



# SusHi Tech TOKYO 2026

Sustainable High City Tech Tokyo

SusHi Tech Tokyo is Asia's largest global innovation conference where diverse players such as startups, investors, large companies, cities, universities, and more gather from around the world to realize sustainable cities through cutting-edge technology

## Schedule

Monday, April 27 and  
Tuesday, April 28

Wednesday, April 29 (Holiday)

Business day

Public day

## Venue

Tokyo Big Sight



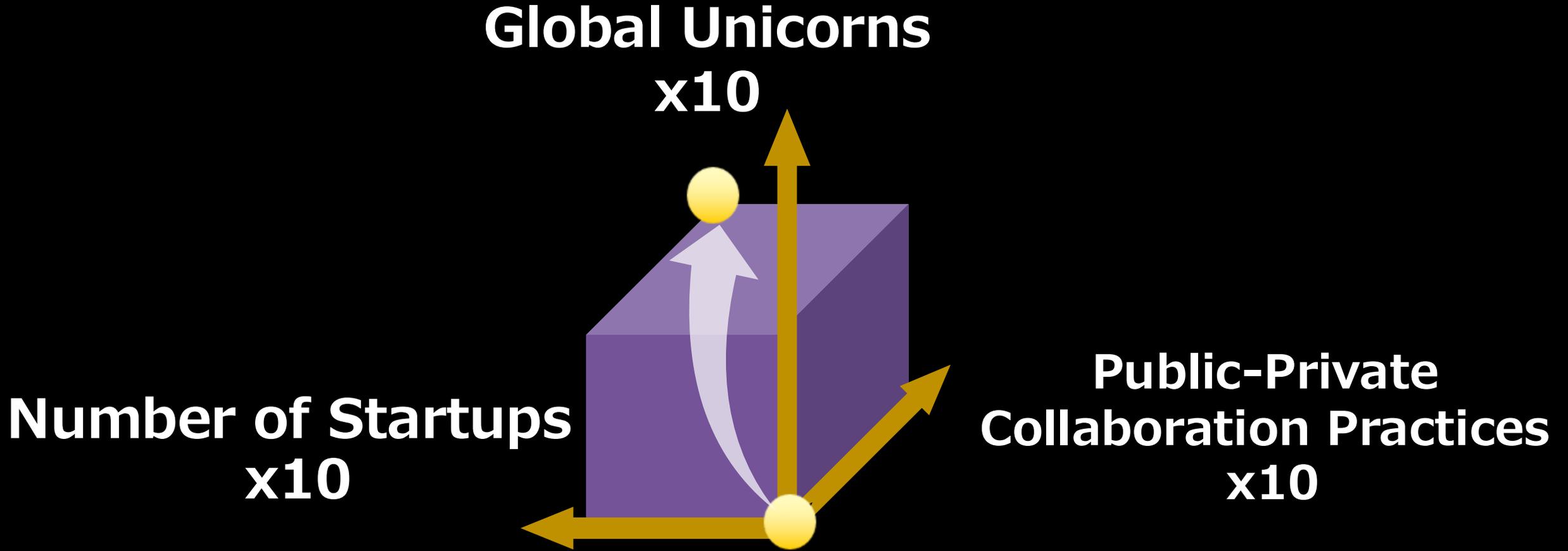
# Tokyo's Startup Strategy



*Toward Tokyo  
where challengers are  
born, grow,  
and meet their potential*

*November 2022*

# Tokyo's Innovation Vision



# Tokyo's Innovation Vision

## Number of Startups x10

Number of TOKYO STARTUP  
GATEWAY participants

FY2022: **1,100**



FY2024: **4,000**

x 3.6

## Global Unicorns x10

FY2022: **1.5**



FY2024: **4**

x 2.7

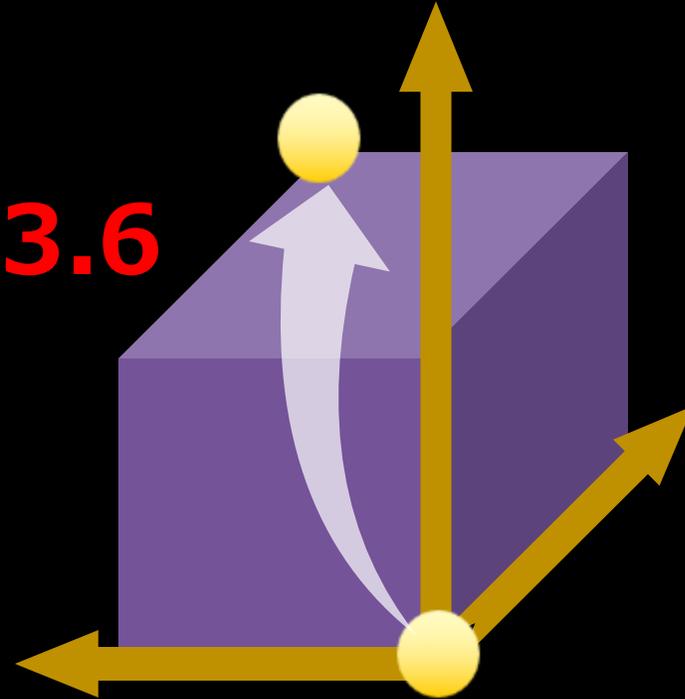
## Public-Private Collaboration Practices x10

FY2022: **9**



FY2024: **252**

x 28



x 1.3

Number of startups created in Tokyo

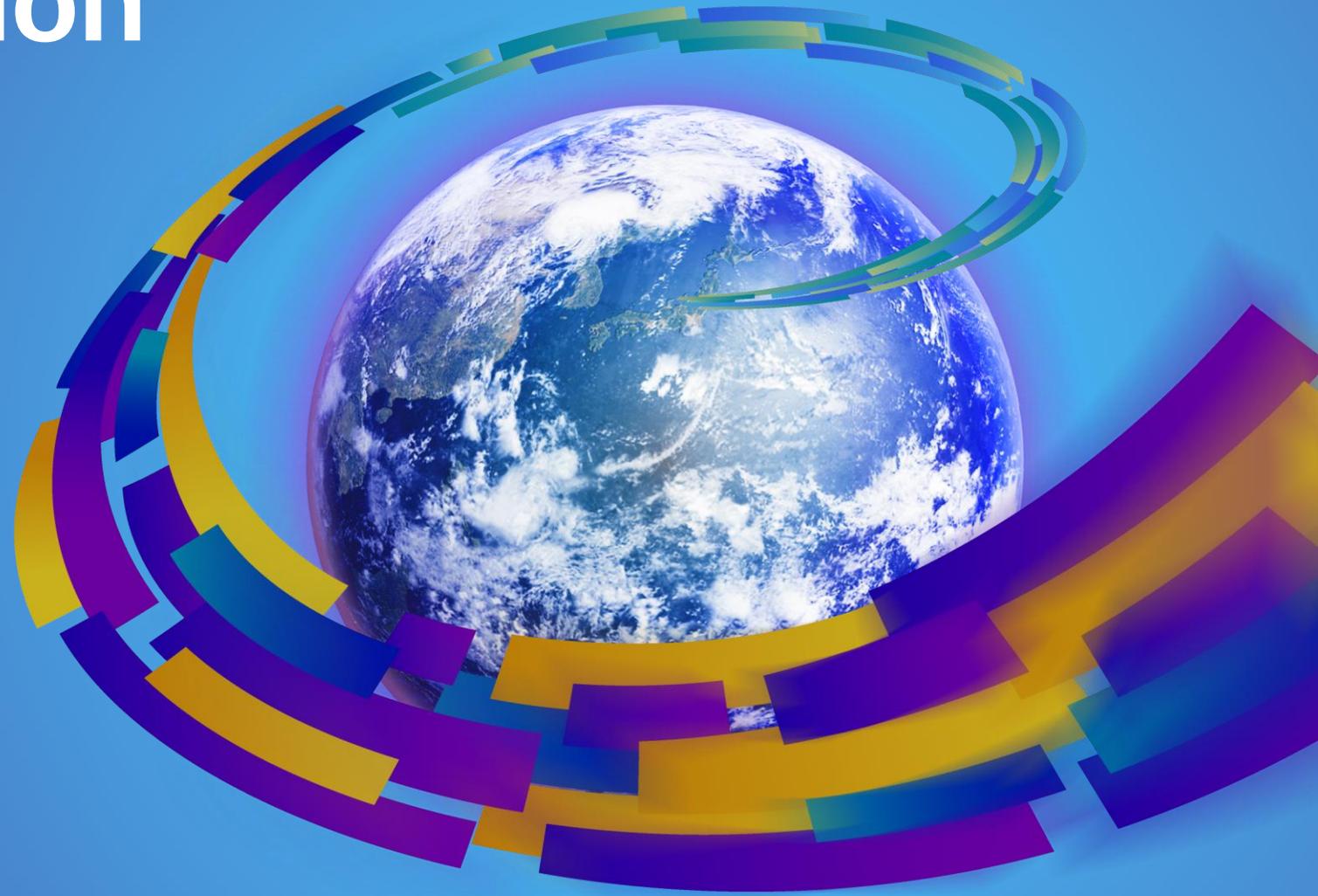
FY2022: **600**



FY2024: **770**

# Global Innovation Strategy 2.0

## STARTUP & SCALEUP



# Global Innovation Strategy 2.0 STARTUP & SCALEUP

## Global x scale-up

Together, let's grow "scale-up" companies bigger

- Making a global impact: SusHi Tech Global
- Creating a deep-tech innovation hub
- SusHi Tech Global Funds
- Strengthening connections with global ecosystems and promoting overseas expansion



Significantly develop open innovation at large enterprises and mid-sized enterprises/SMEs  
Linking university and research institution-based innovations to businesses

## Platform

## Number of startups

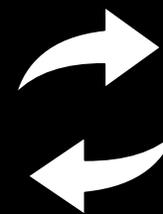
- Starting practice of entrepreneurship by junior high and high school students
- Expanding TIB KIDS where children can challenge themselves
- ITAMAE activities growing further
- SusHi Tech Tokyo Public Day becomes a place to experience the excitement of innovation

## Thoroughly supporting challenges in all fields



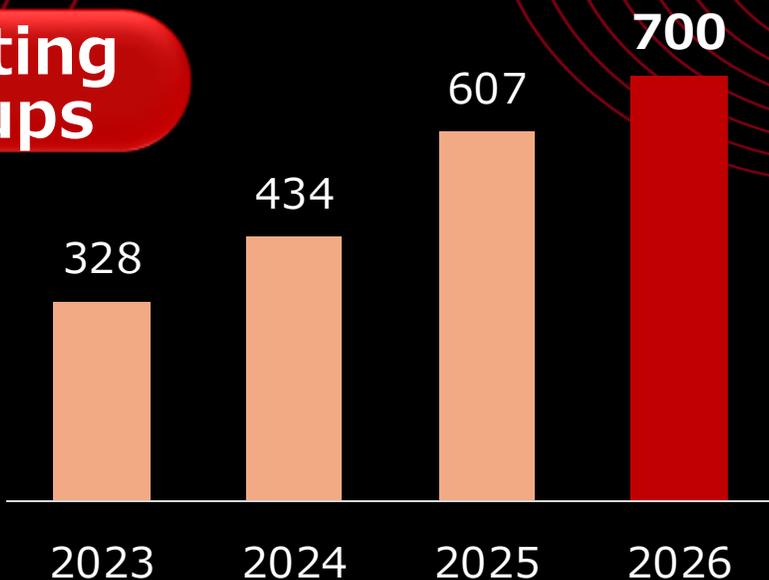
## Public-private collaboration

Expand public procurement and first-customer activities nationwide  
Quickly solve social issues by leveraging advanced technologies from startups

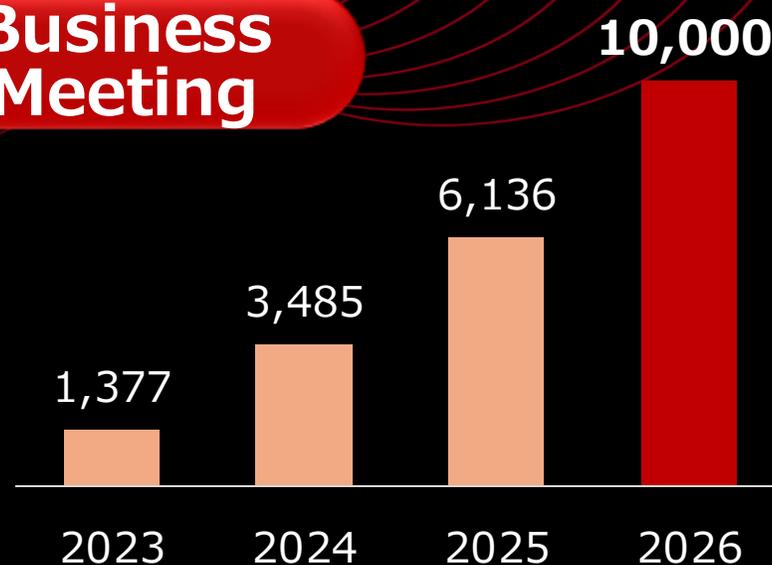


# SusHi Tech Has Grown to Become the Largest such Event in Asia and Is Even Larger This Year

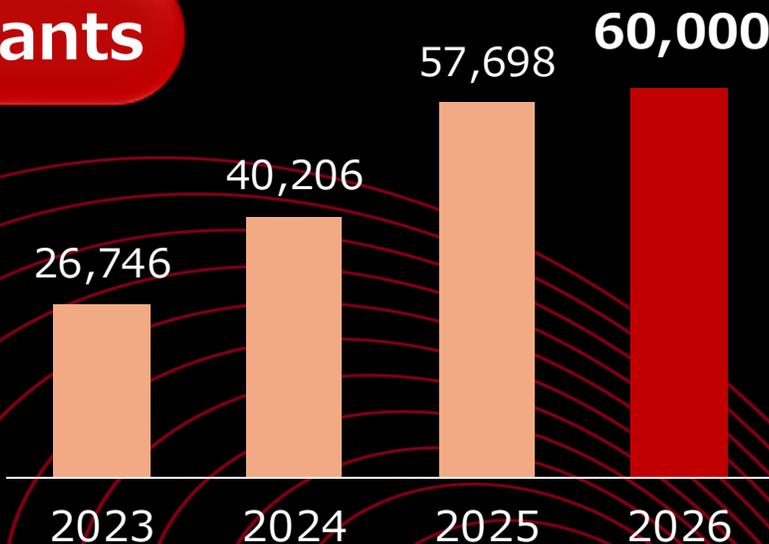
## Exhibiting Startups



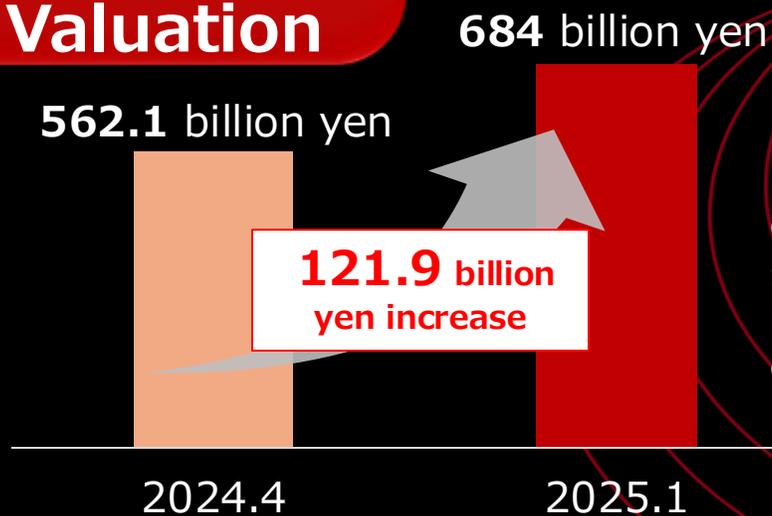
## Business Meeting



## Participants



## Exhibitors' Valuation



\*The valuation of the exhibiting companies in 2024 increased by 121.9 billion yen after 1.5 years (Total of the 115 companies identified)

\*Includes online participants

# To SusHi Tech Tokyo, a One-of-a-Kind Destination That Everyone Wants to Visit

[10th SusHi Tech Tokyo]



## SusHi Tech TOKYO 2032

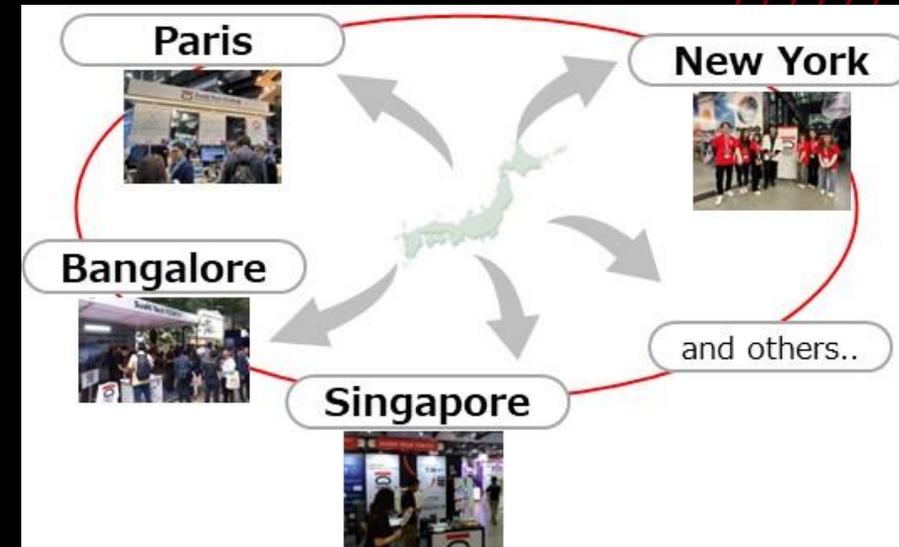
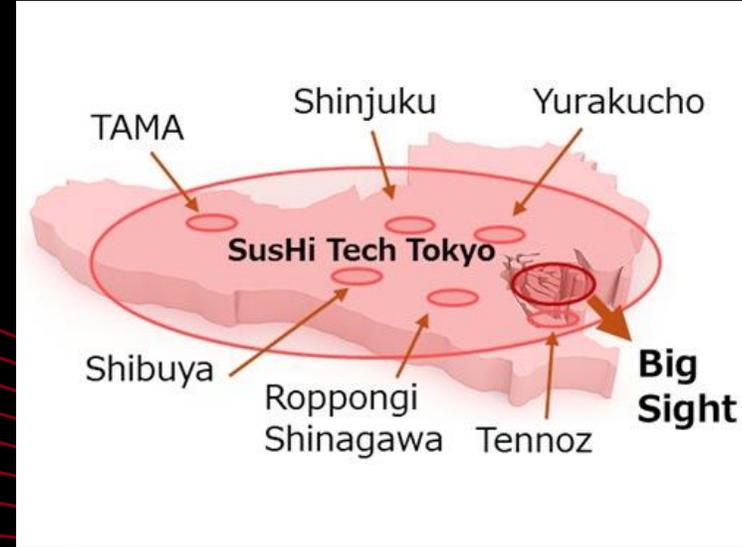
Sustainable High City Tech Tokyo

- We are further deepening our global reach by connecting with startup events nationwide, and driving the entire country forward
- Innovation conference where not only startups but also large corporations, universities, and other diverse entities participate in large numbers
- Highlight Japan's strengths in entertainment, culture, etc. to create a unique event that people worldwide can enjoy

**Fully experiencing Tokyo with the entirety of Tokyo as the venue**

**SusHi Tech Global**  
- Exporting the philosophy of "SusHi Tech" to the world -

Tue	Wed	Thu	Fri	Sat	Sun	Mon
Art	Pre-Festival	Big Sight			Music	VC
Networking		Networking				
Food		Anime		Sports		



**Intensively holding events with various fields and players**

→ All about SusHi Tech for a week

**Making the entire metropolitan area and community a SusHi Tech field, not just the Tokyo Big Sight venue**

SusHi Tech Tokyo's concept of "Realizing Sustainable Cities with High Technology" and enterprises that embodying it are **expanding the brands across global ecosystems**

# Features of SusHi Tech Tokyo 2026

---

- 1 Special Contents "Focus on"**
- 2 Sessions by Leaders from Various Fields Around the World**
- 3 Gathering All Kinds of Innovators**

# Focusing on Four Areas That Bring Significant Transformations to People's Lives and to Society at Large

## AI



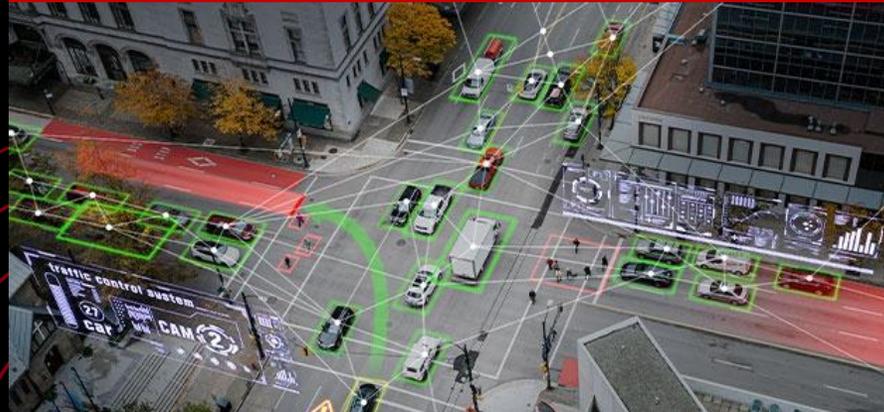
Humans and AI collaborate

## Robotics



Making people's lives more convenient and enriching

## Resilience



Overcoming the urban crises

## Entertainment



Bringing richness and joy to our lives

# AI

- Discussing the nature of society where humans and AI collaborate and how AI can be harnessed to enrich that society
- Conducting pitch contests, exhibitions, partner events, and other events on the theme of AI

## Session Speakers



**Howard Wright**  
VP, Startup Ecosystem at  
NVIDIA Corporation



**Sooyeon Choi**  
CEO  
NAVER Corporation



**Yutaka Matsuo**  
Professor, Department of Technology  
Management for Innovation,  
Graduate School of Engineering, The  
University of Tokyo



**Hiroaki Kitano**  
President and CEO, Sony Computer  
Science Laboratories, Inc.,  
Professor, Okinawa Institute of  
Science and Technology Graduate  
School (OIST)

## Pitches & Exhibition



AI-themed Pitch Contest & Exhibition by university startups and research institutions from across Japan

## Partner Event



AI Film Festival

# Robotics

- Discussing social implementation to make people's lives more convenient and enriching
- Experiencing technologies that help create a more convenient and prosperous society through robots

## Demonstrations and Exhibitions



The world's first humanoid robot with gesture control functionality



Collaboration with humans through advanced multi-joint control technology

## Self-Driving Car Test Ride Around The Venue



Infrastructure inspection through adhesion travel on walls and ceilings



# Resilience

- Holding discussions leveraging **technologies** and **experiences** of cities **overcoming crises**
- Conducting **site visit tours** showcasing the **critical infrastructure** that protects Tokyo's urban functions and people's lives

## Demonstrations and Exhibitions



3D printer for housing construction



Risk assessment of disasters and environmental destruction, etc. using satellites



Plant engineering for nuclear fusion power generation

## Tour



Site-visit tours of underground regulating reservoir, etc.

# Entertainment

- Discussing technologies that **change in creation methods, business models, and transform people's experiences**
- **Hosting diverse partner events outside the venue** to help people feel Tokyo's charm

## Demonstrations and Exhibitions

Sony  
Acceleration  
Platform

Creative  
Entertainment

Driving innovation through  
global collaboration



Reproducing pros' pitches in VR



Multilingual translation and global  
distribution of manga using generative AI

## Partner Events



Event to experience the charm of the KK Line

# Features of SusHi Tech Tokyo 2026

---

- 1** Special Contents "Focus on"
- 2** Sessions by Leaders from Various Fields Around the World
- 3** Gathering All Kinds of Innovators

# Sessions where World Leaders Envision Future Cities



**Eva Chen**

CEO and Co-Founder  
Trend Micro Incorporated



**SooYeon Choi**

CEO  
NAVER Corporation



**Hiroshi Ishiguro**

Professor, Department  
of Systems Innovation,  
The University of Osaka



**Mami Mizutori**

Specially Appointed  
Professor / Strategic  
Management Advisor  
Tohoku University



**Qasar Younis**

Co-Founder and CEO  
Applied Intuition, Inc.



**Akiko Naka**

CEO  
Wantedly, Inc.



**Yosuke Tsuji**

Representative  
Director, President  
and Group CEO  
Money Forward, Inc.



**Ken Suzuki**

Co-Founder and Executive  
Chair of the Board  
SmartNews, Inc.



**Takahito Tokita**

Representative  
Director, CEO  
Fujitsu Limited



**Takayuki Morita**

President and CEO,  
NEC Corporation



**Summer Bae**

Managing Director  
of APAC  
Cleantech Group



**Maria Buhigas San José**

Chief Architect  
Barcelona City Council

**And more...**

# Sessions with Participation from Numerous Global Investors



**Chris Wade**  
Co-Founder & Partner  
Isomer Capital



**Jean Schmitt**  
President & MP  
Jolt Capital



**Kathy Matsui**  
Founding GP  
MPower Partners



**Mehran Zaker**  
Partner  
Emerald Technology Ventures



**Michael Phillips**  
COO & CLO  
Alumni Ventures



**Rickie Koo**  
Partner  
DNX Ventures



**Rob Freelen**  
Managing Director  
Sozo Ventures



**Robert Garber**  
Partner  
7wire Ventures



**Simon Hirtzel**  
GP & COO  
IQ Capital

**And more...**

# Features of SusHi Tech Tokyo 2026

---

- 1 Special Contents "Focus on"
- 2 Sessions by Leaders from Various Fields Around the World
- 3 **Gathering All Kinds of Innovators**

# Record Number of Promising Startups Aiming for Global Markets Participating

## SusHi Tech Challenge

820 companies applied from 60 countries and regions  
(previous: 657 companies from 46 countries and regions)



## Exhibits

Over 700 startups from around the world exhibiting (previous: 607)



# Growth Startups "SusHi Tech Global Startups" Newly Exhibiting

ASUENE



 Dioseve

 Helical Fusion

 EFPOLYMER

 KYOTO FUSIONEERING

 TOWING

 Yuimedi

WOTA

 CRAIF

 Bioworks

LEGALON

 AETERLINK

SPACE COOL

FERMENSTATION  
Co.,Ltd.  
Fermenting a Renewable Society

 LETARA

 LPIXEL

TBM

FAEGER

Logomix

 Elephantech

and more...

# New Partnerships with Universities across Japan to Promote University-Launches Startups with Superior Technology to the World

- Expanding participation of university-launched startups that advance the social implementation of cutting-edge technologies such as deep tech
- Universities from all over Japan gather together in cooperation with NINEJP, the National Innovation Network for Entrepreneur Japan



(\* ) **NINEJP**: National Innovation Network for Entrepreneur Japan

Nine national hubs for university-launched startup support platforms collaborate, with over 160 universities and other organizations as members

# SMEs Undertaking New Challenges Participating from across Japan



Exhibitors include **companies entering a second founding phase** tackling new business expansion, as well as **finalists from the Atotsugi Koshien pitch contest finals**



Creating a new market for an electric grapevine remover by utilizing traditional cutlery technology



Taking on the challenge of the mature apparel dyeing industry with biotech dyes utilizing microorganisms



Development of a robotic platform that can be operated with a single mouse click

# Promoting Tokyo's Ecosystem where Large Companies Engaged in Open Innovation Gather

- More than 60 companies will participate, including large companies working on collaboration with startups (previous: 47 companies)

## CORPORATE PARTNER

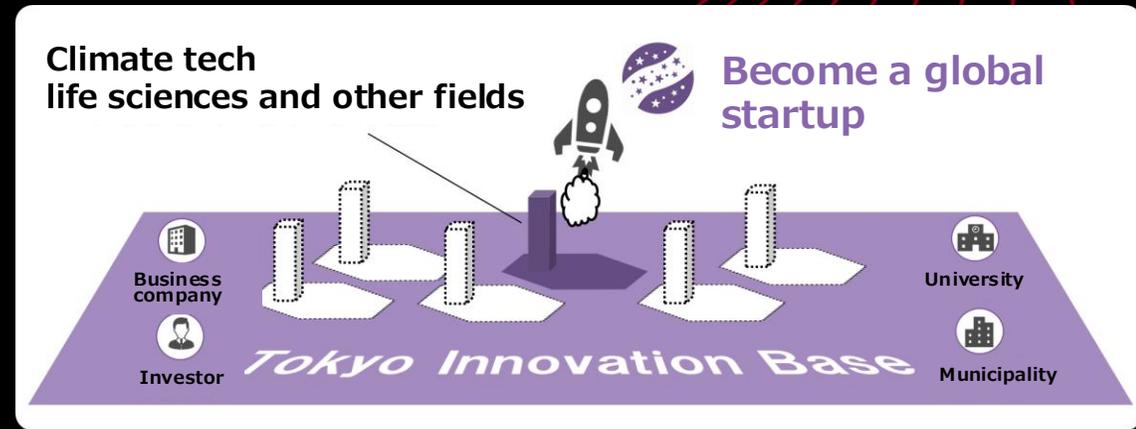


## TIB CATAPULT

Forms clusters of multiple business companies and others in various fields by leveraging their strengths and creating innovations together with startups

Focus areas:

- Space
- Climate tech, deep tech
- Agri tech, food tech
- Life sciences
- Railways, transportation
- City tech
- Logistics
- XR (cross-reality)
- Manufacturing
- Entertainment
- Next-generation mobility, robotics
- Food tech, wellbeing



# Gathering of Global Innovation Leaders and City Leaders

## CITY PARTNERS

More than 20 countries, regions and cities participated (previous: 16)



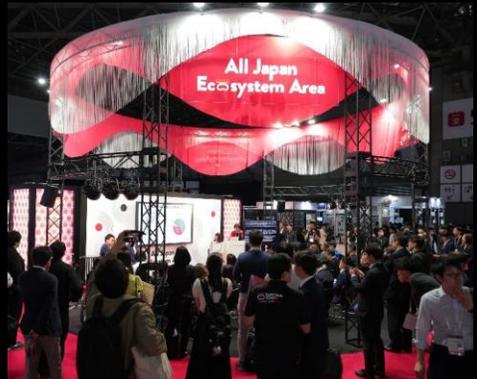
## Global City Network Leaders Summit

Mayors of major cities worldwide discuss solutions to urban issues

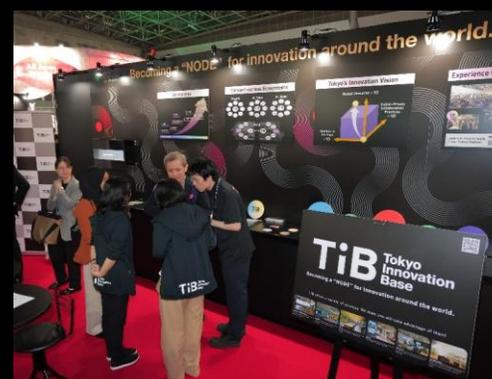
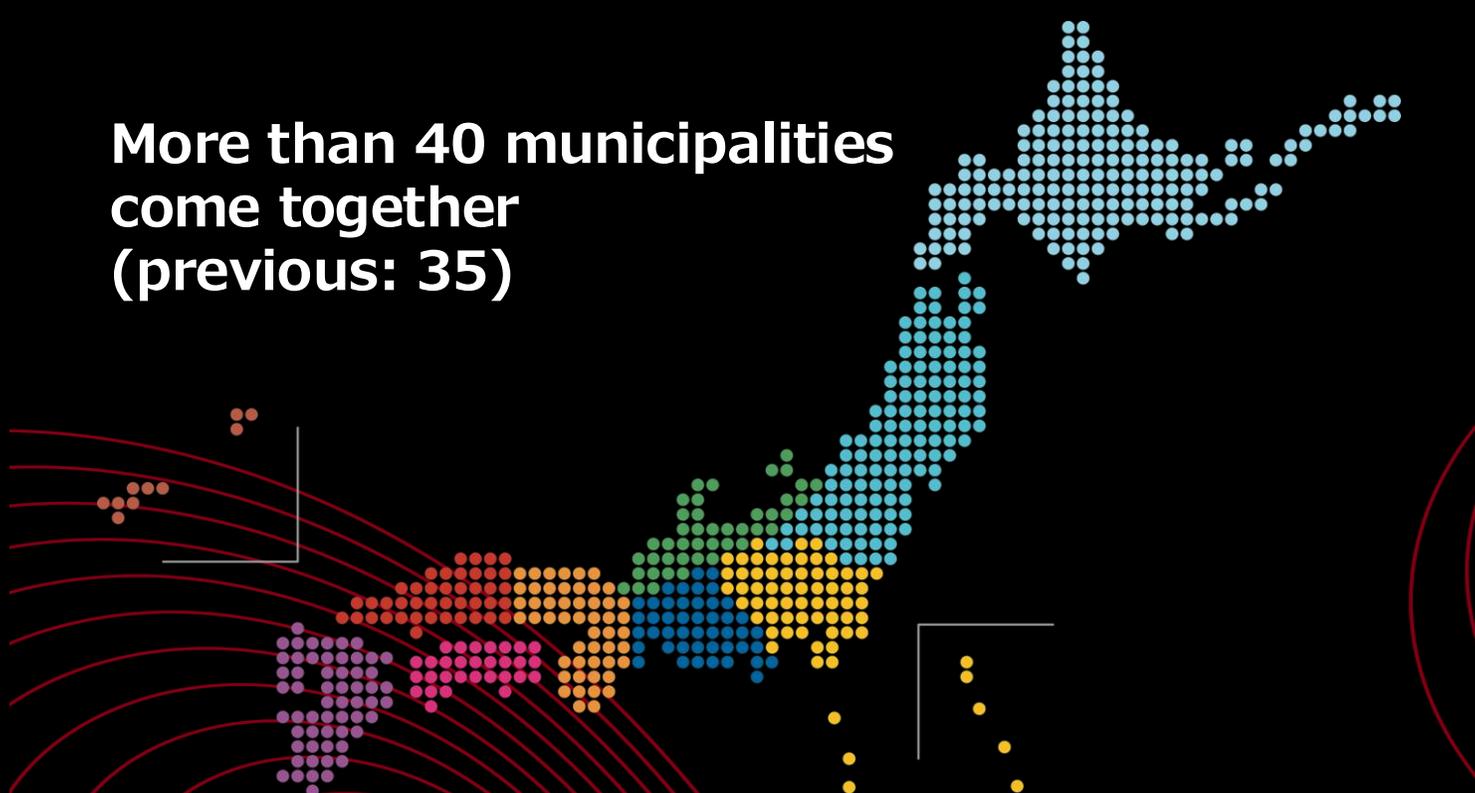
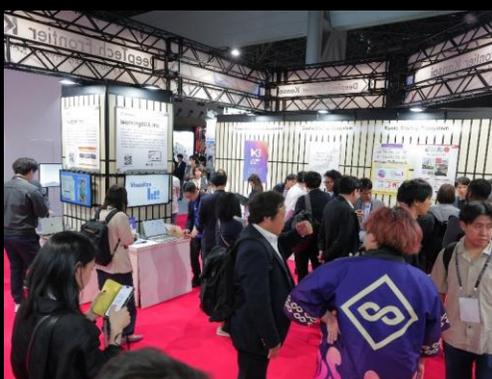


Fostering discussions and sharing insights on how to solve common challenges

# PR for Japanese Startups Throughout Japan with Nationwide Base Cities



More than 40 municipalities  
come together  
(previous: 35)



# Children and Youth Being Exposed to Future Technologies, with Students Playing Active Roles

**ITAMAE**

Innovative Technology Academic MAestro

Students organize sessions and pitches, and also handle operations such as reception  
Supporting overseas startups as internships

**Public Day**

Fostering curiosity and a spirit of challenge by experiencing the latest technology and the passion of entrepreneurs while having fun (open to the public on the last day, April 29)



**Challenge**

**Students**



**Children & Family**

**Technology**



# SusHi Tech TOKYO ● 2026

Sustainable High City Tech Tokyo

## April 27-29

@TOKYO BIG SIGHT



Japanese



English