

## 7 Arrows: ~The Direction of Kankeiren's Activities~

### 1 Enhancing mutual connection with Asia and the world

- ◆Advancing the Asia Business Creation (ABC) Platform
- ◆Enhancement of Kansai's role as an international exchange center  
Improving & communicating Kansai's charms in the eyes of foreigners as well as proposing pioneering initiatives for inbound revitalization & expansion

### 3 Achieving the "doshusei" regional government system: Promotion of decentralization & the integrated administration of a large region

- ◆Initiatives for the enhancement of the Union of Kansai Governments' role  
Proposals for bold transfers of the authority & financial resources necessary to implement measures deemed essential from a broad perspective
- ◆Promotion of decentralization including the regional government system & a decentralized society

### 5 Creating an environment where diverse human resources can fully perform to the best of their potential

- ◆Actualization of Kansai as the top region for attracting and fostering people who seek opportunities  
People who want to play an active role on the corporate stage (especially women & foreign exchange students); people who lead the world in various fields (entrepreneurs, top athletes, academics, etc.); people who choose a work style unrestrained by a single organization or independent of employment
- ◆Initiatives for improving employment diversity & mobility  
Introduction of pioneering issues regarding the state of the corporate employment system & university education as well as various legislative systems

### 7 Project DX in Kansai

- ◆Formulation of a blueprint that collects assorted measures for the advancement of digital transformation (DX) as a region  
-Kansai DX Strategy 2025 (Tentative Name)-

### 2 Innovation Happens Here, There, and Everywhere in Kansai

- ◆Construction of an innovation ecosystem leading to collaboration with corporations & universities and the reinvigoration of R&D
- ◆Development of a structure that promotes the intermixing of diverse entities & cooperative industry for innovation & solutions to societal challenges across the Kansai region

### 4 "Sampo Yoshi" — benefits for all stakeholders— a social system establishment to utilize the power of the private sector

- ◆Advocacy of a structure for instilling the role corporations ought to play in a new age conscious of multi-stakeholders
- ◆Initiatives for enhancing corporate collaborations with government  
Thematic examples: local reinvigoration & various societal challenges such as responses to natural disasters & infectious diseases as well as energy & environmental issues

### 6 Development of vitalizing regions that contribute to both physical and mental health

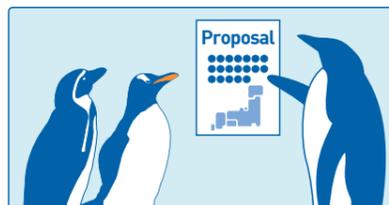
- ◆Advancement of data usage in health & medical fields
- ◆Initiatives for a developed region in sports  
Development of a structure that reinvigorates sports as something to be played, spectated & supported as well as creates & succeeds the legacy of the World Masters Games 2021 Kansai
- ◆Initiatives for succeeding & developing culture as well as creating educational opportunities leading to a full life



## Kansai Economic Federation: 5 Roles



To delineate a future vision and prepare a road map for its realization



To make bold policy proposals  
Promotion of their implementation



To take practical action



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



To boost international exchanges with Asia and the world

# Kansai Vision 2030

## Pamphlet



## Kansai; a pioneer region, with the spirit of the first penguin

Traditionally, Kansai has attracted people from inside and outside the country, and instigated new socio-economic models according to the times through groundbreaking initiatives and innovations. Nevertheless, has that spirit faded in the so-called lost 30 years following the collapse of the bubble economy? And presently, we find ourselves in the midst of crisis from the COVID-19 pandemic. Now more than ever, in the spirit of the first penguin that plunges headfirst into uncharted water, Kansai will become a region that creates new value by attracting and fostering groundbreaking corporations and people. Moreover, Kansai will pioneer new ground, going on to demonstrate and practice new forms of socio-economics.

**The First Penguin**  
The first penguin is the one that breaks away to plunge headfirst into uncharted water, where predators might be lurking, in search of food. In turn, we call those who take the lead in pioneering into new territory are known as first penguins.

**Kansai; a pioneer region, with the spirit of the first penguin**

What we want Kansai to be, what Kansai should be

**Target An economy that is open and creates original values**

~Leading corporations creating value~

- Creating new values coping flexibly with change
- An active mutual connection with Asia and the world

**Target Front line of new social models**

~Creating new societies that our Kansai leads~

- Practicing new models of corporate involvement in societies
- Leading reform regarding the regional government system
- Leading the sustainable societies that the SDGs aim for

**Target A stage that attracts people**

~Developing & being open to innovative leaders~

- Fulfilled with ideal conditions as a leading region
- Various attractions for comfortable living

Two Viewpoints (1)

**Look West**

- Boosting the mutual connection from a strong viewpoint on Asia (Look at Asia)
- Deepening our relations with Western Japan (Look at Western Japan)
- Capitalizing on Kansai's own strengths (Look at Kansai itself)

Two Viewpoints (2)

**One Kansai**

- Optimal usage of resources from a broad perspective
- Organic connection with distinctive cities
- Gathering a variety of interested parties

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2. Innovation Happens Here, There, and Everywhere in Kansai
3. Achieving the "doshusei" regional government system:  
Promotion of decentralization & the integrated administration of a large region
4. "Sampo Yoshi" — benefits for all stakeholders—  
a social system establishment to utilize the power of the private sector
5. Creating an environment where diverse human resources can fully perform to the best of their potential
6. Development of vitalizing regions that contribute to both physical and mental health
7. Project DX in Kansai

**Driving Forces**

Universities × Private sector × Government

Phase 3

Realization of what we want Kansai to be, what Kansai should be; construction of new socio-economic models leading to the achievement of SDGs

Phase 2

Creating a legacy & advancing initiatives as a springboard for the World Exposition in Osaka, Kansai

Phase 1

Overcoming the fallout of the COVID-19 pandemic; reforms that turn it into an opportunity

**Kansai's Strengths & Potential**

- The spirit of enterprise
- Tolerance toward diversity & failure
- The common good & benefiting others
- Clusters of advanced universities & research institutes
- Comfortable living & attractively diverse cities
- Accumulation of traditions & culture based on history as well as a rich natural environment

**Kansai's Shortcomings & Challenges**

- Cooperation among the regional areas is insufficient
- The brand strength of Kansai isn't fully recognized
- Kansai is behind in the shift to digital
- Compared to other regions, there are insufficient environments for women's empowerment

**The underlying essence of Kansai**

- Traditions & culture based on history
- The spirit of Kansai

**Conceivable Paradigm Shifts**

~Including changes due to the COVID-19 pandemic~

- From a high growth model supported by an increasing population to a model that assumes a declining population
- From a one-way relationship with Asia to a reciprocal relationship of mutual cooperation
- From the principle of self-sufficiency to open innovation
- From the principle of multi-stakeholders first to management that is more conscious of shareholder primacy
- To a society in which corporations play a more active role in finding solutions to societal challenges
- From Tokyo centralization to multipolarization
- To dual-track, diverse lifestyles and careers