

## Welcome to NAMBA!

**Timing it to the Chinese Spring Festival (Chinese New Year) in February, we will implement a campaign in the Namba Area.**

Nankai Electric Railway Co., Ltd. is raising, as one of its basic policies, the "Promotion of Tourist-Inbound Business" in its Medium-Term Management Plan which is being pushed forward. In conjunction with this plan, all kinds of efforts are being made in earnest.

Taking advantage of the increase of tourists from overseas at the time of the Spring Festival (February 10, 2013), we will implement a campaign to promote shopping and gourmet dining in the Namba Area

This is the second time for this campaign to be implemented. The first one took place from January to February, 2012. We are planning all kinds of events and services to welcome our customers. What are given below are those to be introduced for the first time:

- ①Offering "Shopping Gift Cards" to customers when they present their passports.
- ②Holding events for the appreciation of Japanese culture  
(Ninja and samurai performances, etc.)
- ③Increasing the number of "Duty-Free Stores",  
(approximately 90 stores in Namba Parks; approximately 30 stores in Namba CITY).
- ④Opening gift shops for Japanese miscellaneous goods targeting tourists from abroad.

For further information, see the separate sheet.



The events featured in the Spring Festival last year. (Left: The outdoor tea ceremony at the Galleria Court; right, souvenirs given with the presentation of passports.)

## About the events of the Spring Festival at the Namba Area

### 1. Welcome event

- (1) Time: Saturday, February 9 ~ Tuesday, February 12, 2013
- (2) Location: Namba CITY B I F Galleria Court
- (3) Feature • Special Offer: Gift Cards, each of which valued at 500 yen, applicable for both Namba CITY and Namba Parks, will be given to the first 500 visitors on each day. A total of 2,000 visitors will receive these gift cards.
  - Implementing Ninja and samurai performances.
  - Holding outdoor tea ceremonies and "hospitality teas" by the women staff in kimono, who are prepared to offer multilingual service.
  - Exhibiting and selling traditional Japanese cotton hand towels and Japanese miscellaneous goods, etc.

### 2. Increasing the number of duty-free stores

Shop name	Scheduled date of opening	Number of shop
Namba CITY	Friday, February 1, 2013	Approximately 30 stores ( 0 shops at the Spring Festival last year)
Namba PARKS	Completed the launching procedures	Approximately 90 stores ( 56 shops at the Spring Festival last year)

### 3. Opening gift shops for Japanese miscellaneous goods

- (1) Shop name: &音 はなれ (andon hanare)
- (2) Date to begin business: Friday, February 1, 2013 (expected)
- (3) Location: Namba Carnival Mall (Between Namba Parks and Namba CITY South Building)
- (4) Area: 42.86 m<sup>2</sup>
- (5) Feature: Gift shops offering Japanese miscellaneous goods targeting tourists from abroad.

### 4. Implementing a special "Welcome Display", "The Namba Winter Illumination ('Namba Hikaritabi')"

- (1) Time: Already started in November, 2012. It will continue until Sunday, February 17, 2013.
- (2) Feature: Newly installing an "Extensive-Scale Collaborative Illumination" centering around the Namba Station of the Nankai Electric Railway Co., Ltd. It will extend as a link from the front of the Nankai Building to Takashimaya Osaka Store, Swissotel Nankai Osaka, Namba CITY and Namba Parks. The colorful illumination will be facilitated by the LED of approximately 360,000 bulbs.

### 5. Providing information and support services in four languages, Japanese, English, Chinese and Korean.

- (1) Providing Interpretation Service System using the iPad  
It is being introduced to the information systems at the following facilities:  
On the second and third floors) of Namba Station and at the station at the Kansai Airport, in Namba CITY and Namba Parks. Furthermore, the Nankai Information Center is introducing Interpretation Service in four languages, as well as information service for sightseeing in the surrounding areas by iPad.
- (2) Providing information with "pointer tools" in four languages. (Namba CITY • Namba PARKS)
- (3) Implementing scheduled broadcasts in four languages within the facilities. (Namba CITY)

(4) Issuing "Floor Guides" in four languages. (Namba CITY • Namba PARKS)

(5) Issuing "Restaurant Guides" in four languages. (Namba PARKS)

## 6. Others

We will participate in and cooperate with the "Kansai Mega Bargain Sale". Our cooperation consists of such efforts as publishing in the pamphlets concerned. Moreover, we will publicize to customers this campaign in the train stations, tourist information centers, hotels and malls in the area. In addition to these efforts, we will implement PR through the local travel agencies in China, Taiwan, Korea and Hong Kong.