2024/02/14 Press Kit

Photo:

We will share the official photo on the night of the event.

Tokyo Innovation Base

The Tokyo Innovation Base (TIB) was pre-opened in November 2023, aiming to be a node for innovation around the world. From tomorrow 15th, we will start a new concierge service (personal consultation and mentoring) and shall be opened for general users through registration system. Tokyo Innovation Base aims to be a global node of innovation. We envision it to be a melting pot of diverse individuals and visions to support innovators who will advance society with their groundbreaking ideas and technologies. Tokyo Innovation Base aspires to be the world's most startup-friendly location, initiating a new wave of innovation.

■**Our Concept**

Becoming a "NODE" for innovation around the world.

■Our current activity and function

  Diverse events are held every day cooperating with various partners.

· More than 140 organizations and companies are in our partnerships.

· Until March 2024,

  ・ More than 50 events are planned to organize.

  ・ 7000 people are expected to visit TIB mainly for event participating.

Events with diverse players

Partners 140+
(Current number of entries)

Events 50+
(Estimated through March)

Visitors 7000 +
(Estimated event attendance by March)

■ Four Keywords to capture our concept

1. Global "Connecting the World Here"

   ⋯We will nurture startups that scales up and enters to global market.

2. Growth "Connecting Youth to the Future"

   ⋯We support the endeavors of students and young generation, fostering their growth.

3. Collaboration "Connecting Challengers with Their Supporters"

   ⋯We will create collaborations between startups and various players such as governments, major corporations, and universities.

4. Connect "Connecting Everyone"

   ⋯We will create a platform that enables these endeavors, connecting people with people.
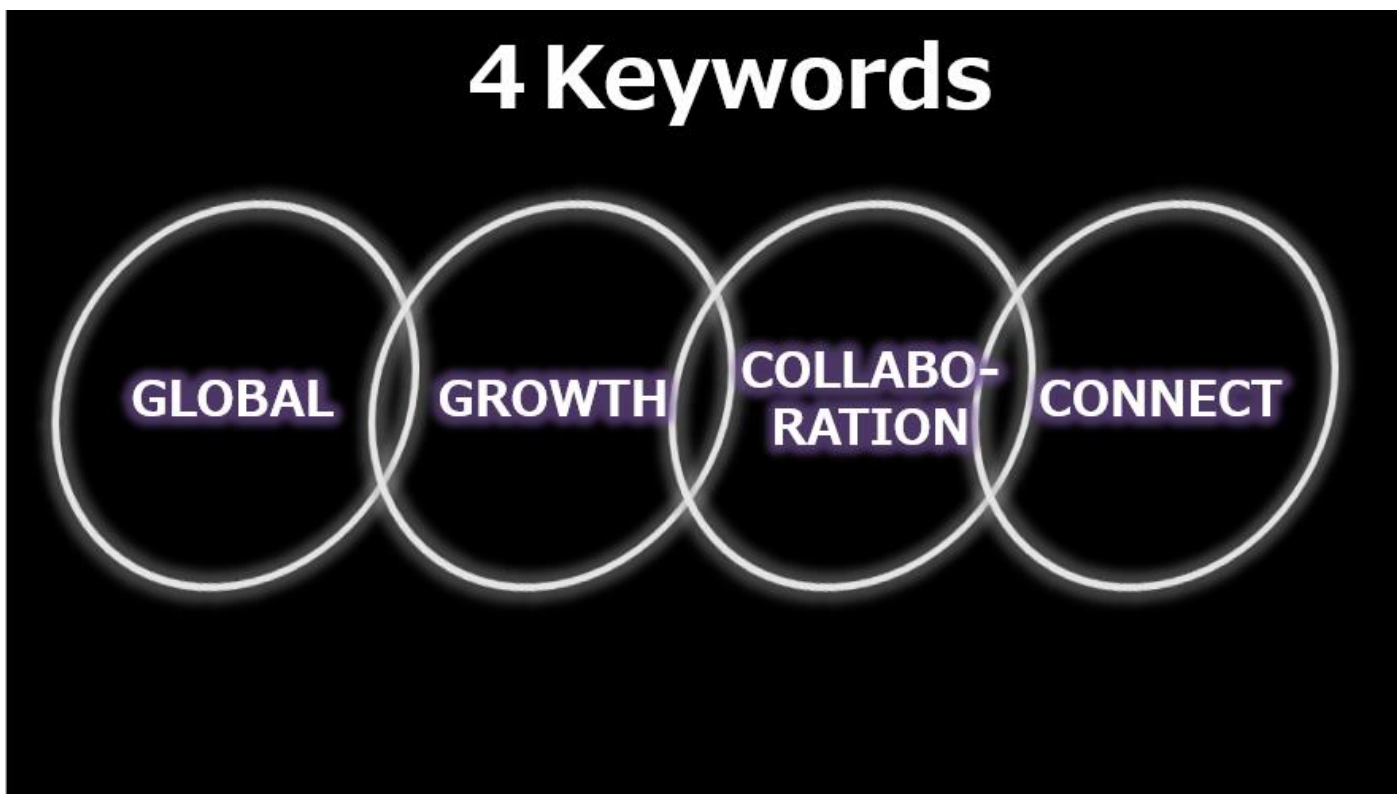
■ Upcoming Plans for May 2024

Tokyo Innovation Base is not yet completed and will continue to evolve as it runs.

Facility Services to be Ready

· FAB(Fabrication Facility) to support hardware prototyping for startups

· SHOP to help products and goods for test marketing

· STUDIO to provide a personalized face-to-face mentoring

· SALON to create a space where support institutions, investors, companies, universities and local authority meet and connect, located in the 3rd floor

· More details are yet to come, so please stay tuned for more TIB updates.

SusHi Tech Tokyo 2024 Global Startup Program

 "SusHi Tech Tokyo 2024 Global Startup Program", Asia's largest and Japan's only global innovation conference that creates "new encounters" with both domestic and international startup ecosystems, is going to be held on May 15th and 16th at Tokyo Big Sight!

 Having only less than 100 days until the big event, the speakers, exhibition startups and countries/cities, ambassadors, partner events are being decided one after another!

Presentation Points

➢ We are expecting 40,000 participants (over 400 startup booths and 3,000 meetings) to join, surpassing the 26,000 participants that joined City-Tech.Tokyo in February 2023.

➢ Providing over 30 sessions in 3 aspects; "Imagining City of the Future and Innovation", "Discussing Future of Technology", "Developing Startups"

➢ 507 companies from 43 countries/areas applied for the pitch contest (last year was from 35 countries/areas)

➢ Startups related to the 5 themes, Infrastructure、Environment、Living、Culture、Impact, are currently being decided.

➢ Setting up the city pavilion (5 countries/areas are set) as our first attempt. 15 countries/cities have decided to join our city exhibition booth.

➢ Creating the All-Japan area by cooperating with the Japanese government/cities.

➢ Planning to set more sponsor company pavilion than last year.

➢ Over 20 partner events hosted by global startup ecosystem players.

➢ Student members "ITAMAE" will run the pavilion, session, and side event.

1 Introducing Contents

■Session Concepts・Speakers （Speakers are excerpted）

▶Imagining City of the Future and Innovation

World-leading executives and urban leaders will envision and discuss "The Future of Cities and Innovation."

Imagining City of the Future and Innovation

Yuriko Koike — Governor of Tokyo

Taizo Son — The Edgeof / Mistletoe Co-Founder

James Socas — Global Head of Climate Solutions Business, Investcorp

Takeshi Niinami — Chief Executive Officer, Suntory Holdings Limited

Ken Shigematsu — Principal at Laguarda.Low Architects Founder at inspiring dots inc.

Adi Ignatius — Editor in Chief, Harvard Business Review

Norichika Kanie — Professor at Keio University, Graduate School of Media and Governance.

Jonathan Ortmans — President, Global Entrepreneurship Network

Janette Sadik-Khan — Principal, Bloomberg Associates

Moogwi Kim — ESG Researcher, PHD student at the Kyoto University Graduate School of Management

Dato' Steve Cheah — Founder & Chairman of GEN Thailand

Naohiro Nishiguchi — Global Entrepreneurship Network (Managing Director, Japan) President of Startup Genome Japan K.K.

▶Discussing Future of Technology

Experts and investors from various fields will discuss cutting-edge technologies that are changing people's lives, such as AI and autonomous driving, under the theme of technology for realizing the

Discussing the Future of Technology

Joanna Klitzke — Procurement & Ecosystem Strategy Lead, Frontier

Hiroki Koga — Co-Founder & CEO of Oishii

Jen Carter — Global Head of Technology, Google.org

Akifumi Takigawa — Manager CCUS&CDR at Mitsubishi Corporation

Tiago Ramalho — Co-founder and CEO of Recursive AI

Tomosaku Sohara — Managing Partner at NordicNinja VC

Yuki Kamimoto — CEO at N.Avenue, CoinDesk JAPAN

James Burbridge — Director at Carbon Direct

Ko Miyoshi — Chief Strategy Officer at TIER IV

Susan Su — Partner, Climate Investing at Toba Capital

Whiplus Wang — Head of IVS Crypto

Sota Watanabe — Startale Labs CEO, Astar Network Founder

cities of the future!

▶Developing Startups

Startup ecosystem leaders leading innovation in each country will discuss the key to "Developing Startups," which is essential for realizing future cities!

Developing Startups

Ronald Cohen — President of the Global Steering Group for Impact Investment(GSG)	**Tomoko Namba** — KEIDANREN Vice Chair	**John Roos** — Founding Partner at Geodesic Capital Former U.S. Ambassador to Japan
Leanne Robers — Co-Founder of She Loves Tech	**Marc Penzel** — Founder & President of Startup Genome	**Oranuch Lerdsuwankij** — CEO and Co-founder of Techsauce
Sarita Runeberg — CEO / Chief Executive Officer of Maria 01	**Kotaro Adachi** — TechShake Ptd. Ltd. CEO & Co-Founder	**Haruna Tanaka** — Head of Corporate Planning of Gojo & Company,Inc
Allen John Ku — Operations Director at Startup Island TAIWAN	**Miwa Seki** — General Partner at MPower Partners Fund	**Shinya Shimizu** — Founder and CEO of Elephantech

■Pitch Contest

- Holding the pitch contest "SusHi Tech Challenge" with the world's leading startups to determine the No.1 of realizing a sustainable city, Sustainable High City Tech.
- We have received applications from 507 companies representing 43 countries and regions for the "SusHi Tech Challenge 2024".
- 20 semifinalists will be decided in April.
- **Judge for 1st/2nd screening**

Ayumi Fujimoto Plug and Play Japan CMO	**Masaru Nagura** CIC Institute Director	**Oko Davaasuren** Techstars Senior Director	**Jeff Matsuda** 500 Global Program Director, Japan	**Takanori Oshiba** East Ventures Fellow	**Laurent Rains** Alchemist Accelerator Director of Global

■ Startup Exhibition

- Setting up the booth exhibition to promote open innovation to achieve creating "new encounters" with both domestic and international startup ecosystems to solve the common global urban issues.
- Received over 500 applications from all over the world. Startups related to the 5 themes; Infrastructure、Environment、Living、Culture、Impact, are currently being decided.

■ City/Country

- Setting up the city pavilion as our first attempt. 5 countries/areas are set as of now.
  Taiwan, Hong Kong, Israel, France, Switzerland
- 15 countries and cities have decided to exhibit for other city booths.
  Bayern, Espoo, Bangladesh, Thailand, Singapore, Austria, Queensland, Paris
  United Kingdom, Malaysia, Poland, Colombia, Beijing, Berlin, Western Australia
- Cooperating with the Japanese government/cities to set up the All-Japan area.

■ Corporate Pavilion

- Expanding the corporate pavilion area for corporates working on open innovation. Over 20 corporates will exhibit (11 corporates last year).

■ Ambassadors

- Over 150 domestic and international ambassadors are joining, including Global Entrepreneurship Network (GEN) which provides entrepreneurship programs to 200 countries, and CATAPULT which is a UK based accelerator specialized in innovation of cities.

■ Partner Events

- Over 20 partner events will take place as of now, such as the global networking events held at TIB hosted by Startup Island Taiwan (Taiwan), TechSauce (Thailand), Techshake (Philippines), and global investor networking events which ForStartups will be hosting at Azabudai Hills.
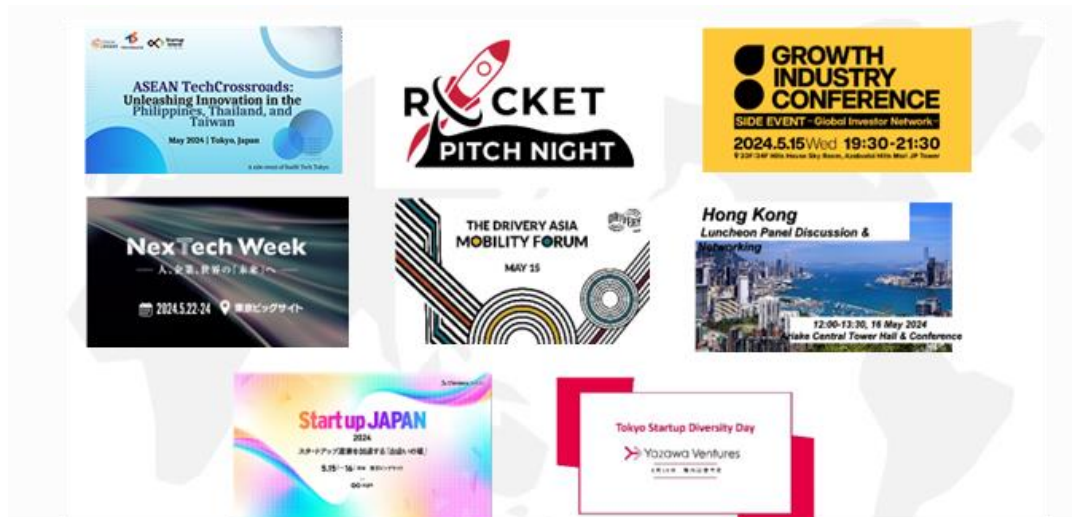
■**Student Program**

- Some contents are driven by students.
- The title "ITAMAE" stands for **I**nnovatibe **T**echnology **A**cademic **MAE**stro. ITAMAE itself means Sushi chef in Japanese since Sushi is the key creator of SusHi Tech Tokyo.
- ITAMAE members are structured by **Core Members** who organizes contents, **Team Leads** who manages volunteer members and runs the event, and **Volunteers** who supports the event on the day.
- We are currently looking for Team Leads (Due 2/23 (Fri)). Please apply here if interested. (Application URL https://forms.office.com/e/29LxHhZt5x)
- We are planning to hold Pavilion, Session, and Side Event for content.
  - **Pavilion**···With the aim of "Encouraging students to consider entrepreneurship as one of the career choices", students will arrange student organization booths, workshops, and pitches to establish contacts with the startup ecosystem surrounding them.
  - **Session**···In the theme of "Youth and Technology Weaving the Future of Livelihood and Innovation", students will conduct discussions with young leaders from multiple perspectives including technology, politics, and the arts.
  - **Side Event**···With the aim of "Raising student's entrepreneurial motivation" and "Fostering awareness of global startup program", students will conduct sessions, booth exhibitions by student entrepreneurs, and networkings.

3 Event Introduction Video(PIVOT)

Ulrike Schaede, professor of Japanese business at the UC San Diego School of Global Policy and Strategy and the keynote speaker of City-Tech.Tokyo 2023, talked about the strengths of Japanese business, how Japanese startups should be, and expectations to SusHi Tech Tokyo 2024.

URL: https://youtu.be/-I-Vfv21Wb4