

NET ZERO Leaders Summit

Japan Business Conference 2021

Towards a positive cycle of economic growth and environmental protection

Get the latest insights from leaders active around the globe and learn about Japanese technologies.

Join our online conference from **Wednesday, July 28, 2021.**

Pre-registration required. No entry fee.

The Ministry of Economy, Trade and Industry (METI) and Japan External Trade Organization (JETRO) are pleased to announce the jointly organized "NET ZERO Leaders Summit (Japan Business Conference 2021)" to promote efforts toward green investment and realizing carbon neutrality.

The main event will feature engaging panel discussions between world-leading figures to combine minds, wisdom, and vision on a global level. Additionally, firms and attendees can interact in the virtual event site using virtual event booths hosted by Japanese firms.

Prior registration is required to attend this event.

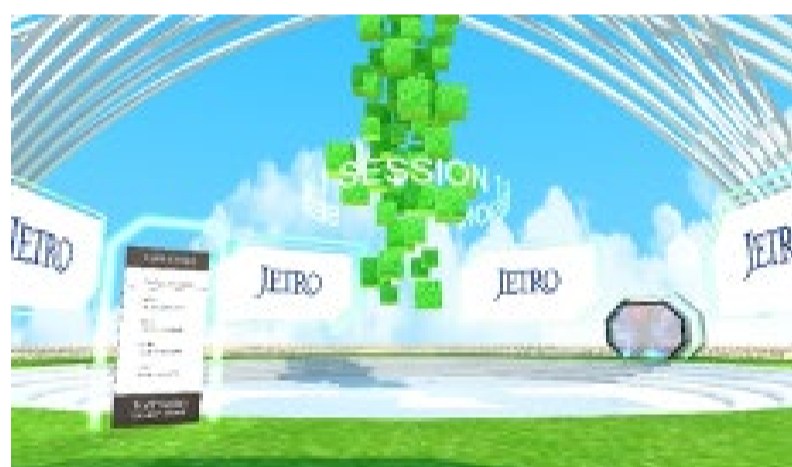
To register: <https://www.jetro.go.jp/en/events/jbc/>

01 **Experience a variety of enjoyable content at the virtual event site**

Attendees of the NET ZERO Leaders Summit will be able to experience a variety of attractions at the virtual event site, including panel discussions, virtual corporate booths and specialized video content.



(Concept of lobby area)



(Concept of stage area)

* Actual designs may differ from concepts

03 **Attend with a virtual avatar! Encouraging real-time communication online**

Attendees can use a virtual avatar to navigate through the virtual event site, visit event booths and communicate in real-time with other firms and attendees. Join anytime, from any location, and communicate with all types of people, even those from global companies.



02

**Main program:
Online seminars given
by world leaders**



The main program consists of keynote speeches by representatives of Japan's government, key opinion leaders (KOLs) and CEOs of large corporations that lead the green industry, as well as panel discussions on future trends and issues surrounding the shift to carbon neutrality.* Streaming will be broadcast live on July 28 and 29, JST, multiple times for different time zones.

*Details of the main program, including the list of keynote speakers, will be announced through upcoming news releases and on the summit's official website.

04 **Presenting the latest green technology by Japanese firms**

The summit will introduce exhibits by Japanese firms and organizations whose advanced green technology and research holds the greatest potential to provide a global contribution to the green industry. Attendees will be able to view the exhibitors' latest videos, browse materials and communicate in English with all exhibiting companies. The summit will offer an ideal opportunity to explore investment opportunities or business partnerships with leading Japanese firms in the field.*

*Details of the booths, including the list of exhibiting firms, will be announced through upcoming news releases and on the summit's official website.



**Organizers: Japan's Ministry of Economy, Trade and Industry (METI),
Japan External Trade Organization (JETRO)**

For event-related inquiries

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