

**15-16 May 2024**

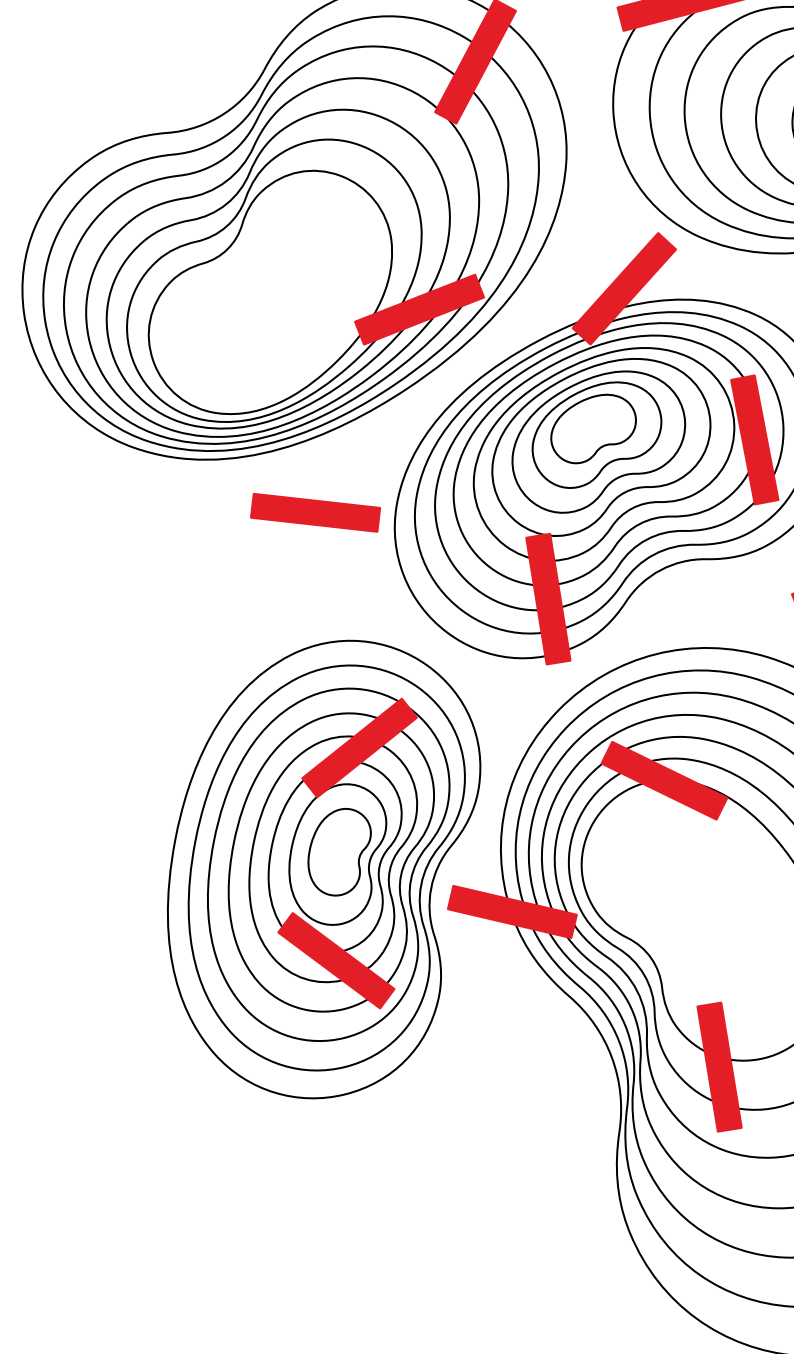
**Tokyo, Japan**



**Sushi Tech  
TOKYO●**

**2024**

**Global Startup  
Program**



14 Feb 2024

# Sustainable High City Tech Tokyo

Realizing a sustainable society through technology

## Global Startup Program

Tokyo Big Sight, West Exhibition Halls 1 & 2

May 15 (Wed) and May 16 (Thu), 2024

## City Leaders Program

Hotel New Otani Tokyo

May 15 (Wed) to May 17 (Fri), 2024

## Showcase Program

1. Ariake Arena
2. The National Museum of Emerging Science and Innovation
3. Symbol Promenade Park
4. Uminomori Area

May 17 (Fri) to May 21 (Tue), 2024  
April 27 (Sat) to May 26 (Sun), 2024  
May 12 (Sun) to May 26 (Sun), 2024  
May 12 (Sun) to May 21 (Tue), 2024



500,000+  
participants



40+  
cities



400+  
exhibitors



4,000+  
participants  
from startups

# Global Startup Program

An international startup event  
discussing the vision of sustainable future cities

## Various stakeholders will gather in Tokyo



Startups, Investors, Corporations, Universities, Students, and more

## Discussing urban "Sustainability" from a multifaceted perspective



Various Themes (Infrastructure, Environment, Living, Culture)

## Fostering innovation through open and seamless collaboration



Interaction and networking among various entities such as large corporations and startups

# Asia's Largest Startup Event

## Participants



**40,000+**

**26,764**

Previous  
Results

## Exhibitors



**400+**

**328**

## Meetings



**3,000+**

**1,377**

# Various players liven up SusHi Tech



**Session Speakers**



**Startups**

Booth Exhibits /  
Pitch Contest



**Cities / Countries**

Pavilion / Booth



**Partners**

Sponsor / Ambassador /  
Partner Event



**Students**



Main Stage

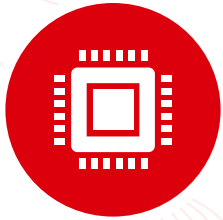


# Sessions

# Three concepts comprising the sessions



**Imagining City of the Future  
and Innovation**



**Discussing Future of  
Technology**



**Developing Startups**



# Imagining City of the Future and Innovation

## Session Theme (planned)

- The Future of Cities (Real and Digital)
- The Next generation's Ideas of Future Living etc.

## Speakers



Yuriko Koike



Janette Sadik-Khan



Taizo Son



Takeshi Niinami



Adi Ignatius



## Speakers



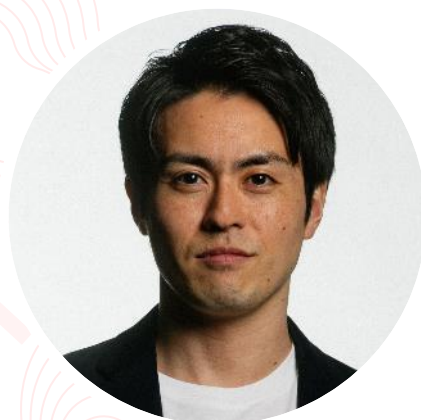
Susan Su



Ko Miyoshi



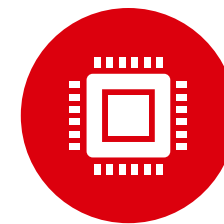
Jen Carter



Hiroki Koga



Tomosaku Sohara



# Discussing the Future of Technology

Venue

**Session Theme (planned)**

- **Frontiers in Carbon Capture Technology**
- **Realizing Lifestyles in the AI Era etc.**



# Developing Startups

## Session Theme (planned)

- Real collaboration between the public and private sectors to achieve the 5-Year Startup Plan
- The current state of the global startup ecosystem and how Japan can succeed etc.

## Speakers



John Roos



Marc Penzel



Ronald Cohen



Tomoko Namba



Sarita Runeberg



Startup Booth



Startups

# Pitch Contest

# SusHi Tech Challenge 2024

**507** startups from **43 countries and regions** compete with technologies and ideas to solve challenges the world is facing. (Previous 338 companies from 35 countries)



- Judge for 1st/2nd screening



Ayumi Fujimoto



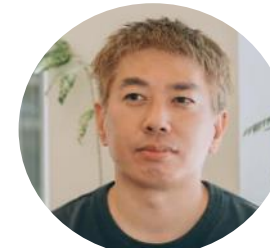
Masaru Nagura



Oko Davaasuren



Jeff Matsuda



Takanori Oshiba



Laurent Rains

# Booth exhibitors from domestic and international startups are being finalized. (More than 500 applications)





# Cities Countries

# World city pavilions will be exhibited for the first time.



駐日イスラエル大使館 経済部  
Israel Economic & Trade Miss in Japan



swissnex



Scheduled to exhibit:  
Taiwan, Hong Kong, Israel, France, Switzerland

Pavilions of various countries  
at Viva Technology 2023

# Various global city booths will be exhibiting

State of Bavaria – Japan Office  
Bayerische Repräsentanz in Japan  
バイエルン州駐日代表部



ENTER  
ESPOO



British Embassy  
Tokyo

NIA  
สำนักงานนวัตกรรมแห่งชาติ

Enterprise  
Singapore



PARIS



TRADE +  
INVESTMENT  
QUEENSLAND

MDEC

Polish Investment  
& Trade Agency  
PFR Group

DIGIBOX

PROCOLOMBIA  
EXPORTS TOURISM INVESTMENT COUNTRY BRAND

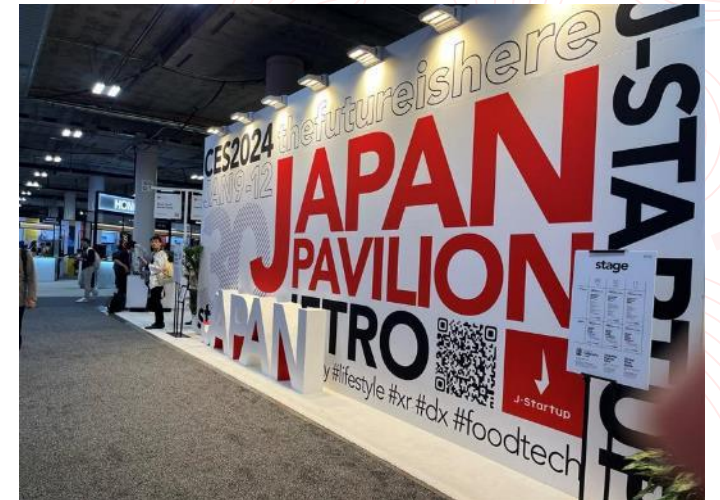


Scheduled to exhibit: Bayern, Espoo, Bangladesh, Thailand, Singapore, Austria, Queensland, Paris, United of Kingdom, Malaysia, Poland, Colombia, Beijing, Berlin, Western Australia



# Collaborating with cities nationwide to promote Startups

A new All-Japan Area will be exhibiting in collaboration with the national government and cities nationwide.



Japan pavilion at CES2024



RECEPTION



# Partners

# Japan's leading ecosystem builders will join forces

Expanding the pavilion area for companies working on open innovation.

Over 20 companies are scheduled to exhibit (11 companies at CTT2023)



2023.Feb. City-Tech.Tokyo

# We have received support from over 150 companies.

## PR Ambassadors



# “Let’s all hype up 2024 May together!

Simultaneously, numerous partner events featuring global players will take place during the same period.



International event organized by the coalition of Taiwan, Thailand, and the Philippines @TIB



Networking event with investors @TOKYO VENTURE CAPITAL HUB



and more...



Students

# “ITAMAE”, student members who make “SusHi”

## Innovative **T**echnology **A**cademic **MAE**stro

Young generation (students), who will lead the next generation, will take the lead in planning and manage some of the contents.



### ITAMAE Pavilion

organized and managed by students



### Session

“Youth and Technology Weaving  
the Future of Livelihood and  
Innovation”



### Side Event

organized by students for students





# Sustainable High City Tech Tokyo

Let's Join!

**Participants**



**40,000**

**Exhibitors**



**400**

**Meetings**



**3,000**

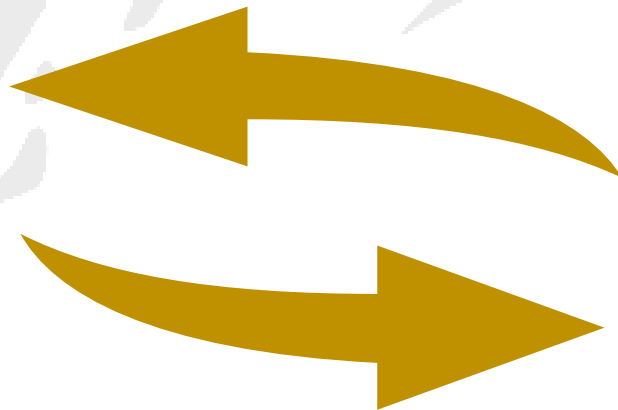




**VIVA**  
**TECHNOLOGY**



**22-25 MAY**



**2024**

Global Startup Program

**15-16 MAY**

# VIVA TECHNOLOGY

Ouvert  
AU GRAND PUBLIC  
SAMEDI 17 JUIN



Le Parisien



Google



LVMH



14-17  
JUNE  
PARIS



VISITORS / VISITEURS



GATE A2



GATE A1



EXHIBITORS / EXPOSANTS



GATE V



SPEAKERS / INTERVENANTS  
MEDIA & VIP PASS

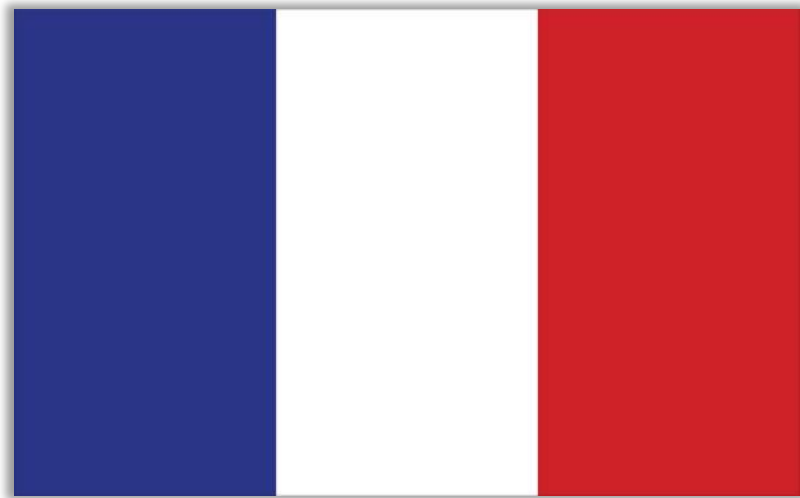


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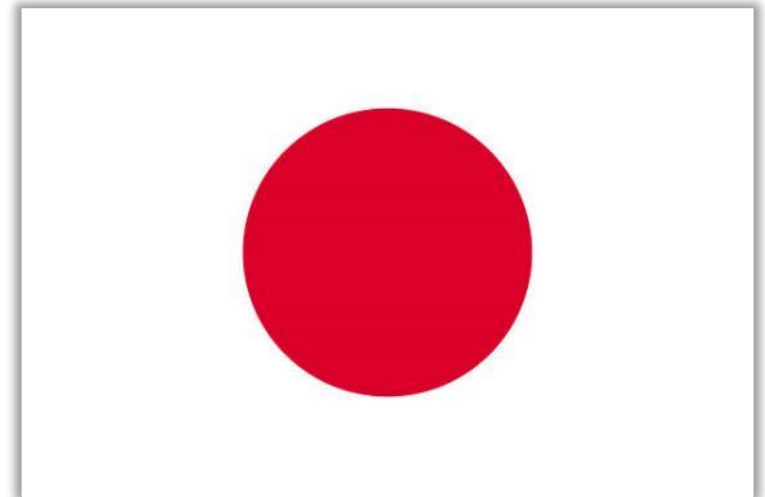
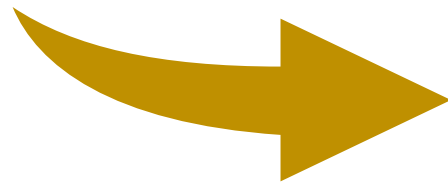
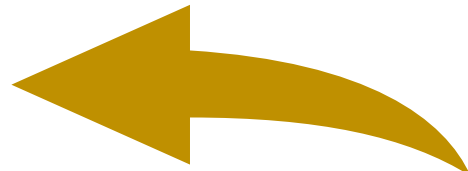


# Collaboration between SusHi Tech and VIVA TECH

## Connecting the startup ecosystems of Japan and France



**VIVA**  
**TECHNOLOGY**



 **SusHi Tech TOKYO**