



**Grow with
UMEDA**

Welcome to the Growing UMEDA

-Osaka Station District-

OSAKA
STATION CITY

Umekita
Phase 2 Development

OSAKA
STATION CITY

UMEDA
HANKYU BUILDING

GRAND FRONT
OSAKA

2011

2012

2013

Area



**GRAND FRONT
OSAKA**

**UMEDA
HANKYU BUILDING**

**UMEDA
1-1 PROJECT**

UMEDA 1-1 PROJECT



Umekita Phase 2 Development Area

A Meeting Point for Natural Greenery
and Innovation (In planning)



(Approx. 16.2 ha)

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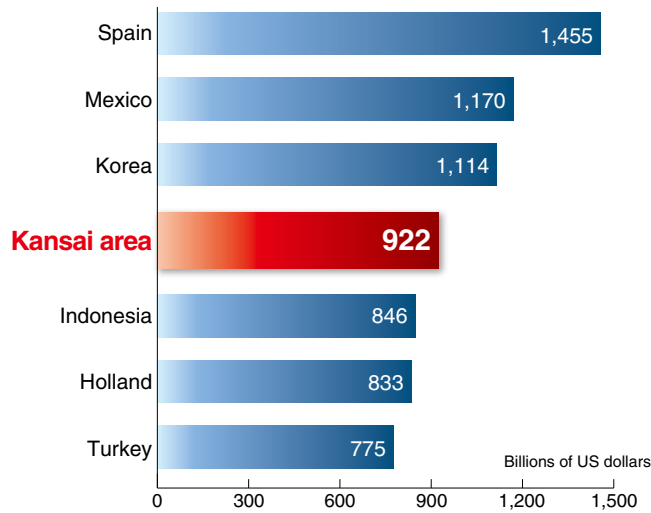
2022 (Plan)

2023 (Plan)



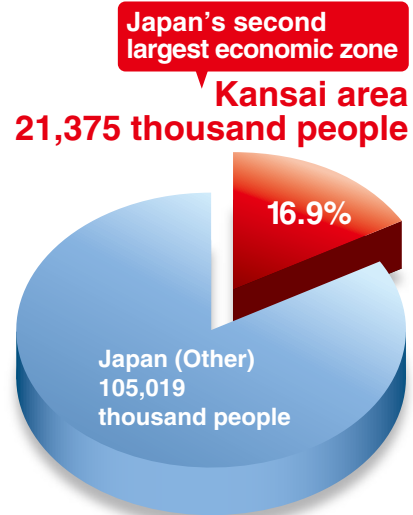
UMEDA is in the Kansai

Comparison of Kansai Area's Nominal GDP with Various Countries (2011)



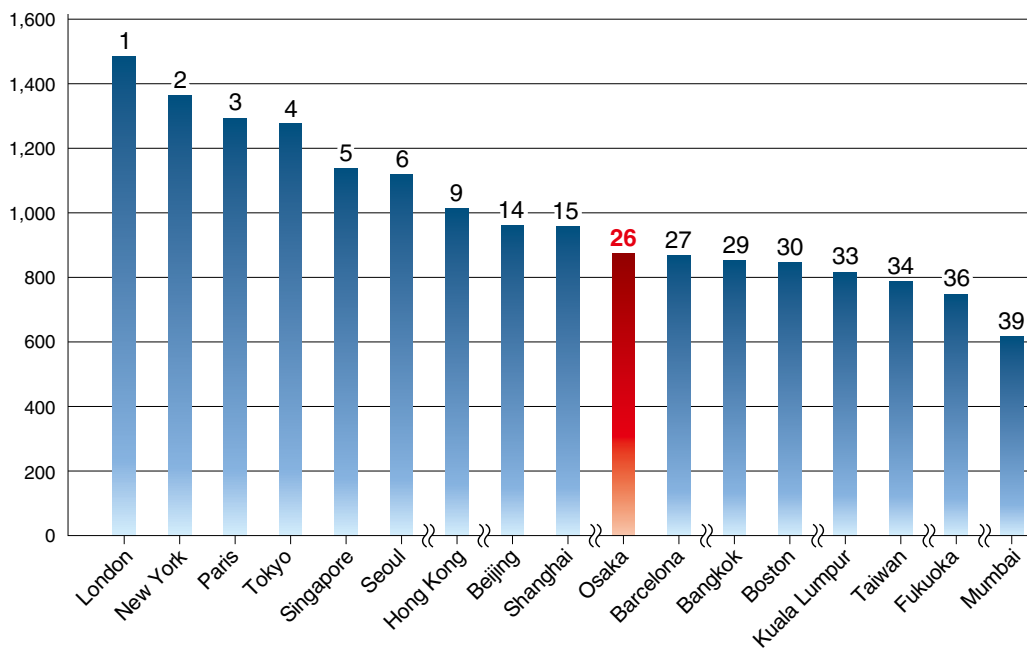
Source: Compiled from the Ministry of Internal Affairs and Communications "World Statistics 2014," "National Accounts of Japan," and "Prefectural Accounts of Japan"

Kansai area population(2011)



Source: Population Census of Japan, Ministry of Internal Affairs and Communications

Global Power City Index



Source: "Global Power City Index 2014" by the Mori Memorial Foundation

Region










Umeda is located in the Kansai area, which is connected to the main cities of Tokyo, Nagoya, and Fukuoka by bullet train, expressways, and air routes. It therefore offers tremendous potential for doing business in Japan. In addition, Kansai International Airport and other facilities are about one hour closer than gateways to Tokyo for the journey from major cities throughout Asia, offering advantages for maintaining networks overseas. The Kansai area has an economic scale comparable on a national scale to South Korea and Indonesia. It is an urban area bustling with energy and ranks highly for international competitiveness and convenient city living.

Kansai Area: The six prefectures of Osaka, Kyoto, Hyogo, Shiga, Nara, and Wakayama.

UMEDA, a HUB in

Potential of Kansai Region

■ Global Companies Headquartered in Kansai Area (example)

			
			
			
KEYENCE	Kobe Steel	KUBOTA	Nidec
Nitto Denko	OMRON	SHIMANO	Sumitomo Chemical
			Takeda Pharmaceutical

■ Foreign Corporations That Have Expanded in the Kansai Area (example)

	
Alstom	AstraZeneca
Eli Lilly and Company	Haier
Hilton Osaka Hotel	Huntsman
P&G	Sandvik

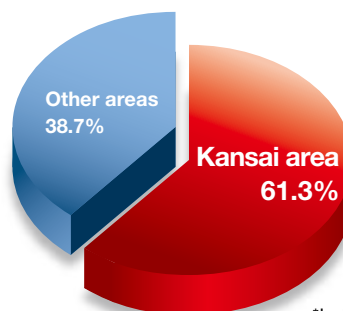
■ Globally Ranked Universities in Kansai

Ranking	University name	Country
1	Harvard University	America
2	Stanford University	America
21	The University of Tokyo	Japan
24	Wisconsin State University	America
26	Kyoto University	Japan
27	New York University	America
49	University Heidelberg	Germany
78	Osaka University	Japan
78	University of Florida	America
101-150	Peking University	China
101-150	Seoul National University	Korea

Source: Shanghai Jiao Tong University [Academic Ranking of World Universities 2014]

■ The Kansai Area is Strong in Environmental and Energy Fields

Kansai area share of the Japanese lithium-ion battery related industry (2012)



Ministry of Economy, Trade and Industry "Current Survey of Production" (2012)

*Including Fukui Prefecture within Kansai

■ World Famous Inventions Originating from Kansai Area

Manufacturing

CUP NOODLE

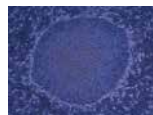
Nissin Food Products Co., Ltd., which is headquartered in Osaka is credited with the invention of the world's first instant noodle technology. Their "Cup Noodle" product has become a long-seller and a world-wide favorite.



Medical and Pharmaceutical

iPS cells

Pluripotent stem cells are able to replace various parts of the body including nerves and muscle. Their discoverer, Professor Shinya Yamanaka of Kyoto University, won a 2012 Nobel Prize in Physiology or Medicine.



Center for iPS Cell Research and Application

■ Inventions from Kansai

Automated ticket gates	1967 Currently OMRON
BIO HAZARD	1996 CAPCOM
Camera-equipped mobile phone	2000 SHARP
Wii home video game console	2006 Nintendo

the Kansai Region

The Kansai area includes the three distinctive cities of Osaka, Kyoto, and Kobe, interconnected by rail and approximately just 30 minutes apart. The area is home to many global corporations and leading research institutions. With particular strengths in manufacturing, the medical and pharmaceutical sectors, and environmental and energy-related technologies, the area has been designated as an International Strategic Comprehensive Special Zone of Japan. One of the special features of the Kansai area is that it is home not only to major corporations, but is also bustling with SMEs that have unique technologies. There are also a host of universities and research institutions, such as Kyoto University and Osaka University, which are ranked among the best in the world. The local railway and road systems are centered on Osaka, and Umeda has prime access to these corporations, universities and research institutions, airport and other facilities with its central Osaka location.



Japan's second largest port

Number of sailings

North American services: 12 sailings / week

European services: 4 sailings / week

Asian services: 139 sailings / week (2010)

Kansai International Airport

Number of airline companies: 65

Number of destination countries/regions: 25

Number of destination cities: 68

Number of flights per week: 919

Note: Created from materials published by New Kansai International Airport Company, Ltd.

Shinkansen JR Line
Hankyu Railway Hanshin Electric Railway

0 10 20 km

The Umeda Brand

Umeda is one of the leading business hubs in the Kansai area, and home to the headquarters of many leading corporations. Having a headquarters in Umeda helps to create a reputation for reliability and enhances brand value.

Companies with Headquarters in Umeda and Surrounding Areas

ITOCHU
Suntory
DAIKIN INDUSTRIES

AstraZeneca
Bayer Yakuhin
Hilton Osaka Hotel



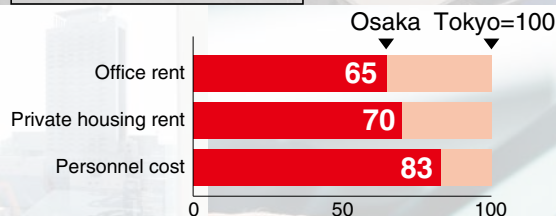
Strong Support for

From High-Grade to Rental Offices

Umeda is the main city in Japan's second largest economic area and is in a prime location between Tokyo and Fukuoka. Compared to Tokyo it has distinctively lower business costs, such as office rental and personnel costs, making it an ideal environment for starting business in Japan. There is also a wide range of options for offices, from rental to high-grade offices.

Business Cost Advantage

Business Cost Comparison

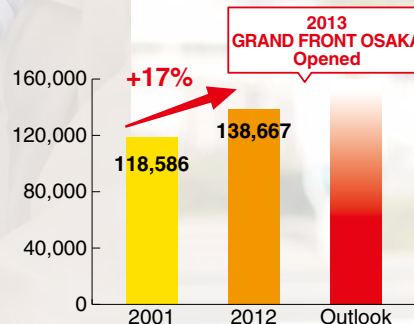


Source: CBRE, Inc. "National Vacancy Rates and Average Asking Lease Rates Q4 2013"
Ministry of Internal Affairs and Communications Statistics Bureau "Retail Price Survey 2013"
Ministry of Health, Labor and Welfare "Monthly Labour Survey (Regional Survey) 2012"

High Quality Human Resources Readily Available

The Kansai area is home to some of Japan's leading educational institutions, enabling companies to source high quality human resources. Moreover, Umeda offers easy commuter access from any area, and is favored by employees for its rich complement of after-hours amenities.

Number of People Working in Umeda



Source: Ministry of Internal Affairs and Communications "Establishment and Enterprise Census (2001)" and "Economic Census (2012)"

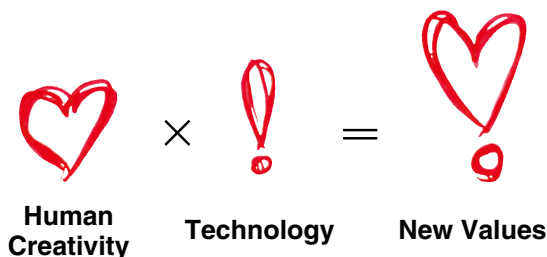
Your Business

Make an Innovation



An international creative field award held at Knowledge Capital—INTERNATIONAL STUDENTS CREATIVE Award 2013.

KNOWLEDGE INNOVATION



To change society through innovation that starts in Osaka

Umeda has a variety of schemes to assist innovation in your business. The leading institution in this field is Knowledge Capital. As an intersection point for various people including corporations, researchers, creators, and ordinary consumers, Knowledge Capital provides a “knowledge creation base” where these people can connect their knowledge to create new value.

Creation of new industries

Creating new industries by taking advantage of Knowledge Capital's superb facilities and functions

Promotion of culture

Serving as a center to promote culture from Osaka and Kansai to Asia and the world

International exchanges

Constructing a gateway to Asia and the world

Development of human resources

Attracting many talented people and fostering the young talents of the next generation

Business Innovation through Knowledge Capital (example)

1 KNOWLEDGE SALON



Having established the way forward for a new project

Knowledge Salon is a members-only venue to facilitate encounters and exchanges between people from different fields, including corporate people, researchers, and creators. By promoting such exchanges, the facility supports the creation of new projects.

2 COLLABO OFFICE



This rental office provides a base for collaborative activities by serving as a satellite office for corporations in and outside Japan, or a base for venture companies and others. The facility provides a starting point to let projects advance steadily.

3 The Lab.



Having created prototypes

When the products are finally complete

This display space introduces developmental prototypes or activities for cutting-edge technologies, products, and services of corporations, research institutions, universities and so forth. It provides an opportunity to obtain authentic reactions of users to prototypes.

4 KNOWLEDGE THEATER



This multi-purpose theater seats 381 people and can be used for announcing new creations. Presenters can make use of the giant screen to give dramatic and impressive presentations.

A Raft of Other Facilities to Support Your Business



This communication café offers a library stocked with books on wide-ranging fields and a generous menu. Tablets provided on the tables offer guests a range of around 100 e-books.



This showroom presents ideas for the near future from various corporations and universities. Visitors can encounter the lifestyle of the future not only through "knowledge" of products and information, but also through "play" and "experience."



Seminars, exhibitions, parties and various other events can be held in this rentable conference room. It is linked to the Knowledge Theater, Event Lab., and other facilities to enable large scale events to be held.

Diverse Events Offer Business Hints



Guest speakers from a wide range of business sectors and professions share their "knowledge" with participants in this weekly intellectual salon held every Thursday.



A talking event where the opinion leaders and motivators of our age come together around a low table to consider and explore what is "interesting."

More Innovation Facilities in Umeda

Umeda also has a host of business innovation facilities, such as the business creation community center "Umeda MAG," the business creation members' office "GVH #5," and the global innovation support base "Osaka Innovation Hub."

Pow Mark



Japan's Premiere Commercial Hub

Umeda is Japan's premiere commercial hub, with a concentration of the three department stores Hankyu, Hanshin, and Daimaru, as well as many large scale commercial facilities. Many people visit Umeda for shopping to seek out the latest Japanese trends.



From Haute Cuisine to Stand-to-Drink Stalls

The area caters for a full range of diners, with exclusive hotel restaurants and the high-class dining and drinking quarter in Kitashinchi, which rivals Tokyo's Ginza area, to eateries that populate arcades built underneath raised railway tracks, including stand-to-drink stalls, and the buildings in front of Osaka Station.



World Class Underground Shopping Complex

Underground shopping complexes are common in Japan, and the Umeda complex is known as one of the largest not only in Japan but in the world. The complex is filled with various shops that pedestrians never grow tired of.

Umeda is one of Japan's largest terminals, Here, countless marketing opportunities

Umeda is one of Japan's largest terminals, with around 2.5 It offers all kinds of amenities, including shopping, dining, and Japan.

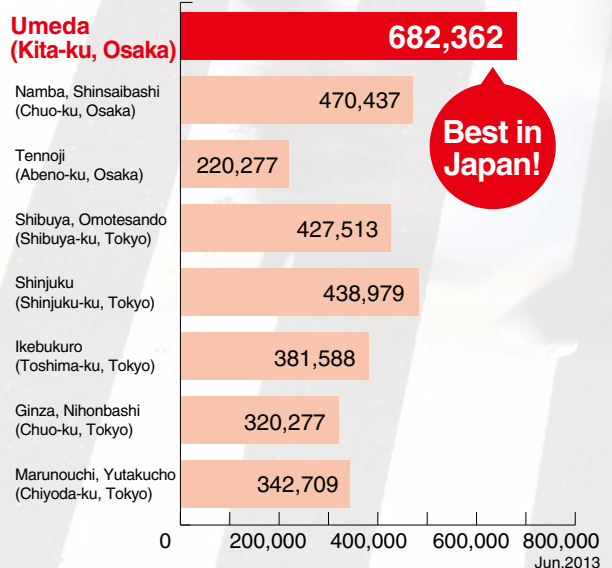
With all this action, Osaka has recently been selected as the brands entering Japan for the first time because of its qualities.

Furthermore, West Japan Railway Company, Hankyu FRONT OSAKA TMO General Incorporated association have Council, through which they are working to further enhance sharing information, and other means.

Situated in central Osaka, the Umeda attracts people of all seniors, and tourists. It presents a wealth of marketing

■ Comparison of Concentration of Commercial Facilities by Region (Store Area)

Commercial district (official designation)



Source: Toyo Keizai, Inc. "List of Large-Scale Retail Outlets 2014"
Store area calculated on basis of official designation in the above table.
Stores surveyed are those with areas in excess of 1,000m², as of June 2013, based on data on large-scale stores registered with prefectural governments under the Large-Scale Retail Stores Location Law.
*Including 54,042m² for Namba Parks (Naniwa-ku, Osaka)

erful eting

used by a multitude of people every day.
are unfolding.

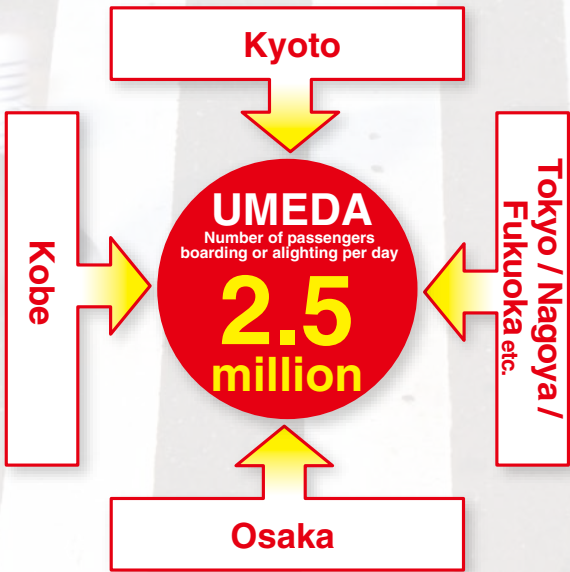
million people boarding or alighting from their trains each day.
entertainment. In scale it ranks among the largest facilities in

preferred point of entry for a growing number of overseas
outstanding investment environment, market scale, and other

Corporation, Hanshin Electric Railway Co., Ltd and GRAND
established the Umeda Area Management Coordination
the appeal of the area through neighborhood creation, events,

generations, from young people to business people, families,
opportunities that will lead your business to success.

■ Number of Passengers Boarding or Alighting at Railway Stations per Day



Brimming with Individuality

Local areas are brimming with individuality, such as Chayamachi, which is full of shops that are popular with young people, and Nakazakicho, with its historical urban setting and many unique shops. It is a great place to set up a small or medium-size store.



An Event Space with Communication Power

Umeda has large scale event spaces such as the Umekita Plaza and the Toki-no-Hiroba Plaza, which are used for various events ranging from corporate promotions to festivals. This space can also function as a test marketing area for companies.



Diverse Entertainment

A wide range of entertainment is available from live music at Billboard Live and other venues to theater, clubs, and cinemas, allowing people to stay out and have fun until late.



Congres Convention Center



Umeda Sky Building



HERBIS HALL



The Ritz-Carlton, Osaka

Convention Ready

1) Many Convention Facilities Gathered in a Compact Area

Umeda's compact area contains a host of convention facilities, accommodation, restaurants, and drinking establishments, enabling convention hosts and participants to hold efficient events with minimal movement.

2) Convenient for Drawing in Visitors from in Japan and Overseas

The area has a fully developed transportation infrastructure including rail, bullet trains, airlines, and roads, affording excellent access from within Japan and overseas. It is a favored spot among convention participants, making it one of Japan's best areas for attracting guests.

3) Facilities for After the Convention

The area also offers plenty of activities to engage visitors after a convention, such as hotel and commercial facility restaurants, the dining and drinking area in Kitashinchi, and sightseeing attractions such as the Umeda Sky Building. After the convention, it is also possible to visit sightseeing spots in Kyoto, which is only about 30 minutes away by train. The location is highly popular with convention participants.

■ Conference Facility

Facilities	Seating capacity*
KNOWLEDGE CAPITAL Congres Convention Center	1,750
HERBIS HALL	1,000
Umeda Sky Building Event Hall	1,000
SANKEI HALL BREEZE / BREEZE-PLAZA	912
Umeda Center Building Crystal Hall	700
KNOWLEDGE CAPITAL EVENT Lab.	500
OVAL HALL	486
KNOWLEDGE CAPITAL KNOWLEDGE THEATER	381
Shin-Umeda Training Center	350

* Maximum capacity for each facility

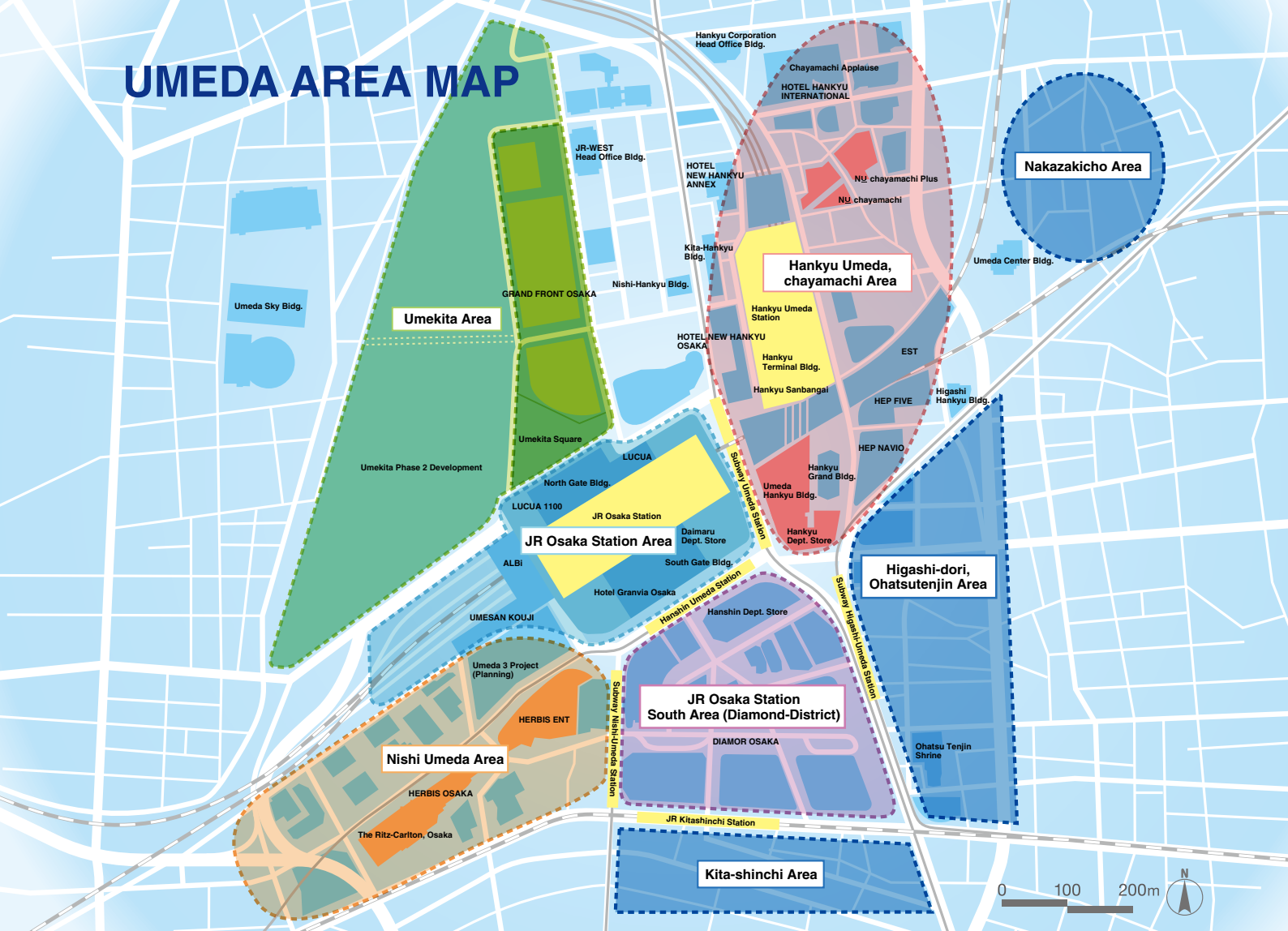
■ Hotel

Hotels	Number of rooms
Hotel New Hankyu Osaka	922
Hotel Granvia Osaka	716
Hilton Osaka Hotel	525
Osaka Dai-ichi Hotel	460
The Westin Osaka	304
Hotel New Hankyu Annex	302
The Ritz-Carlton, Osaka	292
UMEDA OS HOTEL	283
InterContinental Hotel Osaka	272
Hotel Monterey Osaka	194
Hotel Hankyu International	168

■ Cultural Facilities (Theater)

Facilities	Number of seats
Umeda Arts Theater Main Hall	1,905
Osaka Shiki Theatre	1,119
Sankei Hall Breeze	912
Umeda Arts Theater Theater Drama City	898
Knowledge Capital Knowledge Theater	381

UMEDA AREA MAP



Umekita Area

This area offers high quality offices, commercial facilities and hotels, as well as innovation facilities.



Hankyu Umeda Station/Chayamachi Area

An area populated with the Hankyu Department Store, which has one of the largest sales floor areas in Japan, and a cluster of shops for young people.



Nakazakicho Area

A popular area with young people, full of unique shops and cafes in an historical urban setting.



JR Osaka Station Area

Centered on JR Osaka Station, this area offers all manner of facilities including shops, cinemas, and fitness gyms.



Higashi Dori/Ohatsu Tenjin Area

Restaurants, bars, karaoke, and video arcades are among the attractions of this night-time entertainment area.



Underground Area

One of the world's largest underground shopping complexes, it is fun to walk through with its rows of affordably priced shops and restaurants.



Nishi Umeda Area

A more sophisticated area, featuring high grade hotels, restaurants, branded fashion stores, and live music venues.



JR Osaka Station South Area

An area blending global and local charms, with department stores, an underground shopping arcade, a hotel and more.



Kitashinchi Area

Exclusive clubs, bars, and eateries are gathered together here to create a high class restaurant quarter that rivals Tokyo's Ginza area.

[Umeda Area Management Alliance]

West Japan Railway Company, Hankyu Corporation, Hanshin Electric Railway Co., Ltd. and GRAND FRONT OSAKA TMO General Incorporated association have established the Umeda Area Management Alliance. Their goal is to enhance the overall competitive advantage, visitor appeal, and community strength of the Umeda area and to support its sustainable development.



WEST JAPAN RAILWAY COMPANY



Address