

2018年3月31日

**「国際的ビジネス環境等改善・シティセールス支援事業」
（梅田地区ビジネス情報発信事業）
実施報告書**

○ 概 要

梅田地区のビジネス魅力を海外に向けて発信するため、国際会議「Hack Osaka2018」にタイミングをあわせて次の3事業を行った。

- （１） 英字ビジネス誌の記事調広告枠（ペイドパブ）に記事を掲載。
- （２） フリーランスの記者2名を招請。
- （３） 中国語動画媒体の取材を受け入れ。

＊Hack Osaka：大阪市などがイノベーションの創出を目的として2013年より毎年2月に開催している国際会議。

<事業1：記事調広告（ペイドパブ）出稿>

○ 媒体概要

日経アジアンレビュー

→主としてアジアの情報を対象に日本経済新聞社が発行する英文ビジネス情報誌。主要な航空会社の機内や空港ラウンジ、ホテルに設置されるほか、書店でも購入できる。発行部数25000部。

○ 出稿内容

1. 雑誌本体への広告：2/19（月）発売号の表3見開き2ページ
2. アプリ版への配信（雑誌と同内容）
3. 特設WEBサイトの設置と、日経アジアンレビューオンライン版へのバナー掲出による同サイトへの誘導（表示回数10万回）

○ 記事の効果測定結果

- ・掲載したメールアドレスへの問い合わせ → 3/31 時点でなし。
- ・記事末尾へのURL掲載によるGrow With Umeda ウェブサイトの閲覧件数の推移
（ユーザー数：アクセス数ではなく、同一IPアドレスからの複数アクセスを1回とカウント）

期間	総ユーザー	うち海外	海外比率
2/5～11	201	30	14.9%
2/12～18	192	28	14.5%
2/19～25（掲載後）	206	25	12.1%
2/26～3/4	210	15	7.1%
合計	809	98	12.1%

【添付資料】

- 1-1 媒体概要資料
- 1-2 掲載記事
- 1-3 特設WEBサイト画面イメージ
- 1-4 記事内容日本語訳

＜事業2：プレスツアー＞

○ 招請記者の概要

氏名	拠点	主な執筆媒体
Timothy Hornyak	東京	PC World、Tech World、CIO
Dan Sloan	横浜	EuroBiz

○ 日程

2/26	午前 午後	梅田地区・うめきた 2 期開発のプレゼンテーション ナレッジキャピタル ザ・ラボ、サロン視察 外国人起業家、外国人投資家に取材 Hack Osaka 2018 前夜祭に参加（大阪市立美術館）
2/27	午前 午後	大阪工業大学、関西大学の梅田キャンパス訪問 Hack Osaka 2018 に参加
2/28	午後	ナレッジキャピタルおよび大阪イノベーションハブの海外との取り組みについて

○ 実施内容

- （１） 大阪市・実践連絡会によるプレゼンテーション
・事務局より、梅田の基本情報とエリマネの取り組みについて紹介。
・大阪市都市計画局より、うめきた 2 期開発計画について説明。



- （２） ナレッジキャピタル視察
・ナレッジサロン、フューチャーライフショールーム、ザ・ラボを案内し、ナレッジキャピタルのコンセプトとそれぞれの機能が果たす役割について説明。



- （３） 外国人起業家、投資家への取材
・梅田を拠点に活動するスタートアップ「Gochiso」の創業者 2 名に取材。
・同じく梅田を拠点とする VC であるサンプルリッジグローバルベンチャーズ社長のアレン・マイナー氏に取材。



*Gochiso：サイトを通じてレストランを予約すると、農業支援を行う団体などに寄附ができる。

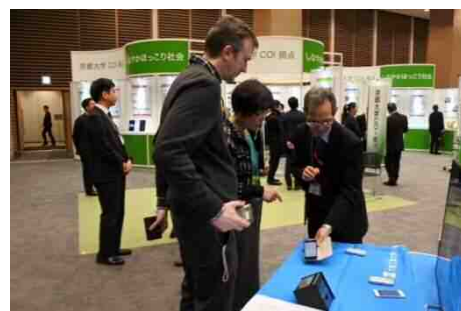
- （４） Hack Osaka 2018 前夜祭に参加
・大阪市立美術館（天王寺）で開催された前夜祭に参加し、翌日登壇予定のキーノートスピーカーやピッチコンテスト登壇者と交流・取材。



- (5) 大阪工業大学、関西大学の梅田キャンパスを訪問
 ・都心に回帰しつつある大学が、産学交流・スタートアップ支援の拠点として取り組む様々なプロジェクトを紹介。



- (6) Hack Osaka 2018 本番、および関西イノベーションストリームに参加
 ・Hack Osaka に出展する様々なスタートアップ(特に海外からの出展者)への取材、および同時開催されていた大学発の技術を紹介するイベントを取材。



- (7) 梅田地区とヨーロッパとのビジネスにおける関わりについて紹介
 ・ナレッジキャピタル・野村プロデューサーより、オーストリア・リンツとの取り組みを始めとしたヨーロッパとのつながりについて紹介。
 ・大阪イノベーションハブ・吉川理事より、パリ市との間で結んだイノベーション相互支援に関する協定をはじめとする大阪市の取り組みについて紹介。

【添付資料】

- 2-1 招請記者プロフィール
- 2-2 取材行程表
- 2-3 掲載実績

＜事業３：中国語動画サイトの撮影受入れ＞

大阪観光局が中国向け媒体枠を購入し制作する大阪紹介番組内で、観光だけでない大阪の魅力を紹介するため Hack Osaka を中心とした梅田エリアのビジネスシーンを撮影し、番組に取り入れる。

○ 媒体概要

華人チャンネル

→中国国内外の中国人を対象としたインターネットテレビ番組サイト。

○ 日程

2/26	午後	ナレッジキャピタル ザ・ラボ撮影 GVH大阪にて関西で活動する外国人起業家インタビュー撮影 Hack Osaka 2018 前夜祭（大阪市立美術館）および 関西で活動する投資家へのインタビュー撮影
------	----	---

○ 実施内容

- （１） ナレッジキャピタル撮影
 - ・ ザ・ラボ、ナレッジサロンなどを撮影
- （２） 外国人起業家へのインタビュー撮影
 - ・ 梅田を拠点に活動するスタートアップ「Gochiso」の外国人創業者２名に取材。
- （３） Hack Osaka 2018 前夜祭の様態を撮影
 - ・ 前夜祭の様態を撮影、投資家のアレン・マイナー氏へのインタビューを撮影。



【添付資料】

３ 媒体概要資料

【総括】

・ 広告枠を購入しての取り組みについては今回初めてトライしてみたが、残念ながら期待した効果（WEB サイトへの誘因や問い合わせ）は得られなかった。コンテンツそのものは後のプレスツアーや MIPIM 参加においても十分にメディアの関心を引くものであったため、媒体の選択や規模などについて検討が必要。

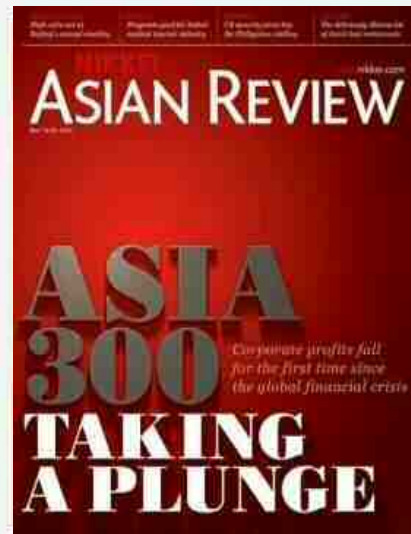
・ 記者２名の招請については、前回（2015 年）実施時の反省をふまえて、事前に様々な角度から梅田を紹介するストーリーをアイデアとして掲示し、記者が関心を示した内容に沿って取材相手や行程をアレンジした。２名はいずれも東京の外国人記者クラブに所属する記者だったが、「大阪がこれほどホットなことになっているとは知らなかった」といった感想をいただいております、海外はともかく東京へ向けての情報発信も今後は必要と実感した。

・ 中国動画サイトはもともと観光目線での取材を予定していたものだが、本ツアーにうまく組み込むことで大阪（梅田）のビジネス魅力についても紹介していただくことができた。

以 上

NIKKEI ASIAN REVIEW

プリント版 & アプリ



Publication History



20131121
Hang on, Yangon



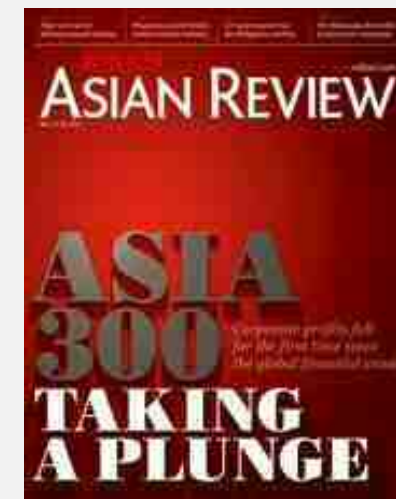
20141120
The region's top
companies:Asia100



20150416
India's 40



20151130
Asia 300 Companies
to watch



20160314
ASIA300
TAKING A PLUNGE



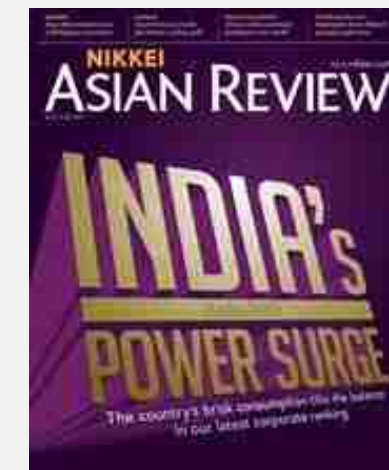
20160523
China Inc. uncovered



20160808
THINGS COME TOGETHER



20170522
Moon's mission



20170619
INDIA'S Asia300 POWER SURGE



20170731
ASEAN AT WORK

プリント版主要設置場所 (2017年6月)

Airline Inflight

Singapore Airlines, Thai Airways, Cathay Pacific Airways,
Bangkok Airways, British Airways, Lufthansa Airline, Philippines Airline

Airport Lounges

Bangkok : Thai Airways Lounge

Hong Kong : Emirates Lounge, United Lounge,

Indonesia : Emerald Sky Lounge, Esplanade Lounge,

Garuda Executive Lounge

Japan : JAL Haneda Lounge, JAL Narita Lounge, British Airways

United States : JAL Honolulu, JAL NY, JAL SF

広告掲載料 – プリント版 & アプリ

商品名	原稿サイズ	掲載1回あたりの料金	特記事項
1 ページ	横204mm X 縦268mm	500,000円 *消費税別	*フルカラーで掲載 *左記料金にはプリント版とアプリへの掲載料が含まれます *詳細な料金はレートカードをご覧ください

プリント版入稿規定

1ページ

原稿サイズ (裁ち落とし含む) : 横210mm X 縦274mm

原稿サイズ: 横204mm X 縦268mm

見開き2ページ

原稿サイズ (裁ち落とし含む) : 横414mm X 縦274mm

原稿サイズ: 横408mm X 縦268mm

*詳細は入稿規定をご覧ください。

アプリ入稿規定

原稿サイズ

1ページ 横1536 X 縦1898 pixels

見開き 横3072 x 縦1898 pixels

原稿データの仕様

データ容量 : 400KB以内 / データ形式 : JPEG

URL

広告主様指定のページへのリンクを1点挿入することが可能です。

リンク先はモバイル端末で表示可能なサイトに限ります。

*詳細は入稿規定をご覧ください。

*プリント版及びアプリのみへの出稿は同一料金で賜っています。

*掲載予定号の3週間前までにお申し込みください。

*原稿入稿は掲載予定号の2週間前までにお願ひします。

*在庫についてはお問い合わせください。

※金額は4半期ごとに見直します。(上記料金は2017年12月出稿分まで有効です)

NIKKEI ASIAN REVIEW

広告出稿に関するお問い合わせは、下記までご連絡ください。

日本経済新聞社 グローバル事業局 営業グループ

100-8066 東京都千代田区大手町1-3-7
TEL : 03-6256-7311



A New Era Starts Here. The Fascination of Ever-evolving Umeda, Osaka



As a transport hub used by 2.4 million passengers every day and with a rich array of shopping and amenity options, Osaka's Umeda district is continuing its evolution into a world-class commercial zone and center of innovation. The Umekita area, which has achieved major success as a Phase-1 Development, is where much of this evolution is taking place. Now the long-awaited Phase-2 Development is under way. Umeda's evolution into an urban area unique on a global scale continues to fascinate.

*Umekita means "north of Umeda"

A city clothed in greenery Umekita Phase-2 Development kicks off



The Umekita Project is rising on the site of a former Japan Railways (JR) cargo terminal, close to Osaka Station. The huge site covers nearly a quarter of a million square meters. In April 2013, construction in the 70,000m² Phase-1 Development was completed, and today the

facility receives 50 million visits a year. In March 2015, urban development plans for Umekita Phase-2 were finalized, and preparations began for full-scale development.

The Phase-2 zone concept is a fusion of greenery and innovation. The development plan is challenging, calling for a 45,000m² urban park at the center of the site, and 80,000m² of greenery for the site as a whole. The overall Umekita Innovation Concept aims to provide products and services to promote healthy, fulfilling lifestyles. The prefecture and municipality of Osaka, the business community, and developers are collaborating to realize the features required to deliver innovation.

Competitive bidding for the Umekita Phase-2 Development kicked off in December 2017. Initial developer selection has already resulted in 20 distinct proposal teams, and participation will also be open to international developers and landscape designers. Involvement from the beginning in development and design of the entire zone, including the central park, will be a major challenge for the participants, and a rare opportunity to demonstrate their capabilities.

Meanwhile, basic construction, including transport infrastructure, is moving ahead. Osaka Station is a key transport hub offering unmatched access to the entire Kansai region, but the start of construction for direct connections between Kansai International Airport, and Osaka and Shin-Osaka Stations, promises to cut transit time to the airport to around 20 minutes. At the same time, a new planned rail line, the Naniwasuji Line, will run north-south through metropolitan Osaka. Once the line is complete, access from Kansai International Airport will be even faster and more convenient.

Generating innovation from multifaceted interaction The success of Knowledge Capital

It has been less than five years since Grand Front Osaka, as part of the Phase-1 Development, opened its doors. Knowledge Capital is a core facility within Grand Front Osaka, a place for knowledge creation and exchange. Locating a center for knowledge creation in a central retail facility has attracted international attention and throngs of foreign visitors. The expanding roster of international participants includes those from Austria, France, Taiwan, Hong Kong, and Thailand. Promotion of such activities as mutual cross-marketing and business matching has steadily bolstered Knowledge Capital's value as a bridge for international business.



Hack Osaka is an annual international innovation conference held since 2012 by Osaka, the Open Innovation City. The theme of this year's conference is "Power to Connect and Get Connected Produces Serendipity: Give Before You Get."



Hack Osaka 2018

Date: February 27, 2018 (13:00-18:00)

Venue: Grand Front Osaka, Congress Convention Center B2F

<https://www.innovation-osaka.jp/hackosaka/en.html>

The two main features of Knowledge Capital are The Knowledge Salon, which serves as a setting for members to communicate, and The Lab., for presentation of research results. The Knowledge Salon is staffed with communicators experienced in matching members, and the resulting interchange is spawning numerous collaborations. The Knowledge Salon also hosts over 200 events annually, giving its 2,000 members a broad selection of interaction opportunities. There are many international members, and a long waiting list to join.



The Lab. and Communicators

The Lab. serves as a setting for enterprises and universities to present research results. Visitor feedback is encouraged to drive further refinements aimed at realizing practical new products and technologies. Participants praise The Lab. for the domestic and international product exposure it offers. Such exposure can in some cases lead to further opportunities, such as joint development agreements with major enterprise partners, or funding from international investors. The Lab. is a powerful incubator for success.

When Umekita Phase-2 is complete, it will act as a magnet for a diverse population, and is expected to become a major center for innovation.

A succession of major projects Supercharging Umeda's development

Within a one-kilometer radius, Umeda includes seven railway stations and a wide range of retail and office facilities, hotels, and convention spaces, all in one compact area. Several major development projects have been completed in recent years, including Osaka Station City, rising over JR Osaka Station, as well as the Umeda Hankyu Building renovation and the Umekita Phase-1 Development. The face of Umeda is changing all the time.

The Umeda 1-1 Project is in progress in the area to the south of JR Osaka Station, with the Dai Hanshin and Shin Hankyu

Umeda 1-1 Project

A department store is to occupy the space up to the 8th floor, and offices and other spaces will occupy the 11th floor and above.



Buildings undergoing comprehensive renovation and reconstruction that will transform them into an integrated complex. The project is notable for being the first development to receive permission to connect two buildings with a commercial facility spanning the space over the roadway between them. Work is progressing in stages with completion slated for spring 2022. The Hanshin Department Store will occupy nine aboveground floors. The 11th floor will feature a sky lobby and conference facility, while the 12th to 38th floors will house the largest single office zone in western Japan. The goal is to bring Osaka's business and convention facilities to a level that is every bit as competitive as those in Tokyo. The project will include an auditorium with seating for 1,000, and in conjunction with similar facilities in Umeda, will enable the hosting of international conferences.

An important aspect of Umeda's urban development is that it consists not solely of individual building development, but also the overall transformation of Umeda. Under- and aboveground pedestrian areas will be expanded and beautified, creating plaza environments. Local businesses are collaborating in these efforts with the aim of creating a pedestrian-friendly district to draw visitors and a world-class setting for commercial activity.



Four leading developers working on the project have collaborated on management, image enhancement, and vitalization of the Umeda area.

Managed by Umeda Area Management Alliance

WEB: <https://grow-umeda.jp/en/>

EMAIL: umeda-connect@urban-ii.or.jp

Sponsored by Urban Innovation Institute

A New Era Starts Here.

The Fascination of Ever-evolving Umeda, Osaka

As a transport hub used by 2.4 million passengers every day and with a rich array of shopping and amenity options, Osaka's Umeda district is continuing its evolution into a world-class commercial zone and center of innovation. The Umekita area, which has achieved major success as a Phase-1 Development, is where much of this evolution is taking place. Now the long-awaited Phase-2 Development is under way. Umeda's evolution into an urban area unique on a global scale continues to fascinate.

*Umekita means the "north of Umeda"

▪ A city clothed in greenery Umekita Phase-2 Development kicks off

The Umekita Project is rising on the site of a former Japan Railways (JR) cargo terminal, close to Osaka Station. The huge site covers nearly a quarter of a million square meters. In April 2013, construction in the 70,000m² Phase-1 Development was completed, and today the facility receives 50 million visits a year. In March 2015, urban development plans for Umekita Phase-2 were finalized, and preparations began for full-scale development.

The Phase-2 zone concept is a fusion of greenery and innovation. The development plan is challenging, calling for a 45,000m² urban park at the center of the site, and 80,000m² of greenery for the site as a whole. The overall Umekita Innovation Concept aims to provide products and services to promote healthy, fulfilling lifestyles. The prefecture and municipality of Osaka, the business community, and developers are collaborating to realize the features required to deliver innovation.



Competitive bidding for the Umeda Phase-2 Development kicked off in December 2017. Initial developer selection has already resulted in 20 distinct proposal teams, and participation will also be open to international developers and landscape designers. Involvement from the beginning in development and design of the entire zone, including the central park, will be a major challenge for the participants, and a rare opportunity to demonstrate their capabilities.

Meanwhile, basic construction, including transport infrastructure, is moving ahead. Osaka Station is a key transport hub offering unmatched access to the entire Kansai region, but the start of construction for direct connections between Kansai International Airport, and Osaka and Shin-Osaka Stations, promises to cut transit time to the airport to around 20 minutes. At the same time, a new planned rail line, the Naniwasuji Line, will run north-south through metropolitan Osaka. Once the line is complete, access from Kansai International Airport will be even faster and more convenient.



The Umeda Area

45,000m² of the 170,000m² Phase-2 Development zone has been secured to create an urban park.



Transport

Kita-Umeda Station is to be constructed within the development zone, and a new rail line, the Naniwasuji Line, is to run from the south to the north of the city.

Generating innovation from multifaceted interaction The success of Knowledge Capital

It has been less than five years since Grand Front Osaka, as part of the Phase-1 Development, opened its doors. Knowledge Capital is a core facility within Grand Front Osaka, a place for knowledge creation and exchange. Locating a center for knowledge creation in a central retail facility has attracted international attention and throngs of foreign visitors. The expanding roster of international participants includes those from Austria, France, Taiwan, Hong Kong, and Thailand. Promotion of such activities as mutual cross-marketing and business matching has steadily bolstered Knowledge Capital's value as a bridge for international business.



The Lab. and Communicators

The two main features of Knowledge Capital are The Knowledge Salon, which serves as a setting for members to communicate, and The Lab., for presentation of research results. The Knowledge Salon is staffed with communicators experienced in matching members, and the resulting interchange is spawning numerous collaborations. The Knowledge Salon also hosts over 200 events annually, giving its 2,000 members a broad selection of interaction opportunities. There are many international members, and a long waiting list to join.

The Lab. serves as a setting for enterprises and universities to present research results. Visitor feedback is encouraged to drive further refinements aimed at realizing practical new products and technologies. Participants praise The Lab. for the domestic and international product exposure it offers. Such exposure can in some cases lead to further opportunities, such as joint development agreements with major enterprise partners, or funding from international investors. The Lab. is a powerful incubator for success.

When Umekita Phase-2 is complete, it will act as a magnet for a diverse population, and is expected to become a major center for innovation.



Hack Osaka is an annual international innovation conference held since 2012 by Osaka, the Open Innovation City. The theme of this year's conference is "Power to Connect and Get Connected Produces Serendipity: Give Before You Get."



— HackOsaka 2018 —

Date February 27, 2018 (13:00 - 18:00)

Venue Grand Front Osaka, Congrès Convention Center B2F



Website

A succession of major projects Supercharging Umeda's development

Within a one-kilometer radius, Umeda includes seven railway stations and a wide range of retail and office facilities, hotels, and convention spaces, all in one compact area. Several major development projects have been completed in recent years, including Osaka Station City, rising over JR Osaka Station, as well as the Umeda Hankyu Building renovation and the Umekita Phase-1 Development. The face of Umeda is changing all the time.

The Umeda 1-1 Project is in progress in the area to the south of JR Osaka Station, with the Dai Hanshin and Shin Hankyu Buildings undergoing comprehensive renovation and reconstruction that will transform them into an integrated complex. The project is notable for being the first development to receive permission to connect two buildings with a commercial facility spanning the space over the roadway between them. Work is progressing in stages with completion slated for spring 2022. The Hanshin Department Store will occupy nine aboveground floors. The 11th floor will feature a sky lobby and conference facility, while the 12th to 38th floors will house the largest single office zone in western Japan. The goal is to bring Osaka's business and convention facilities to a level that is every bit as competitive as those in Tokyo. The project will include an auditorium with seating for 1,000, and in conjunction with similar facilities in Umeda, will enable the hosting of international conferences.



Umeda 1-1 Project

A department store is to occupy the space up to the 9th floor, and offices and other spaces will occupy the 11th floor and above.

An important aspect of Umeda's urban development is that it consists not solely of individual building development, but also the overall transformation of Umeda. Under- and aboveground pedestrian areas will be expanded and beautified, creating plaza environments. Local businesses are collaborating in these efforts with the aim of creating a pedestrian-friendly district to draw visitors and a world-class setting for commercial activity.



Umeda Connect

Four leading developers working on the project have collaborated on management, image enhancement, and vitalization of the Umeda area.

Managed by Umeda Area Management Alliance

EMAIL : umeda-connect@urban-ii.or.jp



[Website](#)

<ベイドパブ> うめだ

■メインキャッチ

新しい時代はここから動く

進化し続けるまち「梅田」が面白い

A New Era Starts Here

The Fascination of Ever-evolving Umeda

■リード

一日 240 万人もの乗降客が行き交う交通の要であり、ショッピングをはじめ様々なアメニティが充実する梅田が、世界をリードするビジネスエリア・イノベーション拠点へと進化を続けている。その中心を担う「うめきた」は、先行開発区域が大きな成功を収め、満を持して 2nd stage が始動する。世界でここにしかないまちへと進化が続く「梅田」から目が離せない。

As a transport hub used by 2.4 million passengers every day and with a rich array of shopping and amenity options, Osaka's Umeda district is continuing its evolution into a world-class commercial zone and center of innovation. The Umekita area, which has achieved major success as a Priority Development Zone, is where much of this evolution is taking place. Now the long-awaited second phase of development is under way. Umeda's evolution into an urban area unique on a global scale continues to fascinate.

■小見出し

圧倒的な「みどり」のあるまち

うめきた 2nd stage 開幕

A city clothed in greenery

Umekita Phase Two Development kicks off

大阪の玄関口・JR 大阪駅前に残された貨物駅跡 24ha の広大な敷地を利用した「うめきたプロジェクト」。2013 年 4 月に先行開発区域 7ha がまちびらきをし、年間 5000 万人もの来場者を数えている。2015 年 3 月には「うめきた 2 期区域」におけるまちづくりの方針が決定、本格的な開発に向けてスタートを切った。

The Umekita Project is rising on the site of a former Japan Railways (JR)

cargo terminal, close to Osaka Station. The huge site covers nearly a quarter of a million square meters. In April 2013, construction in the 70,000 m² Priority Development Zone was completed, and today the facility receives 50 million visits a year. In March 2015, urban development plans for Umekita Phase Two were finalized, and preparations began for full-scale development.

コンセプトは「みどり」と「イノベーション」の融合拠点。真ん中に 4.5ha の都市公園を置き、区画全域で 8 ha のみどりを生み出すというチャレンジングな計画だ。うめきた全体のテーマである「イノベーション」では、人々が健康で豊かに生きるための製品やサービスを生み出すことを目指す。時代の先をいくために大阪府市、経済界、開発事業者が役割分担をしてイノベーション機能を実現していくこととなる。

The Phase Two zone concept is a fusion of greenery and innovation. The development plan is challenging, calling for a 45,000 m² urban park at the center of the site, and 80,000 m² of greenery for the site as a whole. The overall Umekita Innovation Concept aims to provide products and services to promote healthy, fulfilling lifestyles. The prefecture and municipality of Osaka, the business community, and developers are collaborating to realize the features required to deliver innovation.

そのうめきた 2 期区域における、開発事業者決定のコンペが 2017 年 12 月から始まっている。既に 1 次予選で優秀提案者 20 チームが決定しており、このチームと組めば海外デベロッパーやグリーンデザイナーも開発に参加できる。公園も含めたエリア全体の開発・デザインに一から取り組めることは大きな挑戦であり、腕のみせどころとなる。

Competitive bidding for the Umekita Phase Two Development kicked off in December 2017. Initial developer selection has already resulted in 20 distinct proposal teams, and participation will also be open to international developers and landscape designers. Involvement from the beginning in development and design of the entire zone, including the central park, will be a major challenge for the participants, and a rare opportunity to demonstrate their capabilities.

一方、交通を含めた基盤整備も着々と進んでいる。もともと大阪駅は関西圏の交通の集約地であり、関西圏内とのアクセスは抜群だったが、関西国際空港と大阪駅・新大阪

駅を直結させる工事が始まり、関西国際空港までの所要時間が約 20 分短縮される。あわせて大阪市内を南北に貫く新路線「なにわ筋線」も計画されており、完成すれば関西国際空港からのアクセスはより早く便利になる。

Meanwhile basic construction, including transport infrastructure, is moving ahead. Osaka Station is a key transport hub offering unmatched access to the entire Kansai region, but the start of construction for direct connections between Kansai International Airport, and Osaka and Shin-Osaka Stations, promises to cut transit time to the airport to around 20 minutes. At the same time, a new planned rail line, the Naniwasuji Line, will run north-south through metropolitan Osaka. Once the line is complete, access from Kansai International Airport will be even faster and more convenient.

■小見出し

多様な交流からイノベーションを創出

ナレッジキャピタルの成功

Generating innovation from multifaceted interaction

The success of Knowledge Capital

先行開発区域のグランフロント大阪がまちびらきをして5年弱。その中核施設が知的創造・交流の場「ナレッジキャピタル」だ。駅前の商業施設のなかにある知的創造の拠点は海外からの注目が高く、海外からの視察が目白押し。提携先もオーストリア、フランス、台湾、香港、タイなどに広がり、相互にクロスマーケティングを行ったり、ビジネスマッチングを進めるなど、確実に海外とのパイプが出来上がってきた。

It has been less than five years since Grand Front Osaka, a Priority Development Zone, opened its doors. Knowledge Capital is a core facility within Grand Front Osaka, a place for knowledge creation and exchange. Locating a center for knowledge creation in a central retail facility has attracted international attention and throngs of foreign visitors. The expanding roster of international participants includes those from Austria, France, Taiwan, Hong Kong, and Thailand. Promotion of such activities as mutual cross-marketing and business matching has steadily bolstered Knowledge Capital's value as a bridge for international business.

この「ナレッジキャピタル」の両輪は、会員制サロンと研究発表の場であるザ・ラボ。サロンにはコミュニケーターが常駐し会員同士をマッチング。交流のなかから、数多くのコラボレーションが生まれている。イベントも盛んで、サロン内のイベントは年間 200 以上と、多様な人と交わる機会が提供される。会員 2000 名、外国籍の会員も活動されており、会員希望は常にウェイティング状態が続いている。

The two main features of Knowledge Capital are The Knowledge Salon, which serves as a setting for members to communicate, and The Lab., for presentation of research results. The Knowledge Salon is staffed with communicators experienced in matching members, and the resulting interchange is spawning numerous collaborations. The Knowledge Salon also hosts over 200 events annually, giving its 2,000 members a broad selection of interaction opportunities. There are many international members, and a continuing waiting list to join.

ザ・ラボは、企業や大学の研究成果を展示・発表する場。一般来場者の意見をフィードバックすることでブラッシュアップし、世界に向けて新たなものを生み出すことを目指している。参画者からは、「製品を国内外で出展する機会を持てた」「大手企業との共同開発が始まった」「海外投資家の注目をあび資金調達ができた」など評価が高く、サクセスストーリーも数多く生まれている。

The Lab. serves as a setting for enterprises and universities to present research results. Visitor feedback is encouraged to drive further refinements aimed at realizing practical new products and technologies. Participants praise The Lab. for the domestic and international product exposure it offers. Such exposure can in some cases lead to further opportunities, such as joint development agreements with major enterprise partners, or funding from international investors. The Lab. is a powerful incubator for success.

また、カフェという空間で、各界の第一人者が登壇し、中学生からシニア層までが一緒に話を聞き意見交換できる「超学校」や、ナレッジキャピタルで最もイノベティブな活動を行った人を表彰する「ナレッジイノベーションアワード」なども実施。アワードには中高生部門もあり、若い世代の教育の場としても注目されている。

Knowledge Capital also engages in a range of other activities, including lectures by leading individuals in different fields, presented in a café setting to

audiences ranging from junior-high school students and up, as well as the Knowledge Innovation Awards, presented to persons who have engaged in outstandingly innovative activities at Knowledge Capital, and the Knowledge Capital CHO school collaborative series. The awards feature a junior and senior high school division, and are gaining attention for their role in youth education.

「うめきた 2 期」のまちが完成すれば、より一層多様な人が集まり、様々なイノベーションが生まれるだろうと期待は大きい。

When Umekita Phase Two is complete, it will act as a magnet for a diverse population, and is expected to become a major center for innovation.

■小見出し

大規模プロジェクトが続々

梅田全体がさらに発展するために

A succession of major projects

Supercharging Umeda's development

梅田は半径 1 km 内に 7 つの駅と商業施設、オフィス、ホテル、コンベンション施設などがコンパクトにまとまったエリア。JR の駅と一体化した複合施設「大阪ステーションシティ」、「梅田阪急ビル」、そして、「うめきた先行開発地区」など大規模開発プロジェクトが重なり、常に変化し続けるまちとなった。

Within a one-kilometer radius, Umeda includes seven railway stations and a wide range of retail and office facilities, hotels, and convention spaces, all in one compact area. Several major development projects have been completed in recent years, including Osaka Station City, rising over JR Osaka Station, as well as the Umeda Hankyu Building renovation and the Umekita Priority Development Zone. The face of Umeda is changing all the time.

いまま JR 大阪駅の南で「梅田 1 丁目 1 番地計画」が進んでいる。大阪神ビルディングと新阪急ビルを一体的に建て替える開発で、国内で初めて二つのビルをつなぐ道路上空の商業施設利用が可能になったことでも注目されている。工事は段階的に進み、2022 年の春の竣工予定だ。9 階までは阪神百貨店が入り、11 階がスカイロビーとカ

ンファレンス、12 階～38 階が西日本最大規模のオフィスゾーンとなる。新しいビジネスやコンベンションのあり方をキャッチアップしながら、東京に負けない大阪の顔となる施設を目指している。ホールは 1000 人規模で、梅田にある他のホールと連携すれば、国際会議への対応も可能だ。

The Umeda 1-1 Project is in progress in the area to the south of JR Osaka Station, with the Dai Hanshin and Shin Hankyu Buildings undergoing comprehensive renovation and reconstruction that will transform them into an integrated complex. The project is notable for being the first development to receive permission to connect two buildings with a commercial facility spanning the space over the roadway between them. Work is progressing in stages with completion slated for spring 2022. The Hanshin Department Store will occupy nine aboveground floors; the 11th floor will feature a sky lobby and conference facility, while the 12th to 38th floors will house the largest single office zone in western Japan. The goal is to bring Osaka's business and convention facilities to a level that is every bit as competitive as those in Tokyo. The project will include an auditorium with seating for 1,000, and in conjunction with similar facilities in Umeda, will enable the hosting of international conferences.

注目したいのは、ビルを単独開発するのではなく、梅田全体としてまちづくりを進めている点だ。地下道や地上の歩道を広げて美化し、広場空間を整備。エリア全体が協力することで、歩きやすく来て楽しいまち、ビジネスシーンでも世界に誇れるまちを目指している。

An important aspect of Umeda's urban development is that it consists not solely of individual building development, but also the overall transformation of Umeda. Under- and aboveground pedestrian areas will be expanded and beautified, creating plaza environments. Local businesses are collaborating in these efforts with the aim of creating a pedestrian-friendly district to draw visitors and a world-class setting for commercial activity.

<コラム>

■梅田コネクト

Umeda Connect

西日本旅客鉄道、阪急電鉄、阪神電鉄、グランフロント大阪 TMO の 4 社が連携、梅田エリアのマネジメントや梅田全体の魅力アップ、エリア活性化に取り組む。また、梅田周辺 Map や WEB サイトを作成、梅田のイベント情報をはじめまちの魅力を発信する。West Japan Railway Company, Hankyu Corporation, Hanshin Electric Railway, and Grand Front Osaka TMO are collaborating on Umeda area management, upgrading Umeda's overall appeal and bringing new energy to the area. With a map of Umeda as well as a dedicated website, the partners will be posting everything about Umeda, including local events and the latest information on things to do and see.

■Hack Osaka VI

「オープンイノベーションシティ」を掲げる大阪市が、年に一度開催する国際イノベーション会議「Hack Osaka」。6 回目は、「つながる力・つなげる力でセレンディピティを生み出すーGive Before You Getー」をテーマに開催。

開催日時：2018 年 2 月 27 日 13：00～18：00（予定）

場所：グランフロント大阪 コングレコンベンションセンター（B2F）

Hack Osaka is an annual international innovation conference held since 2012 by Osaka, the Open Innovation City. The theme of this year's conference is "Power to Connect and Get Connected Produces Serendipity: Give Before You Get."

Date: February 27, 2018 (13:00 – 18:00) (Scheduled)

Venue: Grand Front Osaka, Congrès Convention Center B2F

<https://www.innovation-osaka.jp/hackosaka/en.html>

<キャプション>

■うめきたエリア

The Umekita Area

「うめきた」は、JR 大阪駅の北側、旧梅田貨物駅跡地の再開発エリア。24ha のうち 7 ha は先行開発区域として 2013 年 4 月にオープン。残りの区域が 2 期区域で、その中心を占めるのが 4.5ha の都市公園となる。貨物駅区域で分断されていた梅田の東西がつながり、梅田のポテンシャルはさらに高まる。また、JR 東海道線支線地下化や新

駅設置事業が行われており、関西国際空港への移動時間が短縮される。

Umekita is an urban development zone on the north side of JR Osaka Station, on a former JR cargo terminal with an area of nearly a quarter of a million m². Seventy thousand m² of this area were designated a Priority Development Zone, with development completed in April 2013. The remainder of the site is designated the Umekita Phase Two Development and will include a 45,000 m² urban park. The Umeda area, formerly divided east and west by the cargo terminal, will be unified, further boosting its potential. Furthermore, a branch line of the JR Tokaido Line will be brought underground and a new station is being constructed, reducing travel time to Kansai International Airport.

■交通

Transport

現在京都から新大阪を経由して関西国際空港へ連絡している鉄道路線を付け替え、うめきたエリア内に新駅を設置。大阪駅～関西空港間は約 20 分短縮される。

A rail line will connect to those already running through Kyoto and Shin-Osaka to Kansai International Airport, and a new station will be constructed in Umekita. This will reduce travel time from Osaka Station to the airport by 20 minutes.

また、市内を南北に走る道路「なにわ筋」の地下を通り、難波付近までを結ぶ新路線「なにわ筋線」を計画。開業目標は 2031 年で、関西空港と新駅をつなぐ JR 以外の別線別ルートが生まれることで、関西空港から新駅への本数が増え、大阪駅への所要時間も短縮されるなど効果は大きい。

In addition, a new rail line, the Naniwasuji Line, is planned for construction beneath Naniwasuji, a major artery running north-south through the city. The line will connect Umeda with the Namba area and is scheduled to open in 2031. This will be the birth of a new line and route connecting the new station with Kansai International Airport. It will have a significant impact, adding more trains to and from city and airport and reducing travel time to Osaka Station.

■ザ・ラボ

The Lab.

アクティブ・ラボでは、開発段階のプロトタイプや、企業や研究機関、大学などの研究成果を来場者に展示できる。また、ワークアウトなどを行えるアクティブスタジオも併設されている。コミュニケーターが常駐し、意見をフィードバックすることでイノベーションの精度と速度を高めている。その他、イベントや講座などが開講されるカフェラボやイベントスペースがある。さらに、ナレッジキャピタルにはシアターやカンファレンスルーム、3000名規模のコンベンションセンターなども揃う。

In the Active Lab., creators can display prototypes under development, and enterprises, research institutions, universities, and others can present the fruits of their research. In the nearby Active Studio, visitors can enjoy workouts and other activities. Communicators are always on hand to help drive the speed and accuracy of innovation by feeding back visitor comments to creators. There is also Café Lab. and an event space for hosting lectures and events. Furthermore, Knowledge Capital offers a theater and conference rooms as well as access to a convention center with space for 3,000 visitors.

■梅田 1 - 1 計画

Umeda 1-1 Project

12 階～38 階は、最新設備を備えた西日本最大規模のオフィスゾーン。11 階には 1000 名規模のカンファレンス（ホール）のほか、スカイロビーを設置、12 階には憩いのスペースとなる屋上広場も設けられる。

Floors 12 to 28 are dedicated to office space, meaning the Umeda 1-1 Project will be the largest and most advanced office zone in Western Japan when completed. The building will also be equipped with a conference hall accommodating 1,000 visitors, to be located on the 11th floor, below the office zone. The building will also feature a Sky Lobby, as well as a relaxing rooftop plaza on the 12th floor.

災害時には、カンファレンスゾーンや屋上広場が、一時滞留・避難スペースとして活用される予定だ。

In case of disaster, the conference zone and rooftop plaza can serve as

temporary shelter space for persons who may find themselves stranded in the area.

Timothy Hornyak

- Freelance Journalist

Tim Hornyak is a freelance science and technology journalist based in Tokyo. He is also the author of “Loving the Machine: The Art and Science of Japanese Robots.” Hornyak has worked as Tokyo correspondent for IDG News, editor at Kyodo News, and NHK, and has contributed to media such as Scientific American, PC World, CIO, TechWorld, TechHive, Canadian Business, the Globe and the Mail, Kyoto Journal, CNET News, Far Eastern Economic Review, and the MIT Technology Review.

In addition to writing on technology, business, and science, he has written on Japanese culture and history for titles including National Geographic News and Lonely Planet guidebook series, and has lectured on Japanese robots at the Kennedy Center in Washington. He is a graduate of the McGill University, Montreal, Canada in English Literature.

Experience

- Freelance Journalist
1998 – Present
Publications include - Scientific American, PC World, CIO, TechWorld, TechHive, Canadian Business, the Globe and the Mail, Kyoto Journal, CNET News, Far Eastern Economic Review, the MIT Technology Review
- Tokyo Correspondent
IDG News Service
Dates Employed 2014 –2015
- CNET News contributor
CBS Interactive
Dates Employed 2009 –2013
- Author
Lonely Planet
Dates Employed 2006 – Dec 2012
- Editor
NHK TV
Dates Employed 2005 – 2008
- Editor
Kyodo News
Dates Employed 2000 – 2005
- Editor, medical magazine
STA Communications
Dates Employed 1997 – 1998

Selection of Past Articles:

- CIO — SoftBank gives more detail about \$50B US investment
- PC World — Japan starts 8K TV broadcasts in time for Rio Olympics
- PC World — Asus Chairman Jonney Shih explains the Zenbo robot
- IEEE Spectrum — SCHAFT Unveils Awesome New Bipedal Robot at Japan Conference
- CIO Australia — Toshiba rolls out activity trackers for seniors
- TechWorld (AU) — Fujitsu brainstorm room lets you write on the walls
- Computer World New Zealand — How Japan's Privacy Visor fools face-recognition cameras
- TechWorld (AU) — Nokia rolls out spherical camera for virtual reality apps
- World India — Line aims lightweight chat app at developing countries

Other titles-

- Intelligent Electric Cars at Tokyo Motor Show
- Nintendo's President Iwata's death comes as firm tries to move to mobile
- Giant mecha robots from Japan, US will meet in epic battle
- IT firms' cloud appetite strong as gear sales surge 25 percent
- In Japan, Uber dons white gloves to battle an elegant rival
- Sony launches crowdfunding site, e-paper remote control
- Toshiba readies scorpion-like robot for Fukushima nuclear plant
- Japan seniors' home deploys cloud-connected air conditioners, motion sensors
- Lexus claims most 'Back to the Future' hoverboard yet
- Why SoftBank's Pepper could become the iPhone of robots
- Foxconn, Alibaba join SoftBank in global robotics push
- NHK tries to prime viewers for 8K with interactive features

Dan Sloan

- Senior Advisor to Chief Communications Officer, Nissan Motor Corporation
- Editor in Chief of the Nissan Global Media Center
- Freelance Journalist & Reporter

Prior to joining Nissan in April 2011, he was senior correspondent for Reuters Television and an adjunct professor of Journalism at Komazawa University. His business reports and live segments have appeared on global broadcasters including CNN, CNBC, BBC, CCTV, MSNBC, along with a variety of global television and radio outlets. He is a frequent public speaker and commentator in Japan on topics including his book: "Playing to Win: Nintendo and the Video Game Industry's Greatest Comeback." He earlier served as president of the Foreign Correspondents' Club of Japan, Reuters Bureau Chief Singapore, and an editor for Knight-Ridder Financial. He is a graduate of Columbia Graduate School of Journalism and the University of Virginia.

Experience

- Senior Advisor to Chief Communications Officer
Nissan Motor Corporation
Dates Employed Apr 2017 – Present
- Editor-in-Chief, Nissan Global Media Center
Nissan Motor Co., Ltd.
Dates Employed Apr 2011 – Present
Leading the development and management of Nissan's first dedicated global news center, established to create multi-media content and social networking sites for a wide variety of marketing and communication channels.
- Senior Correspondent
Thomson Reuters
Dates Employed 2001 – 2011

Adjunct Professor Journalism
Company NameKomazawa University
Dates Employed 2009 – 2011
- Bureau Chief
Reuters Singapore
Dates Employed 1999 – 2001
- Anchor/Correspondent
Reuters Financial Television
1994 – 1999
- Editor/Correspondent
Knight-Ridder Financial News
1992 – 1994

資料 2 - 2 取材行程表

梅田地区ビジネス情報発信事業「梅田地区プレスツアー」行程表

Date	Time	General Program	Venue	華人Channel (CC)	Tim	Dan	Detail
2/26 (月)	9:00	UII					通訳・園先さんとミーティング
	9:30	Hotel Lobby	Hotel Granvia		○		TMO事務所へ脇谷さんを訪ねる PC check
	10:00	Introduction	PR-Center		○		UIIより概要説明
	11:00	Umekita Phase-2	〃		○		大阪市西江様より(30分)
	12:00	Lunch			○		
	13:00	Granf Front Osaka		(～14:00 山本能楽堂)	○		館内案内
	14:00	Knowledge Capital		(駐車券有)	○		KMO奥村様アテンド
		-the Lab, Knowledge Salon		○			
	15:00	Startups Interview	GVH-Osaka		○		
		-Gochiso and Tugi-san		○			
	16:30	Move to Tennoji		○	○		マイクロ16:15配車 (北館車寄せ予約済)
	17:00	Hack Osaka Welcome Reception	Osaka City Museum	○	○		
		Interview with Allen	〃	○	○	18:23 Arrive at Shin-Osaka	
	19:30	Depart for Hotel	〃		○		
2/27 (火)	9:30	Hotel Lobby			○	○	
	10:00	Osaka Institute of Technology	Chaya-machi		○	○	9:55 1Fロビー 大商・竹中さん
	11:30	Kansai Univ. ME RISE	〃	(11:00 知事撮影)	○	○	
	12:30	Strolling about the town / Lunch	〃	(13:00 市長撮影)	○	○	
	14:30	Hack Osaka 2018	Congress Convention Center	(15:00 溝畑局長撮影)	○	○	15:30 常盤井様待ち合わせ
2/28 (水)	9:30	Hotel Lobby			Depart for Tokyo	○	
	10:00	Introduction	PR-Center			○	TMOアテンド無し
	13:00	Interview with Nomura-san(KMO)	Knowledge Salon			○	アルスエレクトロニカなどヨーロッパとのコラボについて
	14:30	Interview with Yoshikawa-san	GVH-Osaka			○	パリと大阪の間のMOUについて
	18:00	Get in the Ring	Knowledge Theater			○	オランダ生まれのユニークなピッチ



BREAKING: Dow is set to surge more than 300 points at the open as fears of an impending trade war ease



SPONSORED BY



Japan's second-largest metro area aims for a slice of the start-up pie

Tim Hornyak, Special to CNBC.com
Published 4:37 AM ET Fri, 23 March 2018



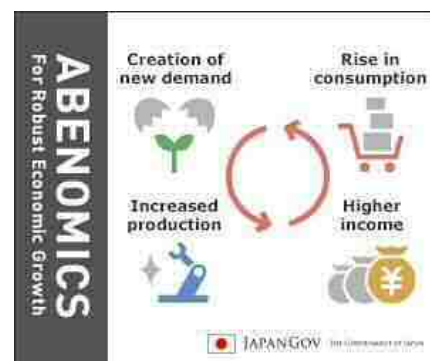
Tim Hornyak

Part of the Umekita area in Osaka.

In the heart of Osaka, there's a plot of land that could help make [Japan's](#) second-largest metropolitan area one of the biggest hubs for entrepreneurship in the region.

A former rail depot, the "Umekita Phase 2" development now under construction next to Osaka Station is set to host pharmaceutical and biotech firms when it opens around 2024. It will complete a project that began with a row of multipurpose towers, called Grand Front, that's already home to a handful of start-up incubators and business accelerators.

"We want to take advantage of this superb geographical location at the center of Kyoto, Osaka and Kobe to create an environment bringing together technology from enterprises and universities to unleash new innovation," said Eiji Doi of the Osaka Chamber of Commerce and Industry.



FROM THE WEB

Sponsored Links by Taboola

[\[Gallery\] As Bitcoin Price Drops These Are The Most Promising Crypto Currencies](#)

letstock.net

[10 Most Aggressive Dogs in the World](#)

adaily.info

[10 Insanely Dangerous Cities You Should Never Travel To](#)

Bestest.info

[If you live in Osaka you're eligible for these deal on flights](#)

Lastmin-Flights

by Taboola

[Forget tariffs — bring in Europe or Japan and hold talks with China, says S&P Global CEO](#)



recent years with new start-up investment funds, downtown university campuses, incubators and pitch events.

Last month, Grand Front was the venue for [Hack Osaka](#), a one-day event designed to encourage open innovation while helping start-ups from Japan and beyond. Among award winners at the event were [Dot](#), a South Korean maker of braille watches, and [Nature](#), a Japanese developer of connected household appliance controllers that work with Google and Amazon smart speakers. A hardware event called the Monozukuri Hardware Cup picked a quirky winner: [Hachi Tama](#), a Japanese start-up that claims to have developed the world's first toilet for cats that is based on the so-called Internet of Things (IoT).

"There have been many legendary hardware entrepreneurs from Osaka," says Osaka-born Akinori Takahagi, CEO of [Moff](#), a Japanese developer of sensor bands for entertainment and physiotherapy. "Especially for IoT start-ups, Osaka is a good place to be because everybody respects IoT and hardware."

Masaaki Yoshikawa, director general of Osaka Innovation Hub, which hosts Hack Osaka, estimated there are about 1,000 early-stage seed start-ups in the local area. He pointed to success stories such as [Cookbiz](#), a company founded in 2007 that developed a job-search platform aimed at alleviating high turnover and labor shortages in the food industry.

In November last year, Cookbiz claimed some 3.4 million users, logged revenue of about 2 billion yen (around \$19.4 million), up 67.7 percent from a year earlier, and began trading on the Tokyo Stock Exchange Mothers, an index for emerging stocks.

The Kansai region surrounding Osaka has a population of about 21.6 million people and a gross regional product of some \$823 billion. Allen Miner, CEO of local start-up fundraiser SunBridge Global Ventures, says a highly educated labor pool makes it attractive for fledgling businesses. Other entrepreneurs value the local business culture for its down-to-earth acumen and frankness.

"One of the advantages for us for starting up in Osaka is getting quicker product and customer development," says Philip Nguyen, co-founder of [Gochiso](#), an Osaka start-up developing a platform that rewards users for restaurant reservations and lets them donate to charities.

"Osaka people are generally very open-minded and opinionated, which is great for getting quick and straightforward feedback," adds Nguyen. "They really think about value for the money, especially in the food industry, so if you can make a product work here compared to Tokyo, it'll more likely work in the rest of Japan."

Bermuda (NBC News)

[Bill Gross: The Fed won't be able to hike rates as high as they'd like](#)

[Technical analyst Katie Stockton: The market retest of February correction is 'actually a positive'](#)

[Neo-Nazi Arthur Jones wins Republican nomination for Illinois congressional seat](#)

[Californians fed up with housing costs and taxes are fleeing state in big numbers](#)

Promoted Links

MOST POPULAR



1. [Facebook reportedly saves extensive data of personal calls, texts made by Android users](#)



2. [How to download a copy of everything Facebook knows about you](#)



3. [Remington, the oldest gun maker in the United States, files for bankruptcy](#)



4. ['Economic crisis' and 'chaos': Nobel-winner Shiller issues a warning on Trump's trade offensive](#)



5. [A 'more severe' correction is coming, Allianz CEO predicts](#)

FROM THE WEB

Sponsored Links by Taboola

[This App Made By 100+ Linguists Will Get You Speaking A New Language In 3 Weeks](#)

Babbel

[Selfie Quadcopter Revolution in Japan. The Idea Is Genius](#)

Selfie Drone



New Site Finds the Cheapest Flights in Seconds!

FlightFinder

EcoVolt saves you 50% off your energy bill - See how

EcoVolt

Flight Prices You're Not Allowed to See!

Save70.com

MORE FROM CNBC

by Taboola

Saudi Arabia intercepts a missile over the capital city of Riyadh

Cramer Remix: It's not too late to sell and raise cash

China doesn't want trade war with US, its 'very best customer': Analyst

Trump's concerns about China are 'legitimate,' says former Obama trade official

MEMO Billionaire Warren Buffett: Doubling your net worth won't make you happier

Cramer Remix: Why you should buy high-growth stocks during the sell-off





NEWSLETTERS

- ☒ Make It
- ☒ Breaking News
- ☒ Morning Squawk
- ☒ Evening Brief

More Free Newsletters

Email (Required)

GO

Get these newsletters delivered to your inbox, and
more info about about our products and service
[Privacy Policy](#)

Data is a real-time snapshot *Data is delayed at least 15 minutes
Global Business and Financial News, Stock Quotes, and Market Data and Analysis

Data also provided by  THOMSON REUTERS

© 2018 CNBC LLC. All Rights Reserved. A Division of NBCUniversal

Osaka Jidai

It's "Get in the Ring Osaka 2018" night, and two prizefighters - start-up chiefs - are battling in a literal pitch-off to the "Rocky" theme before a live audience and three tech industry judges. Think Mixed Martial Arts meets "Shark Tank," with combatants vying for investors and bigger venture scale.

Launched in the Netherlands six years ago and underwritten in part by the Kingdom's embassy, Ring is one of many highlights of Hack Osaka 2018 and the Osaka Innovation Hub (OIH), comprised of start ups, major corporates and SMEs, universities, a local consortium of supporters and city developers, and innovators.

Osaka, home to pharmaceutical giants such as Bayer and sporting an economic punch on par with a small country, aims to be an innovation hub, expanding the reach of tech to areas such as life sciences, health, trade, agriculture, travel, retail, education and pets.

Yes, pet care. At Hack Osaka, the winner of the Hardware Cup 2018 was a Japanese duo who presented a high-tech kitty litter box replete with camera and urine sensor that detects kidney disease. From August, "Hachi Tama" will be on roadshow for entry to Western Europe, home to over 53 million cats, as well as Japan's estimated 10 million felines.

Osaka intends a 21st Century return to its 5th Century hub role, when it was a crossroads for foreign products and new ideas, including religion. "Innovation" and "hub" are among the most overused monikers in promotion, but the calling to be more than a commuter crossroads for the 2.5 million using Osaka and Umeda stations daily is palpable, with construction ongoing for six years.

Amid a multimillion-euro Umeda development plan, Osaka's incubator Knowledge Capital, located in the Grand Front building, holds lab displays for domestic and European firms such as Cap Enfants, which will exhibit a preschool kids' learning bubble room from April.

France's Cap Enfants will receive visitor feedback over the next few months to help tailor its product launch for Japan or other global destinations. Six European countries or cities are in ties, festivals, projects or business matchmaking with Knowledge Capital, says its director, part of an Osaka image makeover.

"People wonder in a town known for laughter and takoyaki (octopus balls) whether this concept will succeed," said Takuya Nomura, General Producer of Knowledge Capital. "But science and tech interests are high."

Osaka may have a 9-trillion-yen economy still mainly driven by the majors, but the vibe is young, and schools such as Osaka Institute of Technology and Kansai University are providing human capital. Campuses are in the heart of Osaka-Umeda, and each school sees senior student hiring rates near 99%.

Product design and robotics are among key teachings, and on display at OIT is a robot benza, or robotic toilet, which takes hygiene one step farther than the standard washlet - it actually wipes.

For the infirm or elderly, that's appreciated, while thinking outside the box is literally finding traction. Osaka Tech Professor Kenji Matsui says the 1,000 young people at his school are not necessarily more driven than their parents, just wired.

"They're happy," he answers to whether this generation is something special.

Overall Japan wants to be the most innovative nation in the world, while its current place in last year's Global Innovation Index was a lowly 14th, far behind the Top Three of Switzerland, Sweden and the Netherlands.

Osaka, however, has other plans. Call it the Osaka Jidai.

2018年1月

華人ChannelJapan

媒体資料

2018

資料3 華人チャンネル媒体資料

<http://www.hrtv.cn>

<http://jp.hrtv.cn>

華人

全世界15億華人華僑

中宣部に属する中国半官半民のインターネットテレビ局
Publicity Department of the Communist Party of China

華人Channel

中国国内12支局 海外3支局

華人ChannelJapan（華人Channelの日本支局）は
日中間の文化交流、日本インバウンド・アウトバウンド
サポート事業を軸としている総合メディア
プラットフォームです

CHINESE CHANNEL



以文而化一切

文化はすべての源

会社概要

会社名 株式会社華人ChannelJapan
住所 〒173-0024
東京都板橋区大山金井町56-9 TMビル2F
代表取締役 玉城理恵
創立 2015年2月

事業内容

- 日中文化交流
中国文化宣伝イベント開催
日本都道府県知事インタビューなど
- インバウンド事業・アウトバウンドサポート事業
日本情報配信番組制作
広告掲載・代理など

ウェブサイト

Website

道人频道

www.hrtv.cn



華人Channel

統計PV数

THE FIRST CHANNEL OF CHINESE IN WORLD

3,000

万/每月

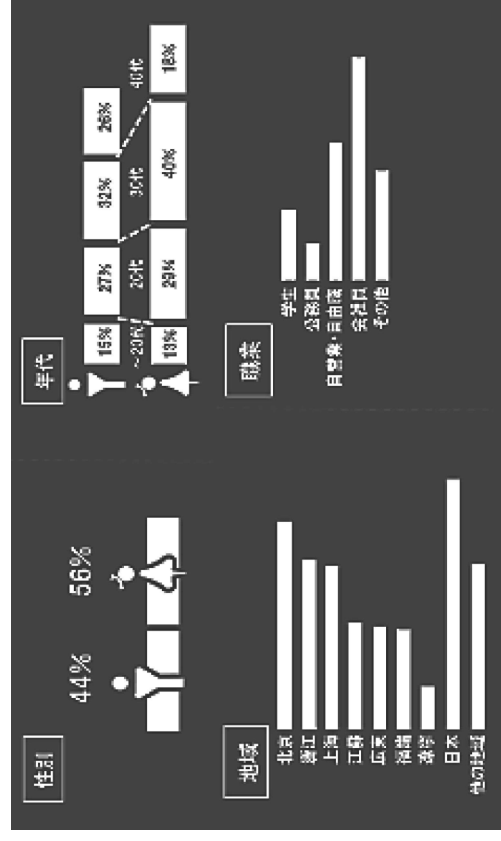
HTTP://JP.HRTV.CN

華人ChannelJapan

トップページ総計 PV数約

100

万/每月



中国半国营のインターネットテレビ局で中国国内に12支局、海外に3局あり、「**華人チャンネル**」は全世界15億人の華僑に向けたネットテレビ番組です。華人チャンネルJAPANの視聴者には20代～50代の上海、北京等の大都會圏在住、高學歷、高所得、訪日要望が高い人が多い。華人チャンネルJAPANのメディアを活用した日本文化、企業のプロモーションが可能。台本の制作、撮影、中国本土への映像配信をワンストップでご提供します！

新人CHANNEL

華人ChannelJapan

プロモーション動画制作サービス

ワンストップ

取材撮影 × 動画制作 × 動画配信

動画のジャンル

インタビュー番組⁺
INTERVIEW PROGRAM

日本情報配信番組⁺
INFORMATION DISTRIBUTION PROGRAM

BAIDU百科事典動画
BAIDU ENCYCLOPEDIA VIDEO





<http://jp.hrtv.cn>

華人ChannelJapan トップページ掲載

トップバナー



華人ChannelJapan
中国人気動画サイト配信
Video Website

中国で人気がある

動画サイトの活用
WEB VIDEO SHARING WEBSITE
VIDEO DISTRIBUTION

中国人気動画サイト
YOUKU TENCENT 動画 爱奇艺 ACFUN
華人ChannelJapanの公式アカウント利用



華人ChannelJapanのサイトと
中国人気動画サイトに同時配信

予想動画再生回数約
500 万
VIDEO DISTRIBUTION

※ 配信時の状況による他の動画サイトに変更する可能性もあります

動画制作配信実績（一部）

クライアント様	配信メディア	URL	PV数
日本ファッション会社	華人ChannelJapan トップページ	http://www.hrtv.cn/plus/view.php?aid=29533	164万
	YOUKU動画サイト	https://v.youku.com/v_show/id_XMTUxOTQ4MjQyNA==.html?from=s1.8-1-1.2	33万
	テンセント動画サイト	https://v.qq.com/x/page/p0191qco1be.html?	123万
	ACFUN動画サイト	http://www.acfun.cn/v/ac3945807	26.7万
日本おもちゃ会社	華人ChannelJapan トップページ	http://jp.hrtv.cn/hrtout/35494.html	107万
	YOUKU動画サイト	https://v.youku.com/v_show/id_XMTg1MTI2NzA4NA==.html	29万
	テンセント動画サイト	https://v.qq.com/x/page/p03521ltrde.html?	124万
日本ジェリー会社	華人ChannelJapan トップページ	http://jp.hrtv.cn/mlriben/29154.html	49万
日本美容品会社	華人ChannelJapan トップページ	http://jp.hrtv.cn/imgnews/36489.html	65万

華人ChannelJapan

BAIDU百科事典動画化

Encyclopedia Video

中国最大の

搜索エンジン活用

WEB-BASED ENCYCLOPEDIA

「BAIDU」+VIDEO



世界最大の中国語搜索エンジンBaidu 一日利用者数 **19**億以上

中国の検索エンジンである百度が2006年4月に公開したオンライン百科事典。日本語版ウィキペディアの約**96**万項目に対して約**1154**万の項目が掲載されています。検索結果の一番上に掲載されることも多く、社名、商品名、地名などあらゆるモノ、名詞、固有名詞が登録可能です。

BAIDUオンライン百科事典

動画化可能な単語

地名類

大阪 道頓堀 心斎橋 大阪城・・・

名詞類

お好み焼 大阪弁・・・



実例

BAIDU操作エンジン：中国版Googleのようなイメージ
BAIDU百科事典：中国版Wikipediaのようなイメージ

中国内ではGoogleを抑えて最大シェアを占める中国語検索の強みに加え、若者に人気のあるコミュニケーションなどのサービスが、中国ユーザーを引き付けている

BAIDU オンライン百科事典
一日利用者数 **4**億以上

「BAIDU百科」に掲載されることは、中国での高い信頼性を獲得したことになります

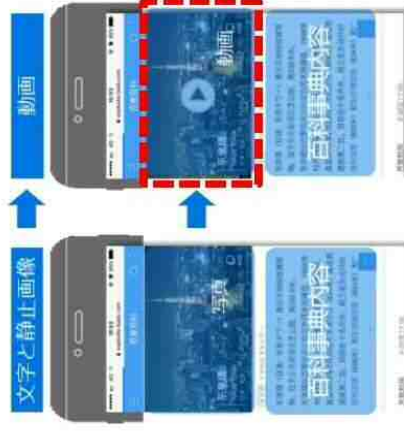
※1分間の動画を文字情報に換算すると、180万文字分の情報伝達能力がある
(アメリカの調査会社フォレストリサーチのJames McQuivey博士)

静止画と文字による画面構成の課題

- インパクトがなく印象に残りにくい
- 文字では特徴が伝えにくい
- 使用方法、効果説明が難しい物には向かない
- 若者の活字離れが進む
- 文字を読みづらくなった高齢者に向かない

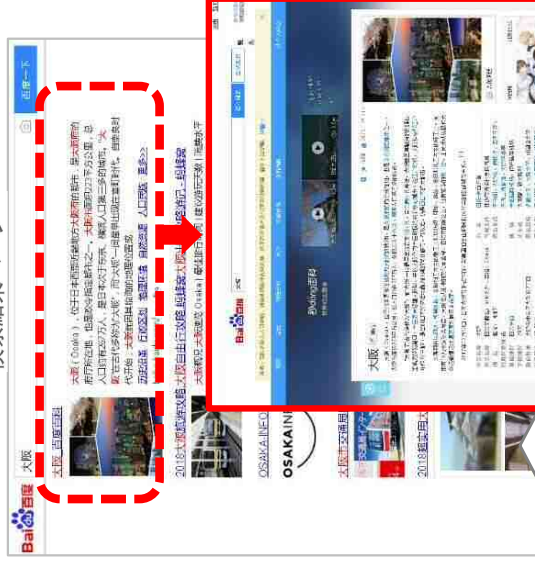
課題の対策

- 映像化により情報が分かりやすく伝わる
- テキストより動画のほうが記憶に残る
- 言葉が分からなくても伝わる
- 興味のない人も閲覧の可能性あり
- 動画ならではのインパクトある演出が可能
- 静止画と文章では表せないような「雰囲気」「リアルさ」を表現
- 視聴者に向けて直接にPR



「BAIDU百科」の項目は必ず検索結果の第一頁のTOPに掲載されます

検索結果ページ



百度百科配信実績 (一部)

ジャンル	項目	URL
人物 (一部紹介)	王健林	https://baike.baidu.com/item/%E7%8E%8B%E5%81%A5%E6%9E%97/1065126?fr=aladdin
	許千千	https://baike.baidu.com/item/%E8%AE%B8%E5%8D%83/1828083?fr=aladdin
	趙小蘭	https://baike.baidu.com/item/%E8%B5%B5%E5%B0%8F%E5%85%B0/4048?fr=aladdin
地名 (一部紹介)	北京	https://baike.baidu.com/item/%E5%8C%97%E4%BA%AC/128981?fr=aladdin
	新化県	https://baike.baidu.com/item/%E6%96%B0%E5%8C%96%E5%8E%BF/481978?fr=aladdin
名詞 (一部紹介)	チャイナドリーム	https://baike.baidu.com/item/%E4%B8%AD%E5%9B%BD%E6%A2%A6/60483
	華人	https://baike.baidu.com/item/%E5%8D%8E%E4%BA/879778
観光スポット (一部紹介)	景山公園	https://baike.baidu.com/item/%E6%99%AF%E5%B1%B1%E5%85%AC%E5%9B%AD/63814?fr=aladdin
	ポタラ宮	https://baike.baidu.com/item/%E5%B8%83%E8%BE%B8%E6%8B%89%E5%AE%AB/113399?fr=aladdin

Advertorial

記事広告制作



文字×写真

華人ChannelJapan掲載

1000文字 x 複数枚写真

Wechat公式アカウント掲載

1000文字 x 複数枚写真

Weibo公式アカウント掲載

140文字 x 9枚写真

ウェブサイトに掲載

800文字 x 3枚写真

※ウェブサイト会社により掲載写真枚数の変更あり

華人ChannellJapan 中国ポータルサイト *Chinese Web Portal Promotion*

宣伝の最大化

話題の作り

PUBLICITY MAXIMIZATION
TOPICALITY

CHINESE WEBS PORTAL
中国大手のポータルサイト
記事配信 800文字×2枚写真

配信後24時間
予想露出
3億回

弊社はクライアント様が伝えたい情報を中心とした話題性のある文章を作成して、メディアグループによって短時間で大規模な宣伝を行うことができます

旅行サイト総計	30 社以上
ファッション・美容サイト総計	30 社以上
ニュースサイト総計	100 社以上



華人ChannellJapan

ニュースキュレーションメディア

News Curation Media Promotion

宣伝の最大化
話題の作り

PUBLICITY MAXIMIZATION
TOPICALITY

NewsCuration Media
ニュースキュレーションメディア

配信24時間後

最低閲覧数

180万

総計

政治・経済など真面目なニュースから、グルメやエンタメ・スポーツなど幅広いジャンルの「今」を、片手で気軽に閲覧できるアプリを活用し、プロモーションを行います。閲覧数集計機能によって宣伝効果を把握することが可能になりました

利用者人数最多TOP

8

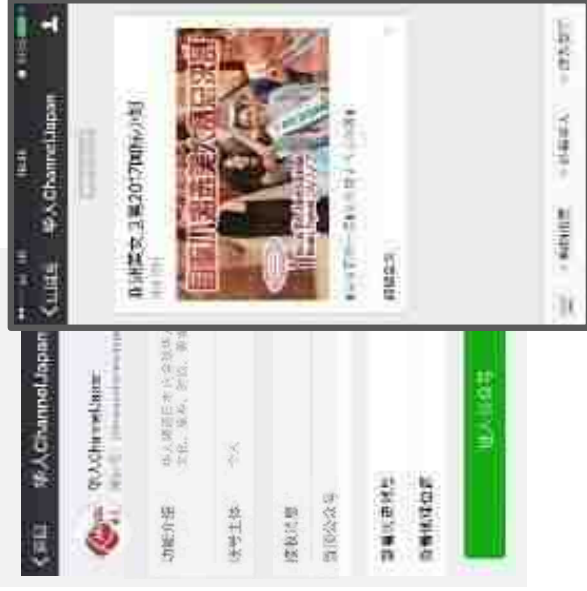
社



華人ChannelJapan ソーシャルメディア Social Networking Site Promotion

フォロワー
数

約10万人



華人ChannelJapan
公式WECHATアカウント
フォロワー数約10万人



記事予想閲覧数約2万

宣伝の最大化
話題の作り

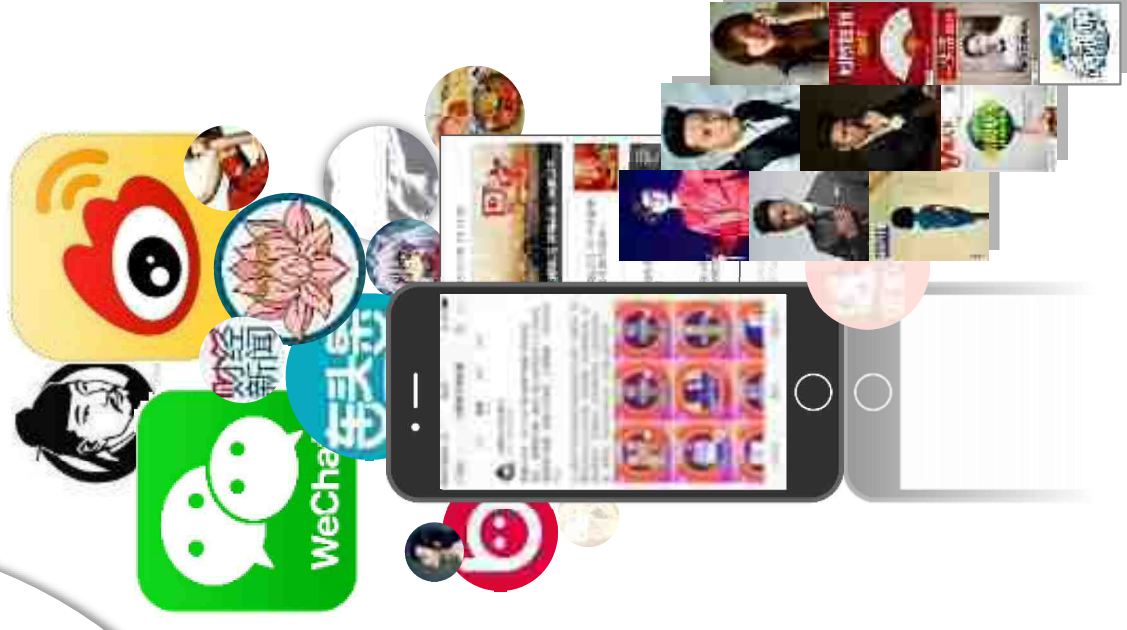
PUBLICITY MAXIMIZATION
TOPICALITY





SOCIAL NETWORKING SITE
人気SNS公式アカウント

テレビCMと同じような効果を発揮して、圧倒的な露出度を確保します。クライアアント様の広告文やURL、動画などを掲載してマーケティング施策に繋げることが可能です。クライアアント様の要望と予算に合わせた最適なアカウントを選択し配信を行うことで、伝えたい情報を効果的に配信することができま

100
総計 個以上

最低フォロワー人数百万級公式アカウント



項目		詳細
動画制作		<div>●撮影について： 撮影回数 1回 撮影時間 準備を含めて6時間以内 撮影場所 基本1ヶ所 撮影チーム カメラマン 2名 照明 1名 アシスタント 1名 ビデオカメラ 2台 照明器具 2台 マイク 1台</div> <div>●脚本作成： お客様と制作方針の打ち合わせの上に弊社にて脚本及び絵コンテを作成します</div> <div>●ナレーション： ナレーター 1名</div> <div>●動画編集： 動画サイト配信版とSNS配信版、二つの動画を作成 動画サイト配信版（時間尺：15分） SNS配信版（時間尺：3分）</div> <div>●翻訳</div> <div>●レポーター： 2人</div>
動画同時配信		<div>華人ChannelJapan公式サイト（掲載場所：トップページ、一年間） 予想年間閲覧数約200万</div> <div>人気動画サイト（掲載場所：華人ChannelJapan公式アカウントサイト、半永久） 予想総計年間閲覧数約300万</div> <div>   </div>
BAIDU百科事典動画制作		<div>大阪府知事インタビュー</div> <div>●撮影について： 撮影回数 1回 撮影時間 準備を含めて1時間以内 撮影場所 府庁 撮影チーム カメラマン 2名 照明 1名 アシスタント 1名 ビデオカメラ 2台 照明器具 2台 マイク 1台</div> <div>●脚本作成： 打ち合わせの上に弊社にて脚本を作成します</div> <div>●動画編集</div> <div>●翻訳・字幕</div>
BAIDU百科事典動画配信		BAIDU百科事典サイト（掲載場所：動画化された項目のサイト、永久）
広告記事掲載		ニュースサイトパッケージ（120社）配信後の24時間の効果をレポートする（一回だけ） 予想閲覧数約2億
WECHAT		華人ChannelJapan公式アカウント 12回／年 毎回予想閲覧数約2万