

21 October 2025

Robert Walters Japan hosts “Business Meets Gaming at Osaka Expo 2025” at the UK Pavilion

TOKYO, JAPAN - On Wednesday, 1st October 2025, Robert Walters Japan hosted "Business Meets Gaming at Osaka Expo 2025" at the UK Pavilion, Osaka–Kansai Expo.

Open-to-Public Event: Connecting People Through Gaming

From 11:00 a.m. to 3:00 p.m., an open event was held under the theme "Empowering Connection Through Gaming." More than 1,500 attendees participated, teaming up with others through a color-coded card system to play various games together - from puzzles and dance to tennis, racing, and fighting games. The venue was filled with laughter and energetic conversation as participants connected with people they had just met.

Attendees shared positive feedback:

"It was my first time playing games, and it was even more fun than I expected."

"I never thought I'd have so much fun with people I just met."

The event created an inclusive space where people of all ages, nationalities and gaming experience levels could come together, demonstrating gaming's power to connect people across different backgrounds.





Launch of the “Business Meets Gaming” Community

Beginning at 5:30 p.m., the event continued with the official launch of “Business Meets Gaming”, a new professional community designed to connect business professionals through gaming.

The evening featured two panel discussions and a gaming networking session, attracting over 80 business leaders from diverse industries including major Japanese banks, pharmaceutical companies and global IT firms. Discussions focused on gaming's growing potential across generations and industries, with particular attention to how gaming and esports can drive business innovation and address social challenges.



Panel 1: How Gaming Is Transforming Business

Speakers:

- Hidetaka Tani (SEGA XD CO., LTD.)
- Kaori Harada (TOPPAN Inc.)
- Taro Fujishima (PwC Consulting LLC)
- Sho Sato (LUDIUMUS Inc.)

Key takeaways:

The panel explored how gaming and gamification are being applied across diverse fields including education, healthcare, and sustainability to enhance customer engagement and build brand value. Speakers discussed the global appeal of Japanese characters and storytelling, emphasizing the importance of developing game intellectual property as a long-term business asset.

The conversation also covered esports' role in strengthening internal communication and teamwork within organizations, and how it can revitalize corporate culture. Panelists shared insights on using gaming to create new customer connections and foster positive corporate identity.

Panel 2: Esports in Business and Government

Speakers:

- Sho Sato (LUDIUMUS Inc.)
- Yasunari Ueda (Former Deputy Mayor of Sanjo City, Niigata / Advisor, Niigata Esports Union)
- Masaru Yamaguchi (Keio Corporation)

Key takeaways:

This session examined how esports is expanding across society and being integrated into business contexts. Key points included esports' ability to transcend age and geography, reaching new audiences that traditional business approaches may not connect with effectively.

Speakers highlighted gaming as an effective medium for engaging younger generations and discussed opportunities for industries not traditionally associated with games. The panel also addressed the growing movement to use gaming for social good - in areas such as education and senior health - and the need for support at multiple levels, from grassroots initiatives to government policy.

Participant feedback:

"I thought gaming was not very relevant to my field, but I realised its potential for collaboration, recruitment and community engagement."

"It was eye-opening to learn how gaming is being used in elder care and rehabilitation, and how it's gaining global recognition."

Game & Networking Session

Following the panel discussions, a cross-pavilion tournament took place between the UK, Australia and China Pavilions. After a series of competitive matches, the UK Pavilion team took first place. The evening concluded with cross-industry networking, as participants enjoyed games together in a welcoming and energetic atmosphere.





The Vision Behind “Business Meets Gaming”

As a global recruitment firm, Robert Walters Japan leverages its extensive network and expertise to connect people and organisations. Recognising the growing potential of esports and gamification, we are exploring ways to use gaming as a catalyst for corporate engagement and cross-industry collaboration.

“Business Meets Gaming” is an open community, welcoming not only existing clients but also new companies and professionals seeking meaningful connections beyond industry and generational boundaries. We will continue to develop this initiative as a platform for collaboration, innovation and connection.

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About Robert Walters Japan:

Established in 1985, Robert Walters is a global talent solutions business operating in 31 countries across the globe. Robert Walters Japan celebrates its 25th anniversary this year, with two well-established offices in Tokyo and Osaka. For 25 years, we've been a driving force in the Japanese recruitment market, providing high quality candidates for our clients and access to the best jobs. Our consultants are experts in their respective industries and work in teams to provide talent solutions across a wide range of industries and job categories.

Our three core services are:

- **Specialist Professional Recruitment** - encompassing permanent and temporary recruitment, executive search and international career management.
- **Recruitment Outsourcing** - enabling organisations to transfer all, or part of, their recruitment needs to us either through recruitment process outsourcing (RPO) or contingent workforce solutions (CWS).
- **Talent Advisory** - supporting the growth of organisations through Market Intelligence, a Hiring Inclusivity Roadmap to help companies eliminate bias and barriers in their hiring process, and a Women's Talent Development Solutions service to foster the next generation of female leaders in Japan.

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About World Expo 2025 and the UK Pavilion:

Expo 2025's overarching theme is "Designing Future Society for Our Lives", focusing on building a better future for everyone through three lenses – "Saving Lives", "Empowering Lives", and "Connecting Lives". The Organisers are anticipating 28.2 million attendees (3.5 million forecast to be international visitors) with at least 150 nations expected to participate.

At the Expo, the UK will present a modern, innovative, and uniquely British experience which inspires audiences from Japan and across the world to 'Come Build The Future with us.'

Inspired by children's building blocks and the potential for a small idea to change the world: every simple block, just like every little idea, has the potential to become something great, but the magic is in gathering these small pieces together.

The UK Pavilion will showcase Great Britain and Northern Ireland as a place of opportunity where the world's brightest minds come together to build solutions to the biggest global challenges. From the invention of the steam train to the world's first carbon-neutral spaceport, visitors will be taken on an immersive journey through the past, present and future of great British innovation.

Download link for press materials (images, videos):

<https://drive.google.com/drive/folders/1uOZVkd5TAfuO59M36WlQ1NRC9OT80Xh?usp=sharing>

UK Pavilion website: www.UKatExpo2025.uk