



JAPAN:

CREATING SOCIAL GOOD THROUGH COLLABORATIVE INNOVATION

Japan Seminar @ innovfest unbound 2018

6th June, 2018

10:00 - 12:00

Marina Bay Sands

Convention Centre Lv 5

Lovelace

JETRO

Japan External Trade Organization

AMEICC

AOTS

Making an Impact on Social Good

Leading into the 21st century, it is no longer business as usual for companies that seek to do business in ASEAN. Underlying the region’s rapid economic growth lie the many social challenges faced by nations today, such as urbanization, environmental issues and aging populations. Japan participates in *innovfest unbound 2018*, to share how Japanese innovation can contribute to the sustainable development of ASEAN countries through collaboration in many key business fields.

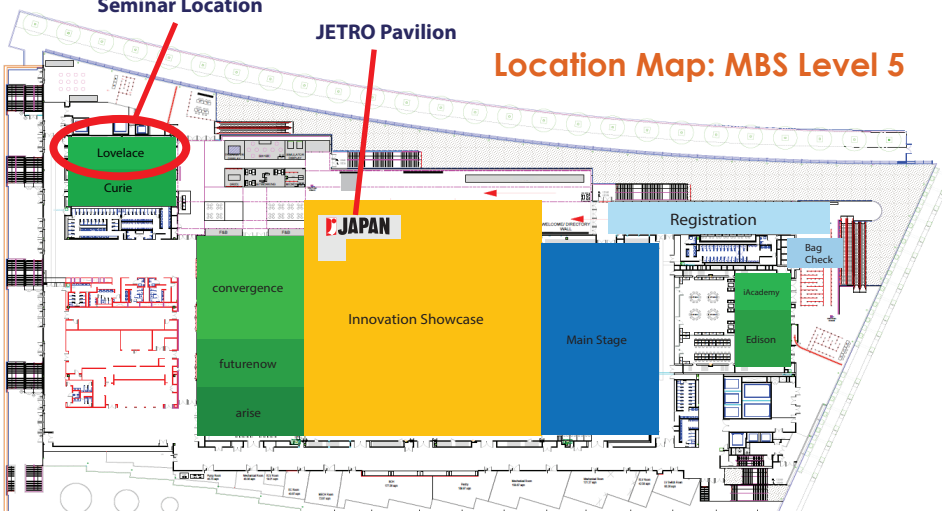
Japan Pavilion Exhibitors

ALPS ELECTRIC (S) PTE. LTD <i>Electronic Components & Modules</i>	Sansan Global Pte. Ltd. <i>Business Card-based Contact Management</i>
BLAST Inc. <i>Bio, Chemical and Medical</i>	Toyota Tsusho Corporation <i>Next Mobility</i>
Doog International Pte, Ltd. <i>Robotics</i>	Umitron Pte. Ltd. <i>IoT & Data Analysis</i>
Doreming Asia Pte. Ltd <i>Payroll Platform</i>	Yokogawa Engineering Asia Pte. Ltd. <i>Industrial Automation</i>
euglena Co., Ltd. <i>Functional foods and cosmetics, Biofuels</i>	National Research & Development Agencies
Global Mobility Service Inc. <i>Fintech and IoT</i>	
gsport, inc <i>Healthcare IT</i>	
Hitachi High-Technologies Corporation <i>IoT</i>	
Konica Minolta Business Solutions Asia Pte Ltd <i>Robotics, IoT and Security</i>	
Omron Asia Pacific Pte Ltd <i>Robotics</i>	
	Japan Agency for Medical Research & Development (AMED)
	Japan Science & Technology Agency (JSTA)
	National Institute of Information & Communications Technology
	RIKEN

Seminar Location

JETRO Pavilion

Location Map: MBS Level 5



Seminar Overview

JAPAN: CREATING SOCIAL GOOD THROUGH COLLABORATIVE INNOVATION

10:00 Opening Remarks

- ◆ Dr Yuri SATO, Executive Vice President, JETRO

10:05 Keynote Speech

The Creation of A New Robot Era

- ◆ Mr Tomotaka TAKAHASHI, CEO, ROBOGARAGE Co. Ltd

10:30 Dialogue Session

Innovation for Social Issues - Solutions & Opportunities in Asia

- ◆ Mr Teruhide SATO, Founder & Managing Partner, BEENEXT

Moderated by: Dr Yuri SATO, Executive Vice President, JETRO

11:00 Panel Discussion

Beyond Boundaries: Current Japanese-ASEAN joint projects in Asia and Possibilities for Future Collaboration

Panel 1: Startups - Creating New Value for Tomorrow

- ◆ Mr Takeshi EBIHARA, Founding General Partner, Rebright Partners
- ◆ Mr Rio "Popeye" INABA, Senior Vice President, honestbee
- ◆ Mr LEE Hoi Leong, APAC Business Development Director, Mistletoe Inc

Moderated By: Mr Masaru IKEDA, Co-founder, The Bridge

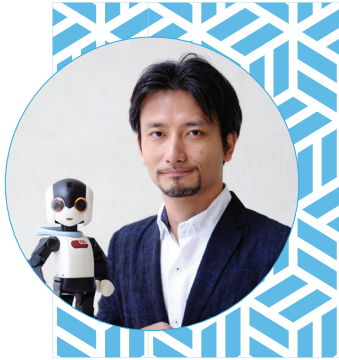
Panel 2: Solutions Arising from Japan-ASEAN Partnerships

- ◆ Mr LAI Ah Keow, Mentor Emeritus, Yokogawa Asia Pte Ltd
- ◆ Mr Kazumasa NAKASHIMA, Executive Officer, Global Mobility Service Inc.
- ◆ Mr Nobuaki TAKAHASHI, General Manager, Advanced Industrial Products Business Group, Hitachi Hi-Tech Corporation

Moderated by: Ms Junko ISHII, Managing Director, JETRO Singapore

Keynote Speech

THE CREATION OF A NEW ROBOT ERA



Tomotaka TAKAHASHI
 CEO, ROBOGARAGE. Co. Ltd
 Research Associate Professor, University of Tokyo
 Visiting Prof., Osaka Electro-Communication University

Creates, designs, and invents unique and original Humanoids including robot astronaut "Kirobo", robot smartphone "RoBoHoN", De Agostini "Robi", and Guinness record holder "Evolta".

Awards: TIME magazine 'Coolest Inventions 2004'; Popular Science magazine '33 persons changing the future'; 3 Guinness world records for Evolta and Kirobo, and Robo-cup world champion 2004-2008.

Dialogue Session

Innovation for Social Issues - Solutions & Opportunities in Asia

Teruhide SATO

Founder & Managing Partner, BEENEXT

Teruhide Sato is Founder & Managing Partner of BEENEXT, an early stage focused venture capital firm in Singapore. He leads the team to support entrepreneurs all over the world with an ambitious vision to make a significant impact on society. The firm has been very active in investments in India, South East Asia, Japan and the US. Prior, he established BEENOS in 1999, a global Internet and e-commerce business incubator. In 2010, he co-founded Open Network Lab, one of the earliest seed accelerator programs in Japan. Teru was selected as a Young Global Leader by the World Economic Forum in 2008. And in 2015, became director of the Asia Pacific Initiative and executive committee member of the Silicon Valley Japan Platform.



Yuri SATO

Executive Vice President, JETRO

Prior to JETRO, Yuri Sato has worked as a researcher on Indonesia, specialising on economy, industry and business studies at the IDE-JETRO since 1981. She was stationed in Indonesia as a researcher in 1985-87 and 1996-99, and as a special advisor for the Indonesian Chamber of Commerce and Industry (KADIN Indonesia) in 2008-10. She obtained a doctorate in economics from University of Indonesia in 2001. She is the author/editor of numerous academic works, and the recipient of the 24th Grand Prix Asia Pacific Awards and the 16th Okita Memorial Prize for International Development Research on her book in 2012. Her other present positions include Director at the Japan Association of Asian Studies and Director at the Japan Indonesia Association Inc.



Beyond Boundaries

Panel 1: Startups - Creating New Value for Tomorrow



Rio "Popeye" INABA
Senior Vice President, *honestbee*

Appointed as Senior Vice President for Honestbee to manage multiple markets in April 2018, Popeye has over 20 years of experience in creating successful business and marketing strategies for internet & technology companies across Asia Pacific and United States. Prior to joining Honestbee, Popeye was the President & Director for New Market Development at Rakuten Asia, and has held positions in the US, Japan, and Asian countries with MNCs such as AT&T Internet, Black & Decker and Adidas.

Takeshi EBIHARA

Founding General Partner, Rebright Partners

Ebihara has been in the industry for more than 20 years as a venture capitalist as well as serial entrepreneur. His career as venture capitalist started from JAFCO, the largest venture capital and PE firm in Japan in 1994. He also founded and managed several internet companies include Tokyo stock-ex listed public company. Then he founded Rebright Partners in 2008 investing early stage tech startups in India and SE Asia.



LEE Hoi Leong

APAC Business Development Director, Mistletoe Inc

Hoi Leong works with Mistletoe Inc., a Japanese collective impact community that aims to empower start-ups and innovators to create a more sustainable and human-centered future. He is assisting its portfolio start-ups to expand their markets, creating platforms, and looking out for new innovations. Hoi Leong has studied and lived in Japan for over 10 years, including a stint as IE Singapore's Center Director in Tokyo and Regional Director of the North Asia & Pacific Group.



MODERATOR: Masaru IKEDA
Co-Founder/Blogger, The Bridge

Masaru Ikeda currently acts as co-founder of The Bridge, one of Japan's leading media outlets covering the startup scene in Japan and the rest of the world. He started his career as a programmer/engineer, and previously co-founded several system integration companies and consulting firms. He's been traveling around Silicon Valley, Europe and Asia exploring the IT industry and prominent startups.



Beyond Boundaries

Panel 2: Solutions Arising from Japan-ASEAN Partnerships

Nobuaki TAKAHASHI

General Manager, Advanced Industrial Products Business Group, Hitachi High-Tech Corporation

Takahashi has been with Hitachi Hi-Technologies Corporation since 1990s, with over 9 years of experience residing in Shanghai assisting with its overseas operations. He has created a unique platform with full value chain solutions combining system and data among logistic, finance, manufacturing, procurement and trade by rich foreign business experiences and broad networks. He is also the Managing Director of the Business Strategy and Planning Division.

Kazumasa NAKASHIMA

Executive Officer, Global Mobility Service Inc.

Founding member and executive officer of Global Mobility Service, Inc. COO of Global Mobility Service Philippines, Inc, Kazumasa was chosen as Endeavor Entrepreneur 2018 in ISP Manila. Having studied international business and sociology in the United States, he has also specialised in business development and whole business operation in ASEAN countries such as Philippines, Cambodia and Indonesia

LAI Ah Keow

Mentor Emeritus, Yokogawa Asia Pte Ltd

Presently Mentor Emeritus of Yokogawa Electric Asia, Ah Keow has been with the company for over 40 years. Having Graduated with a Masters in Economics from Hitotsubashi University Graduate School, he furthered his study as a Research Scholar at Tokyo University. Upon graduation, Ah Keow joined Yokogawa and has served as the Managing Director and Chairman. He is also the President of the Japanese Cultural Society in Singapore and lectures at local Universities in MBA, EMBA and Business Study.

MODERATOR: Junko ISHII

Managing Director, JETRO Singapore

Junko has been working with JETRO - a Japanese government-funded body promoting trade and investment - to promote business exchanges between Japan and developing countries throughout her career. She has served as Director General of the Trade and Economic Cooperation Department in HQ, Chief Director of JETRO Nagoya and Yokohama and Deputy Director of JETRO Manila. She was the Secretary General of Asian Trade Promotion Forum (ATPF) when working at HQ.

About Us

The Japan External Trade Organization (JETRO) is a government-related organization promoting mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted towards promoting foreign direct investment into Japan and helping Japanese SMEs maximize their global business potential. Following the advancement of technology and the digital sphere, JETRO is also pursuing growth in the digital and innovation sectors.



JETRO

74 overseas offices in 54 countries

46 offices in Japan



Promoting Foreign Direct Investment into Japan

- Japan Business Support Centers (IBSC)
- Business matching opportunities
- Information concerning the investment environment
- Government incentive programs



Promoting trade and business between Japan and the rest of the world

- International exhibitions
- Invitation programs for overseas buyers in the agriculture, manufacturing, service and creative sectors
- Business matching and test marketing projects overseas



Contributing to trade policies and economic partnerships

- Research on economy, trade, investment and industries
- Supporting economic partnerships through analysis of policies and negotiations between parties



JETRO

Japan External Trade Organization

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