

TOKYO  
LEADING  
THE WORLD  
= BUSINESS



# Toward the Realization of the most business friendly city ; Tokyo



The Tokyo Metropolitan Government (TMG) is creating an international center of business and attracting foreign companies by utilizing the National Strategic Special Zone system and other approaches to stimulate innovation through promoting the formation of ecosystems, initiatives based on the “Global Financial City: Tokyo” Vision and by focusing on developing new businesses that utilize the latest technologies, such as autonomous driving.

## Realization of the World-leading International Economic City

In order for Tokyo to become an international economic city, TMG is promoting efforts to attract foreign companies with excellent technologies and to create innovation.

### Attraction of foreign companies with excellent technologies

#### •Initiatives to attract foreign companies

- **Attract foreign companies involved in the fourth industrial revolution**  
The government intends to attract over 400 foreign companies from FY2017 until the end of FY2020, setting targets such as 40 companies involved in the fourth industrial revolution and 50 financial companies (FinTech and asset management).

#### ”Access to Tokyo” - overseas consultation desk to attract foreign companies

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#### •Various services supporting foreign companies establishing business operations in Tokyo.

- **Tokyo One-Stop Business Establishment Center(TOSBEC)**  
The center helps to facilitate the prompt completion of various filing procedures required when starting a business, including those for certification of articles of incorporation, company registration and notification of incorporation, taxes, social security, and immigration etc. In addition to the center in Akasaka, there are two satellite centers located in Shibuya and Marunochi.

#### Business Development Center TOKYO(BDCT)

Staff members fluent in English provide support on doing business in Tokyo, including general business consulting on topics such as Japanese commercial customs, as well as consultation on the paperwork required for establishing a company and developing sales channels. There are two centers located in Akasaka and Marunochi.

There are also staff members with expertise in finance related laws and regulations who provide Financial One-Stop Support Service in English to asset management firms & FinTech companies when commencing business in Tokyo. They also provide support services to foreign to aid them in procure funding. All consultations are free of charge.



◀Free Consultation Services by Small and Medium Enterprise Management Consultants

TOSBEC & BDCT ▶  
(Akasaka Office)



### Initiatives aimed at creating innovation

#### •Creation of an ecosystem

To create an “innovation ecosystem” in Tokyo that produces a virtuous circle of cutting-edge industries and economic growth through coexistence and co-prosperity by the accumulation or cooperation of various industry and academia players that include startups, major corporations, investors, and research institutes, TMG has certified several areas in Tokyo and provides support for the formation of an ecosystem.

#### •Open innovation support for drug discovery

Support for the promotion of open innovation in the field of drug discovery and medical care leveraging Tokyo’s strength of accumulating pharmaceutical companies, support organizations, and investors.

#### •Creation of models diffusing advanced technologies and services (King Salmon Project)

The project aims to establish a “startup cycle” to produce successive entrepreneurs and realize both Tokyo’s growth and social issues by creating and developing a success model that extends from entrepreneurship to expansion abroad.



## Promotion of Strategic Zones

TMG promotes comprehensive and intensive regulatory reform, and is working to establish an international business exchange hub.

### Create an international business exchange hub by using special provisions, such as the City Planning Act

Realize one-stop decisions on city planning and speed up procedures. TMG is promoting the creation of international business exchange hubs around Tokyo Station, Toranomon/Roppongi and Shinagawa Station.



▲Special provisions of the City Planning Act and Tokiwabashi Project (in front of Tokyo Station)

### Generate footfall by utilizing the special provisions of the Road Act regarding urban area-management

Attracting more tourists through holding events or installation of open-air cafe using road spaces such as sidewalks.



Tokyo Michiterasu2019▶  
(GYoko street, in front of theTokyo Station)

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## Realization of Global Financial City : Tokyo

The Tokyo Metropolitan Government has positioned the realization of Tokyo as a world-leading international financial hub as one of the pillars of its growth strategy, and in November 2017, formulated the direction of specific efforts to achieve this in the Global Financial City: Tokyo Vision. In cooperation with the central government, private companies, and relevant overseas organizations, the city is swiftly implementing Vision initiatives.

### Global Financial City : Tokyo Vision

#### ●Concrete Measures

- 1 : Prepare attractive business and living environments**
  - Prepare a business environment with administrative procedures, including services in English, and a living environment in terms of medical care and education.
- 2 : Nurture players to participate in the Tokyo market**
  - Encourage domestic and foreign financial players to enter the Tokyo market, with an emphasis on asset management and FinTech.
  - Establishment of "FinCity.Tokyo," a public-private overseas promotion organization.
- 3 : Contribute to solving social issues through finance**
  - Contribute to solving social problems through finance by thoroughly protecting investors and promoting ESG investment that is drawing attention around the world.

#### ●Specific Project : TOKYO FINANCIAL AWARD

As a part of an initiative to realize the vision of the "Global Financial City: Tokyo," TMG's goal is to improve the convenience for Tokyo residents and revitalize finance. TMG aims to recognize and reward domestic and foreign financial companies that practice ESG investment as well as those that develop and provide innovative financial products and services that contribute to addressing the needs and problems of Tokyo residents and businesses.

The Tokyo Financial Award consists of two categories, Financial Innovation Category and ESG Investment Category.

The Financial Innovation Category contains support programs, such as assisting with business matching.



▲Tokyo Financial Award 2019 Award Ceremony





# Social Implementation of Cutting-Edge Technologies

TMG is promoting social implementation of cutting-edge technologies in order to realize a sustainable Tokyo as a driving force of the Japanese economy while enhancing its power to generate wealth.

## Realization of Society 5.0

TMG is organizing executive roundtable in order to build Tokyo's unique social implementation model to realize Society 5.0,\* which balances economic development and social issues through the social implementation of the fourth industrial revolution technology built on AI, big data, and other innovations that are the core of Tokyo's earning potential, while supporting private innovation.

\* A new social model building upon the information of the 4th industrial revolution, succeeding hunting and gathering (1.0), agricultural (2.0), and industrial(1.0), agricultural (2.0), and industrial (3.0) societies.

### •Realization of Society 5.0

(Smart Tokyo advance implementation area, city center)

TMG designates areas that are competitive in data accumulation, clustering leading companies, etc. and supports service development in multiple fields that utilize real-time data closely associated with regions.

### •Support for Creating Next-generation Wellness Solutions

TMG supports new advanced services related to the promotion of public health using data in the health and medical fields and build data utilization models.

### •Pilot Projects for Cashless Promotion from the SDGs' Perspective

TMG promotes cashless transactions by giving people who contribute to SDGs points available for cashless payments.

### •Support of Social Implementation of MaaS (Mobility as a Service)

In order to improve mobility convenience and create new services using mobility big data, TMG supports demonstration projects of MaaS social implementation models that are in the public interest, apply to a wide area, and have commercial feasibility.

### •Support for the Use of Power Data Through a Next-Generation Power System

TMG supports demonstration tests of the P2P trading platform, which is a next-generation energy system, and studies how to use the obtained energy data in other fields.

\*TMG is also trying to build a public-private data platform that serves as a node for data collaboration as well as other initiatives.

## Showcases of cutting-edge technologies through supporting demonstration experiments

Taking the opportunity of 2020 Olympic and Paralympic Games, TMG promotes cutting-edge technologies toward both domestic and overseas with the collaboration between public-private sectors.

### •Initiatives for implementation of self-driving

Established the Tokyo One-Stop Center for Self Driving Technology to support demonstrations by private companies and other organizations on public roads in Tokyo to help commercialize self-driving technology. TMG also conducts demonstration projects to build business models, and test ride sessions and symposiums to help the public understand its safety and other issues.



▲ Autonomous Vehicle Testing

### •Examining the models of social implementation of robots

In several fields of Tokyo, TMG is conducting demonstration experiments of robots which provide services such as supporting transportation, security, cleaning, customer services, etc. Through these efforts, TMG is trying to create new-models of social implementation in order to resolve challenges in Tokyo.



▲ Demonstration test of security and guide robots at Haneda Airport



<https://www.investtokyo.metro.tokyo.lg.jp>

<Inquiries>

Special Zone Strategic Projects Promotion Section

Strategic Projects Division, Office for Strategic Policy and ICT Promotion Tokyo Metropolitan Government

Email: ml-office-ahq@section.metro.tokyo.jp



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