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JAPAN BUSINESS GROUP

# A delegation visit to World Expo 2025



## Japan Business Group

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# Forward



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Dear IoD members,

I am excited to invite you to join the IoD delegation to Osaka and Tokyo from 7 to 11 July 2025. The visit aligns perfectly with the World Expo Osaka 2025 and offers a unique opportunity to explore the UK Pavilion, which will be a focal point from April to October 2025.

The IoD delegation aims to foster connections with businesses, start-ups, officials, agencies, embassies, and other critical stakeholders in Japan. This immersive experience will provide invaluable insights into the Japanese market landscape, entry barriers, business opportunities, regulatory environment, and areas of UK-Japan cooperation.

We are inviting members\* who:

**Would like to engage with fellow business leaders and government representatives.**

**Have a business presence in or expansion plans for the Japanese market.**

Your expertise and insights would enormously enrich our delegation, contributing to meaningful discussions and engagements throughout the trip. Please let us know at your earliest convenience if you are interested in joining this delegation.

We are looking forward to your positive response and the possibility of having you with us on this exciting journey.

\*Non-members can join as long as they become an IoD member before travelling. Priority will be given to existing members

# About the Institute of Directors

**The Institute of Directors is a thriving member community for directors in the UK and beyond at a time when good directors have never been more critical, offering professional development, valuable connections and meaningful influence.**

The IoD has been at the heart of the business since its formation in 1903. The Royal Charter, awarded in 1906, charged the IoD with promoting free enterprise, lobbying the government and setting standards for corporate governance. Today, IoD remain the authority on entrepreneurialism, professionalism in business and good governance in the UK and beyond.



## Japan Business Group

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**The IoD Japan Business Group was formed to build a platform to connect mainly small and medium-scale enterprises in the UK interested in trading with Japan.**

The group's objective is to promote opportunities for trade and investment between Japan and the UK, focusing on two main areas:

1. **Trade and investment relations between the UK and Japan.**
2. **Consider potential commercial engagement areas for the UK and Japanese companies in each country and/or working together in third countries.**

IoD members who are doing business in and/or interested in trading with Japan across financial services, food production, engineering, creative arts, and the technology sector, to name a few, engage with the group to:

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**Connect** - build a national platform to connect SMEs in the UK interested in doing business for trade with Japan and vice versa.

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**Develop** - provide a window for interest from business and investments information seekers, providing industry specialism and/or representing a sector in doing business between Japan and the UK.

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**Influence** - be relevant players in Japan and the UK and deal with issues and opportunities that help IoD members succeed in doing business with Japan and other third countries where we partner.

# Mission purpose

**From 7 to 11 July 2025\*, the Institute of Directors, Japan Business Group will lead a visit to Japan to celebrate and strengthen business collaboration between the UK and Japan at the UK Pavilion at Osaka Expo 2025 in Osaka Kansai and then in Tokyo.**

Japan is a key growth market for the United Kingdom. With shared sector strengths and ambitions in healthcare and life science, technology and semiconductors, financial services, green energy, information technology, property and construction, agriculture and other sectors, the visit hopes to draw on a long tradition of working together to create a mutually beneficial link and explore global collaborations working together in a third country, in particular in the small and medium industries.

With the support of a delegation of Institute of Directors members, including partner trade associations, the group will visit Osaka and Tokyo.

The delegation will engage with Japanese businesses, trade officials, and government leaders to exchange business collaboration opportunities, pitching, and reverse pitching to Japanese and UK companies interested in doing business in Japan or the UK.

The IoD delegation may coincide with the City of London Lord Mayor's visit to Japan. Discussions are in progress regarding combining the visits.

\*To be confirmed



## Who should join?

Are you a decision maker with a strong interest in selling into Japan or working with Japanese companies to develop new business globally? Do you have a business presence in Japan, have expansion plans for the Japanese market or have scientists and engineers wishing to make new academic and business contacts for co-development? Are you willing to participate at the C-level and in government? Then it is for you.

Joining the delegation, you will access the partner organisations' existing solid business and scientific networks from Japanese national and local governments and NGOs, IoD Japan Business Group, UK-based and local ambassadors, and UK Department of Business and Trade officials. You will attend high-level, high-value events and meetings otherwise unavailable to individual visitors and use the Osaka-Expo-related facilities for additional meetings.

# Programme\*

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## Day 1

- AM** Depart from Heathrow Airport
- PM** Arrive at Kansai Airport, Osaka  
Osaka reception -  
Welcome delegation

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## Day 2 | Osaka

- AM** Welcome meeting with  
Osaka City Mayor and Governor  
Osaka Prefectural Government  
  
Keynote and message  
from Lord Mayor, City of  
London Corporation
- PM** Visit Osaka Expo/UK Pavillion  
  
Business pitching by UK  
companies (hosted by Trade  
Mission, British Consulate,  
Osaka)

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## Day 3 | Osaka

- AM** Business reverse pitching from  
Japanese companies interested  
in doing business in the UK  
(hosted by JETRO Osaka)
- PM** Visit to Osaka Innovation Hub  
(hosted by Osaka Business  
Development Agency, Osaka  
Prefectural Government)  
  
Meeting Japanese companies

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## Day 4 | Osaka

- AM** Free visit World Expo 2025  
Pavillions  
  
A tour and reception at  
Takenaka Carpentry Tools  
Museum in Kobe
- PM** Travel to Tokyo by bullet train

\*Illustrative - subject to changes  
and confirmation.





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### Day 5 | Tokyo

- AM** Keynote and message from Lord Mayor, City of London Corporation
- Meeting Japanese companies (hosted by Tokyo Metropolitan Government)
- PM** Meeting with a minister at the Ministry of Economy, Trade and Industry
- Meeting with Development Bank in Japan
- Welcome meeting and networking Tokyo reception (hosted by British Embassy Tokyo)

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### Day 6 | Tokyo

- AM** Breakfast meeting with British Chamber of Commerce Japan (BCCJ)
- Visit to Tokyo Innovation Base
- Business pitching by UK companies (hosted by Trade Mission British Embassy, Tokyo)

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### Day 7 | Tokyo

- AM** Sightseeing or depart from Narita or Haneda International Airport



# Expo 2025

**The World Expo is an international event for nations worldwide to showcase products, expertise and sources of national pride.**

In 2025, Osaka will host this iconic event. The theme for 2025 is “Designing future society for our lives: with the sub-theme of saving, connecting and empowering lives. It is set to be the largest international event this decade, and over 150 countries and regions are committed to participating”.

Hosted at Yumeshima Island on the waterfront of Osaka City, over 28 million visitors are predicted to arrive during the six months (April to September) of the event. The UK EXPO25 message is “Seeing things differently: - to emphasise the benefit of the environment and the well-being of society”. The UK pavilion will celebrate “UK’s creative thinkers, daring dreamers, curious minds and their inventive solutions to global challenges”.





2025 will also allow UK businesses to showcase their solutions to a global audience, particularly Japan. It's hoped that strengthening our relationship with Japan during the delegation visit in June will give the United Kingdom a platform for doing business with Japan.

The United Kingdom is a powerhouse and world-class centre for innovation and science, and it is a desirable place to visit, invest, and do business. The United Kingdom and Japan have many strong foundations to build on, and the Institute of Directors Japan Business Group is ready to help facilitate more vital collaboration in the future.

**Image:** demountable UK Pavilion for Expo 2025 Osaka, Woo Architects

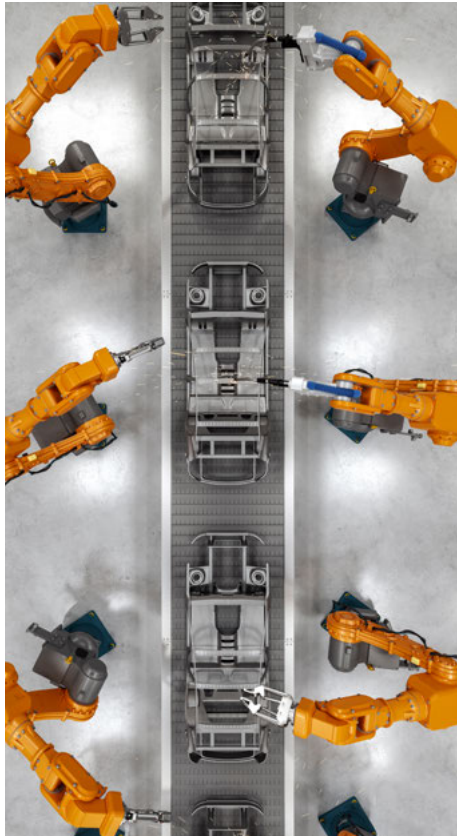


## Healthcare and life sciences

**The UK healthcare and life sciences market is distinguished by its robust infrastructure, world-class research institutions, and significant government support, making it attractive for Japanese partnerships.**

The life sciences sector thrives on R&D, supported by institutions like the Francis Crick Institute and the universities of Oxford and Cambridge, contributing over £70 billion annually. The UK government's commitment is evident through the Life Sciences Industrial Strategy and substantial R&D investments. Advances in digital health, including telemedicine, AI-driven healthcare solutions, and integrated care systems, present significant collaboration opportunities.

Japanese pharmaceutical and biotech companies can leverage the UK's clinical trial capabilities and regulatory framework to develop new therapies. Focusing on advanced medical technologies also allows Japanese firms to introduce innovative devices and diagnostic tools. Strategic collaborations, including joint ventures and investments in UK start-ups, can enhance R&D capabilities and market access. The UK market offers Japanese companies fertile ground for innovation, economic growth, and a more substantial European presence.



# Technology

**The UK technology and semiconductor market presents promising opportunities for Japanese companies interested in strategic partnerships.**

With a strong emphasis on innovation and research, the UK boasts a well-developed ecosystem supporting semiconductor technologies, artificial intelligence, and digital infrastructure advancements. Japanese firms can leverage their semiconductor manufacturing, precision engineering, and robotics expertise to collaborate with UK companies at the forefront of technological innovation.

Partnerships could focus on joint research and development initiatives, co-investment in cutting-edge technologies, and accessing the UK's skilled workforce in engineering and software development.

Furthermore, the UK government's commitment to fostering a conducive business environment through tax incentives and research grants enhances the attractiveness of partnerships for Japanese firms looking to expand their footprint in Europe.

By combining strengths, Japanese companies can tap into the UK market's innovation and digital transformation strengths, fostering mutual growth and global competitiveness.





## Financial services

**The UK financial services market is a global powerhouse, renowned for its deep capital markets, sophisticated infrastructure, and comprehensive regulatory framework, making it an ideal partner for Japanese companies.**

As a leading international financial hub, London offers unparalleled access to global markets and a diverse talent pool. The market's strength is underscored by its contributions to the UK economy, generating over £132 billion annually and employing more than 1.1 million people. Key sectors include banking, asset management, insurance, and fintech, each characterised by innovation and resilience. Through policies fostering financial technology advancements and an open business environment, the UK government's support further bolsters the sector.

For Japanese companies, the UK presents numerous collaboration opportunities. The UK's fintech and digital banking expertise provide fertile ground for Japanese firms to develop cutting-edge solutions. Additionally, the asset management sector offers avenues for partnerships in wealth management and investment services, leveraging the UK's solid regulatory standards and market reach.

# Agriculture

**The UK agricultural and produce market, valued at over £120 billion, is distinguished by high standards, innovation, and sustainability.**

It offers significant partnership opportunities for Japanese companies seeking to leverage their strengths in technology and innovation to enhance the productivity, efficiency and sustainability of the British agricultural sector. The sector is crucial to the UK economy and is supported by advanced technologies and robust research institutions. The UK's diverse climate and geography enable the production of high-quality crops and livestock, catering to domestic and international markets.



The market's strengths include a robust regulatory framework ensuring food safety and quality, extensive supply chains, and a shift towards a focus on sustainable farming practices. Innovations in agri-tech, such as precision farming, biotechnology, and digital agriculture, are transforming the industry, enhancing efficiency and environmental friendliness. Japanese companies can collaborate with the UK by introducing advanced agricultural machinery, robotics, and AI solutions. Partnerships in research and development can yield new crop varieties and farming techniques tailored to both countries' needs.

The growing demand for organic and speciality foods also allows Japanese producers to expand their reach. Collaborative ventures in sustainable practices, such as renewable energy use and waste reduction, can further global sustainability goals. Japan's significant advancements in vertical farming and hydroponics can significantly reduce the environmental footprint of farming in the UK. Japanese investment in rural infrastructure and development projects can help revitalise rural communities, create jobs, and support local economies in England, Wales, Scotland, and Northern Ireland.

# Property and construction

**The UK property and construction market is a dynamic sector with significant investment, advanced infrastructure, and a commitment to sustainable development, offering substantial opportunities for Japanese companies.**

It is driven by residential and commercial property demand and is valued at over £110 billion. Major urban centres like London, Manchester, Birmingham, and Edinburgh are vital areas for real estate development, and a transparent legal framework and robust regulatory environment support them. The UK's focus on sustainable construction and green buildings is leading global trends, emphasising energy efficiency, embodied carbon reduction and environmentally friendly materials.

Technological advancements, such as Building Information Modelling (BIM), digital twins and intelligent building technologies, enhance efficiency and reduce costs.

Japanese companies specialising in advanced construction technologies, sustainable materials, and intelligent building solutions can find a receptive market in the UK. The UK's emphasis on infrastructure development offers avenues for Japanese expertise in large-scale construction and engineering.

Real estate investment also presents a promising area, with Japanese investors able to capitalise on the stable and lucrative UK property market. Joint ventures with UK developers can facilitate market entry, leveraging local knowledge and networks and fostering innovation and growth.







# Renewal and green energy

## **The UK's green and renewable energy market presents robust opportunities for Japanese companies seeking partnerships.**

With ambitious targets to achieve net-zero emissions by 2050, the UK government is heavily investing in renewable energy sources such as wind, solar, and hydrogen. Japan's expertise in technology and innovation, particularly in renewable energy infrastructure and efficiency, aligns well with the UK's goals.

Partnerships can capitalise on Japan's advancements in offshore wind technology, energy storage solutions, and hydrogen production, complementing the UK's renewable energy expansion plans.

Moreover, joint ventures could benefit from the UK's supportive regulatory framework and financial incentives to accelerate green investments. Collaborations offer Japanese firms access to a mature market with established supply chains and a skilled workforce, enhancing market entry and scalability opportunities.

By leveraging their respective strengths, Japanese companies can contribute significantly to the UK's renewable energy transition while achieving mutual growth and sustainability goals.

### **Join us at the Osaka 2025 Expo**

Explore these exciting opportunities further at the Osaka 2025 Expo. Engage with key stakeholders, discover potential partners, and take the first step towards forging impactful technological collaborations.

# Cost and expenses

**It will be your responsibility to book your travel and accommodation. The IoD Japan Business Group will organise the agenda and provide content and logistics support in collaboration with JETRO, the Department of Business and Trade, the Foreign Office, the Osaka Prefectural Government, and the Tokyo Metropolitan Government, with whom we are working very closely. IoD Japan Business Group may list preferred stay hotels in Osaka, Tokyo and a preferred Airline.**



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For your budget purpose, a round-trip economy flight ticket from Heathrow to Osaka Kansai International Airport and return from Tokyo/Haneda International Airport, e.g. via Dubai, would cost approx. £2000.

A six-night business hotel stay in Osaka and Tokyo will cost approx. £1200.

A bullet train ticket from Osaka to Tokyo would cost around 23,000 Japanese Yen (around £110).

For those attending the tour reception at Takenaka Carpentry Tools Museum in Kobe, a return trip from Osaka to Kobe will cost approx. 920 Japanese Yen (approx. £5). It is a forty-minute train ride one way from Osaka to Kobe.

Other incidental expenses will apply. E.g. food, airport limousine bus (3100 Japanese Yen, £16).

IoD Japan Business Group may collect part of the expenses in advance to facilitate group booking of hotel in Osaka and Tokyo with Shinkansen travel from Osaka to Tokyo to minimise travel disruption.

### Contacts for more details

**The participant must confirm their attendance before COB on 15 December 2024 by scanning the QR code or visit [iod.com/special-interest-groups/japan](https://iod.com/special-interest-groups/japan).**

To provide quality engagement, we will keep the delegation to a maximum of 20 spots, allocated on a first-come, first-served basis. We will follow up directly with the delegation members with the agenda and further information.

If you have any questions, feel free to reach out to us at [memberrelations@iod.com](mailto:memberrelations@iod.com)

Scan the QR code to confirm your attendance



# Secretariat and organising committee

**Dr Indranil Nath CDir, FloD**  
Lead, IoD Japan Business Group

**Rie Hamaguchi**  
Vice Lead, IoD Japan Business Group

**Andrew Main**  
Ambassador, South West

**Stuart Philips**  
Ambassador, South

**Ichiro Tominaga**  
Ambassador, Tokyo

**David Syrad**  
Ambassador, Osaka

**Dr Yildiz Kara**  
Committee Member Research

**Dr Shuichi Terashima**  
Committee Member Research

**Rosie Slater**  
Ambassador, Wales

**Jonathan Trigg**  
Ambassador, Jersey

**Ai Shimohama**  
Committee Member Marketing

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**Jeremy Warrillow**  
Institute of Directors Membership

**Yusuf Muntazir**  
Institute of Directors Membership

**Frances Fairclough**  
Institute of Directors Events

**Maria Doumpa**  
Institute of Directors Design

**Cassie Chisholm**  
Institute of Directors Communications

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### Supported by the:

Osaka Prefectural Government

Japan External Trade Organisation

Tokyo Metropolitan Government

Department of Business and Trade, GOV.UK

Foreign, Commonwealth and  
Development Office, GOV.UK

British-Japanese Parliamentary Group\*

City of London Corporation

Baker McKenzie UK Japan Connect\*

Japan Market Advisory Group\*

\*Subject to confirmation







## IoD membership

To find out more about benefits of membership and to join please scan the QR code or visit:

[iod.com/membership](https://iod.com/membership)