

TOKYO LEADING THE WORLD ≡ BUSINESS



Message from the Governor

Tokyo is a city that continues to grow and mature.

Tokyo is now the focus of warm encouragement from around the world for holding the Olympic and Paralympic Games Tokyo 2020—a symbol of sports, culture, and the solidarity of humankind—as well as hope for the success of the Games.

The Tokyo Metropolitan Government is working on a range of initiatives, not only to guide the Games to success as the host city, but also to ensure sustainable future growth for Tokyo beyond the Games.

Tokyo is making its presence felt around the world as a global megacity and fulfilling its role as the engine that drives Japan's economy. The city boasts a concentration of diverse industries, excellent technologies, and a rich supply of human resources unmatched by any other city. While Tokyo is a mature megalopolis in this way, it also has unique charm, including an abundance of nature, which provides beautiful changing scenery year round.

In the various visions Tokyo has formulated to achieve sustainable future growth, it has set forth goals to become “the world's most open city—a city where people, goods, and money gather from around the globe” and “the world's leading startup city—where new industries are constantly born.”

This means that numerous ecosystems will be created and global companies from around the world, highly qualified talent, and startups will all gather in Tokyo. Through diverse collaboration between these companies, Tokyo will become a city of the future where new business and innovation that resolve a range of social issues continue to be generated.

With such a vision, the Tokyo Metropolitan Government is strongly promoting a variety of measures to support Japanese and foreign companies, startups, and entrepreneurs who hold advanced technologies in smoothly developing their business. We are also currently working to achieve the deregulation needed.

The Tokyo Metropolitan Government will do all it can to support your efforts.

Come to Tokyo and seize your chance to succeed in this productive business environment.

I truly look forward to welcoming you to Tokyo!



Yuriko Koike
Governor of Tokyo

A stylized, handwritten signature in dark ink, likely belonging to Yuriko Koike.

1 A Business City: Tokyo's Attractiveness

Why Tokyo

Tokyo, the capital of Japan, is one of the world's largest cities with a population of 13.95 million. Its gross domestic product (GDP) is valued at 108.2 trillion yen (FY 2018), exceeding the GDP of the Netherlands. Tokyo has approximately 3,000 large corporations each having capital of 1 billion yen or more, which is about half of Japan's total number of companies. An international business center, Tokyo is also home to 76% of the foreign-affiliated companies in Japan, with over 2,400. Tokyo ranks number one in the world in having Fortune Global 500 companies. This large cluster of corporations attracts other companies to Tokyo, the city's economy.



Source: Tokyo Metropolitan Government Bureau of General Affairs, "Overview of the Tokyo Metropolitan Population (Estimate)" (as of December 1, 2019), "Annual Report of Tokyo Metropolitan Accounts (Gross Prefectural Domestic Product)" (forecast for FY 2018), Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government "Industry and Employment in Tokyo - A Graphic Overview 2019 - ", United Nations "The World's Cities in 2018", fDi Intelligence "Asia-Pacific Cities of Future 2017/18", The Mori Memorial Foundation, "Global Power City Index", A.T. Kearney "2019 Global Cities Index", Monocle "Most Livable Cities 2019", Condé Nast Traveler, "Readers' Choice Awards - The Best Cities in the World- Best Big Cities (2019)"

Comfortable Business Environment

Japanese society places great importance on freedom and fairness. This environment will offer invaluable benefits as you build and develop your business. Business operations can be conducted with peace of mind as Japan offers the highest level of protection of intellectual property rights in Asia.

Tokyo has many high-performance office buildings equipped with earthquake-proof functions and self-supporting power generation systems so that businesses can continue operating 24 hours a day/365 days a year in the global market even in the event of a disaster.

Tokyo has a very convenient transport network. There is an intricate rail network of 13 subway lines and JR and private railway lines, allowing quick and easy travel within the city. The railways in Japan boast the world's highest level of precision. Those establishing offices in Tokyo's special economic zones can conduct business efficiently without needless waste of time.

Haneda Airport, with a greater number of international flights now, can be reached in about 30 minutes by train from the city center, and Narita Airport can be accessed in about one hour by train, making travel to and from your global headquarters extremely convenient.

Flight times major cities from Tokyo international Airport

Seoul	1hr55min	Singapore	6hr55min	Paris	12hr00min
Beijing	3hr05min	Sudney	9hr00min	San Francisco	9hr15min
Shanghai	2hr30min	Kuala Lumpur	7hr15min	Los Angeles	10hr00min
Hong Kong	4hr10min	Bangkok	6hr10min	New York	12hr40min
Taipei	2hr40min	London	11hr50min		

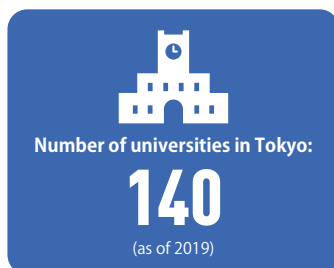
(Source:Tokyo International Airport Website)

※The above times are estimates for one-way trips. Actual flight time may vary depending on the aircraft, weather, and season.

Reservoir of Potential Business Partners and Highly Skilled Professionals

Another strong characteristic of Tokyo is its wealth of potential business partners and highly skilled professionals. Tokyo has a large number of companies, universities and research institutions. There are also numerous small and medium-sized companies boasting world-leading technologies. Foreign companies expanding operation to Tokyo can create innovation with business partners in Tokyo, and then expand the business into other parts of Asia and the world.

Tokyo makes this type of business plan possible.

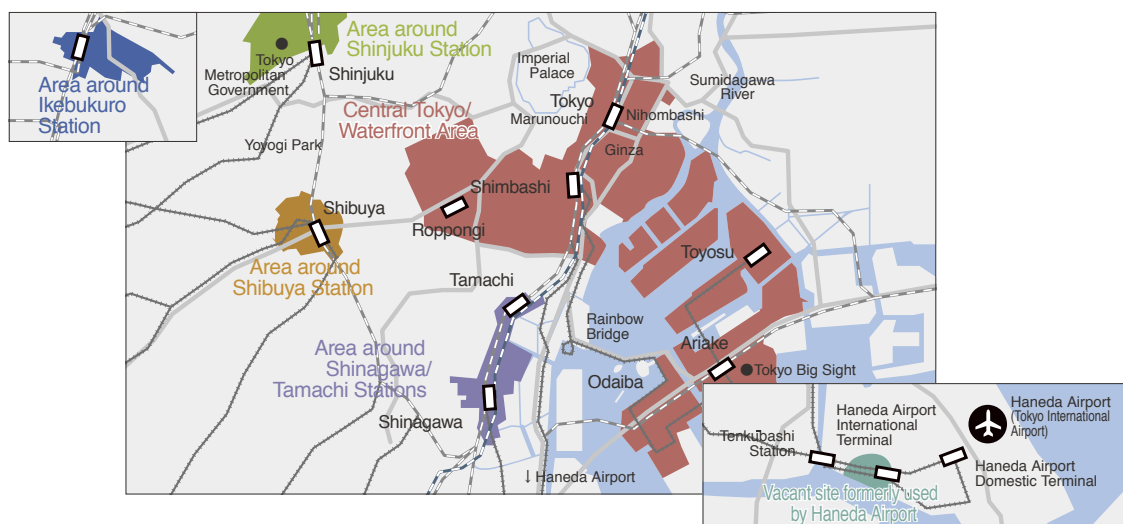


Source: Report on School Basic Survey, Ministry of Education, Culture, Sports, Science and Technology (MEXT), Economic Census

2 Tokyo's Special Zone for Asian Headquarters Initiatives

Asian Headquarters (AHQ) Special Zone Plan

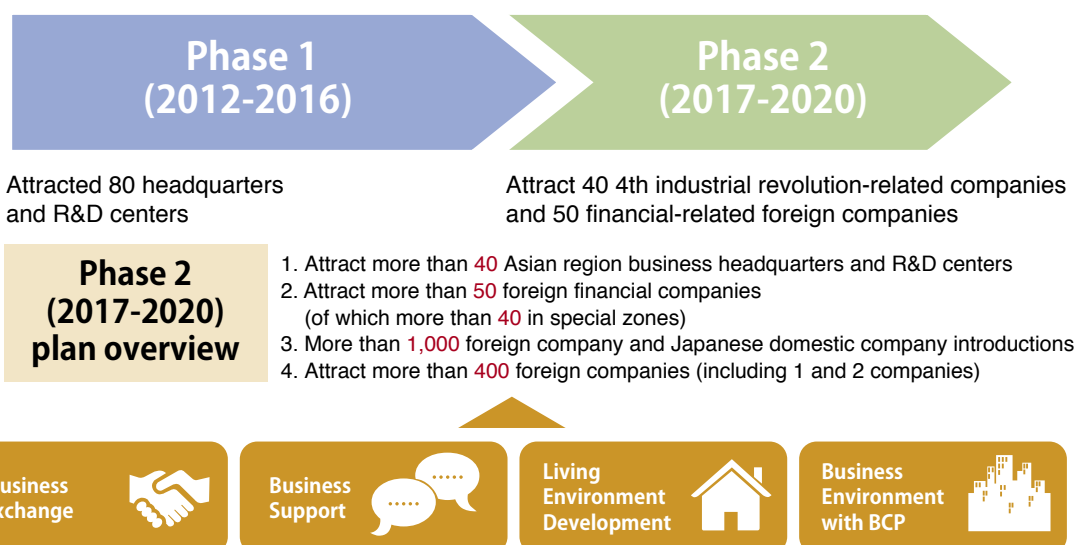
This zone received designation by the national government in 2011 as a Comprehensive Special Zone for International Competitiveness. A project to attract more than 400 foreign companies including companies establishing their Asian regional headquarters or R&D centers from FY2017 to the end of FY2020 is underway in six areas in central Tokyo with the aim to gather even more Asian regional headquarters and R&D centers.



Through this project TMG worked to attract foreign companies that would establish high value-added business operations (Asian region business headquarters and R&D centers) in the AHQ Special Zone by the end of 2016 and succeeded at attracting more than 80 companies.

Over the four years from FY2017 up to the end of FY2020 TMG is actively engaged in attracting new companies, with a goal of attracting more than 40 foreign companies that will establish headquarters and R&D centers in the Asian region, such as in the IoT field, and more than 50 foreign financial companies (FinTech companies and asset management firms).

Asian Headquarters Special Zone Plan



3 Total Support for Business Expansion

Access to Tokyo

Access to Tokyo provides information about localizing in Tokyo to foreign companies considering expansion in Tokyo and local hub organizations that provide support for the overseas expansion of foreign companies. Access to Tokyo offices provide consultation services and respond to inquiries.

Major Activities

- Handling of inquiries in the local language from foreign companies with an interest in doing business in Tokyo and in Japanese market information.
- Uncovering companies potentially interested in doing business in Tokyo by visiting foreign companies, disseminating information on Tokyo Metropolitan Government programs to attract foreign companies, and participation in local business events.
- Providing information to governments and industry hub organizations on Tokyo Metropolitan Government programs to attract foreign companies.

Location



Comments from foreign companies

- It was a great help with the Access to Tokyo consultation desk gladly assisted us with our overseas expansion despite that we were still at the feasibility planning stage. When our plans for overseas expansion become more specific, we will contact and consult with them right away.
(Telecommunications and Big Data related company regarding the London consultation desk)
- We plan to work with the Access to Tokyo consultation desk to support the entry of French companies into the Tokyo market. The Access to Tokyo consultation desk is extremely helpful to maintain close communications as the local consultation desk for the Tokyo Metropolitan Government in Paris.
(Government organization, Paris consultation desk)
- After being contacted by Access to Tokyo we became interested in Tokyo's policy initiatives, and we were able to receive "free consulting support" from Tokyo. The advantages of doing so included that the Access to Tokyo consultation desk makes communications in our own time zone easier, and we could discuss the merits of the project with a fellow American from an American's point of view.
(Electronics, precision instruments company/IoT company, San Francisco consultation desk)
- We used to have only limited knowledge and contact about Japan in the past. Through Access to Tokyo consultation desk, we could get many insights into and know business opportunities of the Japanese market, which we found highly potential for our company. It is very important for us to know even in our country what the government resources and incentives are available as the first step for the market entry.(IoT company, Singapore consultation desk)

Business Development Center TOKYO (BDCT)

Staff members fluent in English provide comprehensive 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 or developing sales channels. In addition, for foreign financial companies (asset management business or FinTech business) a "Financial One-Stop Support Service" will be provided by consultants familiar with financial laws and regulations in order to smoothly complete procedures, such as licensing required for locating in Tokyo. Additionally, services are available to provide multilingual information to the employees of foreign firms and their families on all aspects of daily life in Tokyo, including healthcare, education, and residency related procedures.

Services Overview

Consultation Flowchart		
	Before Establishment of a Business	Establishing a Business
Business Support	<ul style="list-style-type: none"> ◆Provision of information/advice ◆Introduction to the relevant organizations ◆Introduction to experts 	<ul style="list-style-type: none"> ◆Support for personnel recruitment ◆Support in search for property ◆Support for administrative procedures
	[Market development] Support for business matching (Dealers, agents, logistics companies, etc.)	
	Financial One Stop Support Service Foreign financial companies (asset management business or FinTech business) can take advantage of this service through financial desk consultants.	
Living Support	<ul style="list-style-type: none"> ◆Provision of information and advice on matters such as Japan's legal system in relation to financial matters, procedures for acquiring financial licenses, etc. (in cooperation with the Financial Services Agency) ◆ Introduction to financial experts 	Provision of continued support
	Provision of continued support	
Living Support	<ul style="list-style-type: none"> ◆Provision of information about the necessary administrative procedures on living in Japan, such as alien registration, and of everyday life information that is generally necessary ◆Provision of information on hospitals that can provide medical services in foreign languages, information about schools and nursery schools, etc. ◆Introduction to existing expatriate communities, etc. 	

free of charge

Location



Marunouchi Consultation Desk, Financial One-Stop Support Service Desk

JP Tower KITTE B1, 7-2 Marunouchi, 2-chome, Chiyoda-ku, Tokyo 100-7090

T E L : 03-6269-9981

Email : contactus@bdc-tokyo.org

financial-desk@bdc-tokyo.org

(Financial One-Stop Support Service Desk)



Akasaka Consultation Desk

Ark Mori Building 7th Floor (Inside JETRO headquarters) 12-32

Akasaka, 1-chome, Minato-ku, Tokyo 107-6006

T E L : 03-5382-8353 FAX : 03-5561-4123

Email : support2@bdc-tokyo.org

Free Consulting Services Program

TMG offers a range of free consulting services tailored to the needs of foreign companies situated in the fields of the Fourth Industrial Revolution that establish new business management offices or R&D centers within the Special Zone for Asian Headquarters and to foreign financial companies that establish business offices in Tokyo.

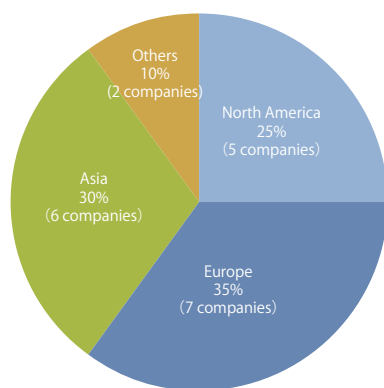


* Some conditions must be met to receive this program.

Companies that have established business operations in Tokyo using free consulting (FY 2017 - FY 2018)

Number of companies related to the Fourth Industrial Revolution

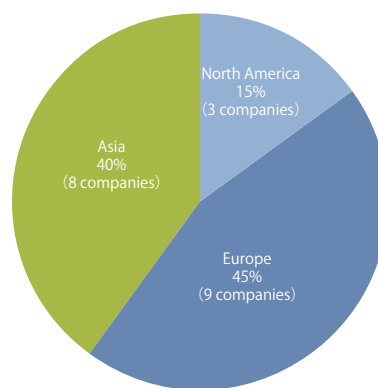
AI	IoT	Robotics	VR/AR	Total
13	3	3	1	20



Companies by countries/regions	
North America	US 5
Europe	France 4, Poland 2, UK 1
Asia	China 3, Singapore 2, Thailand 1
Others	Australia 1, Israel 1

Number of foreign financial companies

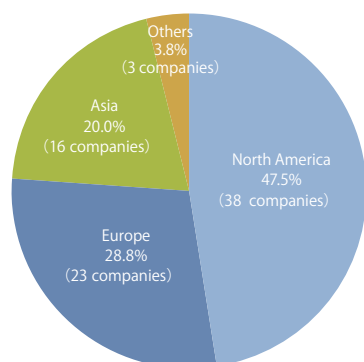
FinTech	Asset management	Total
10	10	20



Companies by countries/regions	
North America	US 3
Europe	UK 7, Germany 1, France 1
Asia	Singapore 4, Hong Kong 4

(Reference : Number of foreign companies attracted from FY 2013 to FY 2016)

ICT	Medical / Chemical	Electronics / Precision instruments	Environment	Others	Total
33	21	13	10	3	80



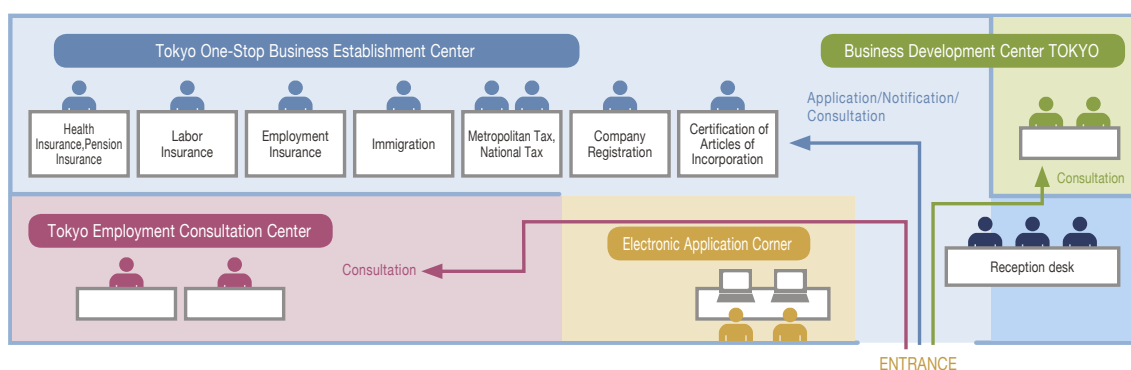
Companies by countries/regions	
North America	US 36, Canada 2
Europe	UK 10, France 3, Sweden 2, Ireland 2, Norway 1, Latvia 1, Switzerland 1, Netherland 1, Italia 1, Germany 1
Asia	China 5, Taiwan 5, India 2, Singapore 2, Vietnam 1, South Korea 1
Oceania	Australia 1
Africa	South Africa 1
Middle East	Israel 1

④ Entry Procedures Support & Incentives

Tokyo One-Stop Business Establishment Center (TOSBEC)

The Tokyo One-Stop Business Establishment Center (TOSBEC) is a facility based in the Akasaka district of Tokyo's Minato ward that works with Japanese national and TMG to promote business start-ups by foreign companies and domestic venture companies utilizing the National Strategic Special Zone system.

Through personalized service provided by staff knowledgeable in administrative procedures and experts, 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. In addition, TMG offers Internet application support and multilingual interpretation and translation services in response to user requests. All services are free of charge and you can use TOSBEC as many times as you like.



In addition to Akasaka desk, TMG has established satellite centers in Shibuya and Marunouchi. At the Satellite Center, you can consult with specialists about various procedures at the Tokyo One-Stop Center via online video chats.

Locations

Tokyo One-Stop Business Establishment Center

ARK Mori Building 12-32 Akasaka, 1-chome, Minato-ku, Tokyo 107-6090
 Japan External Trade Organization (JETRO) headquarters, 7th floor
 TEL : 03-3582-4934 (Consultation reservation)
 03-3582-8352 (Other than a reservation)
 FAX : 03-5561-4123

The Shibuya Satellite Center

1F Shibuya Dogenzaka Tokyu Building, 1-10-8 Dogenzaka, Shibuya-ku
 Tokyo 150-0043
 (Plug and Play Shibuya powered by Tokyu Land Corporation)
 TEL : 03-5489-4630

The Marunouchi Satellite Center

Meiji Yasuda Life Insurance Building, 2-1-1 Marunouchi, Chiyoda-ku,
 Tokyo 105-0005
 (TOKYO STARTUP STATION 2F)
 TEL : 03-6259-1882



Tax incentives

If you meet certain conditions in Asian Headquarters Special Zone or National Strategic Special Zone, you can receive tax benefits. The conditions need to be confirmed individually, so please consult with TMG before you decide to locate.

Establishing a research & development center within the Asian Headquarters Special Zone

If a Japanese corporation newly established in the Asian Headquarters Special Zone is a research & development center and meets certain conditions, you are eligible for the following A or B preferential treatment.

①Investment tax credit	Buildings, etc. 5% / deduction Machinery, etc. 10% deduction
②Special depreciation	Buildings, etc. 17% / deduction Machinery, etc. 34% deduction

These companies will also be exempt from metropolitan taxes;

Real estate acquisition tax	These companies will also be exempt from metropolitan taxes ※Only in the definite term after accreditation
Fixed assets tax	
City planning tax	

National Strategic Special Zone Tax Benefits

Companies exclusively engaged in a designated business in the NSSZ (companies admitted as a designated business by the Minister of State for the National Strategic Special Zones) are eligible for a taxable income deduction of 20% if they fulfill certain conditions.

Reduction of effective corporation tax rate	Current rate	After deduction of taxable income
Companies with capital of over 100 million yen	30.62%	24.50%
Companies with capital up to 100 million yen and subject to a higher than standard tax rate	34.59%	27.67%

※as of 1st April, 2020

Also, you can receive the following 1 or 2 tax treatments when you acquire machinery etc. in the special zone. Furthermore, if you meet certain requirements you can receive a preferential property tax and preferential treatment under the National Strategic Private Urban Renewal Project.

①Special depreciation

Machinery: Deduct 45%* of the acquisition price; buildings: Deduct 23% of the purchase price

*Immediate amortization in the case of a specific core business (an eligible medical field such as medical care utilizing advanced technology)

②Investment tax deduction

Machinery: Deduct 14% of the acquisition price; buildings: Deduct 7% of the purchase price

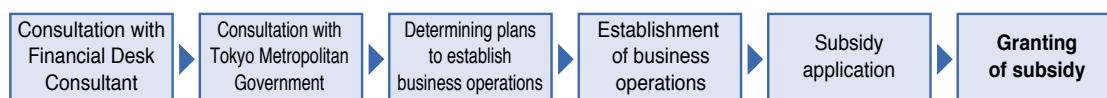
Contact Email: ml-office-ahq@secton.metro.tokyo.jp

Overseas Financial Corporation Business Establishment Subsidy Program

A subsidy is provided to foreign financial companies establishing a new business base in Tokyo to cover a portion of expenses incurred for the establishment.

Eligible expenses	Subsidy maximum
Fees incurred in consultation with experts	1/2 of actual expenses Max JPY 7.5 Million
Personnel recruitment costs	

Application process



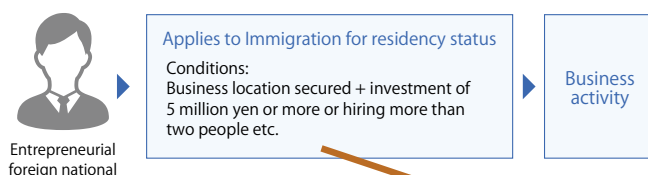
※For details, please consult with the Financial One-Stop Support Services (located in BDCT Marunouchi desk).(P6)

Other Supports and Benefits

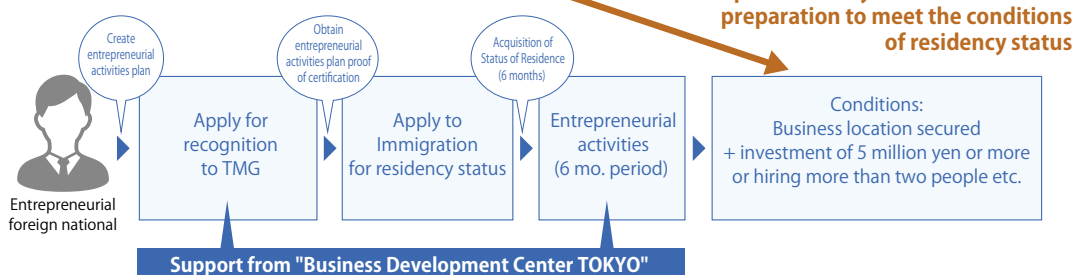
●Entrepreneurs (Utilization of special treatment pertaining to accepting foreign entrepreneurs)

As part of an effort to attract business resources such as foreign funds and superior human resources/technology, if TMG accepts the business plan of a foreign entrepreneur who wishes to start a business it is easy for that entrepreneur to obtain a special "business manager" residential status under Japan's Immigration Control Act.

Existing process for acquiring "business manager" residency status



Process for using special features of Immigration Control Act



○ Contact : **Business Development Center TOKYO**

Tel:03-3582-8353 Email:support2@bdc-tokyo.org Fax:03-5561-4123

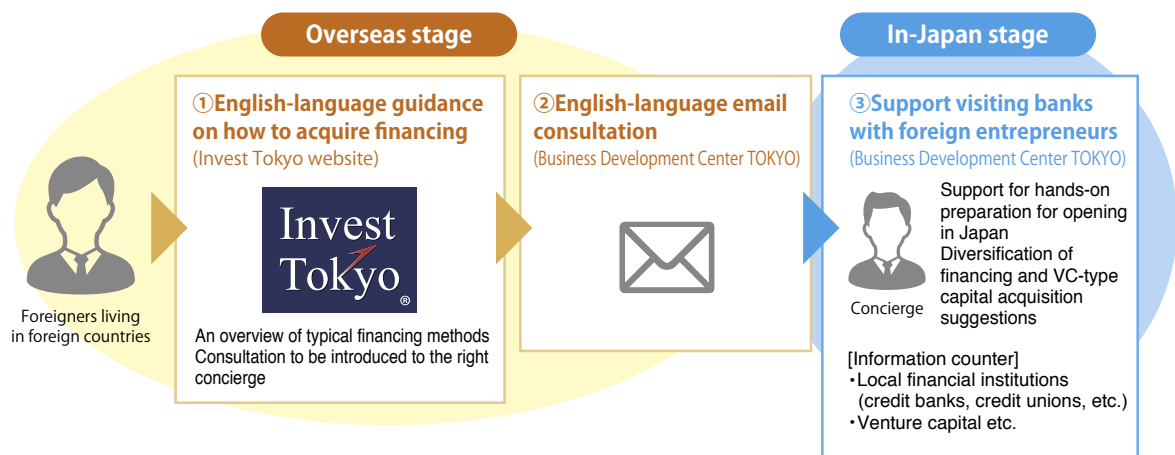
●Introduction of office space at reduced rates

Serviced offices in the special economic zone may be available to foreign companies and entrepreneurs intending to start up business in Tokyo, or are already doing so, at 10-50% off of the regular rental rate for up to one year. Please note that the number of designated properties is limited.

*This service is offered by our partner, The Executive Centre. Also, the number of specified properties is limited.

●Financing support for foreign entrepreneurs (Business Development Center TOKYO, Akasaka desk)

- Supplying website information about typical fundraising means during the start-up period to overseas
- Email consultations are handled by English-speaking staff
- A counselor accompanies you to the loan consulting office(s) to provide support for translation and preparing application documents



●Housework support staff

(Utilizing the special provision concerning the acceptance of foreign entrepreneurs)

TMG prepares a comfortable environment for financial professionals by enabling immigration and residency of foreign housework support personnel employed by housework support services companies.



5 Support for Building Relationships with Tokyo Companies

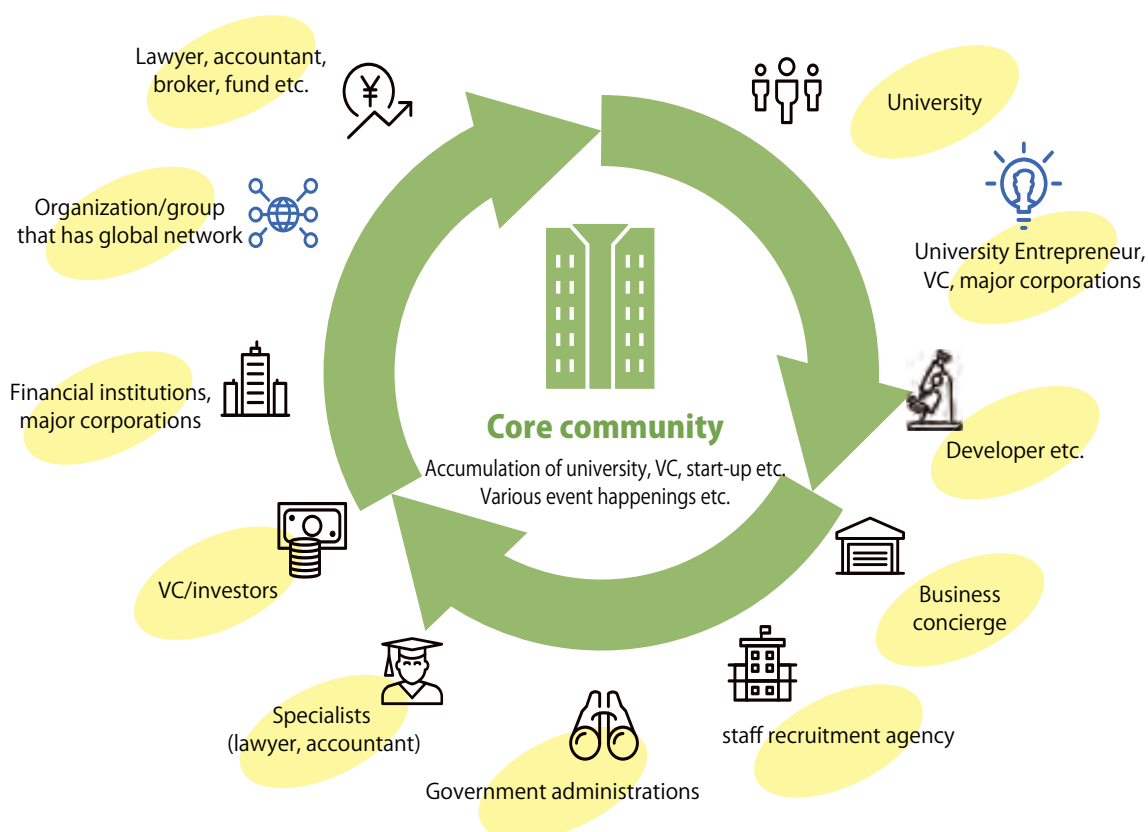
Developing an Innovation Ecosystem

It is becoming increasingly important to have an environment, or ecosystem in which there are continuous opportunities to build relationships with various representatives from industry, academia and government, such as venture companies, large corporations, investors and universities or other research institutes.

The Tokyo Metropolitan Government provides support for the formation of ecosystems to several recognized areas in Tokyo. Within these areas, The community managers, who play a role to connect each player will strongly support your network building.

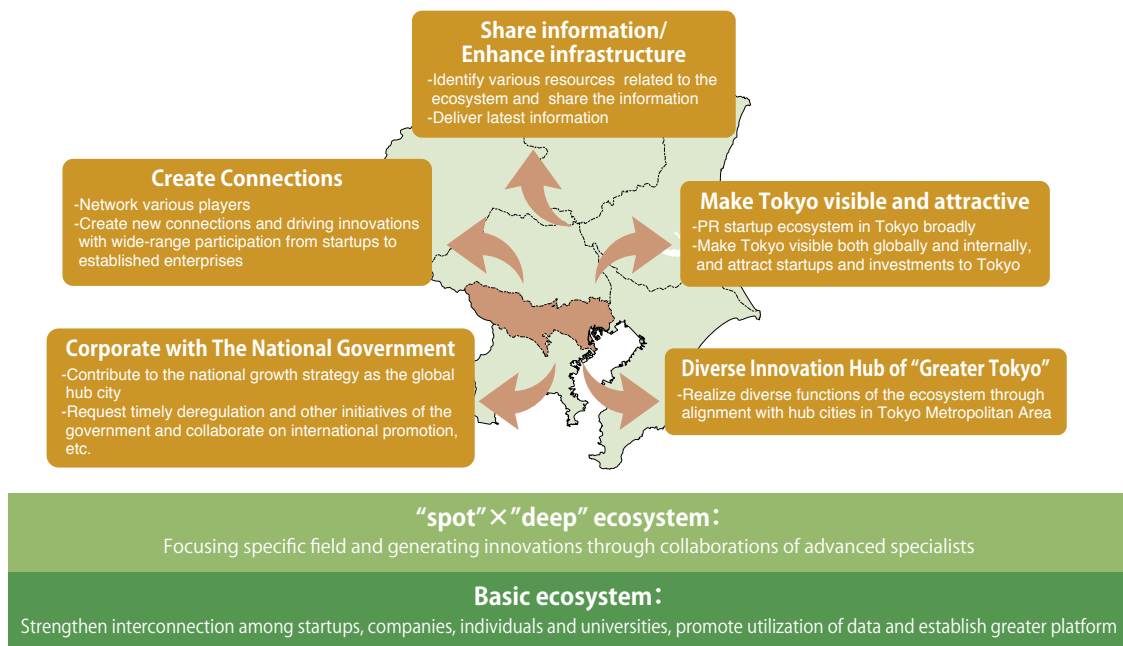
In addition, an ecosystem portal website operated by the Tokyo Metropolitan Government is a total platform for disseminating information related to Tokyo's ecosystem. Information on various events taking place in Tokyo's ecosystem and state-of-the-art initiatives etc. are announced as needed.

Furthermore, a group of "Tokyo Ecosystem Supporters" consisting of large companies, financial institutions, universities, etc. that support Tokyo's efforts will help back all companies that are expanding into Tokyo.



Startup Ecosystem Tokyo Consortium

TMG has established the “Startup Ecosystem Tokyo Consortium” in collaboration with universities, venture capital investors, start-ups and other private organizations and private businesses to enhance its “power to generate growth” and international presence. Securing Tokyo's status as a global hub with startup ecosystems will enhance the city’s international competitiveness, create and grow startups, and achieve sustainable development of Tokyo’s economy. TMG’s goal is to encourage innovation in society and return the benefits of innovation to the local regions.



Partnership Support Project

It is a very difficult task to quickly find the appropriate partner (joint research, joint development, ordering) to expand business after entering Tokyo. The Tokyo Metropolitan Government will assign a "Partnership Support Coordinator" to search for suitable matching candidates that meet the needs of foreign companies and support building a good partner relationship.

Voices from foreign companies

- Matching enabled me to have fruitful conversations with Japanese SMEs more smoothly.
- For those working in the United States, they have shown a more reliable, faster and more effective solution than matching on our own.
- At networking events, we could meet with more than 10 companies at once, and with 5 of them we reached agreement on continuous talks, which led to significant results.



6 Global Financial City : Tokyo Vision

The Tokyo Metropolitan Government has set a goal to make Tokyo the world's top global financial city as a key pillar of growth strategy, and formulated the "Global Financial City Tokyo" Vision in November 2017, which states the direction of concrete initiatives to realize the goal.

The city is taking swift actions to implement the initiatives listed in the vision with the cooperation of the national government, private companies, and related overseas organizations.

Three Pillars of the "Global Financial City : Tokyo Vision"

1 : Creating an attractive business and living environment

Improve business environment such as administrative procedures available in English or tax measures, and living environment such as health care and education.

[Main initiatives]

- Established Financial One-Stop Support Service (p.6)
- Prepared English guidebook on procedures needed for registration / licensing as a financial business
- Tokyo One-Stop Business Establishment Center (P.8)
- Utilize the special zone scheme to promote the 'living close to work' project
- Facilitate the use of housekeepers by highly skilled financial professionals (P.11)

2 : Nurturing players for participation in the Tokyo market

Promote domestic and foreign financial players entering the Tokyo market, focusing on asset management and FinTech.

[Main initiatives]

- Attract foreign financial companies (p.4)
- Created "Access to Tokyo" (p.5)
- Established a financial promotion organization(*1) and engaged in overseas promotion activities
- Established the Tokyo Financial Award (p.15)
- Qualified business operators under the "Establishment of the Tokyo EMP Fund" (p.16)
- Create subsidy for the Outsourcing of Middle and Back Office Operations (p.16)
- Created environment for stimulating innovation (p.12-13)
- Nurture financial professionals

3 : Contributing to solving social issues

Contributing to the solution of social problems using finance through comprehensive investor protections and promotion of ESG investing

[Main initiatives]

- Established the Tokyo Financial Award (p.15)
- Initiatives to ensure the corporate governance code
- Promote the use of green finance
- Establishment of Tokyo ESG fund
- Joined the FC4S (*2) network

*1. The Organization of Global Financial City Tokyo (FinCity.Tokyo) was established in April 2019 as a Tokyo's organization in a public-private partnership to enhance overseas promotion activities.

*2. International network of Financial Centres for Sustainability. Operated by the United Nations Environment Program (UNEP).

Tokyo Financial Award

“Tokyo Financial Award” recognizes financial companies developing and providing innovative financial instruments and services that meet the needs of Tokyo residents and companies, as well as those who are considering to the spread of ESG investments, in order to improve the convenience of Tokyo residents and revitalize the financial industry.

Overview

	Financial Innovation Category	ESG Investment Category
Eligible Businesses	Domestic and foreign financial companies who are doing or plan to do business in Tokyo and who propose solutions related to the needs or problems of the residents and businesses of Tokyo.	Domestic and foreign financial companies who practice ESG investing in accordance with the needs or problems of Tokyo residents.
Number of Winners	Three	Approximately three
Award Benefits	<ul style="list-style-type: none"> • Award money (10 million yen, 5 million yen, 3 million yen) • Support program (mentorship program, business matching, supporting a development environment, etc. See more on the flow of support below) 	—
How to Apply	" Please refer to the Tokyo Financial Award website: https://finaward.metro.tokyo.jp/en/ "	

Financial Innovation Sector Support Program Flow

About five domestic businesses and 10 overseas businesses participate. The three award-winning businesses will be selected by a judging committee and recognized at an award ceremony.

Mentoring

Provide guidance and advice from specialists and domestic companies on improving products/services and business plans utilizing in-house technology.

Business matching

Business discussions on collaborating with domestic companies, IT vendors and SMEs in Tokyo.

Networking

Forming a business network (human network) through interactions with companies and investors in Tokyo.

Presentation

Presentation of improved products/services and business plans at presentation meetings and PR.

Company Winners in FY 2019 - Financial Innovation Category

Award Rank	Company Name
1st	Frich, Inc.
2nd	Fly Money Technologies LTD
3rd	400F Co., Inc.



Company Winners in FY 2019 – ESG Investment Category

Award Rank	Company Name
1st	Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.
2nd	Shinsei Corporate Investment Limited
3rd	S&P Dow Jones Indices LLC.

Qualified Business Operators under the “Establishment of the Tokyo EMP Fund”

By having domestic institutional investors and others provide management funds to Emerging Asset Managers (EM), qualified companies will create and manage the Tokyo EMP Fund to foster the growth of EMs.

Subsidy for the Outsourcing of Middle and Back Office Operations

In order for EMs etc. to be able to concentrate human resources and management resources in the operations department (front office), Tokyo supports (provides a subsidy) qualified EMs in outsourcing the costs of middle & back office operations or relevant system license fees.

Targeted expenses	Subsidy limit
Outsource expenses for middle & back office operations or system expenses for middle & back office operations (license contract fee)	1/2 of actual expenses (upper limit of 7 million yen)

7 The Voices from Foreign Companies That Have Come to Tokyo

case 01

Alt.vfx (Australia)

Overview of the Company

Alt.vfx provides cutting-edge motion picture technologies (VR/AR, etc.) and creative services for producing content such as VFX(visual effects).

Message for Foreign Companies

To establish a unique and leading position in the creative industry, it would be vital to do business in Japan.

Thanks to the program supported by the Tokyo Metropolitan Government, we made a good start in Tokyo.

Considering the world-class scale and unique culture, Tokyo holds great potential for growth, which you would understand once you get into the market. We would highly recommend Tokyo as the best place to open an office to explore the unique and undiscovered potential of your company to be more successful.



Founder/Executive Producer
Takashi Takada

case 02

Artisense (USA)

Overview of the Company

Artisense provides high-precision 3D maps, created in real-time using AI. Artisense develops high-precision, real-time 3D localization and mapping for vehicles and robots. Using proprietary know-how in computer vision and AI, Artisense collaborates with public institutions and technology companies for autonomous control in GPS-denied environments.

Message for Foreign Companies

Japan is one of the most attractive markets for the automotive industry and Tokyo is a market with great potential for a start-up.

The Tokyo Metropolitan Government program was very helpful, through their market research, we were able to pursue our Japan business strategy in a more targeted way.

Newcomers often lack access to local networks, and TMG's support in addressing that issue is highly valuable.



Chief Representative Japan
Tim Miksche

case 03

simplesurance GmbH (Germany)

Overview of the Company

simplesurance provides simple access to insurance by integrating a cross-selling software solution to e-commerce and fintech providers in 28 European countries and Japan.

Message for Foreign Companies

We benefitted from the TMG's Invest Tokyo program by using free consulting and business matching. Through the support program, we recognized the potential of the market and looked for potential business partners.

Our advice for companies who want to expand their business to Tokyo would be to first analyze how you can adapt your business to have the best market fit. Then, make sure to use all the available resources, such as government programs like TMG and getting strong partners to support you with your market entry.

Tokyo is a fast-evolving city with fast-paced innovations. Setting up your business there can be an exciting experience.



Managing Director
Dominik Bark

case 04

Tikehau Investment Management (France)

Overview of the Company

Tikehau Capital is a pan-European Alternative Asset manager and investor specialized in private debt, real estate, private equity and liquid strategies.

Message for Foreign Companies

We were very impressed by the efficient and strong support we received from the local authorities, in particular from TMG, whose team has been extremely diligent. Business Development Center Tokyo, the TMG's comprehensive service, provided valuable assistance to us in establishing an office in Tokyo, supporting our office registration and license application.

A key to success in Tokyo is understanding local regulation. Our initial response to Japanese regulation was to learn and understand it through the assistance of our local partners and advisors such as TMG support.

We are convinced by the high potential of the Japanese market, from a fundraising but also from an investing perspective with its numerous opportunities.



Chairman, Head of Asia
Bruno de Pampelonne

List of Contacts related to Tokyo's Special Economic Zones

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- **Akasaka[Headquarters]**

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Business Development Center TOKYO (BDCT)

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