

Malaysia-Japan *Fast Track Pitch 2025*

This is your pathway to open innovation with industry leading companies and visionary startups in ASEAN and Japan.
Find unique co-creation opportunities and grow together to make the world better!

Co-organised by



Why *Fast Track Pitch*?

1

Fastest way to build new businesses

with leading companies from ASEAN and Japan

2

Fastest path to connect with supporters

driving the innovation eco-system of ASEAN and Japan

3

Fastest access to grant opportunity

for PoCs by companies between ASEAN and Japan

Supporting Partners



Supporting Partners



Connecting startup eco-system between ASEAN and Japan

Contribute to connecting startup eco-system by organizing the event in four innovation centers in 2023 and 2024. Received about 850 proposals for collaborations and about 2,650 audiences participated in the event (total over 2 years).



Past Year Events

Malaysia-Japan *Fast Track Pitch Event* 2025

Leading companies from Malaysia and Japan present challenge statement to call for proposals from startups and SMEs from all over the world. Selected finalists pitch their solutions directly to the challenge owners at the pitch event in Malaysia.

Co-Organizer



Challenge Owner

Malaysia Companies

Japanese Companies

Startups
SMEs

↑ Provides
Challenge



Malaysian companies & startups



Matching
Propose solutions to the
challenges

Global companies
& startups

Provides
Challenge



Japanese companies & startups

Schedule: Malaysia-Japan Fast Track Pitch 2025

Submit proposal
to challenges

[Submit here](#)



Deadline: 11:59PM, Dec 15. (Malaysia Time)

Challenge Owners

ada

IHI

 Mitsubishi
Corporation


Mitsui Chemicals
Group


LABS
SUNWAY

YTL Construction 
YTL GROUP

Selection of finalists

Finalists will be selected by Challenge Owners



Final Pitch Event Kuala Lumpur on Feb 5 * Venue will be announced when confirmed (Live streaming will be available as well)

Co-creation with
challenge owners

 METI
Ministry of Economy, Trade and Industry

JETRO
Japan External Trade Organization

Embassy of
Japan
in Malaysia

Supports by Malaysia and Japan

Challenge Owners & Challenge Titles



Leveraging Data & AI to Turn Commerce and Marketing into Measurable, Accelerated Impact

➔ [Click to jump to challenge](#)



Pioneering the future of space utilization through advanced technologies to realize a prosperous and safe society.

➔ [Click to jump to challenge](#)



Smart City Development in JS-SEZ: How Can We Enable a Highly Productive Smart City?

➔ [Click to jump to challenge](#)



Co-Creating Sustainable Social Value Through Mitsui Chemicals' Unique Materials and Global Open Innovation

➔ [Click to jump to challenge](#)



Reimagine Sunway with AI Innovation

➔ [Click to jump to challenge](#)



Building the Future of Construction Today

➔ [Click to jump to challenge](#)



Leveraging Data & AI to Turn Commerce and Marketing into Measurable, Accelerated Impact

- (1) Build a Strategic Impact Diagnostics Engine to analyze and Attribute real-time value creation
- (2) AI Operational Copilots for Smarter, Faster Business Decisions

About ADA

ADA is the data and AI experience company that designs, builds, and scales trusted AI-powered commerce experiences that drive measurable outcomes, combining AI Identity & Trust, AI-Powered Personalization & Commerce, and AI-Ready Data Stack Enablement Solutions. Headquartered in Singapore and Malaysia, and operating across 14 markets with a 1,000-strong team serving 1,500 clients across Retail, CPG, BFSI, and more, ADA helps enterprises unlock value from data and transform marketing and commerce with data, AI, and technology.



Challenges 1

Challenge 1 - Build a Strategic Impact Diagnostics Engine to Analyze and Attribute Real-time value creation

Across enterprises, conversational AI is being deployed at scale, but organizations struggle to quantify true business impact. Traditional analytics focus on surface metrics like response time or satisfaction scores, but fail to connect conversations directly to tangible outcomes such as revenue generation, cost reduction, or resolution effectiveness.

We challenge startups to build a Strategic Impact Diagnostics Engine, an intelligence layer that tracks conversational outcomes and translates them into real-time business metrics. This engine should analyze both business-initiated conversations (marketing, sales outreach, proactive support) and customer-initiated conversations (inquiries, support requests, complaints) to attribute measurable value at the enterprise level.

[Submit here](#)



Challenges 2

Challenge 2 - AI Operational Copilots for Smarter, Faster Business Decisions

Across ASEAN and Japan, business teams rely heavily on data but still depend on overburdened data engineering teams for reports, insights, and operational analysis. This slows down decision-making, creates bottlenecks, and limits the impact of data platforms such as Snowflake, Databricks, and BigQuery. These platforms provide powerful infrastructure—but they do not provide business-ready copilots that translate data into day-to-day operational decisions.

We challenge startups to build AI-powered Operational Copilots that help business and operations teams interact with enterprise data through natural conversation and automated workflows. Solutions should address one or more of the following:

- Conversational Insight Generation: Natural language queries converted into actionable insights, summaries, and recommended actions.
- Operational Workflow Automation: AI agents that trigger operational tasks (alerts, approvals, escalations, customer actions) based on data signals.
- KPI & Scenario Monitoring: Copilots that detect deviations, predict trends, and provide proactive recommendations.
- Cross-System Intelligence: Unified insights pulling from CRM, ERP, policy/claims systems, supply chain data, and customer platforms.

We aim to empower business teams with AI copilots that unlock faster, smarter operational decisions on top of existing enterprise data platforms.

[Submit here](#)



Collaboration Needs (Challenge 1)

We seek startups capable of building sophisticated analytics and attribution systems that operate in real-time within conversational platforms. Solutions should include:

- Observability & trace logs: End-to-end conversation tracking and outcome monitoring across all touchpoints.
- Analytics platform or data pipeline: Infrastructure to process high-volume conversational data and generate actionable insights.
- CDP / CRM / Order data / Support ticket data integration: Ability to connect conversations to downstream business systems for complete attribution.
- Event tagging & KPI capture: Real-time identification and measurement of business-critical events within conversations.



Collaboration Needs (Challenge 2)

We seek startups capable of building domain-aware, workflow-integrated operational copilots. Solutions should include:

- NL-to-Insight Engines: Natural language to SQL/metrics/narratives.
- Multi-Agent Systems: Specialized agents for monitoring, recommendation, and workflow execution.
- Actionable Analytics: Ability to turn insights into actions (tickets, notifications, CRM updates).
- System Integrations: CRM (Salesforce, Dynamics), ERP (SAP, Oracle), policy/claims systems, supply chain platforms.
- RAG + Enterprise Knowledge: Copilots grounded in SOPs, policies, KPI definitions, and business rules.
- Governance & Security: PDPA/GDPR compliance, access control, audit-friendly prompts and responses.
- Vendor-Agnostic: Works across Snowflake, Databricks, BigQuery, Redshift, and data lakes.

Domain Expertise:

- Understanding of operational workflows: insurance ops, banking servicing, retail planning, logistics, or manufacturing.
- Experience with business performance metrics and operational dashboards.

Practical copilots that business teams can use daily—bridging the gap between enterprise data and real operational decisions.



Business Opportunity (Challenge 1)

Startups collaborating with us will benefit from:

- Co-selling and deployment opportunities with enterprise clients across ASEAN and Japan who are scaling conversational AI.
- Joint innovation programs, PoCs, and paid pilot opportunities with leading enterprises.
- Technical partnership designation for our Strategic Impact initiatives.
- Direct collaboration with business domain experts to refine attribution models for vertical-specific outcomes.
- Expansion support across multiple markets, leveraging our presence in Southeast Asia and Japan.
- Long-term integration and scale pathways for solutions that show proven business value.

This challenge offers startups the platform to validate, scale, and commercialize their attribution solutions with real enterprise workflows and not just technical experimentation. We aim to solve the critical ROI measurement problem that blocks faster, smarter conversational AI adoption across enterprises.



Business Opportunity (Challenge 2)

Startups collaborating with us will benefit from:

1. Co-selling and deployment opportunities with teams operating across ASEAN and Japan.
2. Joint innovation programs, PoCs, and paid pilot opportunities.
3. Preferred partner designation for our Operational AI initiatives.
4. Direct collaboration with business domain experts to refine vertical-specific copilot skills.
5. Expansion support across multiple markets, leveraging our presence in Southeast Asia and Japan.
6. Long-term integration and scale pathways for copilots that show proven operational value.

This challenge offers startups the platform to validate, scale, and commercialize their copilots with real enterprise workflows—not just technical experimentation.



Assets/Support (Challenge 1)

Startups selected will gain access to:

Technical Assets:

- Sample convert/abandon/resolution datasets from enterprise conversational AI deployments.
- KPI definitions across industries: retail, banking, insurance, telecom, and more.
- Dashboards + event logs to integrate with: existing analytics infrastructure and conversation platforms.



Assets/Support (Challenge 2)

Startups selected will gain access to:

Technical Assets:

1. Access to KPI libraries, business rules, SOP datasets, and anonymized operational scenarios.
2. Multi-channel interfaces: chat, voice, WhatsApp, web widgets, and mobile UI components.

AI Capabilities Provided:

1. KPI explanation and narrative generation engines.
2. Custom RAG pipelines for loading enterprise policies, business rules, and workflows.
3. Multi-agent orchestration templates.

Support:

1. Joint UX design sessions for conversational/operational flows.
2. Data engineering support to map enterprise KPIs.
3. Business domain workshops to embed real operational intelligence.
4. Infrastructure, testing, and deployment assistance for PoC environments.

This support enables startups to rapidly design, refine, and scale business-facing copilots that work in real enterprise environments.



Siva Ganeshanandan

Chief Commercial Officer

Message from Leadership

ADA is the Data & AI Experience company. We build experience stacks that turn data into outcomes for enterprises in CPG, Retail, BFSI, and Healthcare, combining data stack enablement, personalization, intelligent commerce, and authentication into one growth engine.

We're calling on ambitious startups to help us crack some of the most interesting problems in this space: attribution in conversational AI, and a copilot for engineering teams. How do we connect every conversation to real business impact, and use intelligence to power an innovative copilot for our engineering teams to accelerate time to impact?

If you're building in data, AI, or CX and this challenge excites you, we want to hear from you.



Pioneering the future of space utilization through advanced technologies to realize a prosperous and safe society.

- (1) Adaptation to climate change, nature-positive approaches, and socio-economic development
- (2) Utilization of advanced technologies such as satellite data
- (3) Creation of industries and solutions driven by meteorological data

About IHI Corporation

IHI aims to create a society where nature and technology coexist in harmony, and is developing businesses in four business areas: "Resources, Energy & Environment" "Social Infrastructure" "Industrial Systems & General-Purpose Machinery" and "Aero Engine, Space & Defense". As part of "Aero Engine, Space & Defense", the space business has recently expanded its initiatives to include the utilization of satellite data. Through the enhancement of satellite data usage services, IHI strives to provide solutions that address social issues.



Challenges

Challenge 1 - *Adaptation to climate change, nature-positive approaches, and socio-economic development*

First challenge is to balance adaptation to climate change, achieving nature-positive outcomes, and social and economic development.

Challenge 2 - *Utilization of advanced technologies such as satellite data*

Second challenge is to appropriately assess the value and condition of natural capital (such as forests, soil, water, and biological resources) — especially forests (including agricultural crops) — by utilizing advanced technologies such as satellite data.

Challenge 3 - *Creation of industries and solutions driven by meteorological data*

Third challenge is to create weather data-driven industries and solutions by combining high-precision weather forecasting data (mainly high-resolution rainfall predictions) with data from other domains, including satellites.

[Submit here](#)



Collaboration Needs

Challenge 1 - *Adaptation to climate change, nature-positive approaches, and socio-economic development*

Startups that provide solutions to balance adaptation to climate change, nature-positive initiatives, and social and economic development.

Challenge 2 - *Utilization of advanced technologies such as satellite data*

Startups that address challenges related to forests (including agricultural crops) by utilizing satellite data such as hyperspectral imaging.

Challenge 3 - *Creation of industries and solutions driven by meteorological data*

Startups that are challenging the transformation and improvement of existing solutions and business models in the industry by leveraging multi-satellite data and high-precision weather forecasts.



Business Opportunity

Challenge 1 - *Adaptation to climate change, nature-positive approaches, and socio-economic development*

It is possible to strengthen the competitiveness of solutions and accelerate business scale-up through the utilization of advanced technologies.

Challenge 2 - *Utilization of advanced technologies such as satellite data*

Startups can obtain funding and human resources for exploring the use of satellite data, and accelerate PoC (Proof of Concept) and commercialization with IHI's support. The satellite data utilization needs of users (startups) may be reflected in the small satellite constellation that IHI plans to build, and in the long term, it may become possible to acquire satellite data that better meets the intentions of startups.

Challenge 3 - *Creation of industries and solutions driven by meteorological data*

Startups can be among the first to consider and provide services utilizing high-precision weather forecast data, enabling the creation of new solutions and gaining first-mover advantages.



Assets/Support

- ① It is possible to provide technical and financial support for the advancement of solutions through the utilization of advanced technologies.
- ② We are working to acquire technologies that use satellite data as added value for non-satellite data through data integration, and we can collaborate with startups to explore the use of satellite data together.
 - Analysis of satellite data, such as hyperspectral imagery.
 - Hyperspectral satellite data.
- ③ High-precision weather forecast data using AI-based weather prediction models.



Taku Ito

Space Systems Business
Development Office Manager

Message from Leadership

We are seeking startups that provide solutions for the sustainable development of the environment, society, and the economy, and we hope to support them with technologies such as satellite utilization and high-precision weather models. Let us deepen our understanding of nature and work together to create a world where nature and the economy coexist in harmony.



Smart City Development in JS-SEZ: How Can We Enable a Highly Productive Smart City?

- (1) Smart City × Transportation
- (2) Smart City × Logistics
- (3) Smart City × Proposal for a New Lifestyle

About Mitsubishi Corporation Kuala Lumpur Branch

Mitsubishi Corporation (MC) is an integrated trading and investment company that develops and operates businesses across multiple industries together with its global network.



Challenges

Smart City Development in JS-SEZ:

How Can We Enable a Highly Productive Smart City?

Collaboration Needs

Collaboration 1

Smart City × Transportation

Make the transportation of people and goods within a 50 km radius, specifically across the Malaysia-Singapore border, smart and efficient for bilateral movement. For example: commuting and event-driven transportation, alleviation of traffic congestion, etc.

Collaboration 2

Smart City × Logistics

Achieve smart logistics within a 10 km radius in Johor. For Example: timely logistics of goods using drones, utilization of unmanned small trucks, proposal for sustainable logistics utilizing renewable energy, etc.

Collaboration 3

Smart City × Proposal for a New Lifestyle

Solve problems that were previously restricted by limitations of location and time and provide a new lifestyle. For Example: cross-border commuting, entire family relocating overseas due to a child's study abroad, health-oriented lifestyle for the wealthy, etc.

[Submit here](#)



Business Opportunity

Mitsubishi Corporation's extensive network can be leveraged.

Assets/Support

Startups can build strategic partnerships not only with us but also with our partners in this challenge. Combining their proven development experience and expertise enables us to deliver advanced solutions and innovative ideas beyond typical startup capabilities.

Prize

The opportunity to collaborate for proof-of-concept (POC)
Our network, knowledge, and experience allow you to develop new business and expand current operations.



Tomoki Taniguchi

Mobility & Business Development Dept /
General Manager

Message from Leadership

Mitsubishi Corporation has been engaged in a wide range of industries worldwide through trade, investment, and long-term business management, supporting people's lives across the globe. Here in Malaysia, we have been contributing to the country's development for nearly 70 years through our business activities.

Even as times continue to change, we remain committed to providing solutions that meet people's needs and to supporting Malaysia's growth. We look forward to collaborating with companies that share the common aspiration of contributing to better lives through business.



Co-Creating Sustainable Social Value Through Mitsui Chemicals' Unique Materials and Global Open Innovation

- (1) Application and co-development of advanced water- and oil-repellent materials for medical, pharmaceutical, and industrial products
- (2) Realization of next-generation impact absorption and comfort solutions using temperature-responsive polymers

About Mitsui Chemicals Group

Mitsui Chemicals, Inc. is a leading chemical manufacturer with its origins in the Mitsui Coal Mine. Established in 1912 and headquartered in Tokyo, the company has grown into a major player in the global chemical industry. Today, Mitsui Chemicals operates a vast network of approximately 160 group companies across Japan, Asia, Europe, and the Americas.

The Mitsui Chemicals Group continues to provide innovative solutions powered by the “strength of chemistry,” addressing a wide range of social challenges driven by rapid environmental change. Under its Vision 2030, the Group is transforming from a traditional material-supply business into a social-issue-oriented business structure built around four strategic portfolios: Life & Healthcare Solutions, Mobility Solutions, ICT Solutions, and Basic & Green Materials.

In research and development, Mitsui Chemicals aims to realize a circular society in harmony with the environment, a symbiotic society that creates diverse value, and a comfortable society where people can live healthily and happily. By focusing on unique high-performance materials, renewable resources, and sustainability-driven innovation, the company continues to advance toward a better future.



Challenges

Mitsui Chemicals is dedicated to harnessing the power of chemistry to address pressing social and environmental challenges. We aim to accelerate innovation through collaboration with industry, academia, government, and startups, focusing on sustainable materials and solutions that reduce environmental impact and improve quality of life.

Challenge 1 - *Application and co-development of advanced water- and oil-repellent materials for medical, pharmaceutical, and industrial products.*

Challenge 2 - *Realization of next-generation impact absorption and comfort solutions using temperature-responsive polymers.*

[Submit here](#)



Collaboration Needs

We welcome proposals for novel materials, technologies, and applications that advance sustainability, comfort, and functional reliability in next-generation products.

Challenge 1 - Exfolia: PFAS-Free Water- and Oil-Repellent Additives

Exfolia is a silicone-like block polymer additive that delivers durable water, oil, stain, and fingerprint repellency without fluorinated compounds. It is compatible with polyolefin matrices and existing processing lines, enabling eco-friendly and efficient surface performance for coatings, films, textiles, packaging and electronics.

* [Click here](#) for references of Exfolia

Challenge 2 - Absortomer: Temperature-Responsive Polymer

Absortomer is a polyolefin-based copolymer combining shape-memory and viscoelastic properties for temperature-responsive impact absorption. It offers adjustable hardness and excellent durability, making it ideal for automotive interiors, sports gear, and wearable devices.

* [Click here](#) for references of Absortomer



Business Opportunity

Resources and expertise for concept validation in collaboration with the Mitsui Chemicals Group, supplemented by tangible support, mentorship, and access to the Group's global network.

Assets/Support

Co-design, prototyping, and market testing of new solutions in collaboration with Mitsui Chemicals.

For partner companies, an opportunity to leverage Mitsui Chemicals' unique polymer materials to launch new products in the Asia-Pacific market.

For startups, a chance to co-develop innovative solutions with Mitsui Chemicals' R&D teams utilizing the company's proprietary technologies.

Potential for long-term strategic and commercial partnerships.

Prize

- The opportunity to collaborate for proof-of-concept (PoC)
- In-kind contribution of materials



Masahito Yano

Assistant General Manager of
New Business Development

Message from Leadership

What modern innovation requires is not a single groundbreaking invention, but the creativity to combine multiple technologies to address social challenges. Design plays a vital role in unlocking and enhancing the latent potential inherent in each technology.

Together with partners who bring complementary technologies and design capabilities to Mitsui Chemicals' own innovations, we aim to tackle diverse local challenges. This represents the new form of collaboration that Mitsui Chemicals seeks to create.



Reimagine Sunway with AI Innovation

How might AI and emerging technologies transform cities from merely smart to truly human-centric – intuitively serving the diverse needs of Sunway's 13 businesses and enhancing quality of life for all?

About Sunway iLabs

Sunway iLabs, the innovation lab of Sunway Group, one of Southeast Asia's leading conglomerates, and Sunway University, is an innovation ecosystem for entrepreneurs of all stages. It inspires talents to build sustainable solutions for a better future and helps startups scale through talent, market access and venture capital investment.



Challenges

How might AI and emerging technologies transform cities from merely smart to truly human-centric — intuitively serving the diverse needs of Sunway's 13 businesses and enhancing quality of life for all?

Collaboration Needs

We are seeking companies at the growth stage (preferably with a strong customer base and proven revenue in Japan). Specifically, we are looking for AI-native solutions in the following areas:

Collaboration 1 - *Business Management* × AI : Strengthen business operations by improving productivity and reducing costs (e.g., finance, quality control, legal, etc.).

Collaboration 2 - *Healthcare* × AI : Improve operational efficiency in medical settings, including the entire patient journey and medical technology.

Collaboration 3 - *Education* × AI : Advance education and lifelong learning.

[Submit here](#)



Business Opportunity

Sunway Group is one of Southeast Asia's leading conglomerates with a presence in over 50 locations worldwide. Driven by a 20,000-strong team, Sunway advances sustainable development and socio-economic progress across diverse sectors — including real estate, construction, healthcare, education, leisure, retail, and hospitality.

Within our ecosystem, 13 business units operate synergistically to create a vibrant 200,000-strong community — a dynamic living lab where startups can test, validate, and scale their products and solutions in a real-world environment.

Assets/Support

Market access, proof-of-concept (PoC) partnership, mentorship, and/or investment opportunities

Prize

Be provided with market access and investment opportunities



Matt Van Leeuwen

Chief Innovation Officer, Sunway Group
CEO, Sunway iLabs

Message from Leadership

At Sunway iLabs, we believe innovation isn't simply about inventing the new, but about shaping what matters, together.

Sunway iLabs is where innovators meet opportunity. Backed by the strength of the Sunway Group ecosystem – spanning healthcare, education, property, and retail – we offer a living testbed where visionary solutions can scale across industries and borders. Through mentorship, market access, and investment opportunities, we don't just support innovation, we amplify it.

Our six-year partnership with JETRO has accelerated more than 30 startups, launched 15 pilot projects, and secured over millions in funding for technology localisation and commercialisation across Southeast Asia.

Innovation is a journey we must take together—one that challenges the status quo, inspires courage, and delivers real value. I look forward to collaborating with you all!

Building the Future of Construction Today

Accelerate practical, high-ROI digital transformation on construction sites by turning everyday field challenges into measurable improvements in safety, quality, time, cost and sustainability.

About YTL Constuction

YTL Construction is an award winning engineering and construction group with world class capabilities that span the entire client value chain. For over 70 years, we have operated an integrated model that covers the full spectrum of engineering, construction and asset management, delivering single source solutions across diverse infrastructure needs. We build better, we build smarter and we build right because we believe in creating value that is not just lasting, but worthy of lasting. Guided by our philosophy of Building The Right Thing and anchored in our core values of honesty, hard work, moral responsibility, togetherness and vitality, we are committed to shaping life changing infrastructure that inspires people and strengthens nations.

Challenges

Accelerate practical, high-ROI digital transformation on construction sites by turning everyday field challenges into measurable improvements in safety, quality, time, cost and sustainability.

Collaboration Needs (1 of 2)

1. Digital Site Diary & Field Reporting

Tools that enable data capture with photo/video notes, automated summaries, and offline-first functionality. Solutions should make supervisor sign-off fast and simple.

2. Materials & Warehouse Management

A real-time materials management system covering requisition, receiving, storage, issue, return, transfer, and reconciliation. We need full traceability of every movement, linked to zones, WBS, cost codes, and other project structures.

[Submit here](#)

Collaboration Needs (2 of 2)

3. Production Control (Takt / Last Planner®)

A site-ready, offline-first production control platform that supports Takt and Last Planner® workflows. The goal is to turn look-ahead plans into reliable weekly commitments, surface constraints early, and improve Percent Plan Complete (PPC), throughput, and schedule reliability.

4. AI Assistants for Supervisors & Engineers

A secure, offline-capable AI assistant that reduces administrative burden by converting voice, photos, and text into actionable outputs—such as forms, RFIs, summaries, and checklists. Solutions should deliver measurable time savings and quality improvements within 90 days.

5. Other Digital Site Efficiency Solutions

In addition to the focus areas above, we also welcome digital solutions that improve efficiency, safety, transparency, or collaboration at construction sites. We are open to ideas and innovations that can create new value on and off the field.

Business Opportunity

Startups have the opportunity to collaborate with YTL Construction in developing the solutions outlined above or to explore broader business partnerships with us. We welcome innovative teams that can help strengthen our digital workflows, improve on-site execution, and address real challenges in construction operations.

Collaboration may involve co-developing features, integrating startups solutions into our current systems, or running pilot deployments on active project sites. This gives startups a chance to validate their solutions in real-world conditions with direct access to end users and fast feedback loops.

High-performing solutions may progress into longer-term commercial partnerships, wider rollouts across multiple projects, or expansion opportunities within the larger YTL Group. Through this collaboration, startups gain practical testing grounds, industry credibility, and a pathway to scale their technology in the construction and infrastructure ecosystem.

Assets/Support

Startups partnering with YTL Construction gain access to a practical environment where real project challenges can shape and strengthen their solutions. YTL may serve as a proof-of-concept partner, offering startups the opportunity to test, validate, and refine their technologies on active construction sites.

Startups will have direct access to technical expertise, including engineers, digital specialists, and operational leads who can provide meaningful feedback, evaluate ideas, and support the development of workable, high-impact solution. This collaboration allows teams to understand real user needs, improve product fit, and accelerate development through informed discussions with subject matter experts.

Beyond technical support, startups benefit from exposure to YTL's broader ecosystem, which can open doors to further deployments, commercial partnerships, and potential scaling across multiple projects within the group. Working with YTL provides a strong industry reference point and can enhance credibility within the constructive technology space.

This partnership is designed to help startups strengthen their solutions, demonstrate measurable value, and position themselves for growth in their wider construction and infrastructure sector.



Natasha Zulkifli

Director,
Stakeholder & Business Development

Message from Leadership

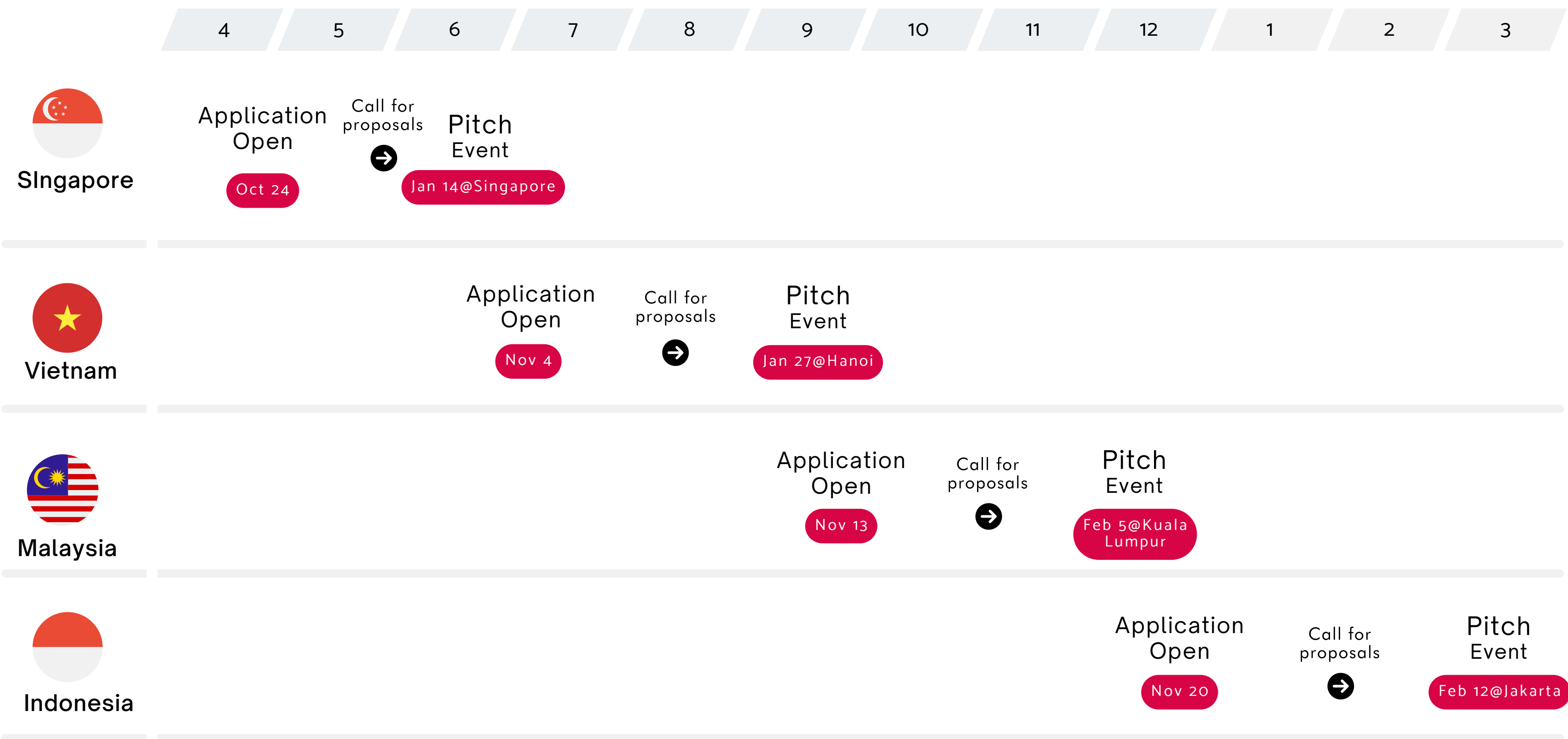
As YTL Construction marks its 70th anniversary, we honour our legacy while looking ahead to the future we want to build. For decades, we have helped shape Malaysia's growth through infrastructure that connects and supports everyday life. Now the industry is entering a new era shaped by digital tools, automation, smart materials, AI, and a stronger commitment to sustainability.

We believe this future of construction will be built through collaboration. That is why we are inviting innovators, startups, and problem-solvers to join us in rethinking how the world is built.

Our goal is clear: build faster, build smarter, build greener and support the people who make progress possible.

And we are ready to build it with you. Let's create a legacy that moves the industry forward together and shapes the next chapter of construction.

Tentative Schedule of ASEAN-Japan Fast Track Pitch 2025



Interested in submitting a proposal?

Submit now at our application website!

Have a question for us?

Send your enquiry to jp-asean-fast-track@tohmatu.co.jp