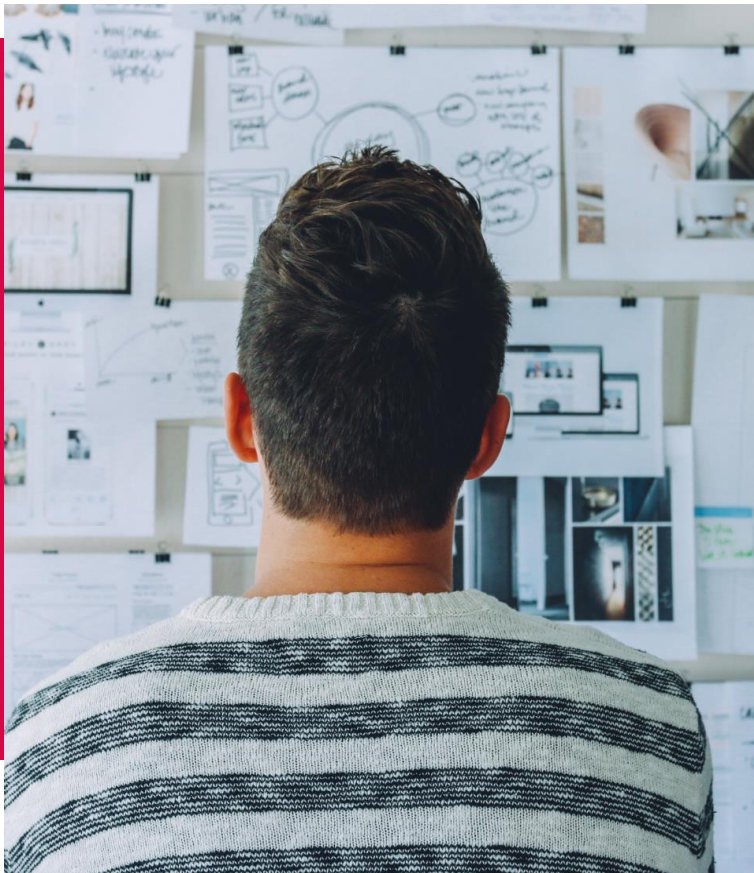




Co-create the Next Value

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, marketing, etc. through technical and business alliances.



Considering investment from Japanese companies.



Expanding business not only domestically in Japan but internationally with Japanese companies.

J-BRIDGE is a business platform for the creation of cross-border open innovation.

Focus Countries/ Regions*

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



- 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.

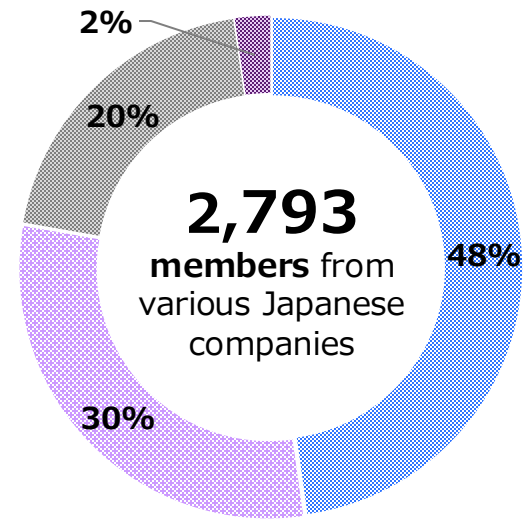
*J-Bridge provides services mainly in Singapore, Indonesia, and Vietnam in Southeast Asia, the U.K. and Germany in Europe, and Nigeria in Africa.

J-Bridge Communities

We support our members in cooperation with J-Bridge partners and other related parties, as well as JETRO offices in Japan and overseas.

J-Bridge Members

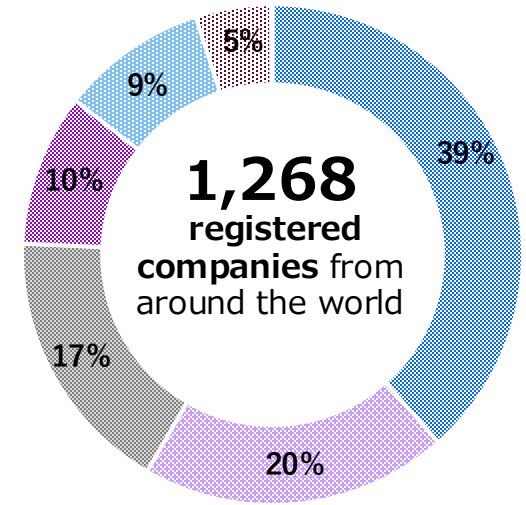
2,793 members from 1,884 Japanese companies interested in open innovation with overseas companies have registered (as of March 2025). Their industries are varied from trading, IT, electronics, and chemicals.



■ Large companies ■ SMEs ■ Overseas branches ■ Others

Promising Overseas Companies

You can collect company information on and apply for meet-ups with 1,268 promising start-ups around the world and foreign affiliated companies in Japan, carefully selected by JETRO (as of March 2025). The fields of companies are diverse, including IoT, healthcare, fintech, and mobility.



■ アジア ■ 北米 ■ 欧州 ■ オセアニア ■ 中東 ■ アフリカ

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

✓ 1. Online Japanese Portal Profile

JETRO will create an online business summary profile for registered overseas startups/companies and provide this information to “J-Bridge Members” (Japanese companies).

✓ 2. Meet-up Service with J-Bridge Members

Overseas startups/companies that JETRO supports can access our “Japanese Partner Finder” platform which contains information on Japanese companies interested in collaboration. You can search for Japanese companies and send meeting requests through the platform.

✓ 3. Invitation to Events

Overseas startups/companies will be provided information about various JETRO online events to promote digital transformation, carbon neutrality, and open innovation, including opportunities to attend seminars/business pitches.

✓ 4. Business Meetings arranged via JETRO

For startups with unique technologies and/or solutions, JETRO will reach out and organise business meetings with J-Bridge Members.

- 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. Online Japanese Portal Profile



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



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

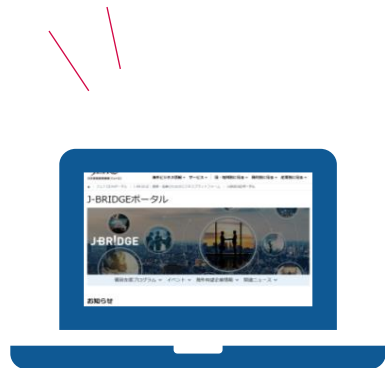
(JETRO will inform you when we get a meeting request)



Database for promising overseas companies
(Only available for J-Bridge Members)

エネルギー
使用済みリチウムイオンバッテリーからレアアースメタルを回収、再利用を可能にするリサイクルテクノロジー

フラレン、ナノ構造体炭素の分離器であり、新素材の取り扱



2. Meet-up Service with J-Bridge Members

✓ Overseas startups/companies that JETRO supports can access the portal site “Japanese Partner Finder” which contains information on Japanese companies interested in collaboration.

* Only available for the foreign startups/companies who are registered J-Bridge. IF you are interested, please contact the JETRO office nearest you.

✓ Once you have found a Japanese company you would like to potentially partner with, you can send a meeting request on the portal and JETRO will handle the meeting arrangements.

J-Bridge Portal
Japanese Partner Finder

Click to fine Clear

Field Healthcare Agriculture & Food Finance & Insurance
 Logistics & Supply chain Mobility Energy Material IT & Security
 Education & Entertainment Space & Weather Manufacturing Chemistry
 Others

Technologies AI Blockchain Drone XR Cloud service Green energy
 Environmental Pollution Control Recycling & Waste Biotech 3D printing
 4G&5G Robotics IoT Big Data Analysis New material
 Cybersecurity Others

Region North America Europe Middle East Asia Oceania
 South and Central America Africa

58 data exist.

Database for Japanese companies

Fujitsu Frontech
Logistics & Supply chain
IT & Security
Manufacturing
Based on the concept "Touch, Connect, Change and Transform," we provide a comprehensive

Kuraha America (Biostimulants)
North America
Europe
United States
Spain
Italy
Agriculture & Food
Others
Challenging sustainable agriculture and food supply through the unique agricultural agent. We're

DIC Corporation

KATSU MI JAPAN



Japanese Company Information

Point of Interest for Collaboration with Overseas Companies

For carbon neutrality, the potential energy of water needs to be effectively converted into electricity. Applications are diverse, including power plants, green agriculture, smart mobility, shores and islands use. Our patented technology can efficiently store up water when drop-off environments and produce stable power generation efficiency even with fluctuating flow rates. It can also be equipped with functions to take advantage of its account, is resistant to heavy overload and is economical to maintain. We are looking for colleagues who can help solve social problems by promoting green water-hydrogen together.

Challenges and Collaboration Needs



JAPAN INNOVATION NIGHT



3. Invitations to events



Held throughout the year.

On average, we hold online pitch events, seminars and business matching events related to open innovation across the world.



Around 10,000 participants joined appx. 100 events in FY 2023.



Offers for presentations/pitches at our event.

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

ROBOTICS AND AI June 26, 2023
FIRST INNOVATION SEMINAR
 [hybrid] hosted by TOKYO TECH, RWTH Aachen, JETRO

Organisers:
 Tokyo Tech RWTH AACHEN UNIVERSITY JETRO Düsseldorf J-BRIDGE

Supported by:
 Ministerium für Wirtschaft, Industrie, Klimaschutz und Energie des Landes Nordrhein-Westfalen
 NRW GLOBAL BUSINESS HUB digihub IHK Düsseldorf
 City of Düsseldorf Economic Development AGIR acatech DJW JHK



JETRO zinnov
 インド・オープンイノベ・セミナー
 ～モビリティ編～

6月7日(水)
 14:00～15:00 JST

Zoom
 英語、日本語

主催
 ジェトロ、Zinnov、Micelio Mobility

アフリカ発で盛り上がる web3ビジネス最新動向

Simulon amini bitgrit

JETRO Japan External Trade Organization

4月27日(木) 16:30～開催
 JETRO ラゴス事務所 主催

EMURGO KEPPLER VENTURES
 KEPPLER AFRICA VENTURES

4. Business Meetings arranged via JETRO



For significantly outstanding startups, JETRO will reach out and arrange meetings with J-Bridge members (and other Japanese companies) who may be suitable as a business partner as per your requests and criteria.



Criteria

For J-Bridge to evaluate startups:

Focus fields



Has a solution or business model whereby contributing to innovation especially in the fields of 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)

Conditions (a combination of the following)



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. (Not a must-have, but desirable)



Some success cases generated from J-Bridge

● Agri-tech

● Climate Tech



Joint research with a Vietnamese national university to reduce greenhouse gas emissions in the agricultural field

Japanese company

[Green Carbon Inc.](#)

Japanese startup engaged in projects to reduce CO2



Overseas organization

[Vietnam National University of Agriculture](#)

National university located in Hanoi

Outline of collaboration/alliance

In order to achieve the goal of reducing greenhouse gas emissions set by the Vietnamese government, Green Carbon Inc., a Japanese startup with solutions for promoting carbon neutrality, conducts a joint study with the Vietnam National University of Agriculture to curb methane gas emissions in rice paddies.

The business and research areas are not limited to rice paddies, but also include cooperation in a wide range of fields that contribute to carbon neutrality in Southeast Asia, such as agrochemicals and eructation of cattle.



Confirming the demonstration results in the field at the University of Agriculture

J-Bridge services utilized

Meet-up service

● Hydrogen

● Renewable Energy



Accelerating the social implementation of hydrogen-related equipment through joint research in the field of green hydrogen manufacturing with IIT Delhi

Japanese company

[Mitsui Mining and Smelting Co., Ltd.](#)

Non-ferrous metal manufacturer



Overseas organization

[Indian Institute of Technology \(IIT\) Delhi](#)

National university and research institute located in New Delhi

Outline of collaboration/alliance

At the Research and Innovation Park in the Indian Institute of Technology (IIT) Delhi, Mitsui Mining and Smelting Co., Ltd. established an R&D center of Mitsui Kinzoku Components India (MKCI), the company's Indian subsidiary. Researchers from Japan and IIT Delhi work together to develop water electrolyzers.

IIT Delhi provides technical expertise and researchers in the field of electrochemistry that it has cultivated, while Mitsui Mining and Smelting utilizes its knowledge of materials, including precious metal-saving catalyst technology that it has cultivated, developing new materials jointly by leveraging the strengths of both parties. At the same time, after providing the development funds and space, Mitsui Mining and Smelting dispatches researchers to MKCI Delhi Development Center to proceed with the joint development.

J-Bridge services utilized

Meet-up service and spot advisory service (legal)



MoU signing ceremony held in New Delhi

● Mobility

● FinTech

● Retail Tech



Joint pilot project to provide financing services for electric bicycle riders in Kenya

Japanese company

[HAKKI AFRICA LIMITED](#)

Financing services for used car drivers, etc.



Overseas company

[ARC Ride Global Ltd.](#)

Production of electric motorcycles and tricycles and development of charging stations, etc.



Promoting the demonstration and joint development of solutions for retail stores based on AI

Japanese company

[NuRetail](#)

Retail Tech startup from Japan



Overseas company

[Palexy](#)

Retail Tech startup (visual AI) from Vietnam

Outline of collaboration/alliance

HAKKI AFRICA purchased 200 electric bicycles from ARC Ride Global and sold them in installments to low-credit borrowers who cannot obtain bank loans, through a financing service using the company's proprietary credit scoring system, thereby expanding its business domain from conventional financing services for used four-wheeled vehicles. ARC Ride Global, on the other hand, will improve the electric bicycles, increase the durability of batteries, and improve the efficiency of charging stations based on feedback from purchasers provided by HAKKI AFRICA.

In addition to aiming for the top market share in the region, the two companies will contribute to the promotion of financial inclusion in Africa.

J-Bridge services utilized

Individual information provision and referral



Mr. Joseph, the founder ARC Ride Global Ltd., and the electric bicycle developed by the company

Outline of collaboration/alliance

NuRetail, a Retail Tech startup, operates a supermarket in Tokyo (Kichijoji) called ASIA SUNSHINE MARKET, which sells Asian food products. The company was looking for a DX solution for physical stores, and it chose Palexy that has strengths in AI-based in-store customer flow analysis for retail stores.

Utilizing JETRO's "Subsidy for Projects to Stimulate Foreign Direct Investment in Japan," the company will promote the visualization and efficiency of physical stores using AI, check the suitability of Palexy products for the Japanese market, and jointly develop omni-channel products.

J-Bridge services utilized

Meet-up service



Mr. Tony, CEO of Palexy (left) and Mr. Iida, CEO of NuRetail (right)

Establishment of innovation base



Establishment of a new company in California to invest in start-up companies developing decarbonization technologies

Japanese company

Mitsui O.S.K. Lines, Ltd. (General shipping business)

▷ Overview of establishment of base

In order to realize decarbonization for the Mitsui O.S.K. Lines (MOL) Group as well as society as a whole, MOL Switch LLC was established in May 2023 to accelerate investment in start-up companies that develop technologies to solve energy problems and contribute to decarbonization.

▷ Reasons for deciding to establish a base

- The most advanced startup ecosystem in the world that the U.S. has, centered on Silicon Valley, where cutting-edge technologies including those related to decarbonization are emerging, and its market full of opportunities to access innovation and explore businesses.
- The necessity to establish local bases and work together with expatriates and local staff in order to enhance the network with the local ecosystem and create business opportunities.

J-Bridge services utilized

Individual information provision and referrals to related local organizations



Establishment of innovation base



Establishment of a base in London to search for collaboration partners in Europe to realize open innovation

Japanese company

Nitto Denko Corporation

Manufacture and sale of optical materials and polymer separation membranes

▷ Overview of establishment of base

As investment in startups in the sustainability/green field is gaining momentum in Europe, the company established an office in the co-working space operated by Sustainability Ventures, one of Europe's largest accelerators and VCs specializing in ClimateTech, in order to reach out to startups in the field more efficiently. Centered on this office, the company will promote startup discovery throughout Europe.

▷ Reasons for deciding to establish a base

The largest number of startups in European countries that the U.K. has, centering on London and its surrounding Cambridge and Oxford areas. In addition, fewer language hurdles to penetrate deeply into the local startup community because the native language is English.

J-Bridge services utilized

Individual information provision, briefings, etc.



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/>

