


OFFICIAL REPORT

 **SusHi Tech TOKY 2024**
Sustainable High City Tech Tokyo

 **Global Startup
Program**

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TOKY
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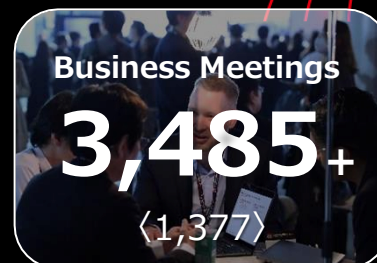
SusHi Tech TOKYO 2024

Sustainable High City Tech Tokyo

Realizing a Sustainable City through Technology

Diverse players from around the world gather in Tokyo

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



〈 〉 Records from the last year

Discuss urban "sustainability" from multiple perspectives

Variety of themes (Infrastructure, Environment, Living, Culture, Impact)

Sessions Speakers

47 156

Female over 40%
Foreign over 40%

<28 Sessions> <68 Speakers>

【Themes】

- Imagining City of the Future
- Discussing Future of Technology
- Developing Startups

Student Team

「ITAMAE」

Proactively planned sessions and pitch contest

Creating innovation through open and flat exchanges

Interactions and encounters between a wide range of entities, including large companies and startups

Sponsor Companies

29

<18>

Sushi Tech Challenge

507 Applications from
43 Countries and regions

<338 applications from 35 countries and regions>

Partner Events

68

(Participants 152,000+)

<29 Approx. 11,000>

Media

96

<74>

< > Records from the last year

Sustainable High City Tech Tokyo

Create new sustainable values

Bring technology and ideas together to tackle the challenges faced by the world

Asia's largest startup event

Global Startup Program

Tokyo Big Sight, West Exhibition Halls 1 & 2

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

An international conference bringing together city leaders from five continents

City Leaders Program

Hotel New Otani Tokyo

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

Showcase Program

A showcase event from Tokyo disseminating a future city model that combines "nature" and "convenience"

1. Ariake Arena
2. Miraikan
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

Total of over 600,000 people



SusHi Tech Tokyo 2024 Global Startup Program

Vision	Asia's largest and Japan's only global innovation conference that creates "new encounters" with both domestic and international startup ecosystems to solve the common global urban issues
Date & Time	2024/5/15 10:30 am~6:30 pm 2024/5/16 10:00 am~6:30 pm
Main Venue	Tokyo Big Sight West Exhibition Halls 1 & 2 ※Hybrid (venue and online)
Program	<ul style="list-style-type: none">• Session (world famous speakers, startups, Japanese and overseas companies, investors, and various experts)• Pitch Contest 「SusHi Tech Challenge 2024」 (domestic and international startups)• Booth/Pavilion Exhibition (exhibition by startups, countries/cities, sponsor companies and students)• Business Matchings, VC Pavilion• Partner events etc ※ Held in 68 locations including Japan and overseas
Fee	【 Early Bird 】 Investor Pass 30,000 JPY, General Pass 10,000 JPY, Student Pass 1,000 JPY 【 Regular 】 Investor Pass 60,000 JPY, General Pass 20,000 JPY, Student Pass 2,000 JPY ※Online viewing is free of charge

5 Main Themes of the Event

While continuing with the previous themes: Infrastructure, Environment, Living and Culture, a new theme, Impact was added in response to the recent launch of the Impact Startup Association and the growing importance of impact investments.

Infrastructure

- Realization of safe, secure, and resilient urban infrastructure utilizing cutting-edge technology
- Improvement of convenience in short-distance travel within cities through accurate and safe transportation and new mobility

[Related Fields]

Infrastructure (Hard • Soft) / Mobility

[Keyword]

Disaster prediction / Infrastructure maintenance / Micro-mobility, etc.

Impact (Solving social issues)

Balancing "solving social issues" and "economic growth" to have a positive impact on society

Main related fields:

Environment and energy, Healthcare, welfare and food, agriculture, education, childcare, financial inclusion

Environment

- Realization of a decarbonized and recycling-oriented society through restructuring of energy production and consumption systems
- Stable food supply through development of future food, reduction of food loss

[Related Fields]

Energy / FoodTech / Climate Tech • Green Tech / Circular Economy

[Keyword]

Ethical consumption, Alternative protein, etc.

Living

- Enhancement of support for everyone, from children to the elderly, to lead comfortable and active lives
- Improvement the convenience of people's lives utilizing cutting-edge technology in the financial sector, etc.

[Related Fields]

Medical • Healthcare / FinTech / FemTech

[Keyword]

Infectious disease control / Digital regional currency / Generative AI, etc.

Culture

- Creation of new entertainment value and rediscovery of the city's charms by combining the city's inherent traditional culture with cutting-edge technology

[Related Fields]

Culture • Entertainment / SportsTech

[Keyword]

Metaverse / Digital Art • NFT / WEB3,etc

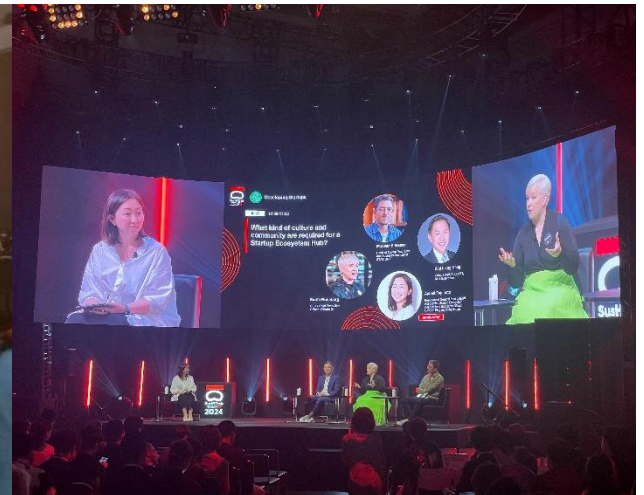
Leading the way to a new sustainable city

Global Startup Program Participant Records

Total number of participants

Over 40,000 ※Last year +13,000, Venue participants doubled

Category	2024	2023	
Venue participants	<u>23,448</u> (day 1 : 12,516 day 2 : 10,932)	11,167 (day 1 : 5,584 day 2 : 5,583)	12,281 (+110.0%)
Online participants	<u>16,758</u> (day 1 : 7,926 day 2 : 8,832)	15,579 (day 1 : 8,743 day 2 : 6,836)	1,179 (+7.6%)
Total	<u>40,206</u>	26,746	13,460 (+50.3%)

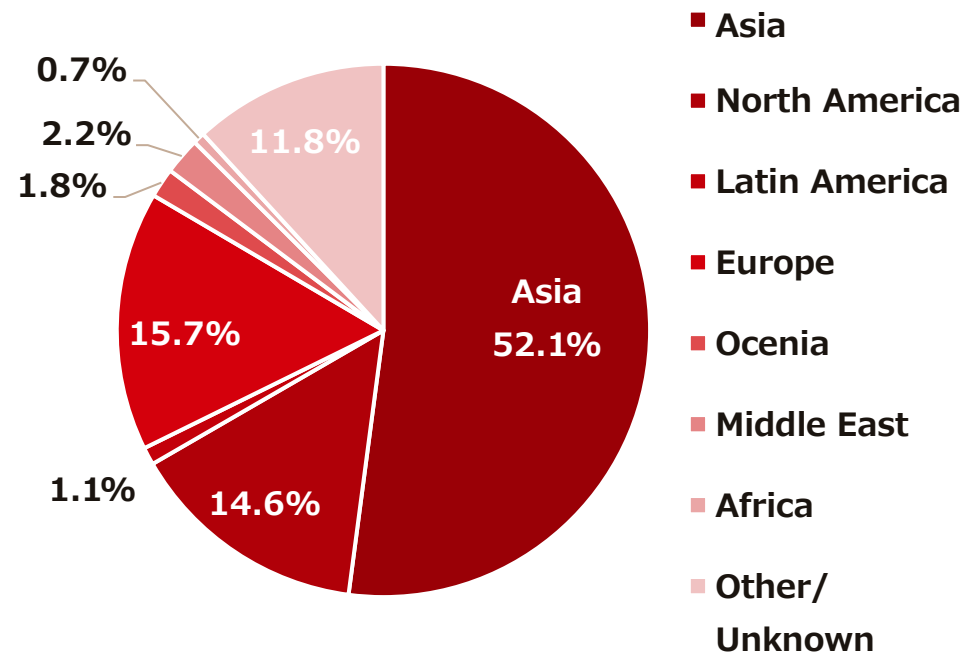


Breakdown of Venue (Tokyo Big Sight) Participants

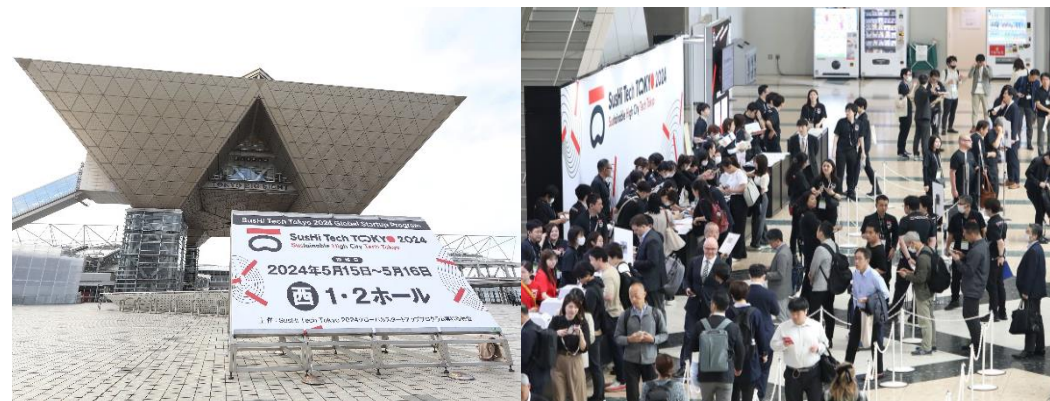
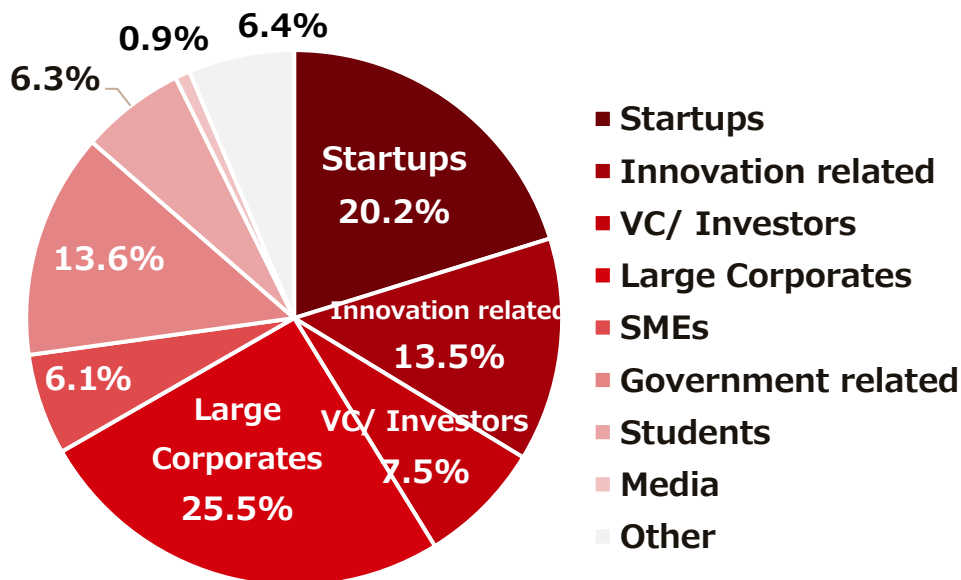
Breakdown of local/foreign

	Visitors	Exhibitors, etc	Total
Local	11,516	6,384	17,900 (76%)
Foreign	3,684	1,864	5,548 (24%)
Total	15,200	8,248	23,448 (100%)

Foreign participants by continent



Category



Leaders and experts in various fields from Japan and abroad took the stage to discuss the future of the city

Various presentations and discussions were held on three major themes. A total of 47 sessions on 4 stages, with 156 speakers (21 countries, 36 cities, more than 40% female and 40% overseas)



Imagining City of the Future

- City of the Future: What Does a Beloved, Sustainable, and Engaging City of the Future Look Like?
- The role of Corporate Philosophy and Purpose in accelerating open innovation
- Build disaster resilient cities: Disaster response operations using digital twin, etc.



Discussing Future of Technology

- Evolution of Japanese entertainment: How will Japanese entertainment compete globally?
- The next steps for mobility-Solutions available and the near-term opportunities
- The State of Carbon Removal in 2024: Emerging Risks & Early Rewards, etc.



Developing startups

- Government and Private Sector Initiatives Toward Forming a World-Class Startup Ecosystem
- Scaling up impact investing and innovation from Asia/Japan
- Accelerating Success: Global Leaders on Navigating the Startup Ecosystem, etc.



Pitch Contest: SusHi Tech Challenge 2024

507 companies from 43 countries and regions applied. 20 companies (9 Japanese and 11 overseas) competed in the semi-finals on May 15th, and the final seven companies competed at the venue on May 16th. **Fermentation Co., Ltd.** won the grand prize (10 million JPY prize).

■ SusHi Tech Challenge 2024 Finalists

Entomal Biotech
Sdn Bhd



Yanni Ching

Cool Innovation Inc.



Dan Chang

BUYO Bioplastics
Company



Hanh Do

Fermentation Co.,Ltd



Lina Sakai



Po Chen

E-Port Pte. Ltd.



James Kim

Degas Ltd.



Doga Makiura

■ SusHi Tech Challenge 2024 Special Awards

Award	Recipient Company
Shimizu Corporation Award	CancerFree Biotech
Global Digital Innovation Network Award	Entomal Biotech Sdn Bhd
Sumitomo Realty & Development Co., Ltd. Award	Fermentation Co.,Ltd
Tokyo Kiraboshi Co., Ltd. Financial Group Award	Fermentation Co.,Ltd
Tokyo Tatemono Co., Ltd. Award	Fermentation Co.,Ltd
Mitsui Fudosan Co., Ltd. Award	BUYO Bioplastics Company Limited
Mitsubishi Estate Co., Ltd. Award	Fermentation Co.,Ltd
Mori Building Co., Ltd. Award	Fermentation Co.,Ltd
Chuo Nippon Land Building Co., Ltd. Award	Cool Innovation Inc.
Pocketalk Inc. Award	Degas Ltd
Tokyo Metropolitan Government	Entomal Biotech Sdn Bhd
	E-Port Pte. Ltd.
	BUYO Bioplastics Company Limited
	CancerFree Biotech



SusHi Tech Award for Outstanding Exhibitors

Outstanding startup exhibitors were recognized with the "SusHi Tech Award" from among the exhibiting startups. The winners were selected through votes from general visitors and ambassadors.

SusHi Tech Award	Winner
Innovative Startup Startups whose products and services are considered innovative	Aeterlink Corp.
	At FOREST Co., Ltd.
	Forsea foods
	JOYCLE Co., Ltd.
	OUI Co., Ltd.
Global Startup Startups that are believed to have the ability and potential to expand globally	Choir Musictech Private Limited
	eMotion Fleet
	Fermentation Co.,Ltd
	Glocalist Inc.
	Pi-xcels
Fantastic Startup Startups with eye-catching/interesting exhibits/presentations	BULL Co., Ltd.
	Daybreak Inc.
	ICOMA Inc.
	ImpacFat
	New Innovations Inc.

Special exhibit (Toyama Prefecture, frozen sushi) Awarded as「Fantastic Startup」

Collaboration between Toyama Prefecture, which positions 「Sushi」 at the core of its branding strategy, and SusHi Tech Tokyo 2024.

With the cooperation of a long-established fish wholesaler from Toyama and a Tokyo startup with special freezing technology, Himi winter yellowtail fish sushi was served at the venue in May.



434 startups from 32 countries/regions(60% from overseas) showcasing their outstanding technologies

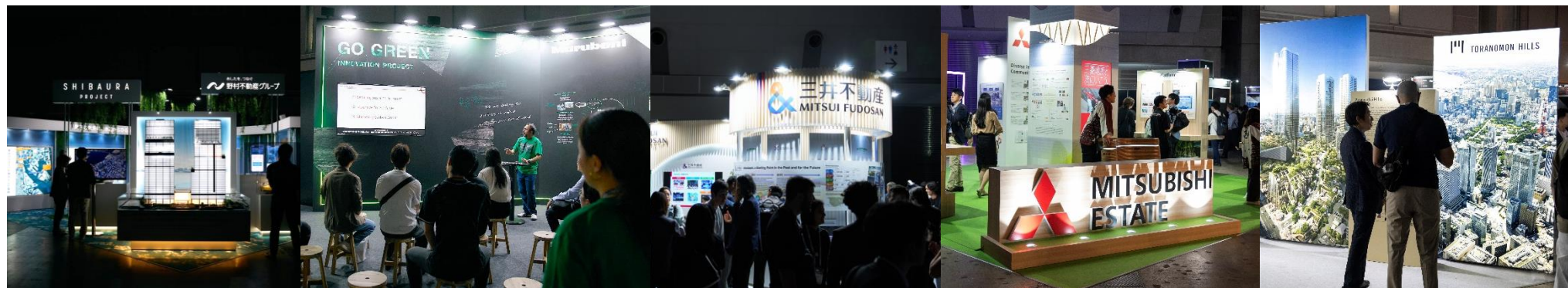
■ Startups



■ Demonstration Space



Exhibition of Open Innovation Initiatives by Large Corporations



Distinctive Startup Ecosystems Pavilions by 5 Countries and Regions

Startup Island TAIWAN

LA FRENCH TECH



Governor Koike and SIT CEO Amanda

Hong Kong

ISRAEL

Swisstech.



All-Japan Ecosystem Area through Collaboration with the Central Government and Cities across Japan

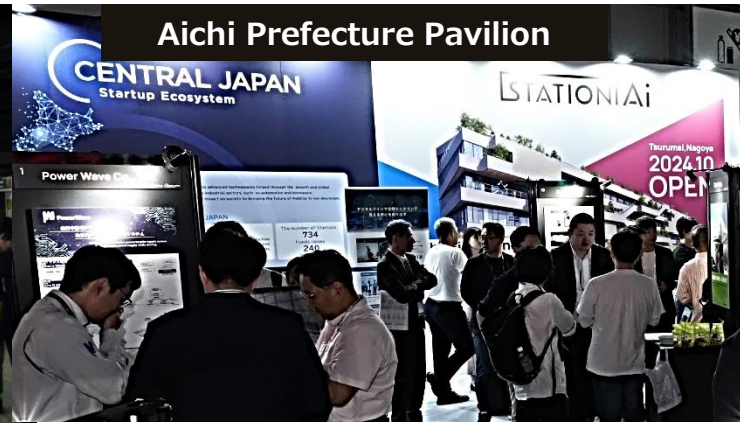
Symbolic Object



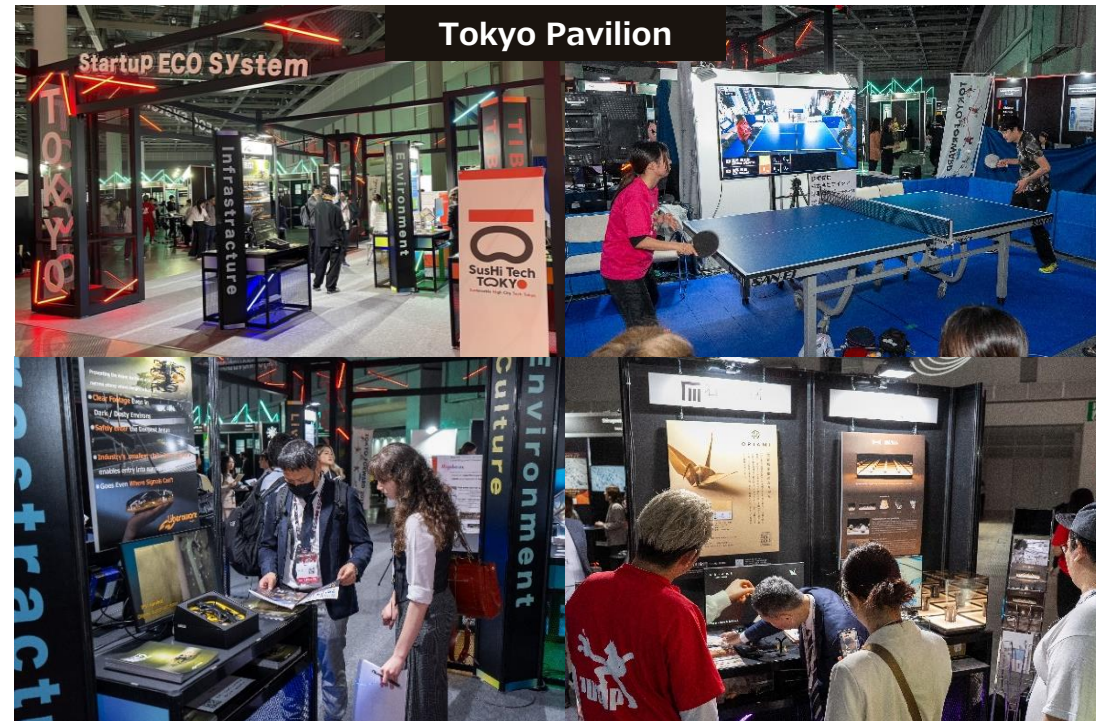
Kansai Pavilion



Aichi Prefecture Pavilion



Tokyo Pavilion



Local government booths and mini stages



More than 3,000 business meetings at various locations within the venue, including the VC Pavilion.

Provided a matching platform where advance business chats and appointment reservations can be made, and promote business meetings mainly among participating startups, VCs, investors, large corporations, etc. Set up a VC/Investor Pavilion to match startups with VCs and investors as a new initiative (31 participating VCs)

■ Number of business meetings: 3,485 or more

*Calculated based on interview surveys of exhibitors (181 out of 482 organizations responded)

■ Networking space in the venue



■ VC/Investor Pavilion



Student Led Sessions, Exhibition Booths and Events

Student Management Team : **ITAMAE** (**I**nnovative **T**echnology **A**cademic **MAE**stro)

Pavilion was set up with the theme of "Encouraging students to consider entrepreneurship as a career option. Sessions, workshops, pitch contests, and booth displays for student organizations were held. Partner events were also held.

■ Sessions



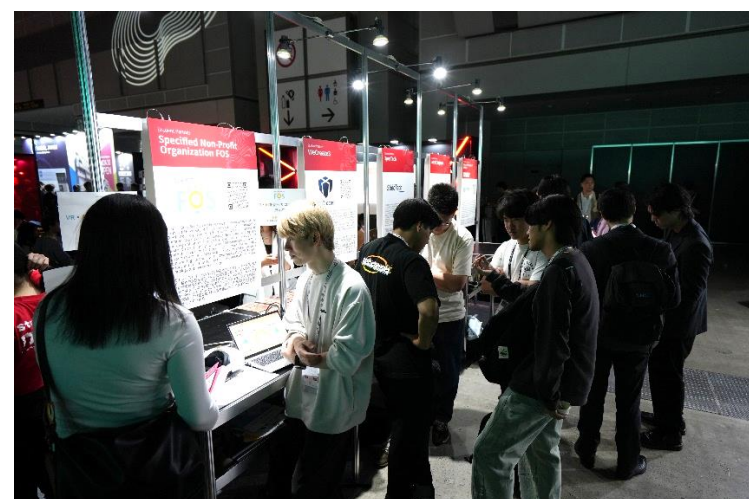
■ Workshops



■ Pitch Contest



■ Exhibition Booths



Greater Exchange with Asia through SusHi Tech

Memorandum of understanding signed with Taiwan and Thailand for mutual cooperation in promoting startup ecosystems (first MOU signed with an overseas government agency)

Internships was held where students could interact with Asian startups. Eight students from Musashino University provided support, including interpretation, for three Asian companies.

Startup Island TAIWAN (SIT) 5/16THU



Choirra (India) Booth



National Innovation Agency of Thailand (NIA) 5/17FRI



Pi-xcels (Singapore) Booth



Reverse Pitch Event to Discuss Urban Issues (in collaboration with the City Leaders Program)

On May 15th, Helsinki and Nairobi cities gave a pitches, which was attended by about 170 people from startups looking to expand globally. Afterwards, a meetup was held with both cities.

Helsinki city

- Issue: Reducing environmental impact
- The city's ecosystem, etc.
 - ✓ Ms. Laura (International Director) and others
- Meetup between Helsinki and 7 startups from Tokyo

Nairobi city

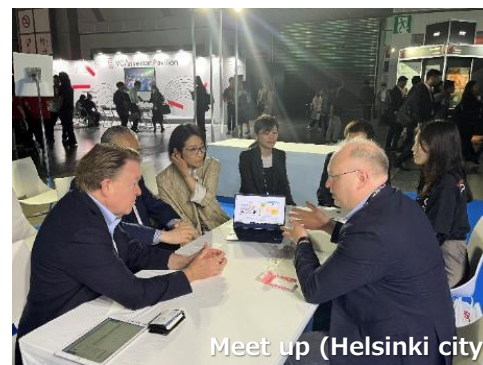
- Issue: Disseminating information during floods
- The city's ecosystem, etc.
 - ✓ Mr. Patric (Chief Urban Planning Officer) and others
- Meetup between Nairobi and 8 startups from Tokyo



Reverse Pitch (Helsinki City)



Reverse Pitch (Nairobi City)



Meet up (Helsinki city)



Meet up (Nairobi city)

➔ Based on the reverse pitch, applications were called from startups to participate in the demonstration projects from May 20th.

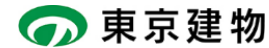
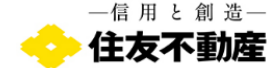
Demonstration projects are scheduled to begin on-site in the autumn.

29 Sponsor Companies, Drastic Increase from the Last Year

Gold Partners



NTT DATA



Marubeni



Silver Partners



AXELSPACE



POCKETALK



Basic Partners



Support/Special Support



More than 200 Ambassadors from Japan and Overseas

224 companies and organizations that support startups in Japan and overseas that were appointed as ambassadors contributed to publicizing the event, recruiting participants, and building momentum.



68 Partner Events (total participants: over 152,000 people*)

Collaboration (mutual PR cooperation) with other events mainly for the two weeks before and after SusHi Tech TOKYO 2024. The synergistic effect with partner events increased the enthusiasm and created a lot of excitement. Site visit tour were also held for foreign participants to show tourist attractions and facilities within Tokyo, strongly promoting Tokyo to the world.

■ Partner Events (Excerpted) *One event is scheduled to be held in late July 2024



And more...

Various Events in Collaboration with TiB (approximately 2,000 people participated)

In collaboration with TiB (Tokyo Innovation Base), which opened at the same time, a series of events were held from May 14th to May 17th.

MAY.

14 Tue.

15 Wed.

16 Thu.

17 Fri.

Partner events hosted by overseas organizations



**Nordic x Tokyo exchange event
[5/14]**



**Seven Asian countries joint event
(240participants) [5/14]**

Networking of SusHi Tech participants



Sponsors x Ambassadors Networking[5/15]



After Party[5/16]

Shuttle buses were operated between bases to attract customers

TiB Global Day (471 participants)



- Announcement of new initiatives by TiB (JAM, STUDIO, FAB, SHOP, New project support business [CATAPULT])
- Global players announce upcoming collaborations with TiB (Plug and Play, Startup Island Taiwan, WE AT)
- MoU signed with Thai NIA

[Night] Three-night networking event to celebrate TiB's grand opening

Tokyo Innovation NIGHTS

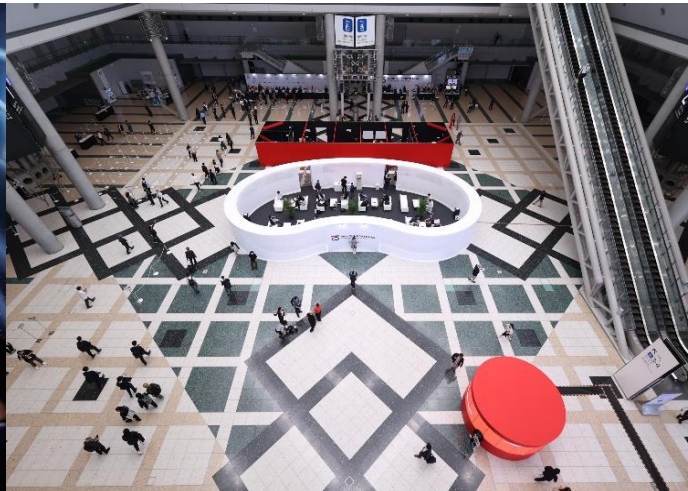
5/14 Japan Pop Stage
15 Techno Stage
16 Old Meets New Stage

(1,186 people participated over the three nights, including the networking and after-parties)



20 cities overseas promote and exchange ideas

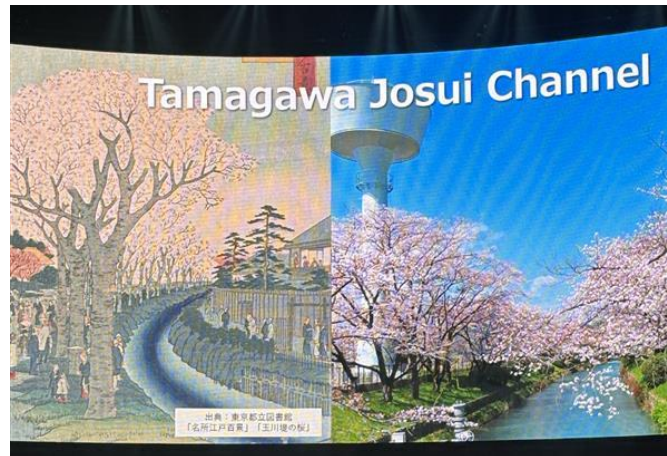
Unique Venue Decoration: SusHi and Sustainability Motif



Opening: Communicate Concept behind SusHi Tech Tokyo

Following the opening video, Governor Koike took the stage and delivered the opening speech.

- SusHi Tech Tokyo is a big concept to realize a sustainable city with high technology
- Edo is a hint for sustainable living. Inheriting that DNA is a great strength of Tokyo
- Utilizing the diverse potential, aim to create an ecosystem unique to Tokyo that generates innovation
- Tokyo Innovation Base (TiB) grand opening was coincided with SusHi Tech. Connect players throughout the year



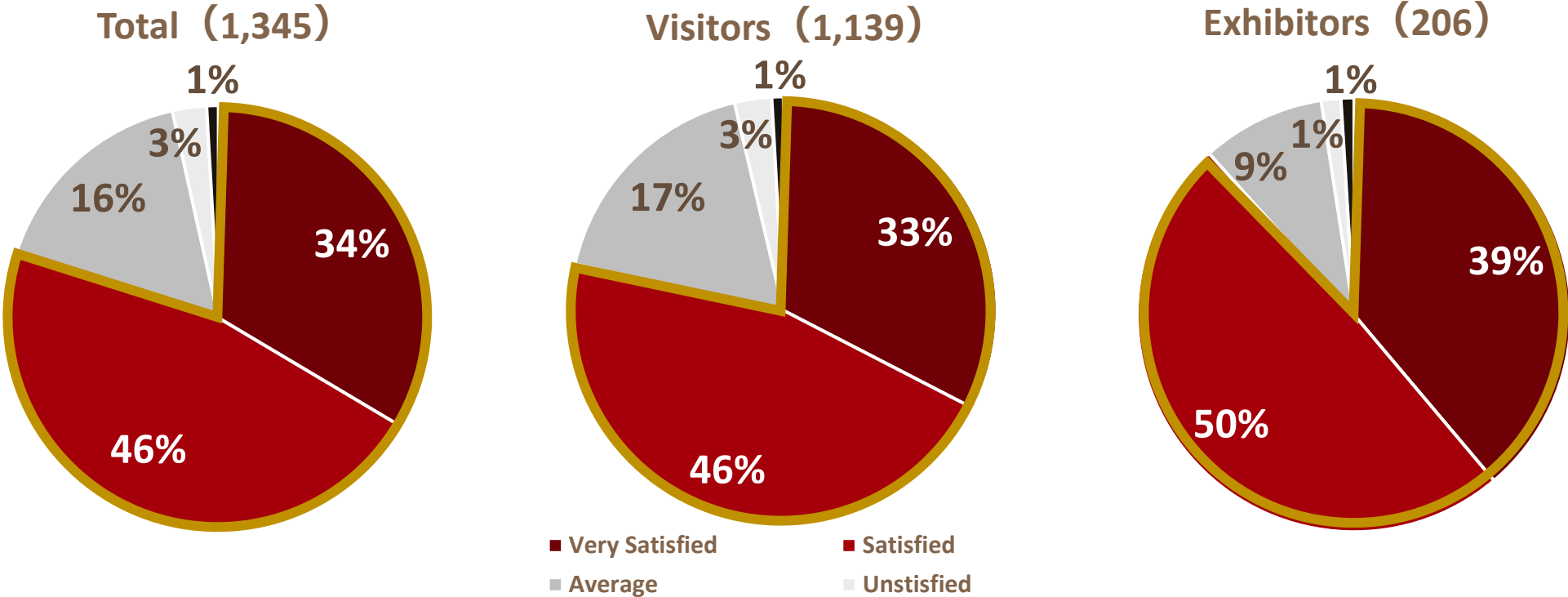
Closing : SusHi Tech will be Held in May, Every Year

SusHi Tech Challenge 2024 Award Ceremony and the closing speech by Governor Koike



Results of Visitor Survey to Improve the Next Event

Approximately 80% of survey respondents had stated "very satisfied" or "satisfied," and many positive feedbacks were received. On the other hand, improvements are needed in terms of the venue and operations, especially in the areas of UI/information dissemination, including the website, app, and local maps.



[Comments evaluating the event]

- It is highly international, making it a rare and valuable event.
- There was diversity, with people of all ages, genders, many foreign participants, and it was lively and had a positive networking atmosphere.
- Opportunity to talk with startup ecosystem players from all over the world was very appealing.
- Opportunity to learn about the latest global trends in one place is great.
- Startup booths, sessions, and atmosphere of the venue were all better than last time.
- I participated last year as well and felt that it was better than last year.
- Although I participated online, the speakers in each program were good and it was worth listening to.

[Improvement points for the next year]

- The map was difficult to read, making it hard to find the stages and interview locations.
- It was a little difficult to obtain information, including from the website and app.
- The app was slow and difficult to navigate, was hard to find the booths I wanted to visit.
- It took a long time to enter. It might be a good idea to have several ticket issuing locations, like other exhibitions and events.
- It would be easier to understand if the timetables for sessions such as the VC Pavilion were unified.
- It would be good if students from more universities could attend.
- Would have liked a few more hands-on experience opportunities.

(Reference)

■ Organizer : SusHi Tech Tokyo 2024 Global Startup Program Executive Committee

Title	Affiliation etc.
Committee Chair	Tokyo Metropolitan Government Deputy Governor
Vice-Chairman	Tokyo Metropolitan Government Director General for Global Financial City Strategy Office of the Governor for Policy Planning
Member	KEIDANREN (Japan Business Federation) Managing Director
Member	KEIZAI DOYUKAI<Japan Association of Corporate Executives> Managing Director
Member	The Japan Association of New Economy Head of the Secretariat
Member	The Tokyo Chamber of Commerce and Industry Managing Director
Member	Japan Venture Capital Association Managing Director
Member	Startup Ecosystem Association Japan Representative of a board of Directors
Member	Startup Studio Union Japan Representative of a board of Directors

■ Media Partners



■ Management Company : Deloitte Tohmatsu Venture Support Co., Ltd.