



Japan External Trade Organization

PRESENTS:

MARKET ACCESS TO JAPAN FOR INNOVATIVE STARTUPS

OCT 29, 1PM SGT
@ SWITCH 2025, GLOBAL
STAGE



OPENING KEYNOTE

From Singapore to Kitakyushu, how SoundEye became the first foreign startup to successfully incorporate and launch business in Kitakyushu

Dr. Tan Yeow Kee, Founder & CEO, SoundEye

PANEL DISCUSSION

Moderator: Mr. Daiki Kumamoto, Director, UntroD Capital Asia

Panelists:

- Dr. Tan Yeow Kee, Founder & CEO, SoundEye
- Ms. Yeoh Mei Ling, Director, Northeast Asia & Oceania & Global Markets Strategy, Enterprise Singapore
- Ms. Khoo Kiewai, Director for Innovation Promotion, JETRO Singapore



WHAT TO EXPECT

- Actionable guidance on how to align with Japan's policy priorities, subsidies, and innovation frameworks
- Real world case studies from startups and corporates that have established in Japan
- Strategic frameworks for building meaningful partnerships with Japanese stakeholders



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