

Solving Urban Issues through Digitalization (J-Bridge U.S. Second Launch Webinar)

June 2nd, 2022

08:00-10:00pm EDT / 07:00-09:00pm CDT
06:00-08:00pm MDT / 05:00-07:00pm PDT



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June 2, 2022, Japan External Trade Organization (JETRO), Ministry of Economy, Trade, and Industry (METI), U.S. Department of Commerce, and U.S. Embassy Commercial Affairs co-sponsored "Japan Innovation Bridge (commonly known as "J-Bridge")" a U.S. digital field launch webinar.

"J-Bridge" is a platform launched by JETRO and METI in February 2021 to support collaboration and M&A between Japanese companies and overseas startups and create open innovation internationally.

In the United States, we have supported collaboration between Japanese and American companies in the field of carbon neutrality. In response to these activities, the Japan-U.S. Commercial and Industrial Partnership (JUCIP) was launched in November 2018 by Koichi Hagiuda, Minister of METI, and Gina Raimondo, Secretary of Commerce for the United States of America. It was positioned as a measure to jointly work on promoting investment between the two countries. To strengthen efforts in the United States, in addition to carbon neutrality, support for the "digital field" started in April this year.

For this occasion, JETRO and METI hosted an online webinar to commemorate this service's expansion.

This webinar focused on companies with advanced digital technology in the

"smart cities utilizing digital technology," which contributes to solving common issues in Japan and the United States, such as the aging population, disaster prevention, and climate change. The collaboration between companies from Japan and U.S. were shown through dialogues and panel discussions in the relevant fields.

At the beginning of the webinar, Minister Hagiuda and Secretary Raimondo gave opening remarks to the organizers, and Mio Kawada, Director-General of Invest Japan Department at JETRO, introduced J-Bridge.

Afterward, Hitachi America, Ltd. and the Tavistock Group conducted the discussion "Discussion Toward Realization of a Carbon-Based Smart City," and NEC Corporation of America, JBG Smith, presented on "Realizing Smart City utilizing Private 5G and A.I.". A lively discussion was held on these topics.

Panelists from multiple companies participated in "Japanese, and U.S. Companies Discuss the Ideal City of the Future - State-of-the-Art Digital Technology and Business in the Smart City Field -" and held a panel discussion on the ideal city of the future. It showed us the possibility of collaboration between Japanese and U.S. companies in the "smart city utilizing digital technology" field.

To view the entire webinar, please visit our YouTube channel

[Here](#)

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