

Osaka@EURO

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In this article, we would like to introduce the impression of one of the participants who took part in the Osaka Paris business mission and also inform you of the upcoming MONDIAL DU TOURISME MAP - LE MONDE A PARIS.

Participating in the Osaka Paris business mission Mr Takeshi MASUTANI, CEO M's INC

We are a company located in Osaka which designs and manufactures fashion goods. We first heard about this mission from an acquaintance who asked us whether we knew of a company which was willing to sell kimonos in France. So, at first, we were just going to introduce someone and did not have any interest in participating.

But afterwards, we were told that JETRO was going to set up a Japan booth at Pollutec, one of Europe's largest trade fair on environment, and that Osaka City Paris Office would be participating as one of the exhibitors, meaning we could display our goods there with them.

As we have a product pending to obtain the European patent, we asked the people in charge of this mission whether we could do some business matching with exclusive worldwide brands such as Louis Vuitton. The reply was that they would do their best to make that happen, so though still anxious, I decided to join the mission.

With the Osaka City Paris Office's wide network and support from the Paris Economic Development and the Paris Chamber of Commerce, we were able to meet the right companies. The other participants were also holding serious meetings with companies who showed up for the business matching.

I was impressed when I saw our exclusive file which the Chamber of Commerce had prepared. The five companies which I met with all took the matter seriously and I was very satisfied with the results. I understood that by participating in the business mission, it became easier to meet the right companies than to just go on one's own. Also, we were interviewed by the Japan Broadcast Corporation and since this interview was televised throughout the country, it became a big propaganda for our company.

When thinking about doing business abroad, I believe participating in a business mission is an efficient way and would like to participate again.

See you at MONDIAL DU TOURISME MAP - LE MONDE A PARIS !!

Osaka City Paris Office will be exhibiting at "mondial du tourisme à Paris (MAP)" which is going to be held at Paris Porte de Versailles from March 18th to 21th. MAP is a big tourism exposition which gathers travel agencies from all around the world, and 93,000 people showed up for the event last year.

We will be participating in the Japan booth which is hosted by the Japan National Tourism Organization(JNTO) as one of the events of YOKOSO JAPAN. This YOKOSO JAPAN campaign started in 2003 and aims to have 10 million foreigners visit Japan. Since the year 2010 is the last year of this campaign, 2010 has been designated the "Visit Japan Year" in order to further promote tourism from around the world.

Because of the world crisis and the strong yen, the number of visitors to Japan severely decreased in 2009, but in comparison to this, there are some European countries such as Austria, Italy and Spain that increased the number of visitors by more than 10% from the previous year. Also, a characteristic of European tourists to Japan is that many visit Japan repeatedly, and this is an advantage to obtaining a constant flow of tourists.

The City of Osaka Paris Office started to work not only on business promotion but on tourism promotion as well as one of the main strategies from this year on, and has participated in FITUR with the help of JNTO and the Japanese Embassy in Spain. As noted in the previous newsletter, Osaka is a member of DELICE, and has attended the general assembly which was held in Riga together with the Osaka Restaurant Association to promote Osaka as a gourmet city.

At MAP, we will be introducing Osaka's marvelous spots, and of course the best foods we have, too. We hope that many travel agencies and individuals planning on visiting Osaka will visit us at MAP !

