

MIPIM による都市開発プロモーション について

1. MIPIM 2016 (カンヌ) 参加報告

- (1) 名称 MIPIM 2016 (今回が27回目の開催)
- (2) 日程 平成28年3月15日(火)～18日(金)
- (3) 場所 フランス共和国カンヌ市
- (4) 参加者数 約90ヶ国、約8,900社、約23,500名(主催者公表速報値)
- (5) 日本からの参加
国土交通省、自治体、不動産会社、鉄道会社、建設会社、メーカー、設計会社等 全23団体・75名
- (6) 参加目的
 - [1] 日本の不動産市場、不動産投資市場のPRによる日本への投資勧誘
 - [2] 日本のビジネス環境のPRによる日本への企業誘致
 - [3] 本年9月に開催される「MIPIM JAPAN –ASIA PACIFIC 2016」への参加促進
- (7) 成果
 - ・日本ブースでの展示やプレゼンテーション・各種カンファレンスにおける日本の紹介により、日本の不動産マーケットの優位性・ビジネス環境の良さをPR
 - ・海外参加企業等との面談を通じて、今後のビジネスにつながるネットワークを構築

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○ MIPIM2016では、ブース展示やネットワーキングイベント等が開催される



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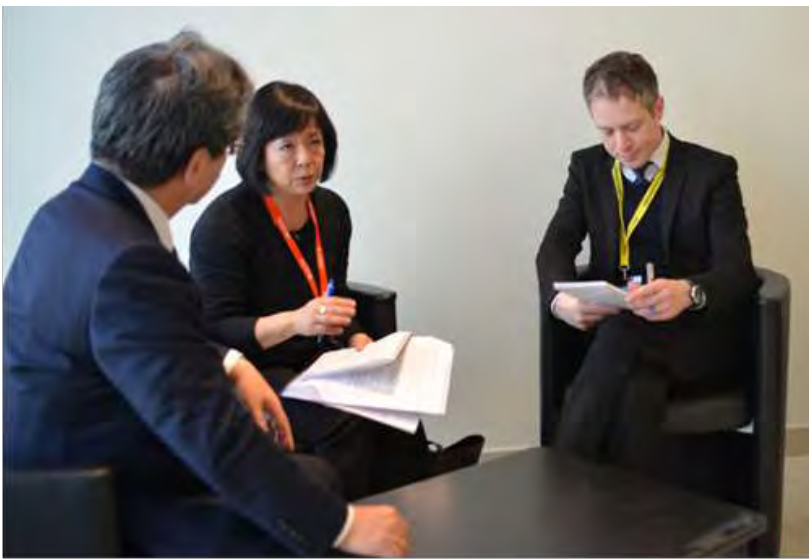
○ カンファレンスでのPR



○ パリ市長にMIPIM JAPAN参加を直接要請



○ メディアによる取材 (MIPIM JAPAN 大阪開催をPR)

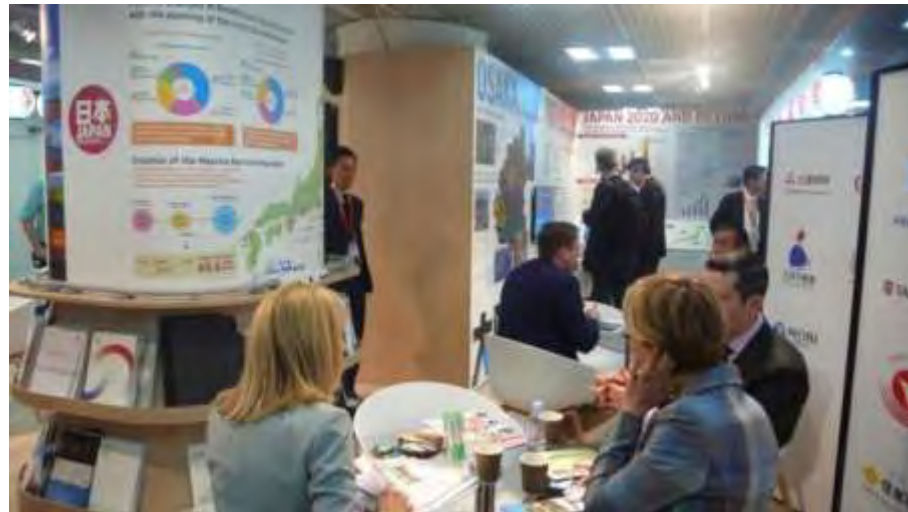


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○ 日本ブース開会式



○ 日本ブース内でのネットワーキング



○ 海外の参加者へのプレゼン



○ 壁紙を活用した日本のPR



1. MIPIM 2016 (カンヌ) 参加報告

○ 主催者発行紙 (mipim NEWS) への記事掲載

NEWS

Strong economy and The Olympics bring growth to Japan real estate



Mori Trust's Misako Date

TRADE and investment is pouring into Japan buoyed by a strong economic outlook and widespread development across all sectors, one of the country's leading developers has said. Speaking to MIPIM News at the launch of the Japan Pavilion yesterday, Misako Date, executive managing director of the Mori Trust, said that Japan is in the midst of a boom time, with steady year-on-year economic growth and an influx of inward investment from around the world. Date, who is also the president and chief executive of Mori Trust Hotels & Resorts, said that the improving economic climate and the upcoming 2020 Tokyo Olympics have sparked development across all sectors. Date said: "There is lots of economic activity



Touting a successful MIPIM with a sake ceremony: Masato Nishio of Takenaka Corporation (left); Ovis Real Estate's Hiroaki Nishino; Takashi Nishio of the Ministry of Land, Infrastructure, Transport and Tourism; Reed MIDEM's Paul Zilk; Osaka Vice-Mayor Seigo Tanaka; and Hamachi Electric Railway Co.'s Takahiko Fujiwara

with foreign investors coming into Japan and increasingly we are seeing Japanese companies doing business with the rest of the world." Mori Trust is in the midst of an ambitious programme of expansion, with seven new luxury hotels in the pipeline. Since MIPIM 2015 the company has completed the development of a luxury hotel at Suiran on the outskirts of Kyoto. The hotel is situated in a former palace on the banks of the Hoza River. The company is in Cannes to make contact with the international market and encourage further investment activity. It is part of the wider Japan Pavilion group, which is showcasing a host of Japanese companies responsible for delivering projects across all sectors throughout the country. A busy schedule of events around the Japa-

nese Pavilion has been arranged to take place during the conference, including talks from experts in the country's real estate market, guidance for international investors, and presentations showcasing key developments and city masterplan projects. Among the exhibitors present on the stand are representatives from the City of Osaka, the Ministry of Land, Infrastructure, Transport and Tourism, Mitsubishi Estate Group, Mori Trust and the Daiwa House Group. Among the projects up for MIPIM Awards this year are two from Japan. Mori Trust's luxury hotel Suiran has been nominated for Best Hotel & Tourism Resort, while Odakyu Electric Railway Co.'s Shimokitazawa project in Tokyo is in the running in the Best Urban Regeneration Project category.

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DAY 02

Osaka is open for business as tech companies lead the way

ARAFT of developments and regeneration projects in the Japanese city of Osaka is attracting new science and technology companies and encouraging more young people to settle there, the vice-mayor has said. Speaking to MIPIM News yesterday vice-mayor Seigo Tanaka said that Osaka was reaching out to international investors looking for opportunities in Japan, with new tourism, commerce, residential and green space due to be delivered in the next four years.

Two large projects are at differing stages of completion in Osaka, including a reinvigoration of the area surrounding the city's main railway station. City planners are delivering new space aimed at attracting science and technology-based businesses, as well as revitalising the area surrounding the station, which sees more than 2.4 million passengers pass through each day. Also under way is the third phase of an ambitious project which has seen the creation of three artificial islands off the city. The final island to be developed, Yumeshima, has been designated as the site of a new tourist resort. The project is due for completion in 2020, af-

ter which Tanaka said that more space could potentially be added to the city. Tanaka said that the new developments combined with Osaka's rich cultural identity and central location was encouraging people from throughout Japan to move and settle in the city. He said: "When people think of Japan much more is known about Tokyo; but Osaka is a key part of the country and is only 30 minutes from Kyoto by train. We want more people to visit the region and for investors to know that we are open for business."



Osaka vice-mayor Seigo Tanaka

2. MIPIIM JAPAN 2016 大阪開催概要

- (1)名 称 :MIPIIM JAPAN - ASIA PACIFIC 2016
- (2)日 程 :平成28年 9月8日(木)・9日(金)
- (3)場 所 :グランフロント大阪 他
- (4)参加者数 :想定 2,300 ~ 2,500 名
- (5)構成イベント :基調講演(大阪市長、京都市長、神戸市長によるメイヤーズサミット等を検討中)、展示、21のカンファレンスプログラム、ネットワーキング 他


(6)企画・開催協力(予定):大阪市

(7)後 援(予定):国土交通省、(公社)関西経済連合会、大阪商工会議所、
(一社)関西経済同友会、大阪府、京都市、神戸市 他

(8)出展者見込み:国内外から約60団体
自治体、不動産会社、建設会社、設計会社、メーカー、鉄道会社 他

2. MIPIM JAPAN 2016 大阪開催概要

うめきたを中心にした関西のシティセールス



世界から日本への投資（インバウンド）
日本の技術の世界へ（アウトバウンド）

★大阪・日本の強みを世界へPR

未来の都市像とライフスタイル

～ MODEL CITY & LIFE STYLE OF THE FUTURE～

HEALTHCARE / SMART CITY / TOURISM

- HEALTHCARE … 医療・医薬やスポーツの先端技術・ノウハウが融合した都市づくり
- SMART CITY … スマートインフラが実現する次世代型の都市モデル
- TOURISM … 世界から人を惹きつける四季折々の多彩な周遊ライフ