

To SMEs and Sole Proprietors in City of Osaka

Comprehensive SME Support Measures



**Economic Affairs Bureau
City of Osaka**

We will provide necessary support for SMEs toward issue resolution on various stages

Business Stabilization, Management Enhancement, and New Business Deployment

SMEs in City of Osaka

Business
start-up
support

Management
improvement
support

Technology
development
support

Productization
support

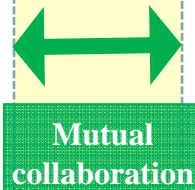
Sales channel
development
support

Financing
support

Consistent support by supporting organizations

Osaka Sangyo Sozokan (SME support base)

- ◆ Support issue resolution in management, through sales channel development support by conducting matching and business negotiations variously, and consultation and seminars for management improvement and Business start-up



Mutual
collaboration

Osaka Municipal Technical Research Institute (technical support base)

- ◆ Support issue resolution in technology from planning and development to productization, through support services, including technical consultation, test assay, and contracted research.



Support various finance needs

- ◆ We support SMEs' financing through various directed credits

Osaka Sangyo Sozokan

Support for management improvement

<http://www.sansokan.jp>

- ◆ “Akinai Aid,” a management consulting office, offers free consultation on various managerial issues such as marketing, law, tax and accounting, etc., via meeting, phone or Internet (application is available 24 hours/day).
- ◆ It also holds a number of seminars and workshops for management.

Support for sales channel development

- ◆ Personnel with working experience at technology companies help manufacturing companies find sales channels and achieve technical collaboration with other companies suitable for the product or technology.
- ◆ We assist companies to seek new business launch and new product or service development as partners of large or middle-sized companies, for possible business tie-up.

Support for productization

- ◆ Clients can take advantage of comments from monitor members of Sangyo Sozokan for product development and improvement.
- ◆ We dispatch to your company a coordinator, who is knowledgeable of technical information owned by universities, research institutes, and companies, and assist you in finding partners for technology and product development.

Support for business start-up

- ◆ We hold seminars and networking events to learn concrete time frame or attitude toward business start-up.
- ◆ “Risshian,” a business start-up support space, offers expertise support to back up your entrepreneurship.

During 10 years since foundation, a total of 300,000 people or companies have utilized a wide variety of services.

Osaka Municipal Technical Research Institute

Support for technology development and productization

<http://www.omtri.or.jp>

- ◆ Professional researchers provide support in resolving a wide variety of issues in technology, from planning and development to productization.
- ◆ We conduct quality and performance testing or componential analysis of samples submitted.
- ◆ We are entrusted with wide variety of research for development of new products or technology, and improvement of quality.
- ◆ Our coordinator assists in promoting industry-government-academia joint research.
- ◆ We hold seminars to provide technical information and networking study meeting for engineers and researchers. (Osaka Green Nano Consortium, etc.)

LED-related assessment support facility was established in April 2011!

We receive about 20,000 technical consultations per year!

Support for financing

Credit Guarantee Corporation of Osaka-shi

- ◆ We help SMEs find financing, such as basic ones for business development and investment or safety net financing.

We support SMEs' activities and contribution to the local community

Liven up local corporations!

For shopping street owners

- ◆ Expanding support for business addressing low birthrate and longevity
- ◆ Holding the Osaka Akinai Matsuri (commerce festival)



For small and mid-sized manufacturers

- ◆ Supporting revitalizing efforts
- ◆ Supporting securing human resources
 - Conducting networking events with industrial high schools, and plant visit
- ◆ Preparing environment easy for industries to locate factories
 - Easing green area ratio according to Factory Location Act



We offer a wide variety of accessible services!

Support system

Offering managerial support services with easy access

- ◆ Management consultation desk is open at ward offices

Local community works in unison to create economic vitality!

Creation of local economic vitality creation project

- ◆ Various supporting revitalization businesses worked in unison by local community, such as citizens, companies, and local organizations



Revitalization of local economy!

Support for shopping street owners

- ◆ A grant system is enhanced for business addressing low birthrate and longevity in addition to events for customer attraction.
 «Outline of a grant for model projects addressing social issues, such as low birthrate and longevity»
 Examples of target project:
 delivery service, establishing relaxation space for elderly, establishing breast-feeding space, etc.
 Grant rate and maximum:
 less than half of qualified costs, up to 2 million yen
- ※ Grant for software projects (offering opportunities for people to get together) and hardware projects (development of facilities), and expertise dispatch systems are also available .
- ◆ We disseminate attractiveness of shopping street and promote consumption, through Osaka Akinai Matsuri (commerce festival) (3-month event including opening event, street events, Akinai grand prix, etc.)

Support for small and mid-sized manufacturers

- ◆ We support activities conducted by manufacturing SMEs, such as study groups and networking events to build positive relationship between plants and local residents.
- ◆ Economic Affairs Bureau staff and Sangyo Sozokan coordinators visit SMEs in manufacturing agglomerated area, and introduce support services according to managerial issues, as well as holding seminars appropriate to regional characteristics.
- ◆ We sponsor business lectures by an Osaka Techno-master who is a skilled engineer, and speech by a company's managers.
- ◆ Networking events are held between SMEs and career counseling personnel of industrial high schools.
- ◆ We established a new ordinance to mitigate green area ratio of plants (effective April 1, 2011), to improve environment for existing plants renewing their facilities or new plants being constructed.

Accessible Managerial Support Service

- ◆ Management counseling desk will be opened sequentially at ward offices once monthly, to offer accessible managerial service provided by the City.

Support for revitalization of regional economy

- ◆ Ward office plays a role of coordinator, to support activities for revitalization of regional economy carried out by collaboration of local community (shopping districts, manufacturing companies, commerce and industry organizations, citizens, local organizations, NPOs, etc.), from start-up of business to management, by measures such as dispatching expertise and financing.
 (Examples of local economic vitality creation project)
 - Shopping districts, retailers, local organizations, and customer attraction facilities collaborated to hold events highlighting advantages of the town such as history and traditional culture and local fine products, and develop original products and branding
 - Shopping districts and manufacturing companies collaborated with local organizations and schools, to sponsor hands-on experience of commerce and manufacturing, and internship for local elementary and junior high school students.

We back up SMEs challenges to growing fields and markets!

Support for entry to growth field

[Support on the stage of development, commercialization and demonstration experiment stage]

- ◆ We subsidize funding for each stage of “feasibility demonstration,” “research and development,” and “trial installment” of new products and services, to SMEs who are targeting entry into areas of “environment and energy” and “health and medicine.”
- ◆ Our coordinator will consistently provide support from planning and developing, to commercial viability or launch of product.

«Outline of growing industry challenge support project»

- (1) Support for feasibility demonstration
 - ... 1/2 of cost is subsidized, up to 2 million yen
- (2) Support for leading project (research and development)
 - ... 1/2 of cost is subsidized, up to 30 million yen
- (3) Support for trial installment
 - ... 1/2 of cost is subsidized, up to 10 million yen

(Examples of target cases)

Commercialization of plug-in hybrid ship, development of nursing transfer aid robot, etc.

- ◆ Demonstration experiment is actively supported in the City-related facilities in the Sakishima area.
 - A shop for demonstration experiment is opened in ATC building, to back up experiments using robot technology.
 - Demonstration experiment is conducted during exhibition in the international exhibition center ‘Intex Osaka’

[Support for sales channel development and expanding stages]

- ◆ Sangyo Sozokan collaborate with local financial institutions, to sponsor business negotiation meetings by subject intensively from July to December.
- ◆ Prompt commercialization and launch of new products that SMEs and venture companies are trying to commercialize are backed up, through effective demonstration, product improvement, and cooperation for PR such as trial use by the City’s departments (trial installment) and offering city hall and facilities managed by the City as experimental site.
- ◆ Venture procurement system where the City’s departments purchase a newly launched product is expanded so that public administration is able to purchase products at their early stage of selling to make a sales performance. We also actively give publicity on the City’s website as well as exhibition or business negotiation meeting, to promote sales for the public.

We respond to expectations for sales channel support!

**Support base and networks
by growing field are enhanced!**
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We firmly back up challenges to growing fields!

**We offer a strong support to promote commercialization projects in growing fields,
and organize various networks to create new business opportunities.**

We will be waiting for your use and participation!

Health and Medicine

◆ Network **“Fatigue Busters”**

Sangyo Sozokan

Support for collaboration among companies and universities in “anti-fatigue” and “healing” area

Number of members: 143 companies

◆ Nursing and welfare exhibition hall: **“ATC Ageless Center”**

Robot Technology

“Robot Laboratory”

◆ Base: **“Robot Laboratory”**

Support for development of nursing and medical equipments and services through medical and engineering cooperation.

◆ Next generation robot development network: **“RooBO”**

Number of members: about 437

Environment and Energy

◆ Base: **“Next generation optical devise assessment support center”**

Municipal Technical Research
Institute

Assessment of function and performance of
LED lighting product

Opened in April 2011

◆ Network: **“Osaka Green Nano Consortium”**

Municipal Technical Research
Institute

Support for cooperation and joint study
among companies and universities in
environment and nano-technology area

Opened in October 2010, No. of members: 52

◆ **“Osaka City Water & Environment Solutions Association”**

Promotion of water and environmental
technology of Osaka to overseas

Established in April 2011

◆ Exhibition hall **“Osaka ATC Green Eco Plaza”**

Creative and Design

“Mebic Ogimachi”

◆ Base: **“Creative Network Center Osaka (‘Mebic Ogimachi’)”**

Supporting improvement of added-value of
products and services, making the best use
of network of companies and creators, as
well as creativity and design

Opened in March 2011

◆ Creators network appropriate to regional characteristics: **“Creative Cluster”** Number of registered creators: 479 companies

Knowledge Frontier Osaka

Sangyo Sozokan

◆ Support for commercialization project, making the best use of innovative research outcome and technology

Support for entry to overseas market

[Support for overseas sales channel development]

Overseas Business Development Initiative (OBDI)

(Overseas development
support base)

Osaka International
Business Promotion
Center (IBPC)

<http://www.ibpcosaka.or.jp/uridukuri/>

- ◆ We support product development appropriate to local needs, and overseas trade show exhibits to acquire overseas demand mainly of emerging countries in Asia which are making remarkable progress.
- ◆ We invite overseas buyers to Osaka for possible deals moving forward in Japan, to exhibitions where they can have direct business meetings with SMEs.

(Performance since opening in September 2009)

9 SMEs in Osaka entered into agency agreement with 6 overseas companies and sales contract with 45 overseas companies.
(as of the end of August 2011)



- ◆ Please contact IBPC Osaka Network Center, if you are interested in overseas transactions (for consultation and information collection).

Phone: 81-6-6615-5522
4th floor, ATC ITM building

We will do all we can do to promote various support measures for growth and development of SMEs in Osaka, who play a leading role in Osaka's economy

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