pressing obstacles to recovery following the devastation of the war, and with the strong desire to have the independent voice of the Kansai economic region heard.

Founding Goals

- To promote workers' freedom of creativity and dynamic activity.
- To stimulate a healthy spirit of enterprise, based on workers' own subjective judgements, and to assist in bringing about the fruits of those collective ideas.
- To facilitate close cooperation between all workers, where opinions can be exchanged without reservation.
- To promote rational ways of thinking and improve members' ability to implement measures successfully.
- To propel free discussion and act as a neutral arbitrator.

(Excerpt)

Executive Members

(As of November 1, 2019)

Chairman



Masayoshi MATSUMOTO
Chairman & CEO,
Sumitomo Electric Industries, Ltd.

Former Chairmen

First Chairman/October 1946–
Keizo SEKI (Toyobo)

Second Chairman/February 1947–
Manji IJIMA
(The Asahi Shimbun Company)

Third Chairman/September 1947–
Buichi NAKAHASHI
(Osaka Tatemono Co., Ltd.)

Fourth Chairman/October 1951–
Keizo SEKI (Toyobo)

Fifth Chairman/November 1956–
Shiro OTAGAKI
(The Kansai Electric Power Co., Inc.)

Sixth Chairman/October 1961–
Kojiro ABE (Toyobo)

Seventh Chairman/November 1966–
Yoshishige ASHIHARA
(The Kansai Electric Power Co., Inc.)

Eighth Chairman/May 1977–
Hosai HYUGA
(Sumitomo Metal Industries, Ltd.)

Ninth Chairman/May 1987–
Osamu UNO (Toyobo)

Tenth Chairman/May 1994–
Tetsuro KAWAKAMI
(Sumitomo Electric Industries, Ltd.)

11th Chairman/May 1997–
Yasuo SHINGU
(Sumitomo Metal Industries, Ltd.)

12th Chairman/May 1999–
Yoshihisa AKIYAMA
(The Kansai Electric Power Co., Inc.)

13th Chairman/May 2007–
Hiroshi SHIMOZUMA
(Sumitomo Metal Industries, Ltd.)

14th Chairman/May 2011–
Shosuke MORI
(The Kansai Electric Power Co., Inc.)

15th Chairman/May 2017–
Masayoshi MATSUMOTO
(Sumitomo Electric Industries, Ltd.)

(Company names are as of the time of inauguration)

Vice Chairmen



Noriyuki INOUE
Chairman of the Board and
Chief Executive Officer,
Daikin Industries, Ltd.



Masayuki MATSUSHITA
Special Corporate Advisor,
Panasonic Corporation



Akiji MAKINO
Chairman and CEO,
Iwatani Corporation



Kiyoshi OTSUBO
Chairman, President & CEO,
Rengo Co., Ltd.



Yasuo KASHIHARA
Director and Executive Advisor,
THE BANK OF KYOTO, LTD.



Kazuo SUMI
Chairman,
Hankyu Corporation



Hiroshi SATO
Advisor,
Kobe Steel, Ltd.



Masatoshi KIMATA
President and
Representative Director,
Kubota Corporation



Kiyoshi SONO
Chairman,
MUFG Bank, Ltd.



Seiji MANABE
Chairman of the Board of Directors,
WEST JAPAN RAILWAY COMPANY



Tetsuya KOBAYASHI
Chairman of the Board,
Kintetsu Group Holdings, Co., Ltd.



Kazutoshi MURAO
Counselor to the president,
NIPPON TELEGRAPH AND
TELEPHONE WEST CORPORATION

Executive Advisors

Shoichiro Kobayashi

Tetsuro Kawakami
Honorary Advisor,
Sumitomo Electric Industries, Ltd.

Yasuo Shingu
Honorary Advisor,
Nippon Steel Corporation

Yoshihisa Akiyama
Chairman,
The Council of the Union of
Kansai Governments

Akio Tsujii
Senior Advisor,
Kintetsu Group Holdings Co., Ltd.

Shosuke Mori
Senior Advisor,
The Kansai Electric Power Co., Inc.

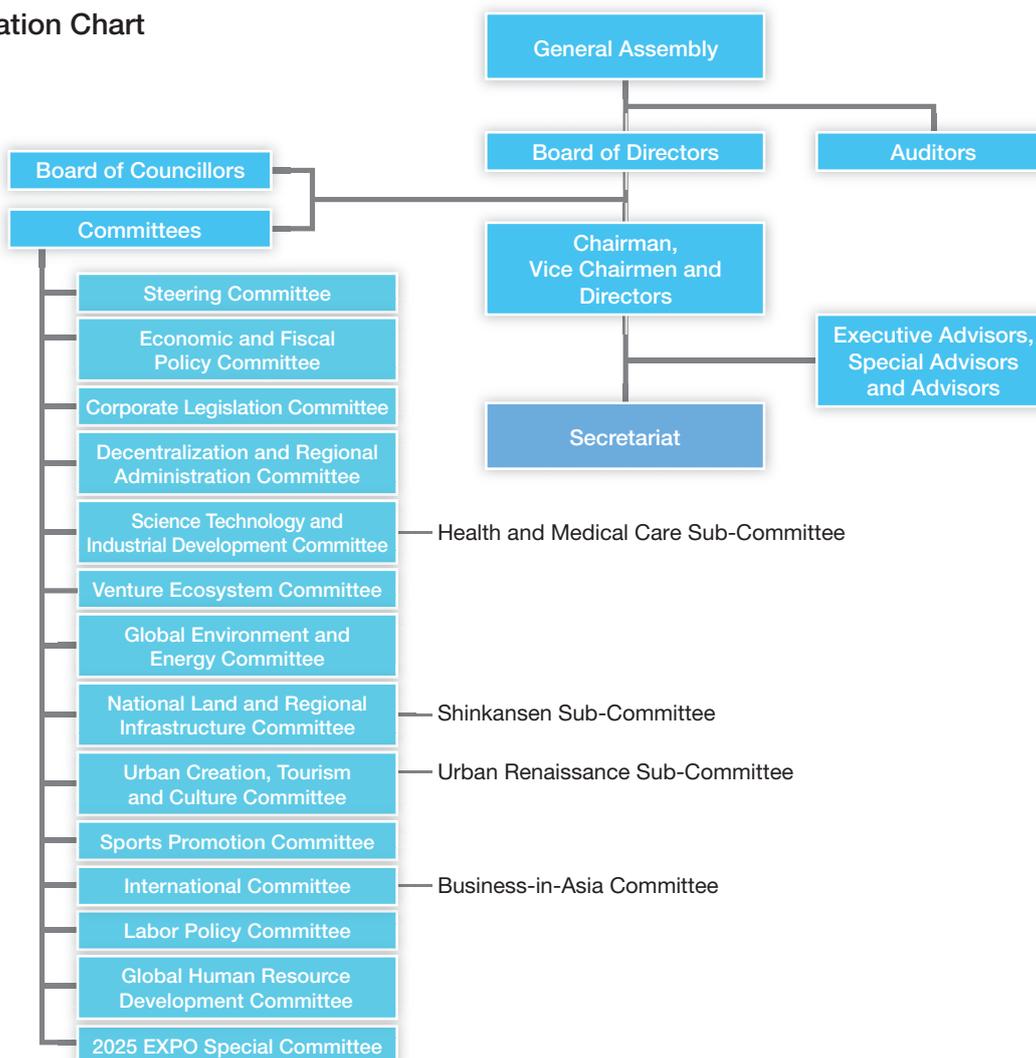
Chairman of the Board of Councillors

Ryuzo Sakamoto
Chairman, Board of Directors,
Toyobo Co., Ltd.

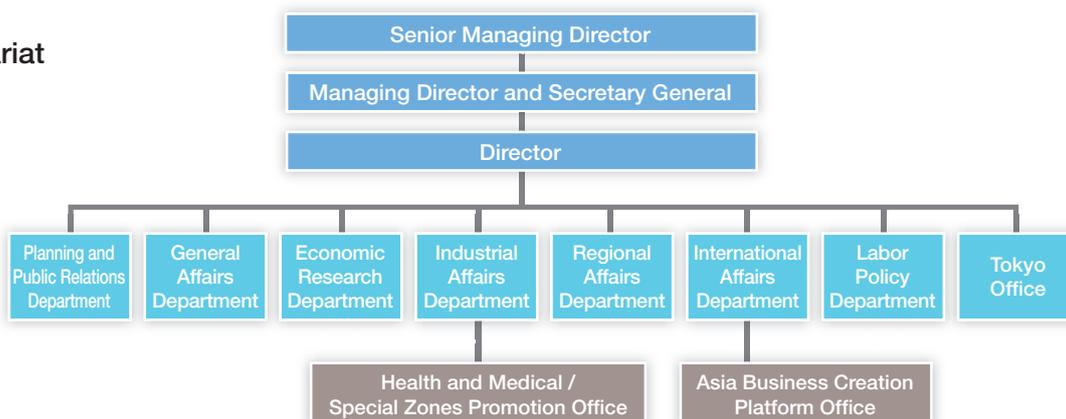
Member Categories



Organization Chart



Secretariat



Our Role

1 To delineate a future vision for Kansai and prepare a roadmap for its realization

In addition to our comprehensive vision for the region—“Kansai Vision 2020—we are utilizing our characteristic strengths as a regional economic organization in a range of fields including in Kansai’s fortes of tourism, sports, and health and medical care. **To bring about the Kansai we envision, we are working together as a region to set the policies needed to achieve those aims.**

2 To take practical action at the supraprefectural level in anticipation of future trends

We take practical action based on the understanding that synergies emerge from adopting a broader perspective—in this case, that Kansai can act as a single entity. Examples of such action include promoting specific industries such as health and medical care and aerospace, and developing platforms for two-way business matching between Asian countries and Kansai companies, not to mention various efforts to promote tourism and sports. We carry out these promotional projects in collaboration with industry, government and academia, notably working with the Union of Kansai Governments, whose establishment was proposed by the Kankeiren.

3 To guide consensus development in Kansai and lead region-wide initiatives

We take the initiative in building a consensus of opinion from local authorities and leaders in the business world, both inside and outside the Kansai region. For example, we requested the government to promote the hosting of international events and events such as the World Expo and G20 summit, and recommended the development of infrastructure such as the early opening of the Linear Chuo Shinkansen and Hokuriku Shinkansen lines. In the past we were centrally involved in large-scale projects as Kansai International Airport and Kansai Science City. We are also engaged in efforts to promote women’s advancement throughout the region.

4 To make bold and “characteristically Kansai” policy proposals based on the views of our members

We conduct research to gain insights into the future based on the perspective of a membership rooted in the area, and make policy recommendations for Kansai that heighten awareness of the issues we face in the region. For example, we make proposals and recommendations to the government and other agencies regarding tax and public finances, energy policy, legislation that affects corporations, and work-style reforms. Through such efforts we are helping to build an environment in which companies can operate easily and thus contribute to the revitalization of the Japanese economy.

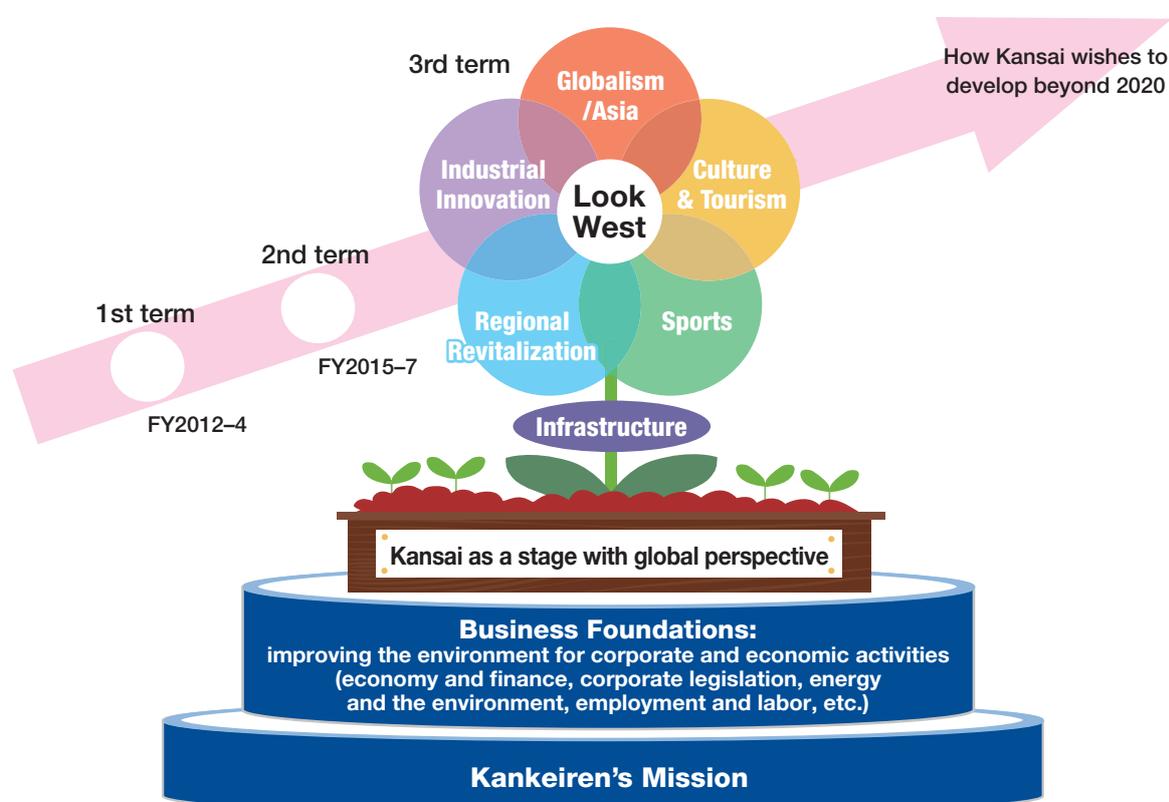
Third Medium-Term Plan

What is Our Medium-Term Plan?

- It is a **three-year plan that sets a direction for the organization's activities**. The third medium-term plan (FY2018–FY2020) was formulated in January 2018.
- The plan takes into account two fundamental viewpoints—**“Look West”** and **“Kansai as a stage with global perspective.”** It covers activities in **five key areas—globalism and Asia; culture and tourism; industrial innovation; sports; and regional revitalization**. It relies on a **basis of infrastructure and business foundations**. (See p. 7 for more details.)

Diagram of the Medium-Term Plan

Kansai Vision 2020 What we wish Kansai to be, and what Kansai should be



Two Perspectives

1 Look West

- Rather than looking east from Kansai to Tokyo, **we will face west toward the rest of Asia**.
- We insist that the overconcentration of resources and infrastructure in Tokyo needs to be corrected, and **we are conceiving of ways for Kansai to implement and develop on its own**.

2 Kansai as a stage with global perspective

We are encouraging companies and people in business in Kansai to become more active, and **inviting those from outside the Kansai area to establish activities in Kansai**. We want businesses and people from other parts of Japan, from Asia, and from other parts of the world to choose the Kansai region as their home base, so **we are working to arrange favorable conditions to facilitate this**.

Major Activities

Globalism/Asia International Committee, Global Human Resource Development Committee

We aim to act as a **bridge, creating business opportunities between companies in Asian countries and those in Kansai**, by working to introduce businesses from both sides to each other. We, for example, provide opportunities for exchanges with government agencies and business people in such countries as China and Vietnam as well as founding ABCP for business exchanges expansion between Asia and Kansai. We also host the Kankeiren ASEAN Management Seminar and provide other support for the development of global human resources, as well as send business delegations to foreign countries, receive important foreign dignitaries, and hold seminars on subjects such as the overseas investment environment. In addition, **to support international students**, we provide examples of employment, host forums for matching graduates with companies. We also host networking events with companies, Japanese university students and international students.



The 1st general meeting of Asia Business Creation Platform

Exchange for workers who were international students

Industrial Innovation Science Technology and Industrial Development Committee, Venture Ecosystem Committee

In collaboration with industry and academia, we promote innovation in next-generation growth industries where Kansai has strengths—**health and medical care; aircraft; technology such as AI, the IoT and robotics; and energy and the environment**.

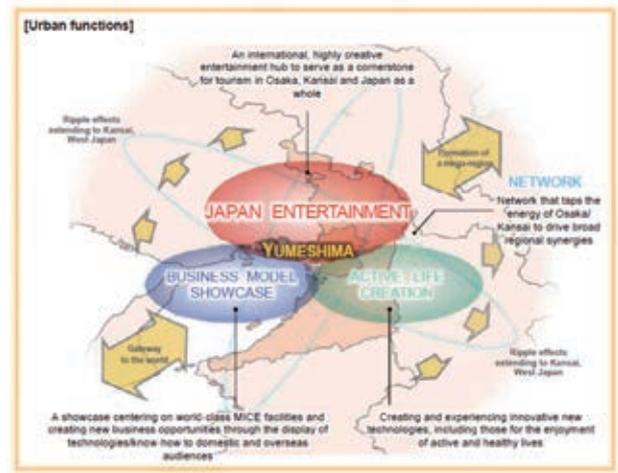
We, together with Umekita and Keihanna, promote constructing venture ecosystems and open innovation, and work to develop human resources in basic technology fields to support innovation.



Case Examples: Applications of ICT, IoT and AI for Improving Productivity and Creating Added Value (Feature: Case search narrowing by needs: introduction of support systems for organizations to adopt and utilize)

Culture/Tourism Urban Creation, Tourism and Culture Committee

To attract more tourists to Japan, we support Kansai Tourism Bureau in order to achieve "KANSAI Tourism Grand Design 2021". We make efforts to let the world know and appreciate the unique history and culture of Kansai localities, announcing their charms to the world through our "*Hanayaka Kansai: The Flower of Japan*" branding. We are also building systems to attract IR (Integrated Resort) and MICE (Meetings, Incentive, Convention and Exhibition/Event) clientele, and pursuing **urban development—as with Umekita and Yumeshima—to boost urban appeal**.

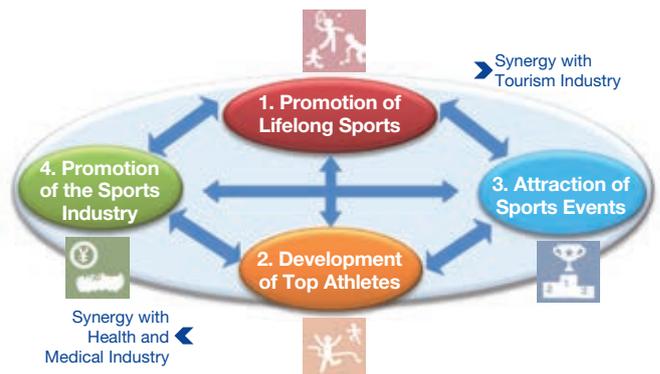


Yumeshima Development Concept (by the Committee for Yumeshima Development Concept)

Sports Sports Promotion Committee

We propose Kansai Sports Promotion Vision to make Kansai people healthier and the region livelier. We have also established Kansai Sports Promotion Councils the platform for Industry, academia, government and athlete to discuss how to promote sports in Kansai.

Based on this vision, we will work with various stakeholders such as municipalities, economic organizations, sports associations, and universities in a range of areas to promote the playing, watching, and support of sports—by **supporting top athletes, promoting lifelong sports, attracting sporting events, and promoting the sports industry**.



The four pillars of our Kansai Sports Promotion Vision



Regional Revitalization

Decentralization and
Regional Administration
Committee

In order to further regional autonomy and promote the development of each region's own strengths and individuality, we consider it necessary **to achieve decentralization and implement the so-called "Doshu-sei" regional government system**. Toward this end, we formulate recommendations and push them to the government and ruling party, and work to encourage public debate and discussion.

The committee proposed and brought into being the **Union of Kansai Governments**, the only regional administrative body in Japan that spans prefectures. The union debates such topics as regional government administration while promoting industry, tourism, sports, and women's advancement, **encouraging wide-area cooperation in the Kansai region**.



Meeting to exchange opinions with the Union of Kansai Governments



Infrastructure

National Land and Regional
Infrastructure Committee

We are working **to establish a multi-hub structure for the country that contributes to national resilience**, by consolidating ideas and necessary recommendations and pushing them to the government.

Regarding transportation and logistical infrastructure, we are addressing four main areas: (1) **Early full opening of the Linear Chuo Shinkansen and Hokuriku Shinkansen lines**, and prompt improvement of the regional railways in Kansai; (2) **Rapid completion of the missing links to the ring road network**, which is lagging behind the Tokyo and Chubu areas; (3) **Optimum utilization of three of the airports in Kansai working together—Kansai, Itami, and Kobe**; and (4) **Revitalization of harbors and other international logistics**.



Meeting to exchange opinions with three airports in Kansai



Business Foundation

Economic and Fiscal Policy Committee, Corporate Legislation Committee,
Global Environment and Energy Committee, Labor Policy Committee

In the following four areas, we will promote policy recommendations and make requests based on a viewpoint unique to Kansai, after a full exploration of potential future problems, with the aim of improving the environment for corporate and economic activities, along with providing support for corporate efforts.

■ Economic and Fiscal Policy

With a view toward **restoring fiscal soundness and promoting economic growth**, and based on changes in the economic climate and social trends, we put together proposals regarding both taxation and finance, including reforms to the steadily rising consumption tax rate and corporate tax system aimed at encouraging economic vitality, as well as social security system reform—recommendations that we push to the government and ruling party.

■ Corporate Legislation System

We work **to improve business legal systems so that they lead to higher corporate value over the medium to long term**. We do so by reviewing how information is disclosed with regard to corporate governance and corporate results, and by putting together recommendations and presenting them to the government and ruling party, hoping to encourage a competition policy that will revitalize business activities.

■ Environment and Energy

In order to achieve the **balance of the "Three Es with Safety" (S + 3E*) and effect energy and environmental policies that are compatible with economic growth**, we compile recommendations on the government's Basic Energy Plan and long-term strategy formulation and promote them to the government and ruling party. We also offer opportunities to study the country's energy mix.

*S + 3E: Safety (S) + Economic efficiency, Energy security, Environmental protection (3E)

■ Employment and Labor

In aiming for Kansai to become a progressive region in terms of work style, we make **policy recommendations** on measures such as work-style reform implementation plans, **lend support to member companies regarding work-style reform**, and **encourage trade unions, the government and employers in the region to work together to implement changes**. In particular, we support women's empowerment.



Making a request to the government/ruling party

Making Kansai a progressive region for work styles



Major Activities

World Expo 2025

The efforts of national and local governments, and private sectors have succeeded to invite the World Expo 2025 in Osaka, Kansai. In cooperation with Japan Association for the 2025 world exposition, we will distribute information of EXPO to our members, and promote activities to achieve SDGs.

Event Overview

Theme: Designing Future Society for Our Lives
Sub-themes: How to Lead a Healthy Life in a Diverse Manner
 Sustainable Socioeconomic Systems
Dates: May 3, 2025 to November 3, 2025
Estimated number of visitors: 28 million
Venue: Yumeshima (Osaka City); approx. 155 ha



Establishment of Japan Association for the 2025 world exposition



Artist's impression of the venue (Yumeshima, Osaka)

(Source: Ministry of Economy, Trade and Industry)

Kansai Economic and Management Summit

A longstanding annual summit at which Kansai-based corporate managers meet to discuss national and regional issues and corporate management. The summit has been held every February since 1963, and since the 41st seminar in 2003 it has been co-sponsored by the Kansai Association of Corporate Executives and Kansai Economic Federation. The 57th summit was held in fiscal 2018, attended by 684 people, the largest number to date.



West Japan Economic Council (Nishikeikyo)

The council consists of the six economic federations of western Japan (Kansai, Hokuriku, Chubu, Chugoku, Shikoku and Kyushu). It establishes positions for western Japan as a bloc and makes requests of the government and ruling party. Established in 1965. A resolution is adopted at the general assembly held every autumn.



“Hanayaka Kansai: The Flower of Japan—Kansai” Logo

Kankeiren, with the cooperation of the Union of Kansai Governments and the Foundation for Kansai Region Promotion, has created a logo to promote the attractiveness of the entire Kansai region* as a unified body in order to raise the level of recognition of Kansai among tourists both inside and outside of Japan.

(*The Kansai region includes the prefectures of Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama, Tottori, Tokushima, Fukui and Mie.)



THE FLOWER OF JAPAN
KANSAI

History

Major Events

HISTORY

- 1946** Kansai Economic Federation (Kankeiren) founded



Congratulatory address by Prime Minister Shigeru Yoshida
- 1955** "Doshu-sei" administration system proposed



"Proposal regarding reform of local administrative structure" submitted
- 1965** West Japan Economic Council established



Six economic organizations of western Japan
- 1971** Joint Delegation of Kansai Business Circle visited China



The visit took place before the normalization of diplomatic relations
- 1972** Kankeiren reorganized into an incorporated association
- 1979** Promotion Council for Construction of New International Airport in Kansai established



Kansai International Airport (present) (Opened in 1994)
- 1980** Kankeiren ASEAN Delegation dispatched



(Began Kankeiren ASEAN Management Seminars)
- 1983** Kansai Science City Construction Promotion Conference established



Kansai Science City (present) (Opened in 1994)
- 1990** Pacific Resource Exchange Center (PREX) founded
- 1999** Kansai Council established
- 2009** Kankeiren merged with Kansai Employers' Association



Joint press conference
- 2010** Union of Kansai Governments established
- 2011** Kankeiren transformed into a public interest incorporated association
Asia Pacific Institute of Research founded
- 2013** Opening of earlier (Phase 1) development area of Umekita district



Earlier (Phase 1) development area of Umekita district
- 2015** Kansai Health and Medical Care Innovation Council established
- 2017** KANSAI Tourism Bureau established



<http://www.kankeiren.or.jp/English/>



Kankeiren's Logo

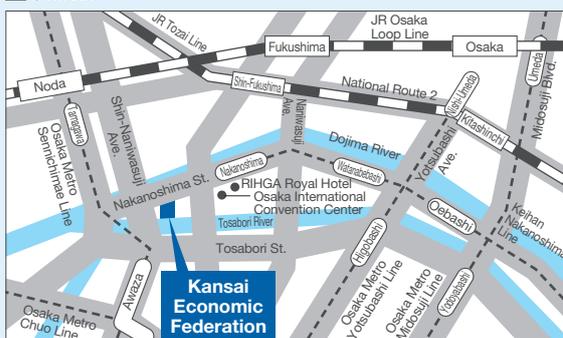
- Designed in 1988 based on the initial letters of Kankeiren's English name, "Kansai Economic Federation"
- Representing dynamism and sense of speed through the design based on the form of a bird so as to impart the image of the rapid development toward the future



Logo Color [Kokihanada Indigo Blue]

Indigo blue has the special property of resistance to color change or fading. Kankeiren adopted indigo blue as its symbol color to convey the impression that Kankeiren is an organization that holds to firm principles and timeless values, while remaining responsive to changing times.

■ Osaka



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TEL: +81-6-6441-0104 FAX: +81-6-6441-0443

■ Tokyo



10F Akasaka Center Bldg., 1-3-13, Moto Akasaka, Minato-ku, Tokyo 107-0051, Japan
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