

Speech by Mr. Ichiro Matsui, Governor of Osaka prefecture

On the occasion of the BIE General Assembly

14 June 2017

Good morning/afternoon. I am Ichiro Matsui, the governor of Osaka prefecture.

Osaka is again aiming to host the World Expo, half a century after Japan World Expo Osaka 1970, which attracted 60 million visitors.

I was born in Osaka, Kansai—a place full of attractions.

For centuries, the people of Osaka, Kansai have embraced the Japanese value of Three-way Win: meaning that business should not only benefit sellers, but also buyers and society as a whole. Osaka has evolved thanks to its diversity of values, and overflowing energy, supported by an enterprising spirit that promotes innovative ideas.

Kansai has many world - famous historical buildings, and world heritage sites, such as Kinkaku-ji and Todai-ji temples, and Mount Koya. Kyoto, Nara, and Kobe are major tourist spots near Osaka—all accessible in around 30 minutes. Kansai has also fostered many cultural pleasures, including Japanese cuisine, kimono, and traditional festivals that allow you to enjoy the seasons.

Osaka, Kansai is home to many of Asia's Nobel Prize winners because of the spirit of endeavor in Osaka, Kansai. It is also a world-leading life-science research base; it has manufacturing industries with advanced production technology, where you can make anything; and it attracts many food and sport industries. If we can provide the new technology and services developed in Osaka,

Kansai to the world, we can help create a sustainable society.

I believe that Expo 2025 Osaka, Kansai, Japan will present solutions to the challenges humans face, and design Future Society for Our Lives.

Of course, I also believe that visitors to the Expo will enjoy the latest technologies that lead to a healthy life in both mind and body.

We will welcome the people of the world with infrastructure which is convenient for international and domestic travelers, world-leading public safety, and OMOTENASHI —the heart of hospitality.