

TOKYO

*Innovation is
Everywhere*

TOKYO

A city where innovation dwells in everything

With originality and ingenuity, Innovative service products are born

Tokyo is "the world No.1 economic city of GDP at US\$ 1.06 trillion" with population of 14 million, just inside of Tokyo prefecture.

Tokyo is a mature megacity, at the same time a consistently-evolving business city where many different business industries gathers.

Wide variety of innovations are born across the industries, and brand-new service products that are beyond world's common-sense are invented by professional spirit and ambition.

History of craftsmanship and relentless research and development efforts.

The power that create new value supports the society and the economy in Tokyo.

New abundance that the world is looking for is available with Tokyo's innovative power.

Innovation is Everywhere



Tokyo is one of the biggest cities in the world with various accumulation of companies and universities.

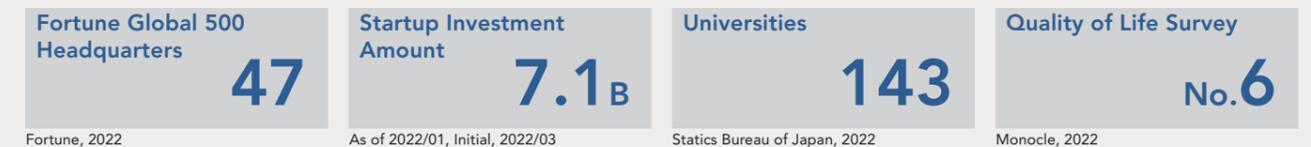
Why Tokyo?

Tokyo, a city that leads business to success

Tokyo is the world No.1 economic city of GDP. The population of Tokyo is around 14 million, and creating a big market.



In addition to the concentration of global businesses and startup investment, the number of universities and high standard of living are attractiveness of doing business in Tokyo



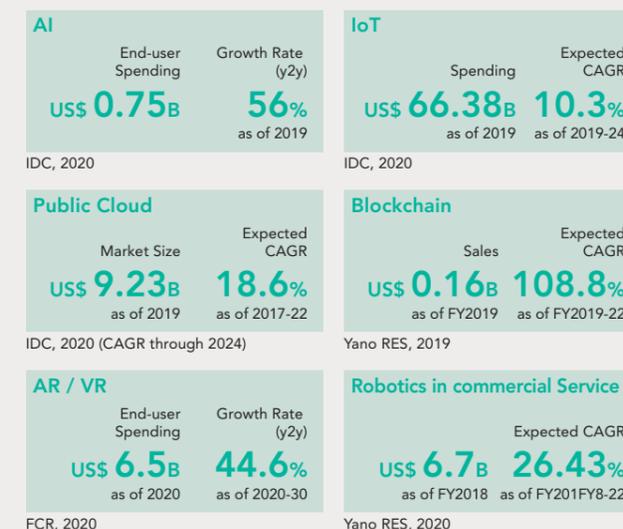
Tokyo is aiming for "The most open city in the world where people, goods, money and information gather from across the globe" and "The most startup-friendly city in the world where new industries constantly emerge" as Tokyo's future vision for sustainable development.

Innovation Cities Index Ranking

No.1
2Thinknow, 2021

A city that promotes the fourth industrial revolution

Based on Technology



Based on Industry



Success Stories

OVOMIND

As an entrepreneur, I always had a great interest in the Japanese culture through its unique history, culture and philosophy.

Business in Tokyo

Ovomind is an AI technology company that diagnoses and quantifies human emotions in real time. There is a tremendous demand for emotional analytics in the entertainment, security, and health markets.

As an entrepreneur I always had a great interest in the Japanese culture through its unique history, culture and philosophy.

From a business perspective, Japan and especially Tokyo is a great place to do business because economic centers are centralized. Tokyo has a very efficient startup ecosystem and most of the decision makers are located in the city.

I have always wanted to do business in such a secured and civilized environment

In addition, the Japanese people's stance on labor is also important. Japan has a culture of taking labor seriously, and this culture is influencing and driving innovation in several key markets, such as robotics and AI, such as ours. These sectors will change our world really soon but emotions processing is not yet in place. This is why Ovomind wants to develop bridges between gaming and AI sectors and proposes its technology to dramatically improve the user's experience in all AI interactions.

Success Factors & Tips

It was very useful to conduct market analysis using TMG's program. The results have helped us to improve our business model and strategically focus on the right clients.

There is no doubt that the Japanese market has tremendous business potential. Not only is Japan the third largest economy in the world, but it is also a safe and reliable place to expand your business.

Messages to New Joiners

My goal is to build Ovomind into the largest AI and affective computing technology company in an innovative way. I would love nothing more than to bring new technology to the society and improve people's lives.



Yann Frachi
CEO

Ovomind developed an AI technology in the affective computing field. Its mission is to quantify human emotions in real time via a smart bracelet/watch biosensors data. Ovomind's bracelet measures heart rate, skin temperature, skin potential activity, and body movement, and collects data in a cloud for powerful AI to analyze emotions. Ovomind's headquarter is located in Geneva Switzerland and has an office in Tokyo Japan.

InferVision

We believe that if we collaborate with companies already in, and also gathering in Tokyo, we could change the world with AI.

Business in Tokyo

We found that Japan had a mature healthcare market and sophisticated medical systems. The receptiveness of Japan towards new technologies, and the stable government system was also appealing to us.

When established in 2018, our main business was joint research with hospitals, but now we are offering multiple solutions. The continuous cycle of engineers responding immediately to the feedback from doctors has led to our business expansion.

We developed and launched AI solutions for covid-19 in early 2020. It can quickly assist doctors, hospitals and governments in the diagnosis, quantitative assessment, and epidemic monitoring of covid-19. It played an important role in the frontline of the fight against the epidemic in China, Japan and other countries and regions.

Success Factors & Tips

Among TMG's supports, business matching in particular gave us the opportunity to meet with the potential customers and partners that we most wanted to meet. Without this support, it's likely that we would have spent long hours and huge amounts of effort to identify and approach the market's key players, not to mention that it would have been difficult to attract their attention to our existence.

In the medical industry, it is important to build relationships of trust with key players. TMG's matching support enabled us to connect with them and accelerate our business.

Initially, we needed to tackle many issues, such as choosing an office and creating a marketing strategy, but TMG's support helped us solve these problems with ease. By establishing a local team in Japan and hiring senior professionals, we can adequately and promptly reflect the opinions of doctors in the product. The key to success is to interact with customers with a sense of speed.

Messages to New Joiners

Japan has a huge growing market that is completely different from China, where our head office is located, presenting both many challenges and opportunities. Our future business partners have also come to Tokyo, seeking business opportunities. Japanese doctors tend to make strict judgement on the products compared to other countries, but that gives us many suggestive opinions about our product improvements.

We realize that the utilization of AI in the Japanese medical industry has been gradually accepted. We are confident that it can enrich our daily lives in the near future.



Kuan Chen
Founder, Chairman of the Board and Executive Director

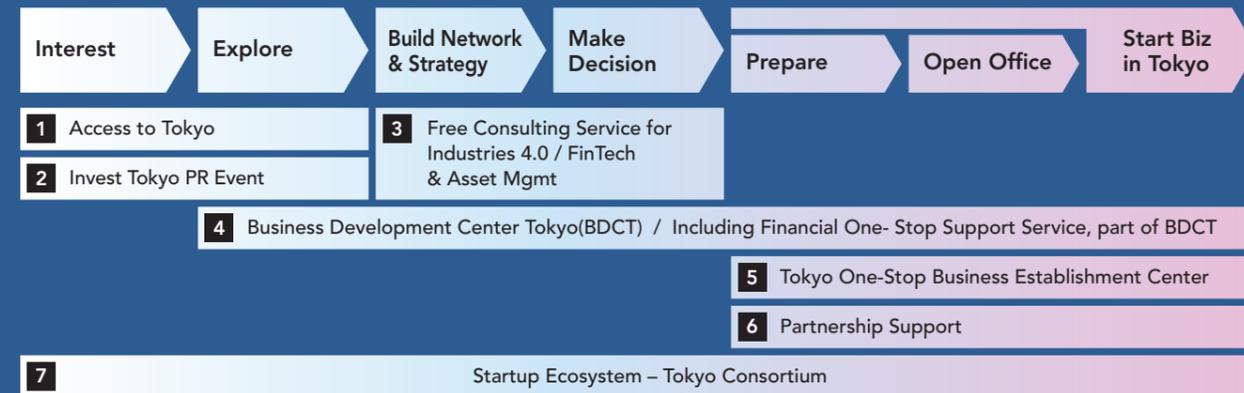
InferVision Medical Technology Co., Ltd.

InferVision established InferVision Medical Technology (Asia & Pacific) Co., Ltd., in 2018.

Develops/offers AI medical products intended for disease screening and diagnosis, disease intervention and treatment, patient management and medical research, for physicians from multiple departments.

Our Support Services

The Tokyo Metropolitan Government (TMG) offers a variety of free support services to companies that are considering expanding their business to Tokyo. The services range from introducing Tokyo to connecting supported companies with Japanese market leaders.



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!



A2T is YOUR touchpoint and support YOU in a variety of ways

- Provide Japanese market insights
- Elaborate various support options by TMG
- Host tailored seminars with 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.

Major supports are:

- Market Analysis
- Formation of Entry Strategy
- Business Partner Identification
- Cost Simulation

Tokyo One-Stop Business Establishment Center - TOSBEC

TOSBEC provides foreign companies and startups with one-stop services for the steps they need to take to establish a business from the staff and experts versed in administrative procedures.

- Certification of articles of incorporation
- Company registration
- Notification of incorporation
- Taxes
- Social security
- Immigration etc...

Business Development Center Tokyo - BDCT

BDCT in Tokyo and Hong Kong provides the Tokyo Metropolitan Government's comprehensive service for foreign companies who are considering establishing in or expanding their business to Tokyo.

Services provided by each location

	Hong Kong	Tokyo	
		Marunouchi	Akasaka
Business Support	Business matching Human resources recruitment	Office search Expert introduction	
Living Support	Information about > Hospitals, schools and daycare facilities, residence, etc.		
Financial One-stop Support Service	Japan's financial rules, regulations and required procedures Financial experts Support in applying subsidy program for financial companies	Support for Foreign Entrepreneurs Support for "Business manager" Visa Funding Support	

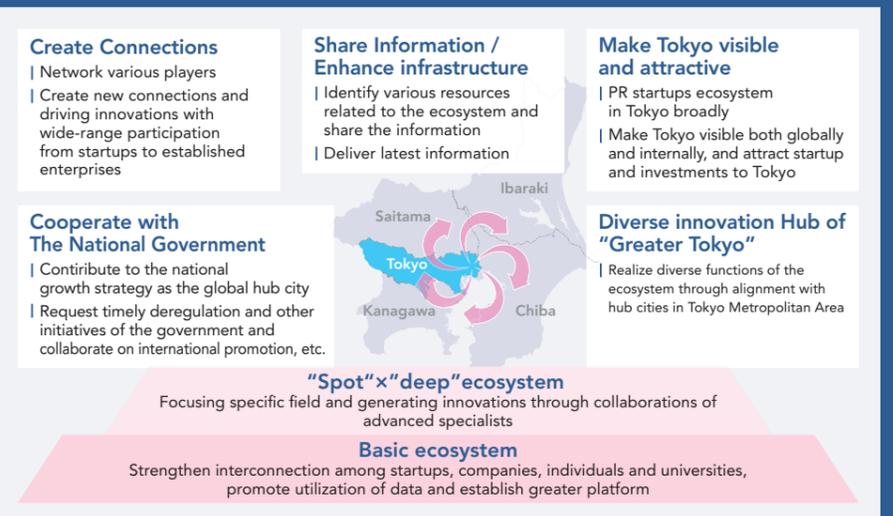
Partnership Support

Partnership Support is a key part of our offerings for global companies that have already received the TMG services including Free Consulting Service, etc. This service supports companies through a detailed interview to determine business matching needs and look for the best partners, such as clients, suppliers and other related organizations within Tokyo.



Startup Ecosystem – Tokyo Consortium

The Tokyo Consortium aims to accelerate the growth of startups and support the social implementation of innovation by forming a startup ecosystem in Tokyo, thereby returning benefits to the local community and promoting the sustainable development of the Tokyo economy.



Regular and supporting members

386 Organizations

(As of Aug. 31, 2022)

Startups	Business Companies	Incubators, Communities, etc.	Media
	Experts	Embassies and foreign governments	Industry Associations
Investors	National and local government organizations	Universities & Research Institutes	Autonomy

Sustainable High City-Tech Tokyo

— Promoting attractiveness of Tokyo with the concept of “SusHi Tech Tokyo” —



FUTURE TOKYO Tokyo Bay eSG Project

Tokyo Is Changing!

A Massive Project for 2100 Has Begun

We launched the Tokyo Bay eSG Project as a new project that forms the core of "Future Tokyo: Tokyo's Long-Term Strategy."

Setting the Bay Area, which has high potential, as our stage for sustainable urban development that integrates "the richness of nature" and "a prosperous economy", with an eye to 50 and 100 years into the future. In the spring of 2024, we plan to hold an event that will allow visitors to experience Future Tokyo before others.



City-Tech for a sustainable future

-Creating with startups through open innovation: from Tokyo to the world-

It is an event for creating a sustainable society through open innovation with startups

Climate change, infectious diseases, a changing geopolitical situation. The world is facing a significant turning point. Right now, we are being called on to use diverse ideas and technologies to create a new and sustainable model city. How can we create a resilient city that is safe and secure? One that is decarbonized and circular, comfortable and convenient, and rich in culture and entertainment? Those who know the answer to this question have gathered in Tokyo.

Event Name	City-Tech.Tokyo
Event Dates	February 27 (Mon), 28 (Tues), 2023
Venue	Tokyo International Forum *Hybrid event, available both on-site and online.
Organizer	Global event 2023 executive committee



Pre-Register and Further Information

<https://city-tech.tokyo/en/>





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TOKYO
METROPOLITAN
GOVERNMENT