

## OGlobal Startup Program

Schedule : Wednesday, May 15 and Thursday, May 16, 2024)

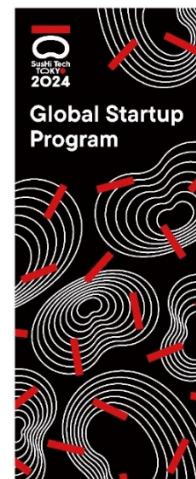
Location : Tokyo Big Sight, West Exhibition Halls 1 & 2  
(3-11-1 Ariake, Koto-ku, Tokyo)

※Hybrid venue and online event (booths will be exhibited only at the venue)

Event Vision :

Sustainable High City Tech for a future

Fostering open innovation with startups from Tokyo to the world



### 1 Focus Themes

In pursuit of creating a more prosperous and sustainable "city of the future", we are committed to focusing on the following five themes:

#### ■ Infrastructure



- Realization of safe, secure, and resilient urban infrastructure by utilizing cutting-edge technologies
- Enhancement of the convenience of short-distance urban mobility through precise and safe transportation options, as well as new mobility solutions.

【Main Related Fields】

Infrastructure (Hardware・Software) /Mobility

(Keywords)

Disaster Prediction/Infrastructure maintenance/Micro-mobility, etc.

#### ■ Environment



- Reconstruction of energy production and consumption systems to realize a decarbonized recycling-oriented society
- Increase of Food Security Through Next-Generation Food Development and Food Loss Reduction Initiatives

【Main related fields】

Energy/food tech/climate tech/green tech

(Keywords)

Ethical consumption, alternative protein, etc.

#### ■ Living



- Enhancement of support for everyone, from children to the elderly, to lead comfortable and active lives.
- Improve the convenience of people's lives through the use of cutting-edge technology in the financial sector and other areas.

### 【Main Related Fields】

Medical/Healthcare/Fintech/Femtech

(Keywords)

Infectious disease control/digital local currency/Generative AI, etc.

#### ■ Culture



•Creation of new entertainment value by combining traditional culture and cutting-edge technology, and the rediscovery of city attractions.

### 【Main Related Fields】

Culture and entertainment/Sports tech

(Keywords)

Metaverse/Digital Art/NFT/WEB3 etc.

#### ■ Impact



•Harmonizing the resolution of social issues with sustainable growth to deliver a positive impact on society.

### 【Main Related Fields】

Environment and Energy/Medical and Welfare/Food and Agriculture/Education and Childcare/Financial Inclusion

## 2 Program Outline

#### ■ Keynote/Session

The event will feature thought-provoking Keynote Sessions by industry leaders from Japan and around the world; you can learn what "sustainable new value" is and what kind of future will be realized through innovation, as well as gain the "insights" and "new discoveries" necessary for the creation and evolution of specific businesses.

#### ■ Pitch Contest

The event will host one of Asia's largest pitch contest with a remarkable number of applicants and substantial prize money, offering a unique opportunity to present proposals to large corporations. Join us for the 'SusHi Tech Challenge,' led by world-leading startups, as we aim to identify the top solution in Sustainable High City Tech that will make sustainable cities a reality.

#### ■ Booth Exhibit

Booth exhibits that promote open innovation to solve urban issues by creating "new encounters" on the spot and at the right time

- Asia's largest booth exhibition, featuring leading overseas Startups, that have not yet entered the Japanese market, and leading domestic Startups with a strong desire to expand overseas.
- Exhibit, in a corporate pavilion, of large corporations that are willing to collaborate, invest, and develop new businesses with startups. Decision makers will also be present.
- Student pavilion, planned and operated by current students, to expand the scope of

entrepreneurship and produce future entrepreneurs

- A PR stage to effectively disseminate information to Startup stakeholders
- Various support services to help students enter the Japanese market; etc.

#### ■ Business Matching

The event will have Asia's largest business platform for local and international startup ecosystem players, including speakers and exhibitors. There will also be numerous dedicated spaces available for networking and business discussions.

#### ■ Event Partnerships

To facilitate greater networking opportunities for participants, we will collaborate with partner events spanning approximately two weeks before and after the two-day main event.

### **3 Reference**

Report on last year's results (former event name: City-Tech.Tokyo) (conducted in February 2023)

<https://city-tech.tokyo/en/news/1977/>

## ○ Showcase Program

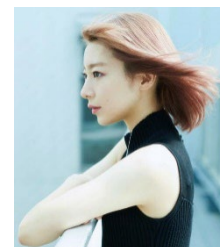


Dates: Saturday, April 27 to Sunday, May 26, 2024

Venues: Ariake Arena, The National Museum of Emerging Science and Innovation, Symbol Promenade Park, Uminomori area

### **A Message from Committee Chair Asako Tsuji (CEO, KK arca)**

Is Tokyo a city for food? For technology? Or business? 200 years ago, Tokyo, then known as Edo, was already a city with a population of over 1 million people. With high population density also comes numerous societal issues. Tokyo is also a city that faces the risk of many natural disasters. The people of Edo and Tokyo have had to develop this metropolis while constantly keeping environmental challenges in mind. As a city with vast experience in dealing with environmental issues, I believe Tokyo has a unique point of view on these issues. I hope this event will act as a way to incorporate the many voices of the people of Tokyo to create the future of the city together.



## 1 Details on the Programs at Each Venue

### (1) Ariake Arena

In collaboration with various partners, the latest technology will come together to create a representation of a city of the future in 2050. Available programs will allow visitors to spend a day in the life in the city of the future, experience what an ideal future of the city looks like and be involved in city planning.

#### **Dates**

Friday, May 17 to Tuesday, May 21, 2024

#### **Venue**

Ariake Arena (1-11-1 Ariake, Koto-ku)

#### **Program Details (tentative)**

##### 1. Immersive Video

An immersive audiovisual experience will take visitors to the year 2050 through news segments about future Tokyo.

##### 2. Main Arena

Experience a day in the life of future Tokyo through seven distinct themed areas (HOUSE, SCHOOL, OFFICE, CULTURE, SHOPPING, ROAD, and PARK) in a movie-set-like area incorporating the latest technology.

##### 3. On-stage Events

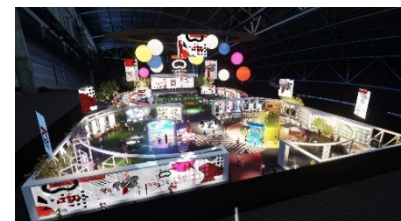
The PARK area will feature a stage lit up using LEDs, hosting a panel of various opinion leaders across the seven themes. Interactive programs are also planned, allowing visitors to experience the futuristic technologies.

##### 4. Sub Arena

A business lounge will be available in the sub arena to provide an opportunity for companies involved in the event to network. In addition, sponsors will have the opportunity to promote their businesses through presentations and exhibitor booths.

##### 5. Outdoor Food Court

Taste sustainable food utilizing the latest in food tech in an open-air area with waterfront views.



### (2) The National Museum of Emerging Science and Innovation

Experience technologies and efforts in sustainability through fun activities, providing visitors with an opportunity to consider and express their views on the future.

#### **Dates**

Saturday, April 27 to Sunday, May 26, 2024

#### **Venue**

The National Museum of Emerging Science and Innovation  
(2-3-6 Aomi, Koto-ku)



## Program Details (tentative)

### 1. 1<sup>st</sup> Floor Exhibit Area

Food Zone: The future of food, featuring the latest food tech and more sustainable foods.

Tool Zone: Experience the useful tools that make life in the future more convenient, such as robots and next generation mobility.

Play Zone: Play with useful technologies such as remote operation and assistive technology.

Main Exhibit: A *yagura* bandstand of the future will act as the venue's main exhibit.

### 2. 7<sup>th</sup> Floor Workshops/Educational Programs

Interactive workshops will be available covering topics across Tools, Food, and Play.

Workshops for elementary and middle school students as well as hands-on programs requiring active participation are planned.

### (3) Symbol Promenade Park

Symbol Promenade Park will act as a walkway that will take visitors on a journey of discovery through time, from the old Tokyo of the Edo period to the Tokyo of the future.

A wide array of programs across the four themes of FOOD, PLAY, MOBILITY, and MARKET will invite visitors to experience the city of Tokyo across generations, and a sustainable art exhibit will showcase art using scrap material, for a constantly engaging walk through Tokyo.

#### Dates

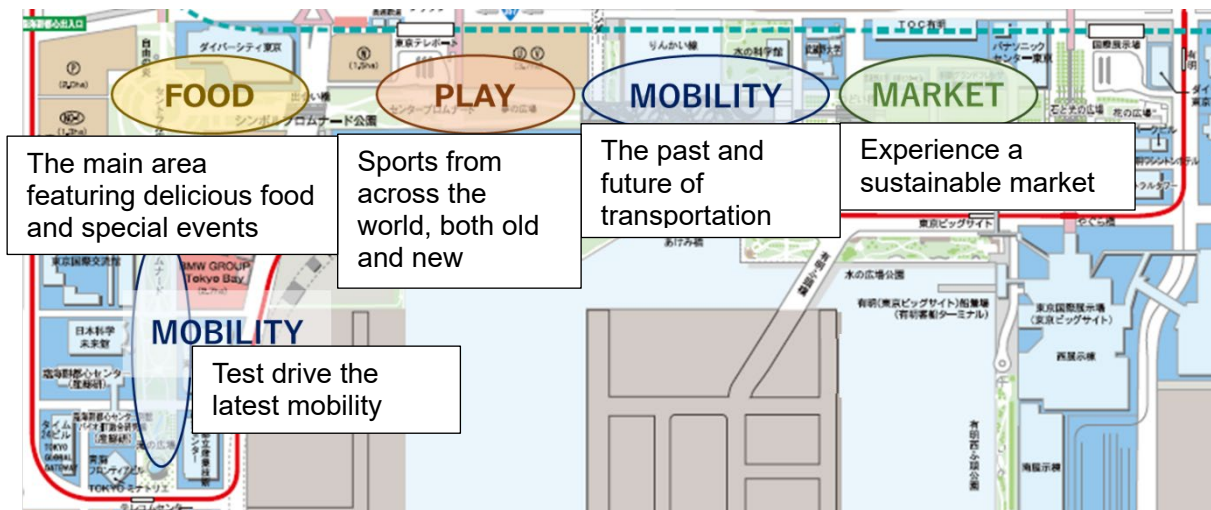
Sunday, May 12 to Sunday, May 26, 2024

#### Venue

Symbol Promenade Park (Aomi/Ariake, Koto-ku)



## Program Details (tentative)



#### 1. FOOD

Tasty, healthy, and environmentally conscious food spanning from Tokyo favorites to classic flavors from the Edo period, and the latest in food tech.

#### 2. PLAY

Take part in unique sports from across the world and across generations to experience diversity and inclusion firsthand.

#### 3. MOBILITY

Experience the latest mobility in a dedicated lane and travel between the areas using mobility from the past and future.

#### 4. MARKET

Hand-picked, useful items across food, clothing and shelter from stylists and retail store owners.

#### 5. SPECIAL EVENTS

A long table and stages will form a lively and engaging area.

**Long table:** A long table will act as a focal point where visitors can dine on various sustainable dishes.

**On-stage events:** The stage will air footage from the other venues and be home to events that put the spotlight on performers from the local area.

#### (4) Uminomori Area

A park with demonstrations, experiences, and exhibits for the latest technologies that allow for the creation of a sustainable city.

**Dates**

Sunday, May 12 to Tuesday, May 21, 2024

**Venue**

Uminomori area (Uminomori, Koto-ku and surrounding areas)

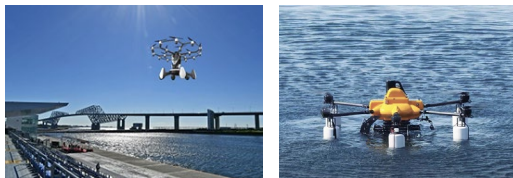
**Program Details (tentative)**

The Tokyo Metropolitan Government's Tokyo Bay eSG Project is underway, implementing cutting-edge technologies in the Central Breakwater area, selecting 15 businesses in 2022 and 2023 across next-generation mobility, renewable energy and environmental reform/resource recirculation.

Taking advantage of the vast amount of space available in the Central Breakwater area across land, sea, and air, the area will showcase the future of Tokyo with the aim of socially implementing various cutting-edge technologies.

The venue will hold demonstrations, experiences, and exhibits of the Tokyo Bay eSG Project and provide a networking area for businesses to share ideas.

Demonstration Area



Networking Area

