



SusHi Tech TOKYO 2025

Sustainable High City Tech Tokyo



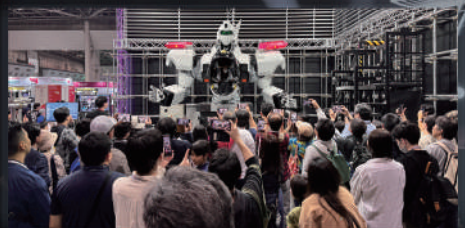
Realizing a sustainable society through technology

Tech
GAL



SusHi Tech TOKYO 2025

Sustainable High City Tech Tokyo



Number of Participants

40,206 ▶ **57,698**

82 ▶ **100** Countries & regions

Business Negotiations held

3,485 ▶ **6,136** +

Exhibiting Startups 434 ▶ **607**

Foreign VCs 398 ▶ **506**

Asia's largest innovation conference, where innovation is born from innovators uniting under the vision of "realizing a sustainable society through technology"

May 8,9 Business Day
May 10 Public Day
Venue: Tokyo Big Sight



Sessions

47 ▶ 148



Speakers

156 ▶ 615

Among the 355 speakers hosted by SusHi Tech, 45% were women while 50% were from overseas



Pitch Contest Applicants

507 ▶ 657

From 46 countries and regions



Corporate Partners

29 ▶ 47



City Partners

5 ▶ 16

From 25 countries and regions

Pavilion



Municipalities*

17 ▶ 35

*umber of municipalities in all-Japan ecosystem area

Media partners : 11 ▶ 17

Ambassadors : 224 ▶ 304

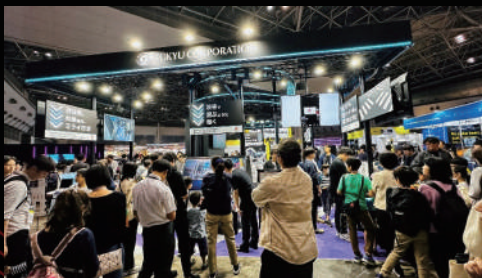
Left side of ▶ indicates the number of 2024

Record-high number of participants with 10,000+ visitors for the new Public Day

- ◆ A total of **57,000** participants (+44% from 2024), with **43,000** on-site visitors (+86% from 2024)
- ◆ **14,000** students and families visited the new Public Day and experienced technologies of startups

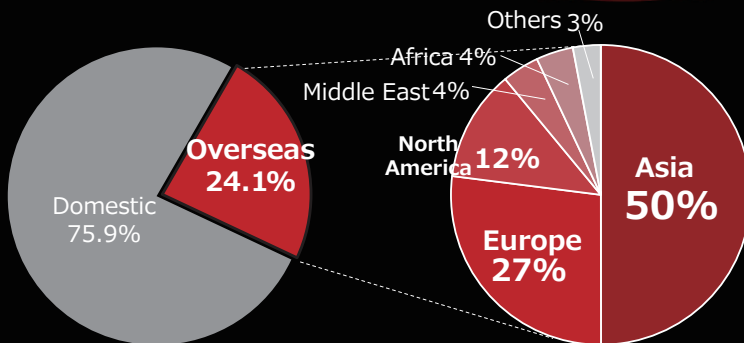
Category	2025	2024	Fluctuation
On-site participants	43,705 Business Day (2 days): 28,854 Public Day : 14,851	23,448	20,257 (+86.4%)
Online Viewing*	13,993	16,758	-2,765 (-16.5%)
Total	57,698	40,206	17,492 (+43.5%)

*Only for Business Day (live streaming, public viewing)

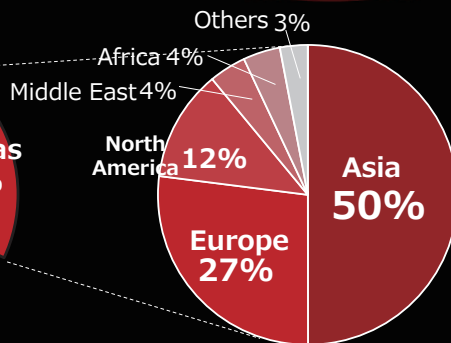


Attracted participants from 100 countries and regions (82 in 2024), 50% of overseas participants from Asia

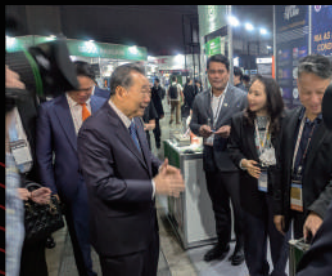
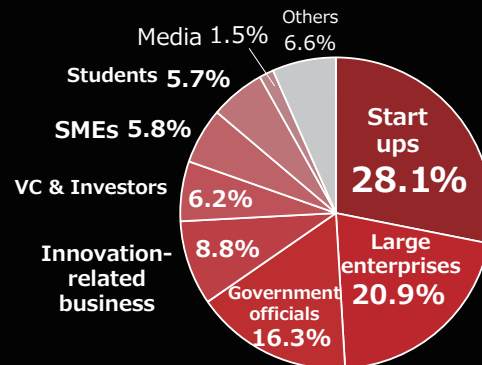
On-site participants
Overseas/Domestic ratio



Overseas participants
breakdown



Classification of
participants



607 startups (434 in 2024) exhibited, with 55% from overseas



SusHi Tech Challenge 2025 Competition of startups that challenge global issues

Global pitch contest where domestic and overseas startups showcase their technologies and ideas



Number of applicants

657 companies from 46 countries and regions
(365 domestic/292 overseas)

Finalists

3D Architech, Inc.

EMULSION FLOW TECHNOLOGIES

Ryp Labs

Reward

10,000,000 JPY



Narita Kai



Yuriko Iida



Moody Soliman

SECAI MARCHE, INC



Ami Sugiyama

General Prognostics Inc.



Sean Matsuoka

AVAtronics

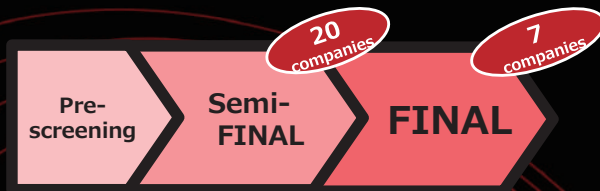


Jeyran Hezaveh

Inspekly



David Castaneda



A total of 615 sessions held by diverse speakers

355 hosted by SusHi Tech
(45% women speakers, 50% from overseas)



Yuriko Koike

Tokyo Metropolitan Government



Agata Nowicka

Female Foundry



Ajibike Jimoh

Isopa Consulting



Alexandra Beckstein

QAI Ventures



Alissa Miky

Aqua Theon



Arne Rost

TUM Venture Lab



Arisa Ema

The University of Tokyo



Ashley Grosh

Breakthrough Energy



Audrey Tang

Government of Taiwan



Beth Bechdol

Food and Agriculture Organization of the United Nations



Caroline Winnett

Berkeley SkyDeck



Chris Fabian

Giga / UNICEF



Christophe Jurczak

Quantonation



Chua Kee Lock

Vertex Holdings



David Ha

Sakana AI



Dhanin Chearavanont

C.P.Group



Dian Guan

Patsnap



Dominic

Uber



Fernando Fabre

Kauffman Fellows



Hiroki Koga

Oishii Farm



Hiromichi Akimoto

Albatross Technology



Hiromi Okuda

WizGroup



Hironori Kamezawa

Mitsubishi UFJ Financial Group



Jerry OCHE

Zowasel



Jiwon bang

moty



Joanna Drake

Magnify Ventures



Kathy Matsui

MPower Partners



Katsuhiko Hibino

Tokyo University of the Arts



Lina Sakai

Fermentation



Lisa Lambert

Quantum Industry Canada(QIC)



Maja Andjelkovic

World bank Group



Masataka Osaki

NVIDIA



Masayoshi Terabe

Deloitte Tohmatsu Consulting



Miki Tsusaka

Microsoft Japan



Murat Aktihanoglu

Remarkable Ventures Climate



Phil Wickham

Sozo Ventures



Ravi Narayan

Startup Genome



Sarah Liu

TDC Global



Shinpei Kato

Tier IV



Simone Severini

Amazon Web Services (AWS)



Siu Rui Quek

Carousell Group



Stephy Deng

Adofaer



Takeshi Chino

Binance Japan



Taro Shimada

Toshiba



Teruo Fujii

The University of Tokyo



Tomosaku Sohara

NordicNinja VC



Toshiaki Higashihara

Hitachi



Vaibhav Vardhan

Inc42 Media



Yutaka Matsuo

The University of Tokyo

Panelist lineup



Industry leaders discussed the future of cities (148 sessions)



Digital Public Goods & AI: Transforming the Society
(Audrey Tang, etc.)



Unlocking ASEAN Markets
(Dhanin Chearavanont)



Next generation Energy Markets and Global Trends
(Ashley Grosh, etc.)



How University-based Startups Drive Innovation
(Caroline Winnett, etc.)



The Challenges of Abu Dhabi and Tokyo
(Ahmed Jasim Al Zaabi / Yuriko Koike, etc.)



The Milestones and Future Challenges of Tokyo and Japan's Startup Vision
(Tomoko Namba / Yuriko Koike, etc.)



Investment Strategies & Outlook
by a Singapore-based Global VC
(Chua Kee Lock)



Transforming Consumption and Disposal
for a Sustainable Future
(Siu Rui Quek, etc.)



Building Global VCs and Connecting Japan
to the World
(Phil Wickham, etc.)

Focus on

Presenting sessions, exhibitions, pitches and tech demos by startups and major corporations as packages, on areas where innovation is expected

AI

Exhibition of self-driving car



Tokyo AI Strategy Conference
panel session
(Yutaka Matsuo, Professor at the
University of Tokyo, etc.)



Quantum

Quantum computer mock exhibition



Quantum Technology:
Paving the Way to a Sustainable Future
(Taro Shimada, CEO of Toshiba, etc.)



Food Tech

Product tasting



Innovating for Sustainable Agrifood Systems
(Beth Bechdol, Deputy Director-General of
UN Food and Agriculture Organization, etc.)

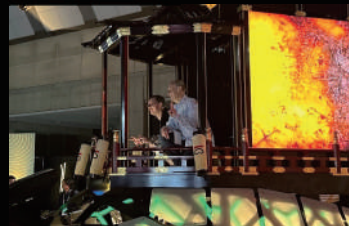


Future Experience

PATLABOR

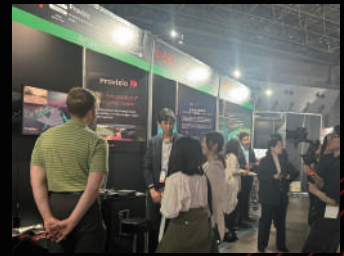
Future Experience

Tsunaguruma



Business Matching

Creating innovation by matching & connecting innovators
More than 6,136 business negotiations took place



Matching government and startups to solve local challenges

Cities presenting urban challenges to startups in a reverse pitch event

Jakarta (Indonesia)	Malmö (Sweden)
Waste Management Renewable Energy	Reducing Environmental Impact Related to Food Sustainable urban development

- Called for startups to participate in local PoC held at respective cities
- Will conduct PoC later this fall with selected startups

Pitching for tackling heat problem at World Athletics Championships



Selected technology will be applied at Tokyo 2025
World Athletics Championships

Major companies present their open innovation initiatives

47 corporate partners (29 in 2024)



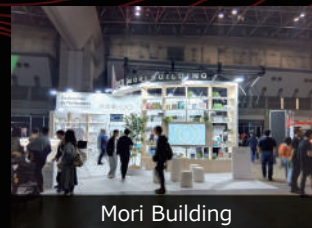
East Japan Railway



Mitsubishi Electric



Mitsui Fudosan



Mori Building



Nomura Real Estate
Development



NTT DATA / NTT EAST



Salesforce Japan



Sumitomo Realty &
Development



Tokyu / Tokyu Land



Tokyo Kiraboshi Financial
Group



Tokyo Tatemono

Gold	
American Express International	Financial
Japan Airlines	Air transportation
East Japan Railway	Land transportation
Mitsubishi Electric	Electronics
Mitsui Fudosan	Real estate
Mori Building	Real estate
Nomura Real Estate Development	Real estate
NTT DATA	Telecommunications
NTT EAST	Telecommunications
Salesforce Japan	Telecommunications
Sumitomo Realty & Development	Real estate
Tokyu	Land transportation
Tokyu Land	Real estate
Tokyo Kiraboshi Financial Group	Banking
Tokyo Tatemono	Real estate

Silver	
Agora Lab	Service
Chuo-Nittochi	Real estate
Daido Life Insurance	Insurance
ENEOS Holdings	Petroleum & coal
Fujitsu	Electronics
Google	Telecommunications
Honda Motor	Transportation equipment
Tokyo Stock Exchange	Financial
KDDI	Telecommunications
LY	Telecommunications
Mitsubishi Logistics	Warehousing & transportation
Mitsubishi Estate	Real estate
MUFG Bank	Banking
Sumitomo Mitsui Banking	Banking
Mizuho Bank	Banking
NEC	Electronics
Shimizu	Construction
SoftBank	Telecommunications
Toyota Motor	Transportation equipment
Tsucrea	Service

Bronze	
Warehouse TERRADA	Warehousing & transportation
Deel, Inc.	Service
VRITIMES	Service

Basic	
DayBreak	Wholesale & retail
Digital Garage	Telecommunications
FACIL'iti	Service
Hitachi	Electronics
Hitachi Solutions	Telecommunications
Kinko's Japan	Service
Microsoft Japan	Telecommunications
Sumitomo Mitsui Trust Bank	Banking
POCKETALK	Telecommunications

*Yellow letters indicate new corporate partners

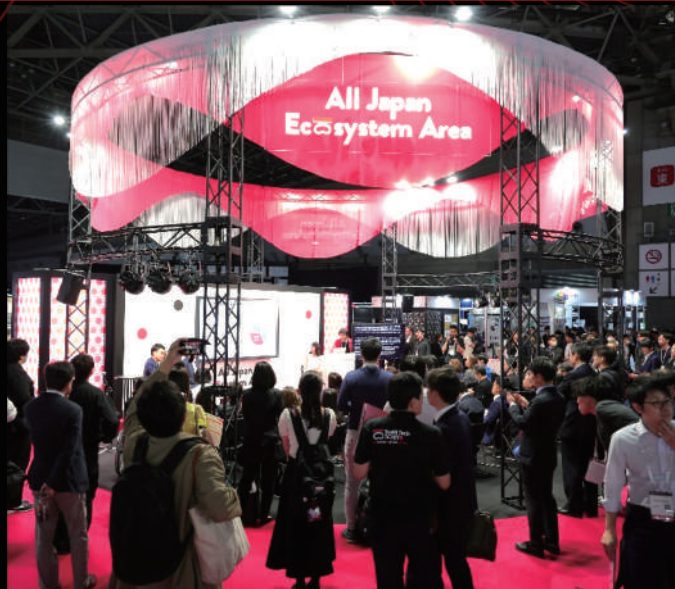
Uniting startup ecosystems from around the world

City partners: 25 countries, regions, and cities



In addition to the pavilions shown above held by 16 countries, regions, and cities, 9 countries and cities also had booths. (Shanghai (China), Vietnam, Kazakhstan, Mexico, Nigeria, Brussels (Belgium), Espoo (Finland), Ireland, Serbia)

All Japan Showcasing Japan's startup ecosystem in collaboration with 35 local governments (17 in 2024)



Japan Stage



Metropolitan Area



Hokkaido



Tohoku Region



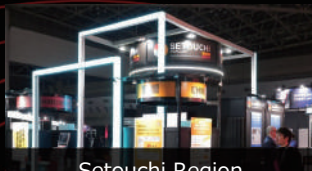
Station Ai / Central Japan



Hokuriku Region



Kansai Region



Setouchi Region
(Ehime Prefecture,
Hiroshima Prefecture)



Ramen Tech
(Fukuoka City)



Kitakyushu City*



Okinawa Prefecture*

*Only had booth

Student Program **ITAMAE** Innovative Technology Academic MAestro

Students planned and organized sessions, workshops, and pitches, while also leading venue operations including reception and guidance



*Daruma doll made by student entrepreneurs placed in the pavilion as a symbol of ITAMAE program

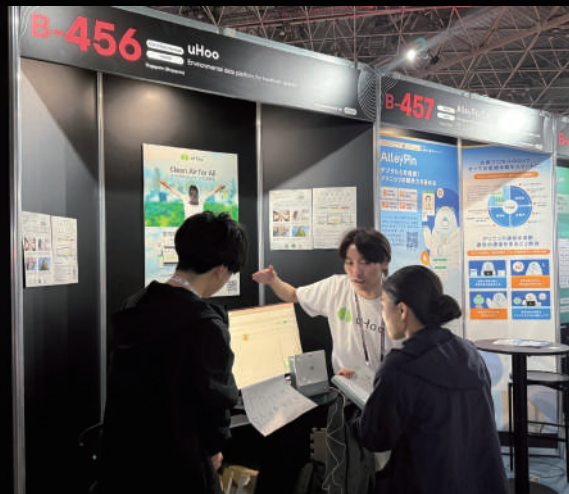
Internship program connecting students with overseas startups

- Students supported the exhibition of overseas startups as an internship (arranging meetings with Japanese companies, etc.)
- Fostered global entrepreneurship among students by supporting overseas startups



29 students from 10 universities selected through open application

- Waseda University
- Tokyo Woman's Christian University
- University of Hyogo
- Meiji University
- Oita University
- Musashino University etc.



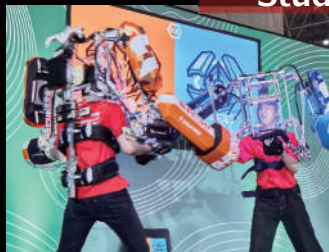
This program was a joint initiative held by **Musashino University, EMC GLOBAL, and N9 PTE LTD.**, with an aim to foster global entrepreneurship across universities.

Public Day

A day full of smiles, when all visitors from students, children and adults had fun



Students



Children & Family



Fostering curiosity and a challenge mindset by showcasing technologies and the ideas and passions of entrepreneurs



Technology



Challenge



Programs showcasing the attractions of Tokyo and Japan

Tokyo Innovation NIGHTs

Creating connection while enjoying music and the nightscape of Tokyo



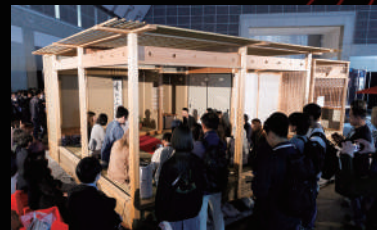
Site visit tours

Visiting Tokyo's attractive spots



Cultural experiences

Experiencing authentic tea ceremony



G-NETS Senior Officials Meeting

3rd Global City Network for Sustainability (G-NETS) Senior Officials Meeting

- The G-NETS Senior Officials meeting (May 7- 9, 2025) welcomed the participation of 61 cities worldwide.
- Through an agenda including sessions on responding to climate change and promoting well-being, and a visit to the innovation conference, the participants shared perspectives to address common urban challenges.
- The 3rd G-NETS Leaders Summit will be held from April 27 to 29, 2026.



Participating cities (61 cities)



G-NETS website



Tokyo's 10 × 10 × 10 Innovation Vision

Global Unicorns × 10

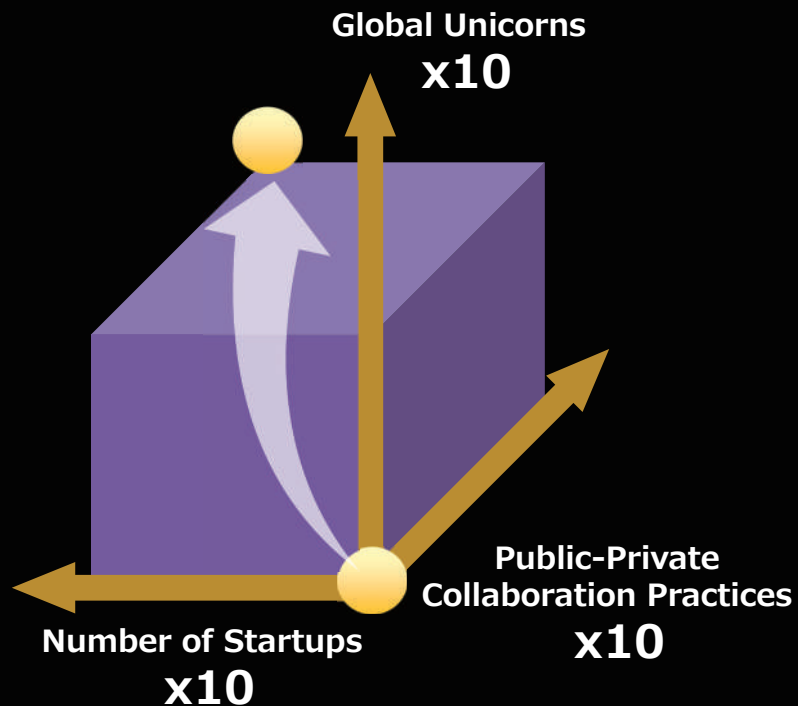
Benchmark: Increase the number of unicorns from Tokyo by tenfold in five years

Number of Startups x10

Benchmark: Increase the number of startups in Tokyo by tenfold in five years

Public-Private Collaboration Practices x10

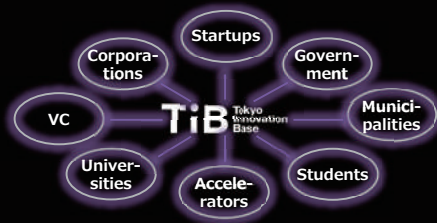
Benchmark: Increase the number of public-private collaboration practices in Tokyo by tenfold in five years



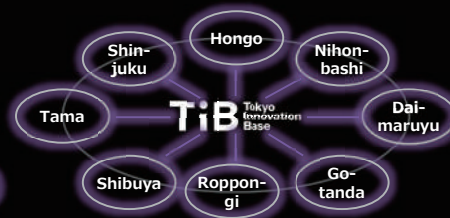
Tokyo Innovation Base (TIB)

Becoming a “NODE” for innovation around the world
A major platform for startup business support

Players



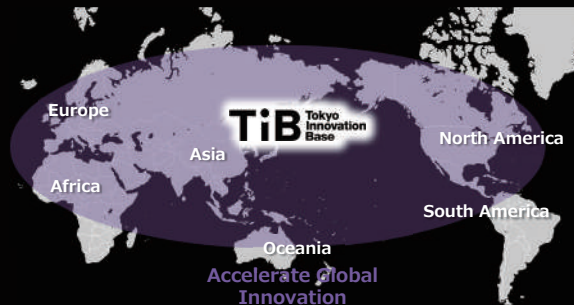
All Tokyo



All Japan



Overseas hubs



Tokyo Innovation Base (TIB)

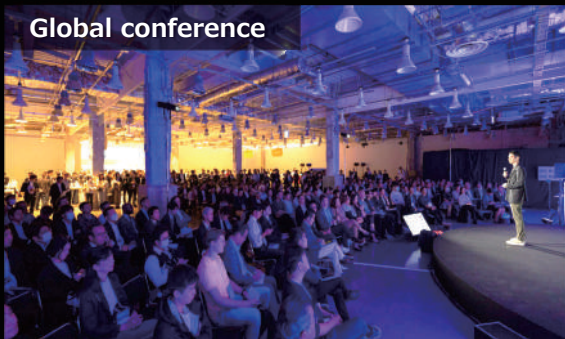
A central hub where startups and diverse supporters such as corporations, investors, universities, and government come together, opened in November 2023

Visitors **200,000+**

Events **900+**

Members **40,000+**

Global conference



Gathering diverse players from around the world



Collaboration with major companies



Municipalities promoting local startups



Community of student entrepreneurs



*The figures mentioned are as of May 2025

Providing support tailored to various challenges faced by startups

①STAGE

Event space with capacity of 300 people



②SALON

Networking & co-working space



③CONCIERGE

Consultation on startup procedures and overseas business



④STUDIO

Business planning & fundraising support



⑤FAB

Hardware prototyping support



⑥SHOP

Test marketing



The next



SusHi Tech TOKYO
Sustainable High City Tech Tokyo


2026
April 27-29

27-28 Business Day 29 Public Day

@TOKYO BIG SIGHT

SAVE THE DATE!



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ITAMAE
Innovation Technology Academy 株式会社

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