



Co-create the Next Value

J-BRIDGE

Do you want to accelerate your business with Japanese companies?



For the startups/companies who are interested in...



Utilizing the capabilities of Japanese companies in product development, manufacturing, sales, marketing, etc.



Considering investment from Japanese companies.



Expanding business not only domestically but internationally with Japanese companies.



J-Bridge is a business platform to facilitate collaboration between Japanese and overseas companies. JETRO supports cross-border open innovation for accelerating digital and green transformation.

Focus Countries/ Regions

- Southeast Asia
- India
- Israel
- Australia
- U.S.
- Europe
- Africa
- Japan

*J-Bridge provides services mainly in Singapore, Indonesia, and Vietnam in Southeast Asia, the U.K. and Germany in Europe, and Nigeria and Kenya in Africa.



Focus Fields

- Mobility
- Health Tech
- Life Sciences
- Agri-Tech
- Retail Tech
- Smart Cities
- FinTech
- Robotics
- Information security etc.

- Renewable Energy (offshore wind power, biomass, etc.)
- Energy conservation
- Storage batteries
- Hydrogen
- Smart infrastructure
- Greening and environmental conservation technologies etc.

Objectives

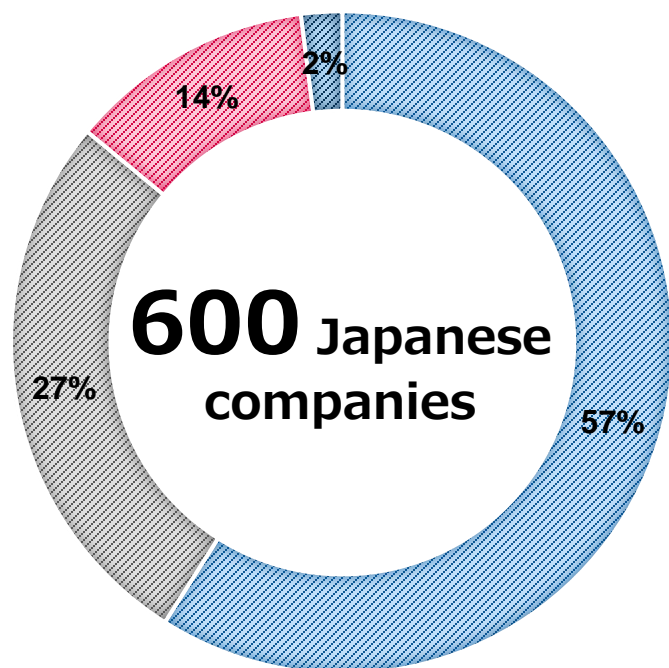
Cooperation between Japanese companies and overseas startups for the development of new businesses, thereby:

- **Business alliance** including technical cooperation, joint R&D, and M&A
- **Capital alliance** including investment, setting up JV (Joint Venture), etc.

Who are J-Bridge Members / Partners?

J-Bridge Members are **Japanese companies who are interested in collaboration with overseas startups etc.** Over 800 people from more than 600 companies are registered from various industries ranging from ICT to trading, chemicals, finance and manufacturing.

J-Bridge Members



■ Large companies ■ SMEs ■ Overseas branches ■ Others

Our Partners

Companies and organizations that share the same goals as J-Bridge and will help us by utilizing their knowledge and connections.



J-Bridge will open opportunities for foreign startups/companies to meet Japanese companies.

✓ 1. Company introduction

JETRO will prepare a business summary of foreign startups/companies and disseminate it to registered “J-Bridge Members”

✓ 3. One-on-one business meetings

For startups with unique technologies/solutions, JETRO will arrange business meetings with J-Bridge Members.

✓ 2. Invitation to events

Foreign startups/companies can find information about various JETRO online events to promote digital transformation or open innovation, including opportunities to attend seminars/business pitches.

✓ And more...

Along with the J-Bridge scheme, JETRO, as your contact point to Japan, will provide various support for your business development, including the initial support for entering the Japanese market.

1. Company introductions

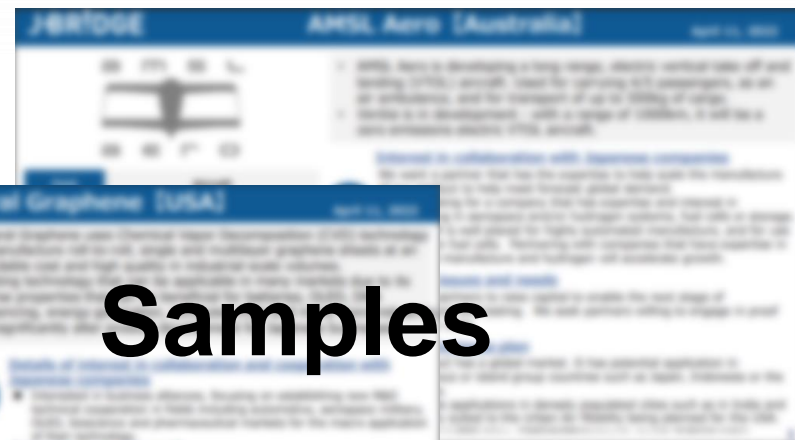


Business outlines of startups/companies, prepared by JETRO, will be uploaded to the communication site for J-Bridge Members.



J-Bridge Members who are interested in these companies can request business meetings.

(JETRO will inform you when we get a meeting request)



Samples



クリックで絞り込み 絞り込み解除

分野 ヘルスケア 小売 農業・食品 モビリティ AI・IoT スマートシティ フィンテック
物流・サプライチェーン グリーン・カーボンニュートラル ロボティクス その他

国・地域 米国 タイ シンガポール ベトナム インドネシア マレーシア フィリピン カンボジア
インド 英国 ドイツ フランス イスラエル オーストラリア アジア 欧州

セミナー
種別 海外企業ピッチ 日本企業ピッチ 現地事情・事例紹介

インド発スタートアップピッチセッション
小売テック・ヘルステック編

2022年2月25日(金) 15:30~17:00 (日本時間) / 12:00~13:30 (インド時間)

登壇者: GHV Accelerator, Sciative technologies, Glue design, Nutritap, Carpl.ai, Health Assure, Crelio health

インド発スタートアップピッチセッション (小売テック・ヘルステック編)

インド

2022年2月25日 (1時間40分4秒)

登壇者: GHV Accelerator, Sciative technologies, Glue design, Nutritap, Carpl.ai, Health Assure, Crelio health

[ビデオを見る](#)

New Opportunities in Cyber Security in Australia
Nichi-Go Global x J-Bridge Webinar

Thursday, 24 February 4:00-5:15pm AEDT / 2:00-3:15pm JST

登壇者: Secure Code Warrior (NSW州), Cryptoloc Technology (QLD州), CyberOps (SA州), Senetas (VIC州), Red Piranha (WA州)

Nichi-Go Global x J-Bridge : 豪州におけるサイバーセキュリティの新たなビジネス機会

オーストラリア

2022年2月24日 (1時間9分37秒)

登壇者: Secure Code Warrior (NSW州)、Cryptoloc Technology (QLD州)、CyberOps (SA州)、Senetas (VIC州)、Red Piranha (WA州)

[ビデオを見る](#)

J-BRIDGE Retail & Supply Chain Innovation (Australia) - 17th Feb 2022

登壇者: Hivery, Aglive, LYRO, Katch, Qsic

J-Bridge日豪オープンイノベーションイベントー小売・サプライチェーン

オーストラリア

2022年2月17日 (1時間11分3秒)

登壇者: Hivery, Aglive, LYRO, Katch, Qsic

[ビデオを見る](#)

J-BRIDGE Smart City Event (Australia) - 7th Dec 2021

登壇者: オーストラリアのスタートアップ企業

ジェトロ・シドニー事務所主催「J-Bridge日豪オープンイノベーションイベントースマートシティー」

2021年12月7日 (1時間11分47秒)

登壇者: オーストラリアのスタートアップ企業

[ビデオを見る](#)

New Opportunities in Critical Minerals in Australia
「豪州におけるクリティカルミネラル (重要鉱物) の新たなビジネス機会」

Organizers: Consulate-General of Japan, Sydney, Investment NSW, JETRO
Cooperation: AJRCC / Innovation Dip
Sponsoring from 10:00AEDT, 14:00JST
*Questions can be posted in "Q&A" box through the webinar

NSW 州投資庁・ジェトロ・在シドニー日本国総領事館共催「Nichi-Go Global x J-Bridge ウェビナー: 豪州におけるクリティカルミネラル (重要鉱物) の新たなビジネス機会」

2021年12月2日 (1時間32分33秒)

登壇者: オーストラリア企業

[ビデオを見る](#)

インド発スタートアップピッチセッション (モビリティ・クリーンエネルギー編)

2021年12月2日(水) 15:30~17:00 (日本時間) / 12:00~13:30 (インド時間)

登壇者: インドのスタートアップ企業

ジェトロ・ニューデリー事務所主催「インド発スタートアップピッチセッション (モビリティ・クリーンエネルギー編)」

2021年12月2日 (1時間15分43秒)

登壇者: インドのスタートアップ企業

[ビデオを見る](#)

2. Invitations to events



Twice a week

on average, we hold online events, seminars and pitch decks related to open innovation across the world.



Around 15,000 participants joined appx. 100 events in FY 2021.



Offers for presentations/pitches at our event.

(Only for the startups who are prominent in their business and match the concept of our events)

3. One-on-one business meetings



For especially outstanding startups, based on your requests, JETRO will arrange business meetings with J-Bridge Members (and other Japanese companies) who may be suitable as business partners.



How does JETRO connect Japanese and overseas companies registered on J-Bridge?

- Company Introductions
- Participation in events
- Requests for one-on-one business meetings

We want to develop new business through the collaboration with overseas companies.



Japanese companies



We have prominent technologies or business models!



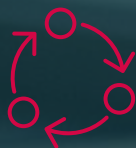
Overseas companies/startups

- Offering business meetings
- Explaining business needs and challenges (at pitch events and on-demand programs)

Criteria

For J-Bridge to evaluate startups:

Requirements (essential conditions)

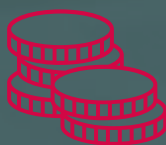


Has a solution or business model whereby contributing to digital transformation or carbon neutrality.



Desires to cooperate with Japanese companies in developing value-added business (J-Bridge can't help you expand sales channels in Japan)

Desirable conditions



Funded by major VCs, or supported by notable acceleration/research programs.



Founder or management team has noteworthy experience. (E.g. business exit, alliance with overseas companies)



Superiority over competitors in terms of technology, novelty of solutions, business model, etc.



Received awards at notable competitions/events or possesses experience in collaborating with other parties such as universities, labs or companies.



Has Japanese speaking employees or interpreters.



Some success cases generated from J-Bridge (FY2021)

Sector

Education (Edtech)

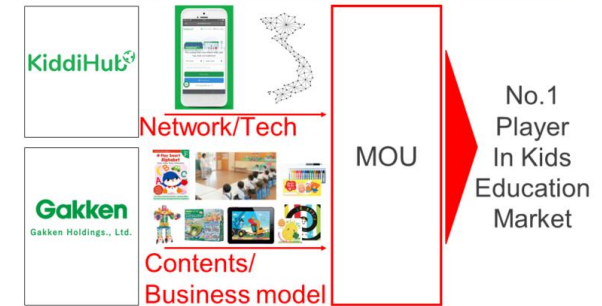
Company information

Japanese company	<u>Gakken Holdings, . Ltd.</u>
Head Office	Tokyo
Business	Educational services such as cram schools, publishing, etc.
Overseas company	<u>KIDDIHUB EDUCATION TECHNOLOGY JSC</u>
Country	Vietnam
Business	Operation of education platform, etc.

Outline of collaboration

- 1) Overview of the collaboration
Development of kids education business in Vietnam.
- 2) Details of the collaboration
Kiddihub operates an educational platform in Vietnam, providing educational information, e-commerce services, etc. to 85,000 registered users. Gakken utilizes this customer network to provide the company's educational content and other services, and the two companies will develop new business models and products in Vietnam.
- 3) Future plans
The two companies will work together to promote business development in Vietnam, and aim to become the No. 1 player in the kids education market.

Aiming No.1 player of Kids education Market in Vietnam



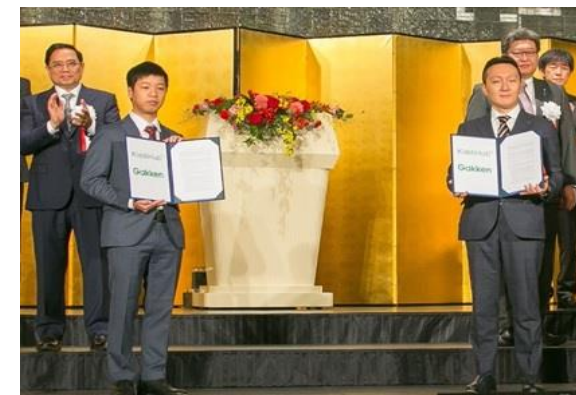
Gakken

© Gakken

Source: company press release

Background to collaboration and Support from JETRO

	Major events	Support from JETRO
Summer 2021	Gakken applied for support	JETRO Hanoi Office received an application for support from Gakken, which is seeking to expand its business in Vietnam, and provided them with sourcing support.
	Held the first meeting	At Hanoi Office, KiddiHub was introduced to Gakken and several subsequent meetings were arranged.
	Concluded a NDA	
November, 2021	Concluded a MoU for business alliance	Seizing the opportunity of Prime Minister Chin's visit to Japan, JETRO coordinated and organized the Japan-Vietnam Investment Conference on November 25. Provided PR supports.



Representatives of Gakken (right) and KiddiHub (left), who presented memorandums in front of the Prime Minister Chin and Minister Hagiuda at the Japan-Vietnam Investment Conference (JETRO)



Promoting collaboration with an Indonesian cloud kitchen operator to build a cold chain utilizing IoT

Type of collaboration:
Business alliance

Sectors

Mobility, FinTech

Company information

Japanese company	<u>Global Mobility Service Inc.</u>
Head Office	Tokyo
Business	Financial, IoT, and Mobility services
Overseas company	<u>Yummy Corp</u>
Country	Indonesia
Business	Operation of Cloud kitchen (Kitchen facility for food delivery) .

Outline of collaboration

1) Overview of the collaboration

A project in which Yummy Corp utilizes van vehicles with refrigerators (a demonstration project with DENSO, an automotive parts manufacturer) equipped with “Mobility-Cloud Connecting System” (an IoT device that can control the vehicle) independently developed by Global Mobility Service (GMS), enabling low-credit drivers to participate in delivery operations.

2) Details of the collaboration

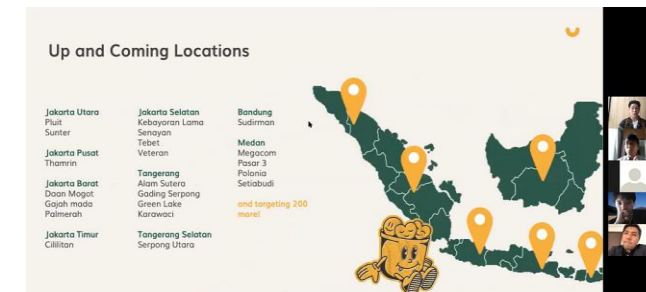
To accumulate, analyze, and visualize mobility data by using vehicles with control devices and software and by realizing those data linkage with other FinTech services, the project will enable drivers with low credit, which is a local issue, to participate in the business. GMS will utilize the acquired data for its own business.

3) Future plans

In response to local needs, it is aimed to introduce vehicles capable of mixed loading of frozen and dry food on a trial basis. At the same time, GMS will support Yummy Corp’s product development and marketing by involving Japanese food manufacturers, local suppliers, etc., and will also expand the introduction of vehicle services, thus creating a virtuous cycle.

Background to collaboration and support from JETRO

	Major events	Support from JETRO
January, 2021	Yummy Corp took the stage at pitch events hosted by JETRO Jakarta Office.	GMS watched Yummy Corp’s pitch at that event.
February, 2021	After watching the pitch, GMS was interested in Yummy Corp and held the first meeting.	JETRO Jakarta Office arranged the meeting between the two companies.
August, 2021	Concluded a NDA. Multifaceted collaboration including product development has been promoted after concluded a rental contract for vehicles with control devices.	



Events in which Yummy Corp’s pitch took place (held on January 29, 2021/Indonesian Foodtech Seminar)



Sectors

Carbon neutrality

Company information

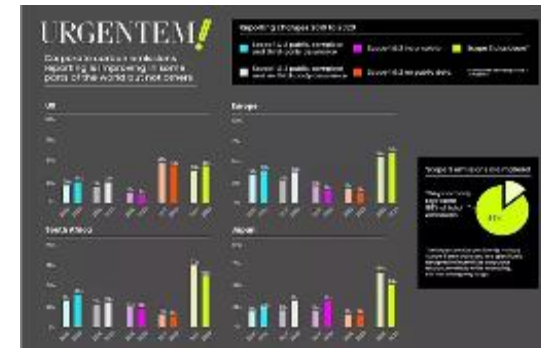
Japanese company	<u>Asian Gateway Corporation</u>
Head Office	Tokyo
Business	Provision of solutions such as support for introduction of carbon neutral-related infrastructure
Overseas company	<u>Urgentem</u>
Country	UK
Business	Provision of tools for CO2 emissions data analysis and climate risk analysis

Outline of collaboration

- 1) Overview of the collaboration
Creating new businesses in Japan and Southeast Asia, such as consultations to support the efforts of companies to respond to the proposals of the Task Force on Climate-Related Financial Disclosures (TCFD).
- 2) Details of the collaboration
Asian Gateway, which is involved in mobility projects that contribute to the Joint Crediting Mechanism (JCM), will provide workshops, consultations, and other services to major companies including banks, by utilizing data from Urgentem, which is involved in CO2 emissions data analysis and climate risk analysis. In addition to participating in workshops and other events, Urgentem will acquire relevant data in Japan and Southeast Asia and use it to upgrade data analysis and risk analysis.
- 3) Future plans
Asian Gateway will provide solutions for existing JCM-related projects, etc. in addition to providing TCFD-related consultations and other services, thereby providing consistent support for the efforts of customers to decarbonize.

Background to collaboration and support from JETRO

	Major events	Support from JETRO
September, 2021	Asian Gateway that was interested in Urgentem applied for the meetup service (interview arrangement)	JETRO London Office compiled information on Urgentem and disseminated it in the J-Bridge member community dedicated for Japanese companies.
October, 2021	Held the first meeting.	JETRO arranged a meeting and brought the two companies together.
December, 2021	Concluded a NDA.	
January, 2022	Concluded a MOU for business alliance. Started collaboration to create new businesses.	



Utilize Urgentem's data of more than 5,500 companies for new businesses (company website)

Thank you

J-Bridge website

<https://www.jetro.go.jp/en/j-bridge.html>



For JETRO's support menu on investing in Japan,
please find the website below.

<https://www.jetro.go.jp/en/invest/>

