



TOKYO  
METROPOLITAN  
GOVERNMENT

Invest  
Tokyo

BY THE TOKYO METROPOLITAN GOVERNMENT

# INVEST TOKYO

FOR SUPPORTES - JAPANESE COMPANIES,  
ORGANIZATIONS, UNIVERSITIES ETC



**TOKYO IS A CITY  
THAT CONTINUES TO  
GROW AND MATURE.**

## The "True Tokyo" as a Business City

The Tokyo Metropolitan Government has been engaging in full-scale efforts to attract foreign companies to Tokyo since 2012, to create innovation through attracting leading foreign firms and achieve sustainable development of the metropolitan economy.

- **1.06 trillion YEN GDP**

Tokyo is world No.1 City

- **3700 Listed Company with aggregate of 6 trillion**

World No.3, Asia No.1

- **13.9 Million Population**

World No.1 populous metropolitan area in the world.

# SUPPORT OVERVIEW

Tokyo Metropolitan Government (TMG) sponsors a range of free support services to foreign companies that create connections with Japanese market leaders. These are offered to businesses looking to expand to Tokyo.

INTEREST

EXPLORE

BUILD  
NETWORK &  
STRATEGY

MAKE  
DECISION

PREPARE

OPEN  
OFFICE

START BIZ  
IN TOKYO

1 ACCESS TO TOKYO

2 FREE CONSULTING SERVICE  
INDUSTRY4.0/ FINTECH&ASSET MGNT

3 TOKYO ONE STOP BUSINESS  
ESTABLISHMENT CENTRE (TOSBEC)

4 PARTNERSHIP SUPPORT

5 BUSINESS DEVELOPMENT CENTRE TOKYO (BDCT) Including Financial One-Stop Support Service, part of BDCT

6 STARTUP ECOSYSTEM TOKYO CONSORTIUM

7 TOKYO FINANCIAL AWARD

# ACCESS TO TOKYO - A2T

Access to Tokyo (A2T) is your touchpoint of Tokyo in your local business community.  
Let us know anything you would like to know about Tokyo!

WE ARE YOUR TOKYO TOUCHPOINTS  
AND SUPPORT YOU IN A VARIETY OF

WAYS - WE...



PROVIDE JAPANESE  
MARKET INSIGHTS



ELABORATE VARIOUS  
SUPPORT OPTIONS BY TMG



HOST TAILORED  
SEMINARS w/JAPANESE  
COMPANIES



PROVIDE GUIDANCE ON  
CULTURAL DIFFERENCES



# FREE CONSULTING SERVICE



Free consulting services provide you with tailored services, based on your company's needs and requests, to accelerate your decision making to expand your business into Japan and Asia via Tokyo.

## WHAT KIND OF SERVICES?

Market Analysis

Formation of Entry Strategy

Business Partner Identification

Cost Simulation

Financial Incentives

Office Search

Recruiting Support

Registration, Business Permit Support

...and any other requests

## WHO ARE THE TARGET COMPANIES?

INDUSTRY4.0  
AI, IoT,  
Blockchain,  
etc.

FINANCIAL COMPANIES

FINTECH

ASSET  
MANAGEMENT

## SUCCESS STORIES?

Reolut Japan K.K.



CEO

Christina Yoko Makiguchi

We are very fortunate to have received support from the TMG with generous financial awards and introduction to the JFSA who provided valuable advice as we expand our business in Japan

SWAT Mobility Japan, Ltd.

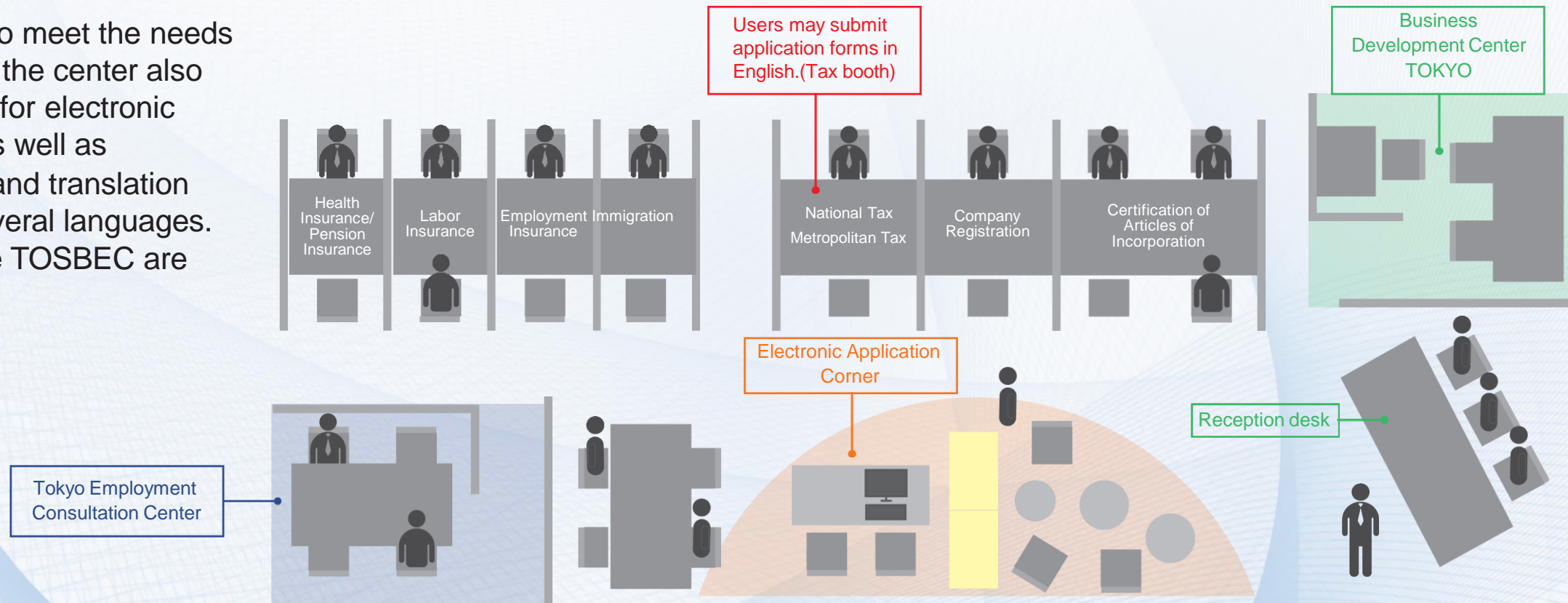


Country Head, Japan  
Masashi Suehiro

Within a year after entering Japan market, SAWT conducted trials with 4 Japanese companies such as Jupiter Telecommunications, the largest cable TV companies, and Nihon Unisys across Japan

The Tokyo One-Stop Business Establishment Center (TOSBEC) unifies the steps that foreign companies and start-ups need to take to establish a business through personalized service provided by staff knowledgeable in administrative procedures and experts, which enables the center to help 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.

Furthermore, to meet the needs of companies, the center also offers support for electronic applications as well as interpretation and translation services in several languages. Inquiries to the TOSBEC are free of charge.



# PARTNERSHIP SUPPORT

Partnership Support is a key part of our offerings for foreign companies including Free Consulting Service, equipping businesses with the key connections to accelerate their business in Tokyo.

This tailored service supports companies through detailed interview to determine business matching needs and try to find and offer the best partners such as clients, suppliers and other related organizations within Tokyo.

Furthermore, those foreign companies will be invited to an event of business meeting run by the Tokyo Metropolitan Government to provide the opportunity to meet potential partners.



The Business Development Center Tokyo (BDCT) provides the Tokyo Metropolitan Government's comprehensive service for foreign companies who are considering establishing in or expanding to Tokyo.

We offer a complete support package that covers all aspects from business through to lifestyle issues through such activities, we help to accelerate and amplify the development of business in Japan's capital city.

## WHAT ARE THE SERVICES?



**Administrative  
Support  
Services**



**Specialist  
Introductions**



**Living  
Support**

## Financial One-Stop Support Service

Within the BDCT, there is the Financial Desk Consultants who answer various questions posted by foreign financial companies (e.g. Fintech or Asset Management business) considering establishing their business in Tokyo. All consultations with the Financial Desk Consultant are free of charge.

Our Financial Desk consultants have financial experience across both Japanese and international markets, and include qualified lawyers providing support for foreign companies establishing their business in Japan.

## WHAT ARE THE SERVICES?

- Gives advice on Japan's financial rules and regulations, collaborating with Financial Service Agency (FSA)
- Introduces financial experts, Lawyers, Accountants, tax accountants, administrative scriveners, and judicial scriveners etc.
- Supports application for the subsidy program

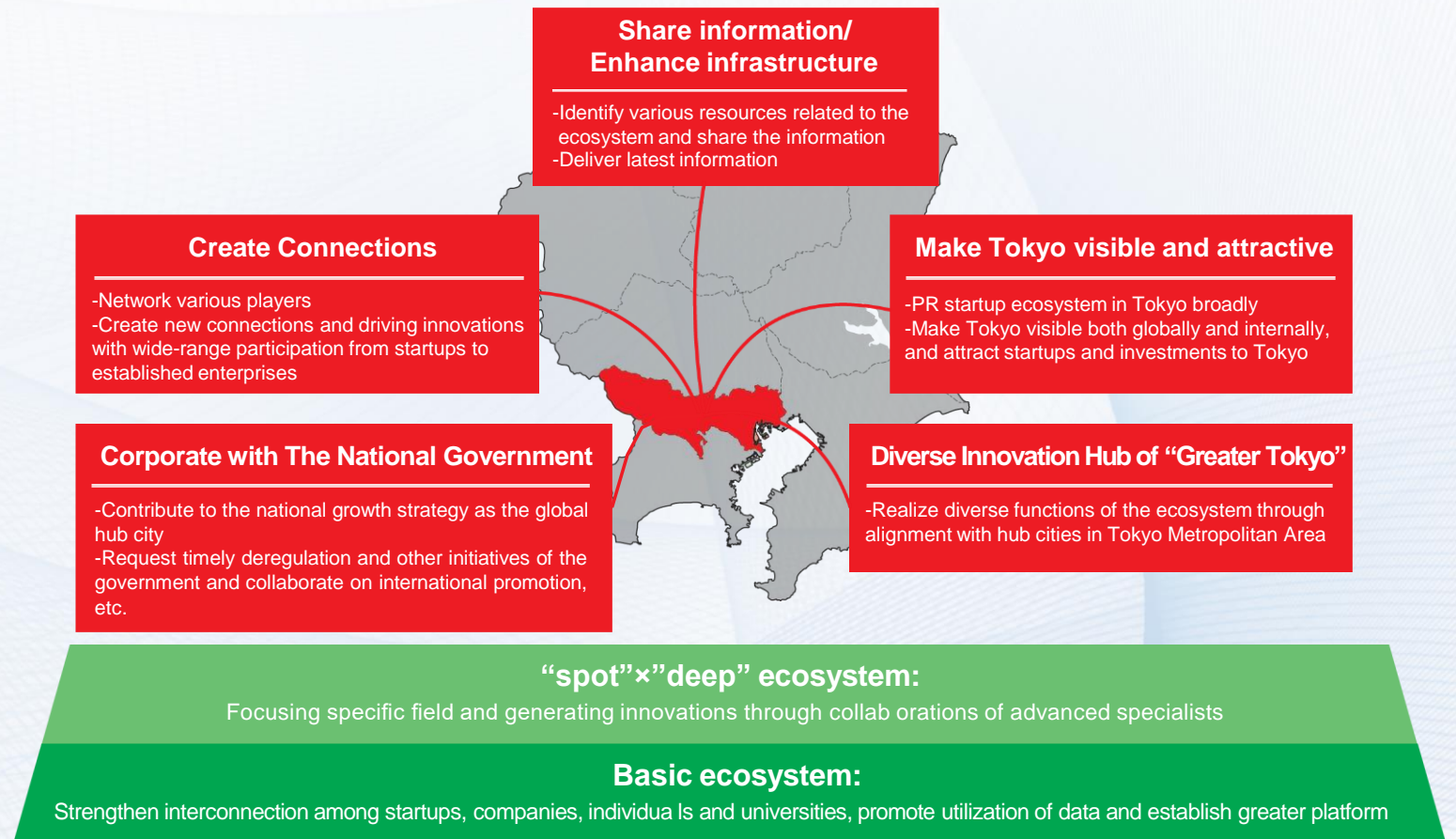


There are a multitude of innovation activities and efforts related to innovation in Tokyo, yet few non-Japanese companies know about them. For example, did you know there are more than 50 accelerator programs in Tokyo each year?

Tokyo Metropolitan Government aggregates major innovation activities in Tokyo and shares the full picture on their website, providing special support to accelerate innovation in Tokyo AND your business expansion in Tokyo .

## Tokyo Consortium

In order to create Global Startup Ecosystem in Tokyo, Startup Ecosystem Tokyo Consortium was established in 2020.



# TOKYO FINANCIAL AWARD



The Tokyo Financial Award recognizes businesses developing and providing innovative financial instruments and services that help meet the needs of Tokyo residents, or working to promote ESG investments.

## THE PROCESS \*SCHEDULE MAY CHAGE DEPENDING ON COVID-19 SITUATION

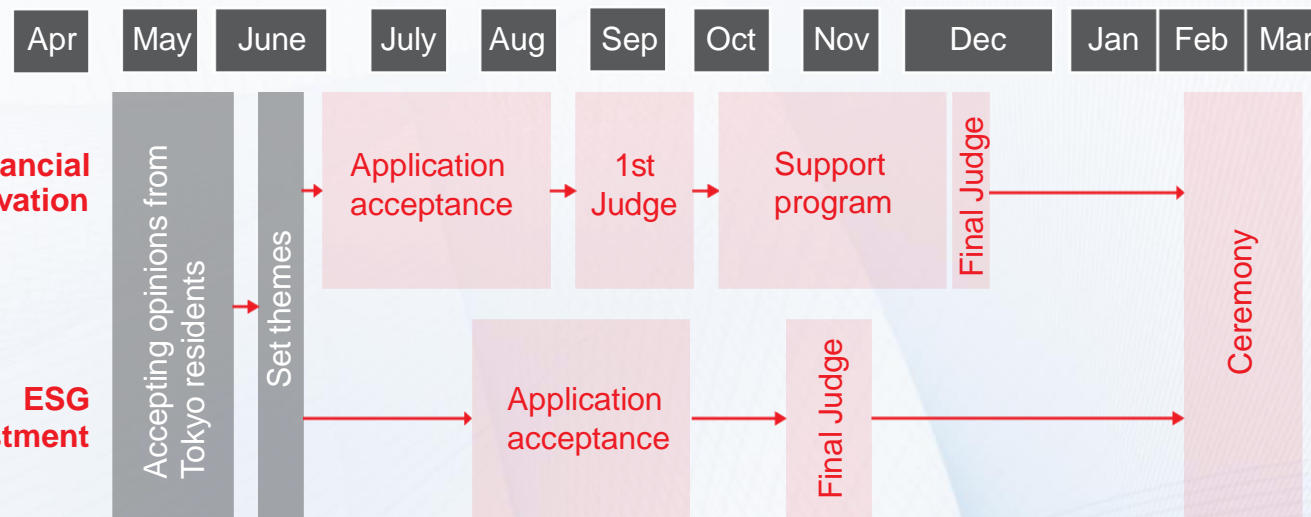
### DETAILS OF EACH CATEGORY?

#### 1. Financial Innovation Category

This award is open to businesses providing innovative solutions for the challenges faced by Tokyo residents when using financial services in everyday life

#### 2. ESG Investment Category

- Financial institutions to promote ESG investment
- Businesses to practice SDGs management
- Financial institutions to promote green finance



### WHO WERE THE WINNERS?

#### Financial Innovation Category

- 1st** : Paygilant
- 2st** : Credify Pte. Ltd.
- 3rd** : CrowdLoan Inc.

#### ESG Investment Category

- Dai Nippon Printing Co.
- Impact Investment Exchange(IIX)
- Nuveen Japan Co.
- Pigeon Corporation

# PROJECT FOR TEMPORARY OFFICE ALLOCATION FOR FOREIGN FINANCIAL COMPANIES AND HUMAN RESOURCES

TMG provides foreign financial companies and human resources skilled in finance with office spaces during temporary stay in Tokyo to conduct preliminary surveys as a prerequisite for moving to Tokyo.

## 1 : Target

- **Foreign financial companies** (Asset managers and Fintech companies established under foreign law)
- **Individuals** employed or outsourced to foreign financial companies

## 2 : Eligible expenses

- **Office Rent** (Actual costs ) Max **300,000 yen** per month, up to **3 months**
- **Initial Costs** (Actual costs ) Max **200,000 yen**

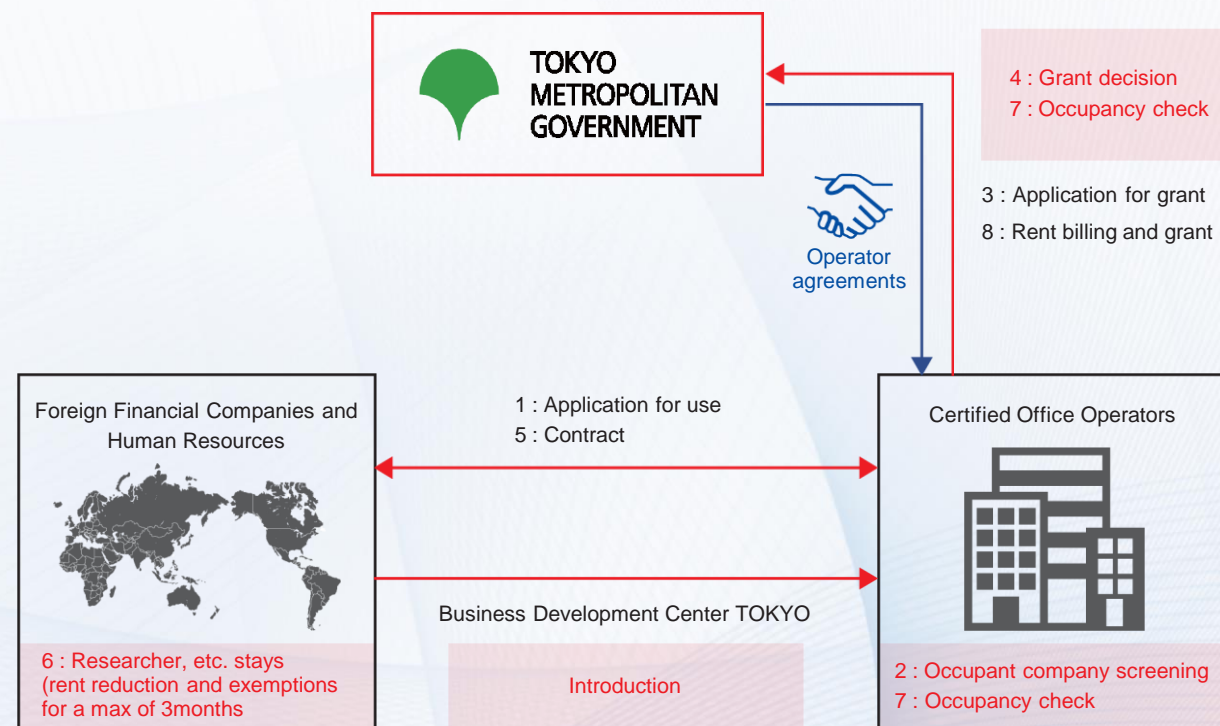
## 3 : Certified Office Operators

- The Executive Centre Japan KK.
- Mitsui Fudosan Co., Ltd.
- Heiwa Real Estate Co., Ltd.
- MORI Building Co., Ltd.
- Mitsubishi Estate Co., Ltd.
- WeWork Japan GK

## 4 : How to Apply

- Applicants may submit the required documents directly to a **Certified Office Operator** of their choice.
- Please refer to the “**Project for Temporary Office Allocation for Foreign Financial Companies and Human Resources Usage Guide**”
- Please see the following website for the **Usage Guide, contact information** and other project details.

URL: <https://www.seisakukikaku.metro.tokyo.lg.jp/en/pgs/gfct/nurturing-players/office-rent.html>



# OVERSEAS FINANCIAL CORPORATION BUSINESS ESTABLISHMENT SUBSIDY PROGRAM

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

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.

## Application process



※For details, please consult with the Financial One-Stop Support Services (located in BDCT Marunouchi desk).(P17)

# SUBSIDY TO SUPPORT BASE OF OPERATIONS OF OVERSEAS FINANCIAL CORPORATIONS

## Conditions

Japanese corporations or branch offices that were established in Tokyo by Overseas Financial Corporations\* **in the previous or the second preceding fiscal year of the fiscal year when the application for the subsidy is submitted.**

\*Corporations engaged in asset management business or FinTech businesses, established based on foreign laws.

### Expenses eligible for Subsidy

- Office rents
- Consulting fees for experts, etc
- Purchase costs of equipment and fixtures

### Maximum amount of the Subsidy

½ of actual expenses  
**Max 10,000,000 JPY**

## Processes leading up to the granting of subsidy

Consultation  
with Financial  
Desk Consultant

Advance  
consulta-tion with  
TMG

Determining  
business plans

Business  
operation

Subsidy  
application

Granting of  
subsidy

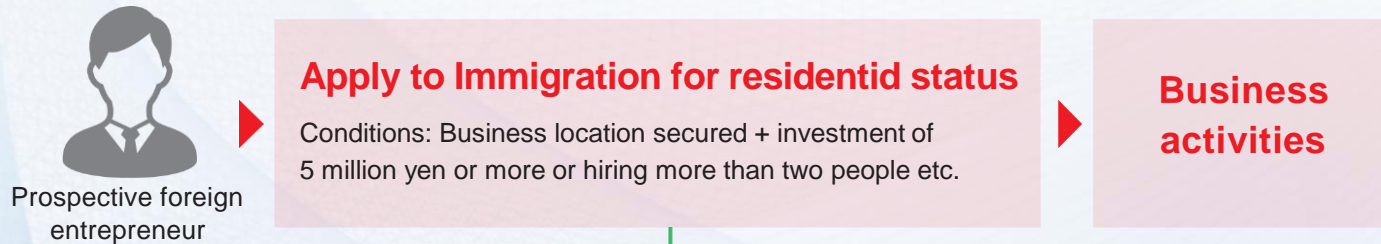
# OTHER SUPPORTS AND BENEFITS

## ■ Tokyo National Strategic Special Zone Foreign National Startup Activity Promotion Program

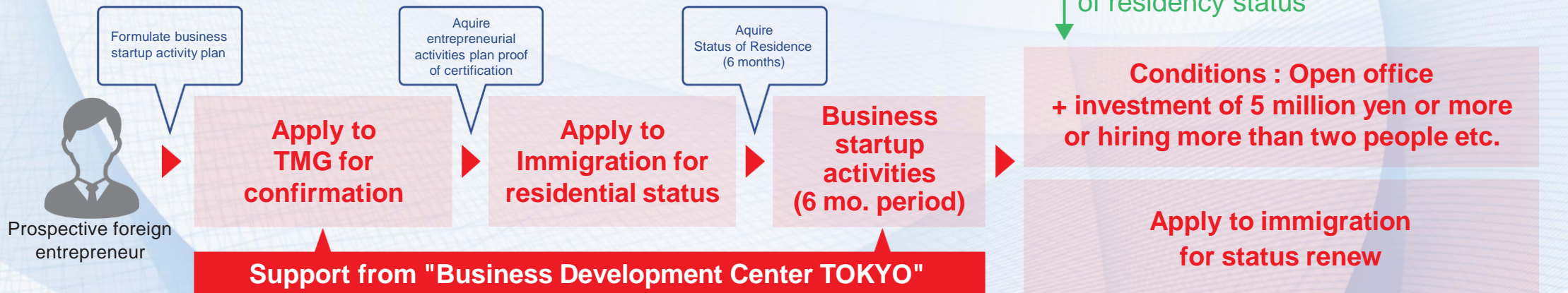
### Foreign

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

#### Existing process for acquiring "business manager" residential status



#### Process for using special features of Immigration Control Act



# OTHER SUPPORTS AND BENEFITS

## 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.

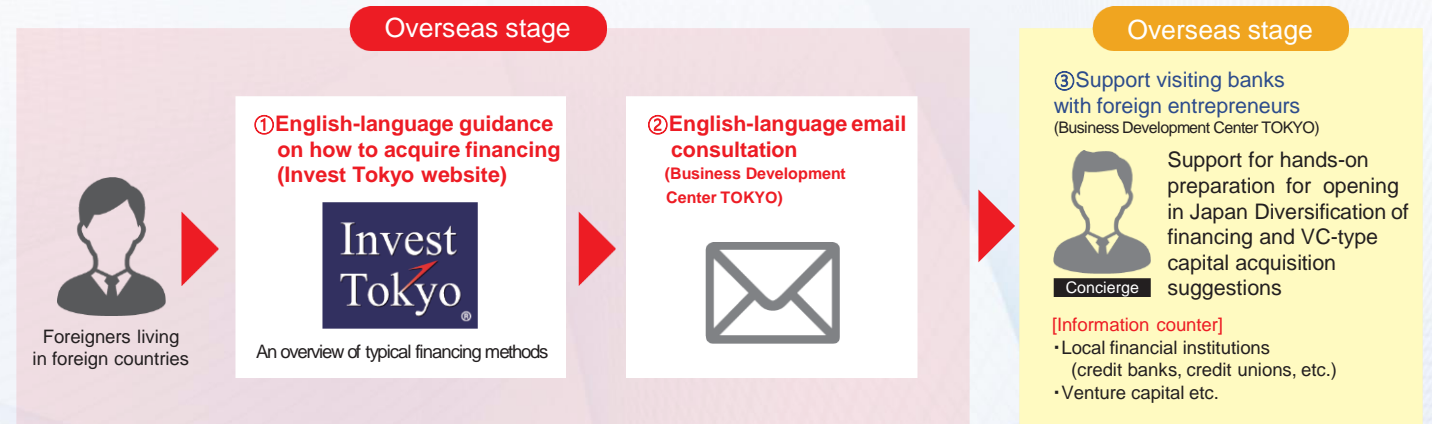
\*This service is offered by our partner, The Executive Centre. Also, the number of specified properties is limited.

## 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.



# USEFUL INFORMATION



The official website of Invest Tokyo provides useful information for foreign companies. There is also a chatbot that is available 24 hours a day, 365 days a year.

The screenshot shows the Invest Tokyo website interface. At the top, there is a navigation bar with links for 'Ecosystem', 'Global Financial City/Tokyo', and 'FAQ Contact Us'. Below this is a secondary menu with 'TOP', 'Overview', 'Supports for Foreign Companies', 'Supports for Entrepreneurs', 'Archives', and 'Related Links'. Language options for '日本語' and 'English' are also present. The main content area features a large image of the Tokyo skyline with the Tokyo Tower. Below the image, the heading 'What is "Invest Tokyo"?' is followed by a paragraph: 'In order to make Tokyo "the most business friendly city in the world", the Tokyo Metropolitan Government (TMG) offers various supports for Japanese and foreign companies and entrepreneurs.' A section titled 'Message from Governor' includes a photo of Governor Yuriko Koike and text stating: '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. 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!' A QR code and the URL <https://www.investtokyo.metro.tokyo.lg.jp/en/> are located at the bottom of the screenshot.



facebook

<https://www.facebook.com/Invest-Tokyo-736266616582601/>



LinkedIn

<https://www.linkedin.com/company/bdc-tokyo/>



YouTube

<https://www.youtube.com/c/InvestTokyo/videos>





## Tokyo One-Stop Business Establishment Center (TOSBEC)

### Akasaka [Headquarters]

Japan External Trade Organization headquarters 7F ARK Mori Building,12-32 Akasaka, 1-chome, Minato-ku, Tokyo 107-6090

T E L : 03-3582-4934

## Business Development Center Tokyo (BDCT)

### Marunouchi Support Desk+Financial One-Stop Support Service Desk

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

T E L : 03-6269-9981

Email : [contactus@bdc-tokyo.org](mailto:contactus@bdc-tokyo.org)

[financial-desk@bdc-tokyo.org](mailto:financial-desk@bdc-tokyo.org)(Financial One-Stop Support Service)

### Business Development Center Tokyo · Hong Kong Office

17/F., Ashley Nine, 9-11 Ashley Road, Tsim Sha Tsui, Kowloon, Hong Kong

T E L : +852-3160-8111

Email : [hongkong@bdc-tokyo.org](mailto:hongkong@bdc-tokyo.org)

## Overseas consultation desk "Access to Tokyo"

**London desk** : [A2T-London@accenture.com](mailto:A2T-London@accenture.com)

**Paris desk** : [A2T-Paris@accenture.com](mailto:A2T-Paris@accenture.com)

**San Francisco desk** : [A2T-Sanfrancisco@accenture.com](mailto:A2T-Sanfrancisco@accenture.com)

**Singapore desk** : [A2T-Singapore@accenture.com](mailto:A2T-Singapore@accenture.com)

### Akasaka Support Desk

Japan External Trade Organization headquarters 7F ARK Mori Building, 12-32 Akasaka, 1-chome, Minato-ku, Tokyo 107-6006

T E L : 03-3582-8353

Email : [support2@bdc-tokyo.org](mailto:support2@bdc-tokyo.org)

### 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](mailto:ml-office-ahq@section.metro.tokyo.jp)



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