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# Innovation Experience and Recommendation from Japan

## Day 2 – Session 6: Innovation Experience Across the World

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Innovation Experience in Japan

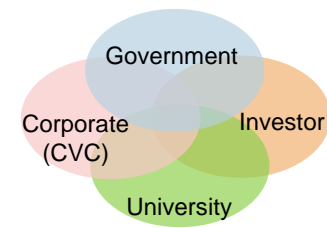
Endorsement from Japan to ASEAN countries

Recommended Direction for Philippines

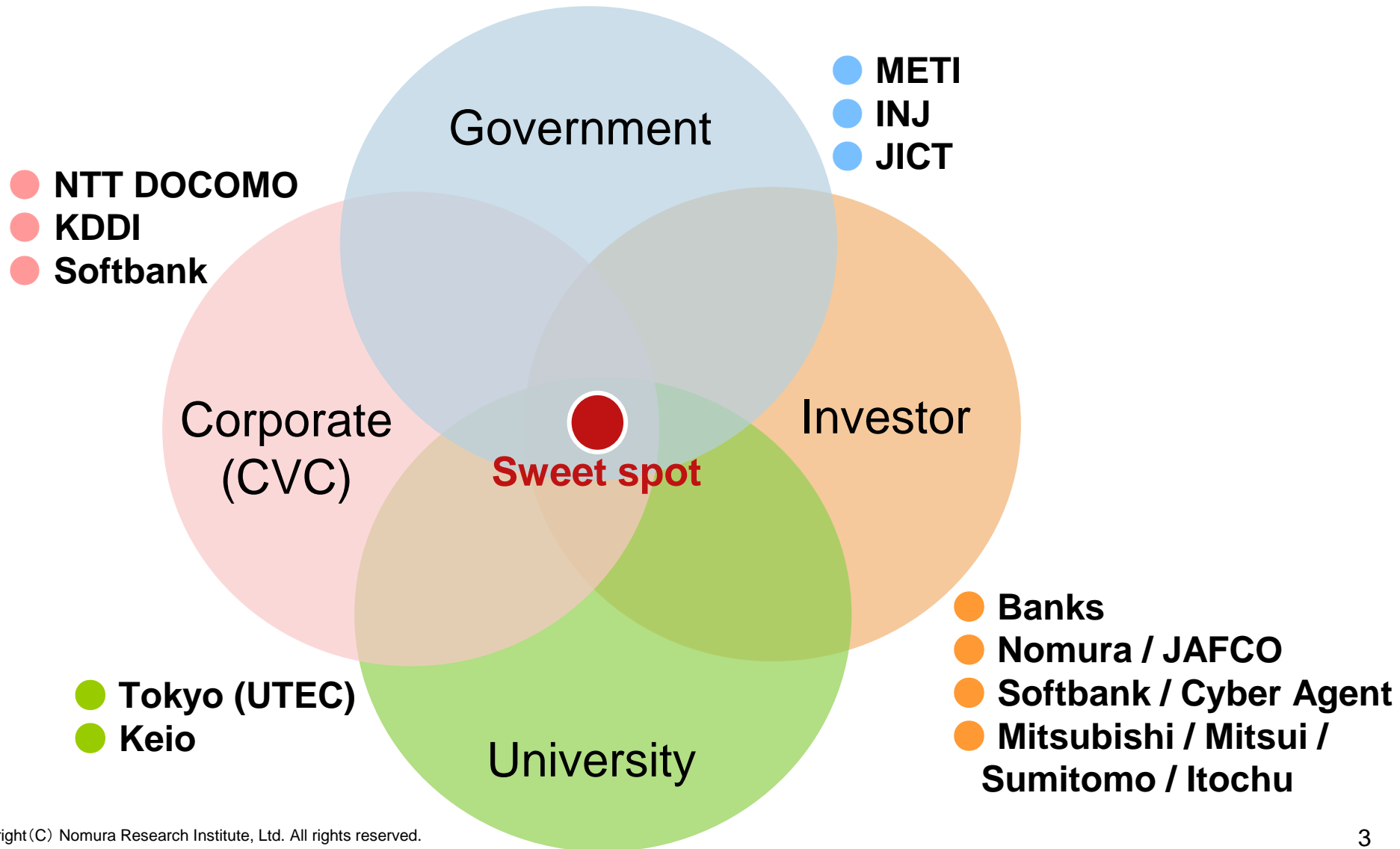
# Innovative Experience in Japan

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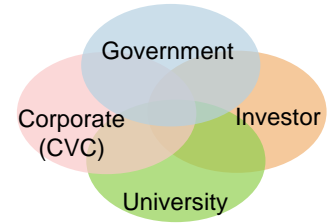
# Startup ecosystem in Japan



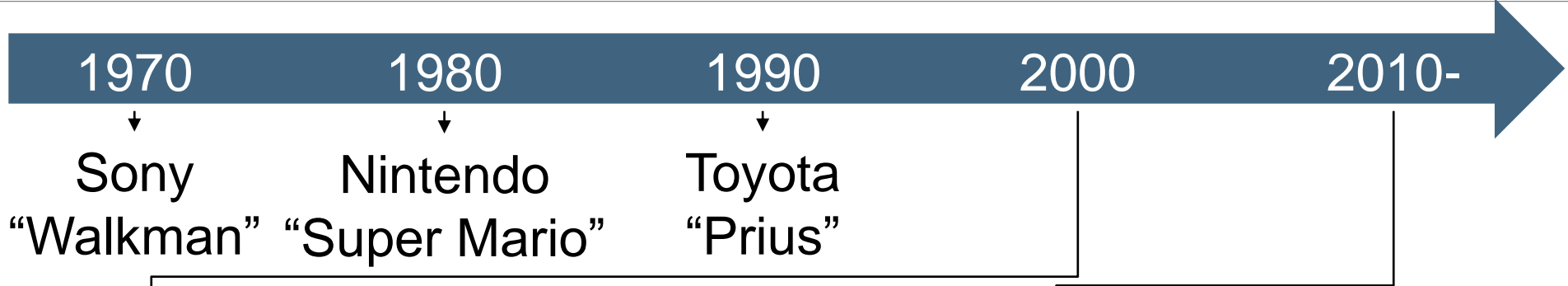
Trying to hit the “sweet spot” by quartet collaboration.



“Sweet spot” examples with Japanese innovation history



Japanese startup style “Technology-driven innovation”.



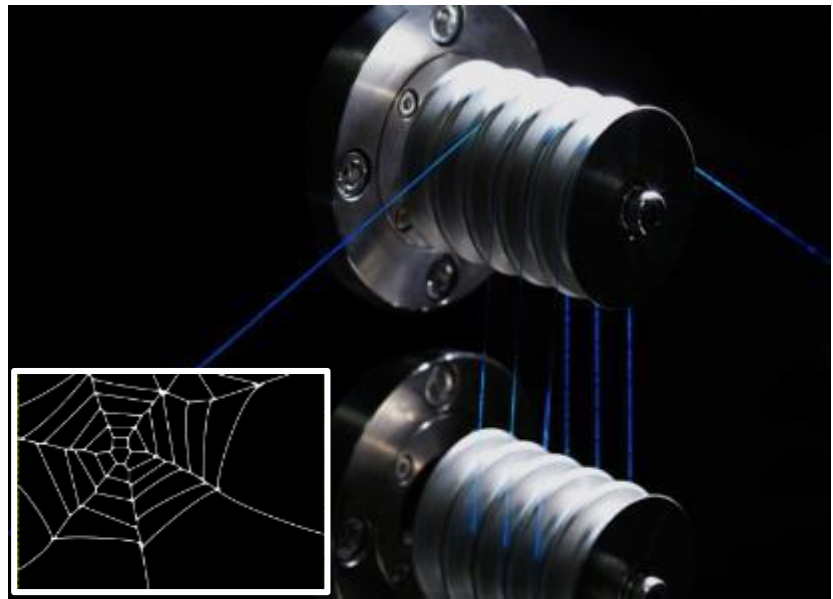
1970  
↓  
Sony  
“Walkman”

1980  
↓  
Nintendo  
“Super Mario”

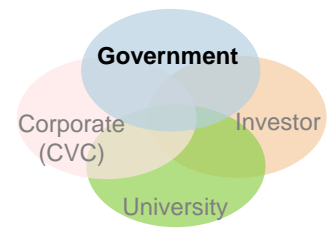
1990  
↓  
Toyota  
“Prius”

 ミドリムシ∞カンパニー  
**euglena** From University of Tokyo

 **Spiber** From Keio University



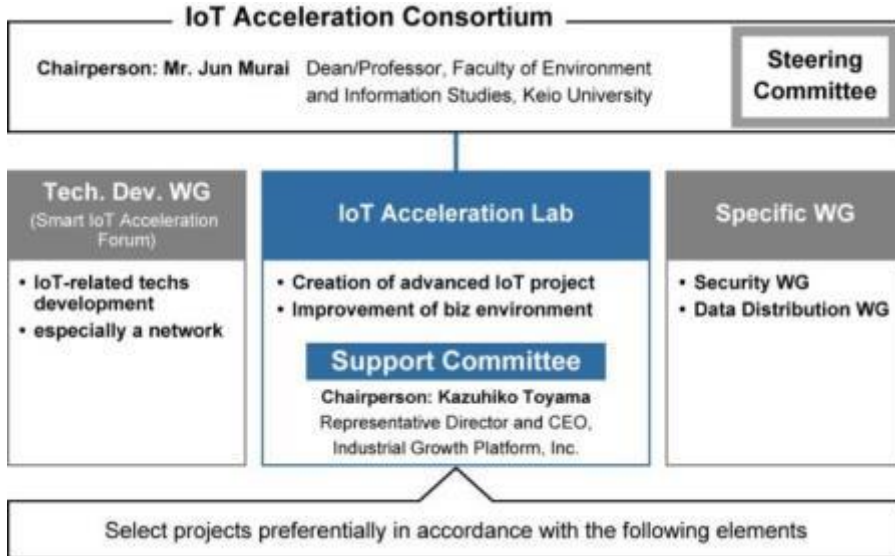
# Governmental Support



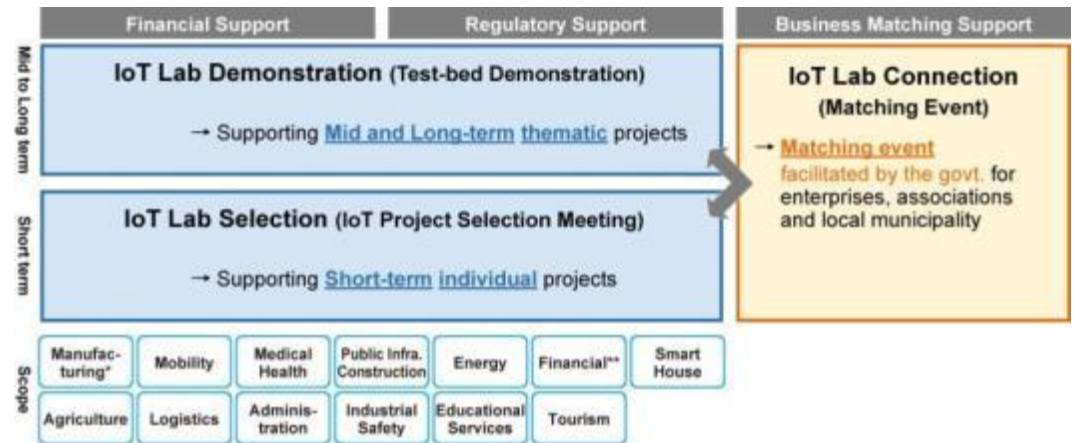
A variety of support, mainly from METI.

- “Jump Start Nippon”, a venture capital and startup support program during 2013 – 2015.
- METI is strongly supporting IoT related projects as well as startup related activities.

## IoT Acceleration Consortium



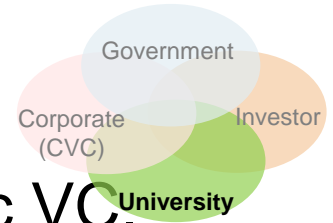
## IoT Acceleration Lab



\*Work closely with Robot Revolution initiative

\*\*Work closely with Study Group on FinTech

# UTEC – a Venture Capital of University of Tokyo



## Japan's leading university, as well as the leading academic VC.

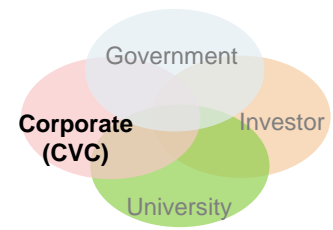
- Seed/Early stage with 300 mil USD funds, 75 companies, 9 IPOs, 8 M&As (Dec 2016).
- Collaboration with Japanese universities, as well as U.S. partners.

Nationwide network of the universities

The partners in U.S.



# CVCs in Japan



Mostly from ICT / Web CVCs in ASEAN.

- Mainly focusing on seed / early stage.
- Telecom, Media and Trading Company are increasing.

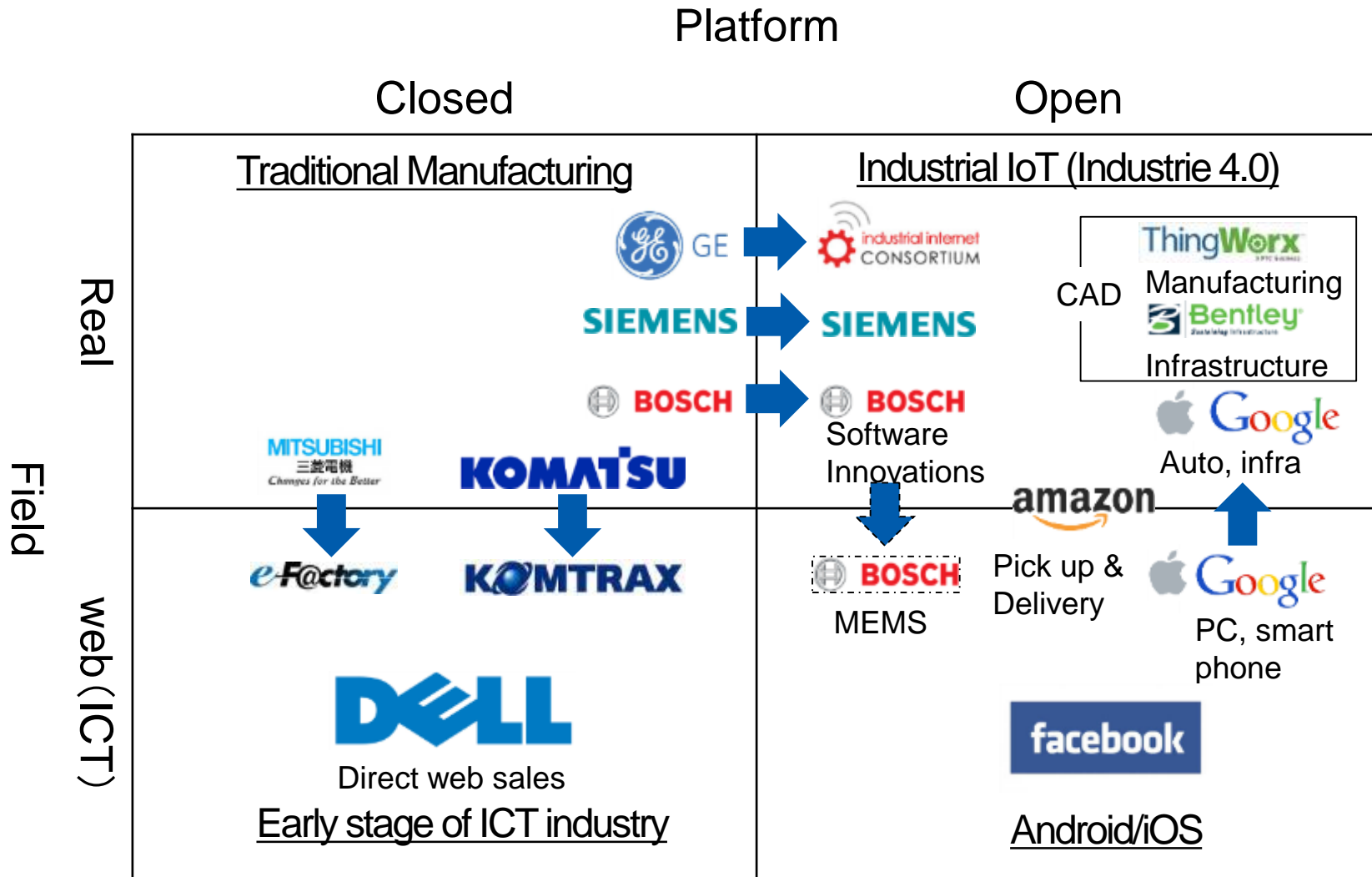
## Major CVCs in Japan

ICT / Web	Telecom	Media	Trading Company / Others
YJ Capital GREE Ventures CyberAgent Ventures Rakuten	NTT docomo NTT DOCOMO Ventures, Inc. KDDI Open Innovation Fund SoftBank Capital	Dentsu Ventures TBS Innovation Partners FUJI STARTUP VENTURES ABC DREAM VENTURES, Inc.	ITOCHU TECHNOLOGY VENTURES SUMITOMO CORPORATION EQUITY ASIA LIMITED MITSUI GLOBAL INVESTMENT Mitsubishi Corporation FUJITSU OMRON VENTURES CO.,LTD.



Why “collaboration” is important? – Lesson from manufacturing industry

“Open platform” is the main battlefield after ICT innovation.



# Endorsement from Japan to ASEAN countries

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## The 19th ASEAN-Japan Summit Meeting ( Vientiane, Sep 7th 2016)



*Japanese Prime Minister Abe's remarks;*

*..Strengthening connectivity of hard and soft infrastructure and supporting the creation of **new industries** utilizing the technology of Japanese enterprises through the **"ASEAN-Japan Innovation Network,"** which encourages collaboration among businesses from Japan and ASEAN.*

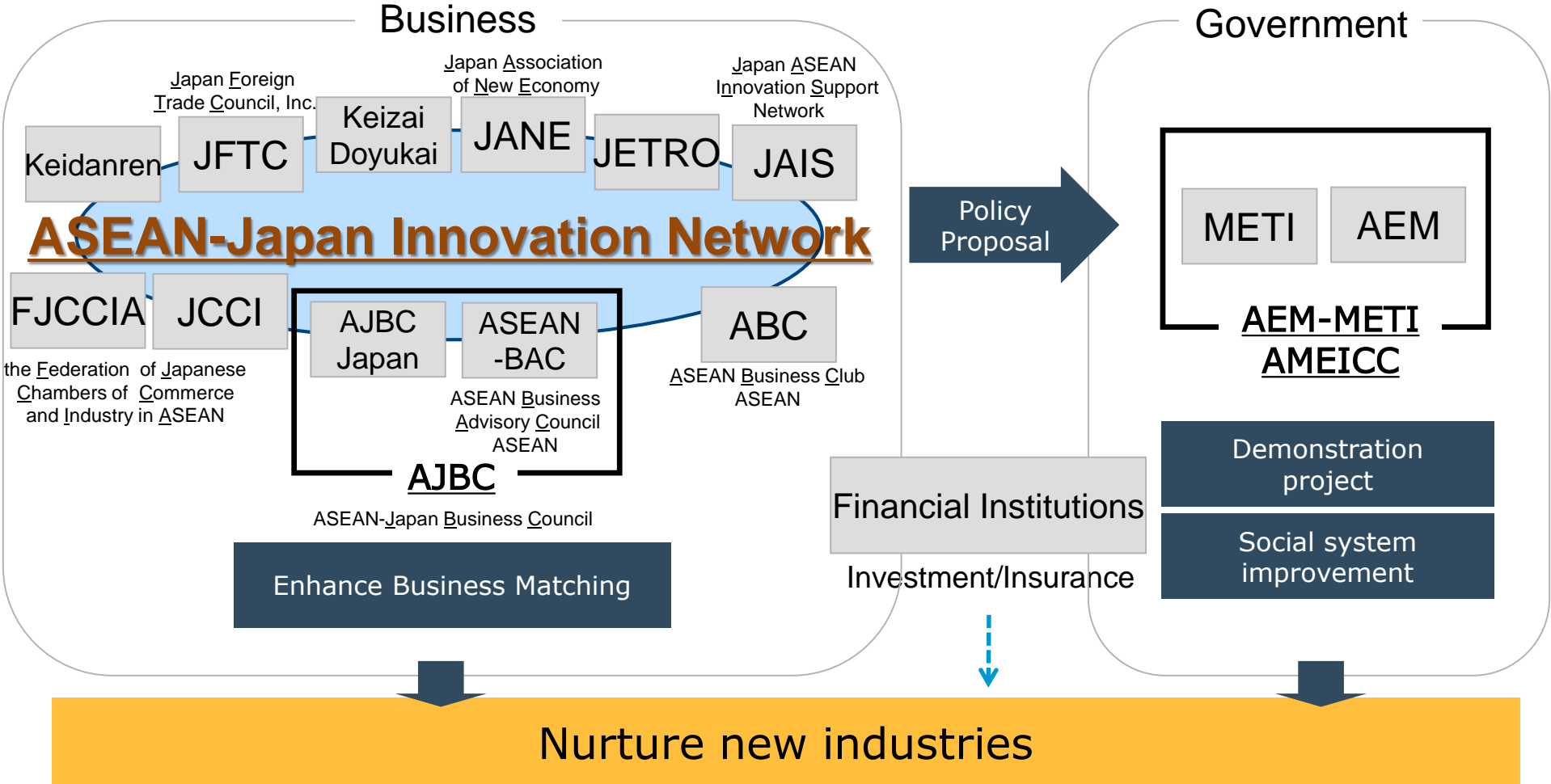


*To realize Abe's remarks, the Ministry of Economy Trade and Industry (METI ) Japan, has prepared a **supplementary budget for AMEICC worth 2-billion yen (approx. 20 million USD )** in 2016 FY.*

*It aims to nurture new industries to enhance industrial structure, solve various social challenges in ASEAN through ASEAN – Japan economic cooperation.*

## Formulation of ASEAN-Japan Innovation Network(AJIN)

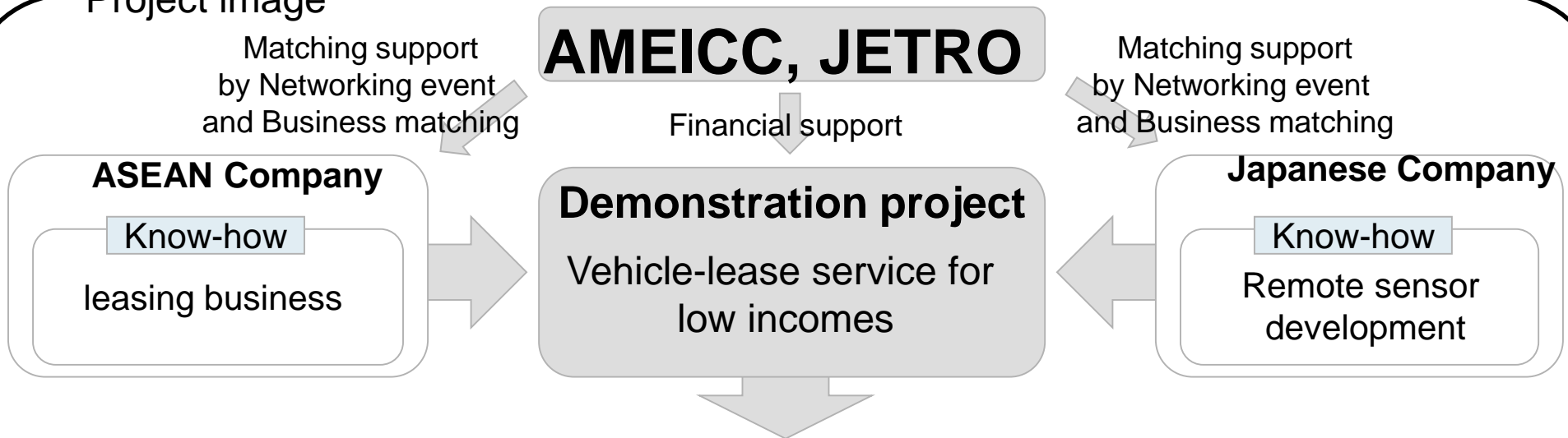
- To nurture new industry, support building a businesses network between ASEAN and Japan, facilitating business collaboration, making policy proposal etc.



## Demonstration project

- ❑ Purpose : Enhance ASEAN - Japan businesses collaboration in new industry ( e.g. digital, health care, service)
- ❑ Measure : Financially support for **demonstration project** jointly held by ASEAN and Japanese businesses
- ❑ Outcome:
  - Strengthen ASEAN-Japan business collaboration.
  - Find challenges in new business / industry in ASEAN.
  - Create new industry in ASEAN
  - Enhance business collaboration among ASEAN businesses.

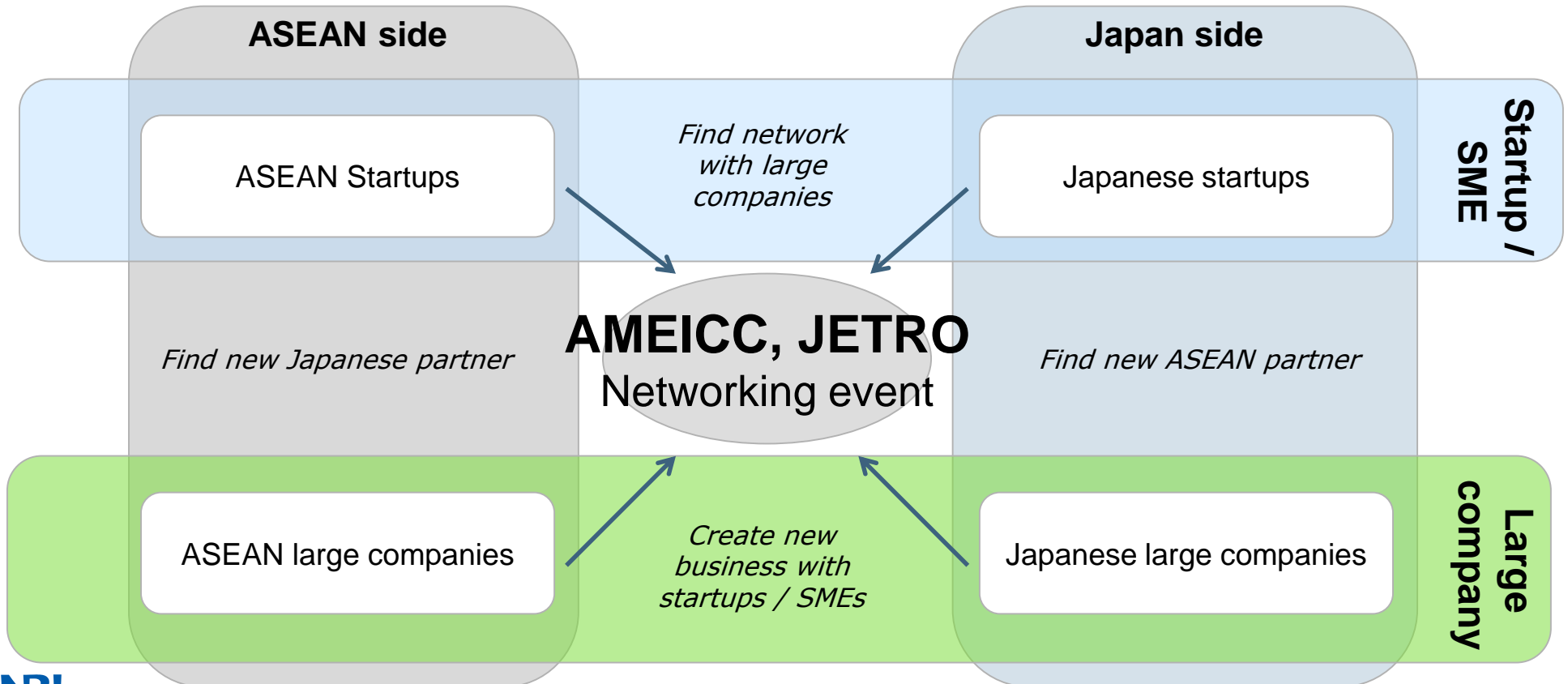
### Project image



- ❑ Find bottlenecks ( e.g. regulation, infrastructure ) : Policy recommendation
- ❑ Successful projects: New business model / Expand to other ASEAN countries.

## Networking event

- ❑ Hold “Networking events”(e.g. pitching competition) in ASEAN countries to enhance ASEAN - Japan business networking.
- ❑ Provide chances for businesses (e.g. startups ) to introduce their cutting edge technologies or ideas to investors (e.g. large companies, venture capitals ), supporting the startups to launch their new business.



## Business matching and Symposium

- ❑ Hold business networking and matching events in new industries.
- ❑ Enhance economic cooperation and business collaboration between ASEAN and Japan.

Business matching	<ul style="list-style-type: none"><li>❑ Content: business meeting / trade fair in new industry between ASEAN and Japanese companies.</li><li>❑ Exhibitor: Startups, and SMEs from ASEAN and Japan</li><li>❑ Visitor: Large companies, SMEs, startups, venture capitals from ASEAN and Japan</li><li>❑ Time and venue: 7<sup>th</sup> April, 2017, Tokyo</li></ul>
Symposium	<ul style="list-style-type: none"><li>❑ Theme: Current status, challenges, best practice, policies, and cooperation in nurturing new industry</li><li>❑ Participant: Policy makers, startups, and venture capitals from ASEAN and Japan ( approx 600 ppl )</li><li>❑ Time and Venue: 7<sup>th</sup> April, 2017, Tokyo</li></ul>

*To be held Back to Back....*

**“ASEAN Economic Ministers ( AEM ) Road show “ in Japan (April 6-9, 2017).**

At the 22<sup>nd</sup> AEM-METI consultation (6 Aug 2016, Vientiane), Japan’s METI Minister Seko proposed hosting a “AEM Road show” to celebrate the 50<sup>th</sup> anniversary of the foundation of ASEAN by inviting ASEAN AEMs to Japan.

# MOC for ASEAN-Japan Innovation Network

○Signing Ceremony by major business association for Memorandum of Cooperation (MOC) to strengthen business collaboration between ASEAN and Japan through ASEAN-Japan Innovation Network.

## <Purpose>

- To promote innovation and the creation of New industries through collaboration and cooperation between ASEAN-Japan businesses.

## <Party>

(ASEAN)

- ASEAN Business Advisory Council
- ASEAN Business Club

(Japan)

- The Japan Section of the ASEAN-Japan Business Council(AJBC-J)
- Japan Chamber of Commerce and Industry(JCCI)
- KEIDANREN(Japan Business Federation)
- KEIZAI DOYUKAI(Japan Association of Corporate Executives)
- Japan Foreign Trade Council, Inc.(JFTC)
- Japan Association of New Economy(JANE)
- Japan External Trade Organization(JETRO)
- The Federation of Japanese Chambers of Commerce and Industry in ASEAN(FJCCIA)
- Japan-ASEAN Innovation Support Network(JAIS)

## <main Agreed Content>

- To recommend policies to the governments of each ASEAN country
- To sharing economic information
- To conduct business matching and to hold trade fairs





# Business Matching Event

○ASEAN-JAPAN Innovation Meetup in Japan  
(April 7, 2017)

## <Purpose>

To enhance business collaboration between ASEAN startups and Japanese large companies and startups

## <Result>

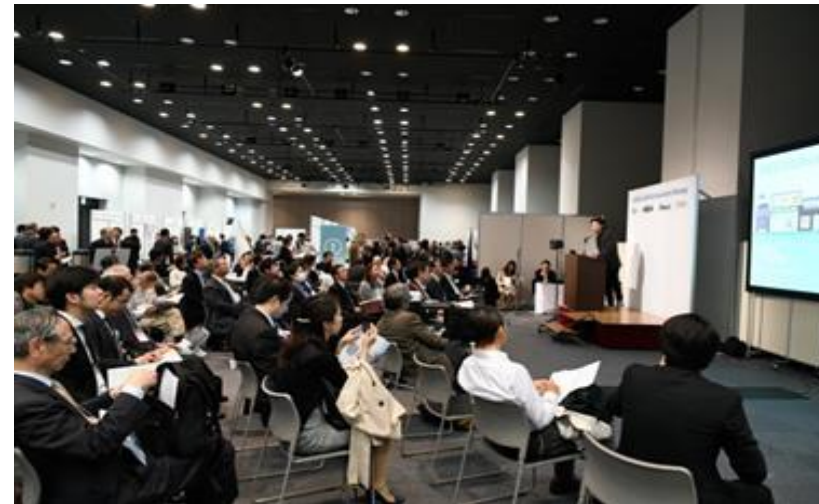
Participant : 500 ppl (ASEAN 60 ppl, Japan 440ppl)

Exhibitor : 54 companies (ASEAN 39 companies, Japan 15 companies)

Visitor : 397 ppl

Business Meeting : 475

Exp



# Recommended Direction for Philippines

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Well considered strategic positioning, aligning with orchestrated ASEAN innovation.

SWOT analysis for innovative Philippines

		External Factors		
		Opportunities	Threats	
		<ul style="list-style-type: none"> <li>■ xTech</li> <li>■ Innovation Center</li> </ul>	<ul style="list-style-type: none"> <li>■ Competition with IT companies in India</li> <li>■ Regional innovation hub strategy by SG / MY / TH</li> </ul>	
Internal Factors	Strengths	<ul style="list-style-type: none"> <li>■ 100 mil population</li> <li>■ BPO experiences</li> <li>■ OFW</li> <li>■ English speaking country</li> <li>■ Low labor cost</li> </ul>	<ul style="list-style-type: none"> <li>■ Remittance startup (Asian “Transfer Wise”)</li> <li>■ Leveraging the experience of “GCASH”</li> <li>■ Startup playground “Grab”</li> </ul>	<ul style="list-style-type: none"> <li>■ Satellite innovation hub for SG / MY / (TH)</li> </ul>
	Weaknesses	<ul style="list-style-type: none"> <li>■ Social Infrastructure</li> <li>■ Gap between the Rich and the Poor, Urban and Rural</li> </ul>	<ul style="list-style-type: none"> <li>■ Inclusive business startup “Business on Wheels”</li> </ul>	<ul style="list-style-type: none"> <li>■ Infrastructure development by Innovation</li> <li>■ Cutting-edge innovation area from scratch</li> </ul>

**NRI**

未来創発

**Dream up the future.**