



# SusHi Tech TOKYO 2025

Sustainable High City Tech Tokyo



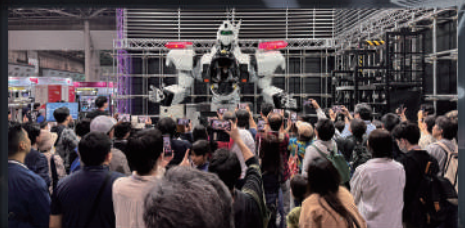
Realizing a sustainable society through technology

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**



One of the largest innovation conferences in Asia, 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	<b>43,705</b> 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	<b>57,698</b>	40,206	17,492 (+43.5%)

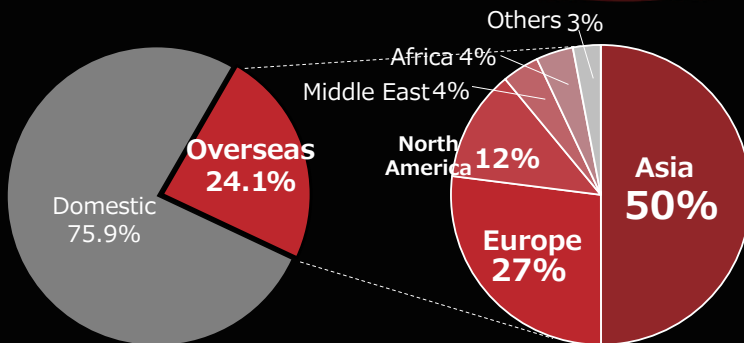
\*Only for Business Day (live streaming, public viewing)



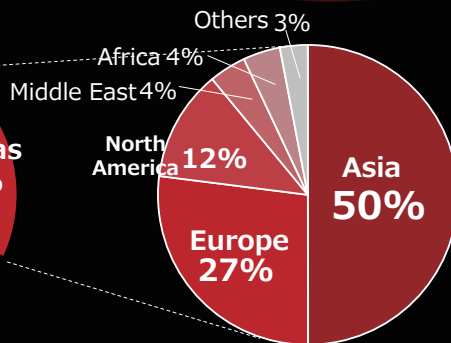


# Attracted participants from 100 countries and regions (82 in 2024), 50% of overseas participants from Asia

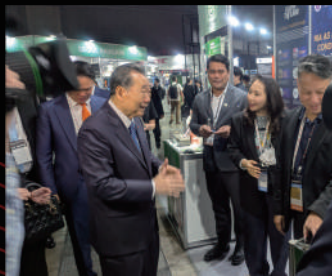
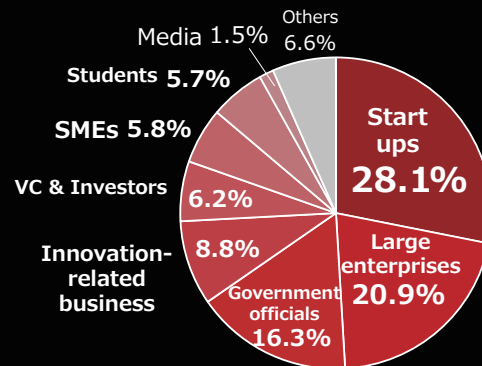
On-site participants  
Overseas/Domestic ratio



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 Matsuoaka

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.)



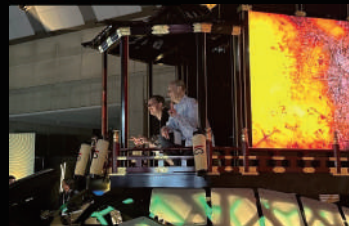


# Future Experience

**PATLABOR**

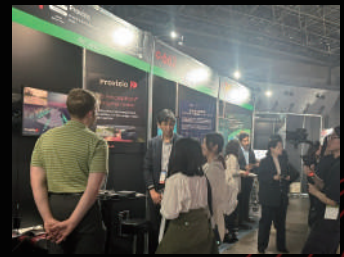
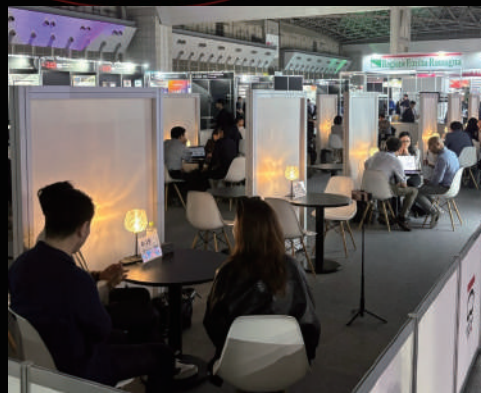
**Future Experience**

**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

<b>Jakarta</b> (Indonesia)	<b>Malmö</b> (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

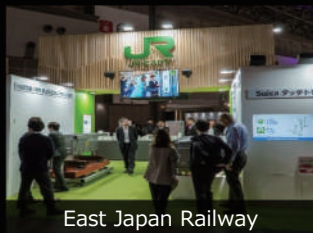
## Pitching for tackling heat problem at World Athletics Championships



Selected technology will be applied at Tokyo 2025  
World Athletics Championships

# Major companies present their open innovation initiatives

## 47 corporate partners (29 in 2024)



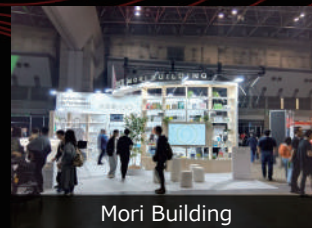
East Japan Railway



Mitsubishi Electric



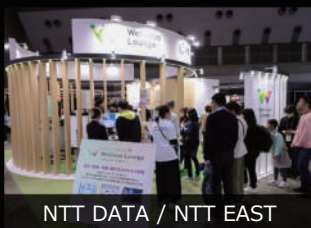
Mitsui Fudosan



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

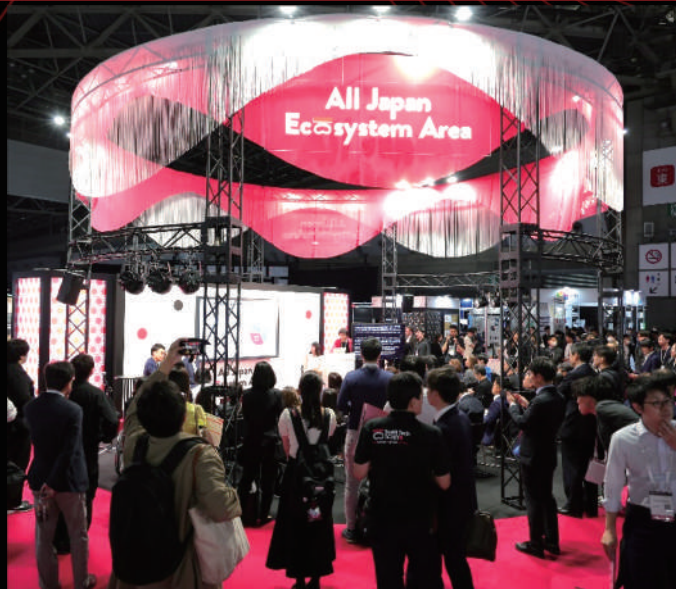
City partners: 25 countries, regions, and cities



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



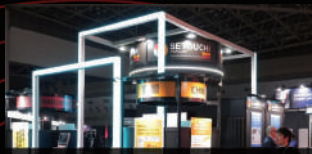
Station Ai / Central Japan



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.



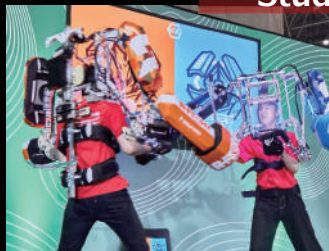
This program was a joint initiative held by **Musashino University, EMC GLOBAL, and N9 PTE LTD.**, with an aim to foster global entrepreneurship across universities.

# 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



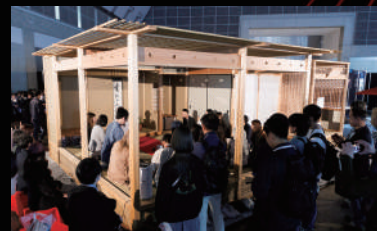
## Site visit tours

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

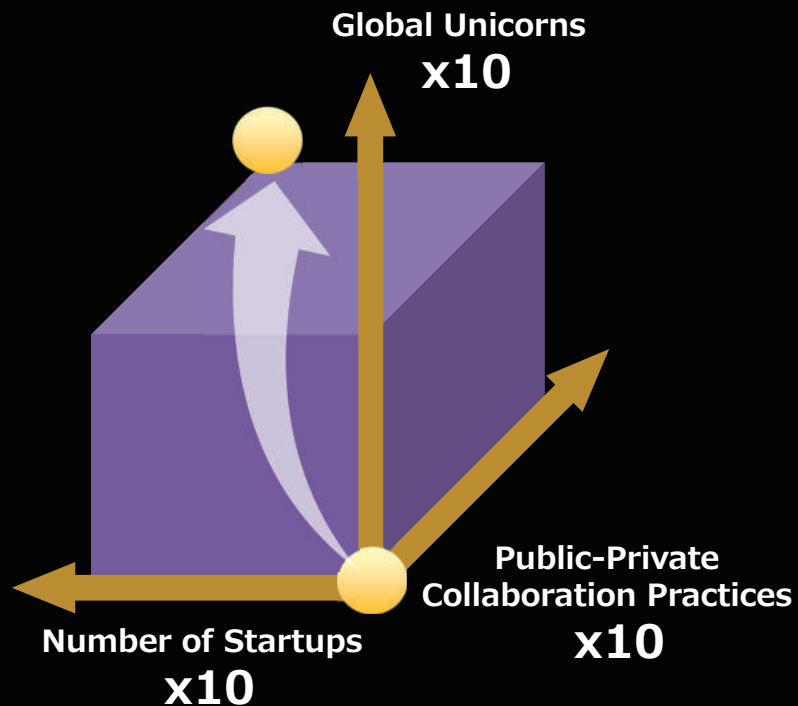
Benchmark: Increase the number of unicorns from Tokyo by tenfold in five years

## 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

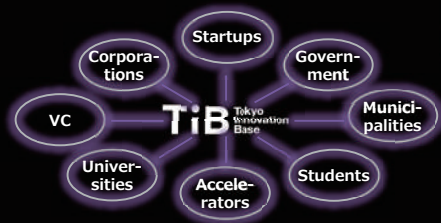




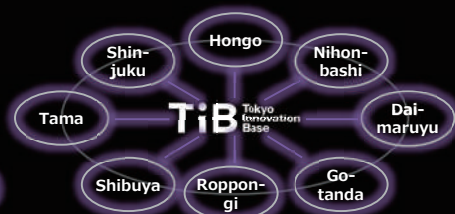
# Tokyo Innovation Base (TIB)

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)

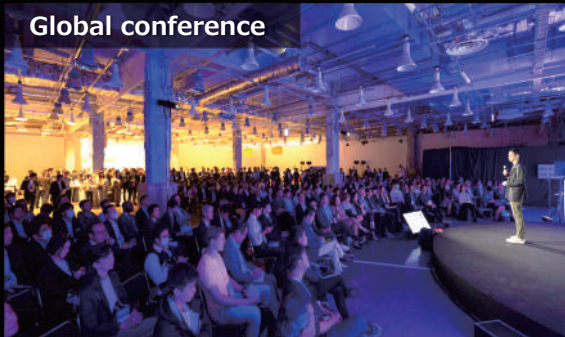
A central hub where startups and diverse supporters such as corporations, investors, universities, and government come together, opened in November 2023

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 & Media

**SusHi Tech**  
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