Outline of
Asia Digital Transformation (ADX)
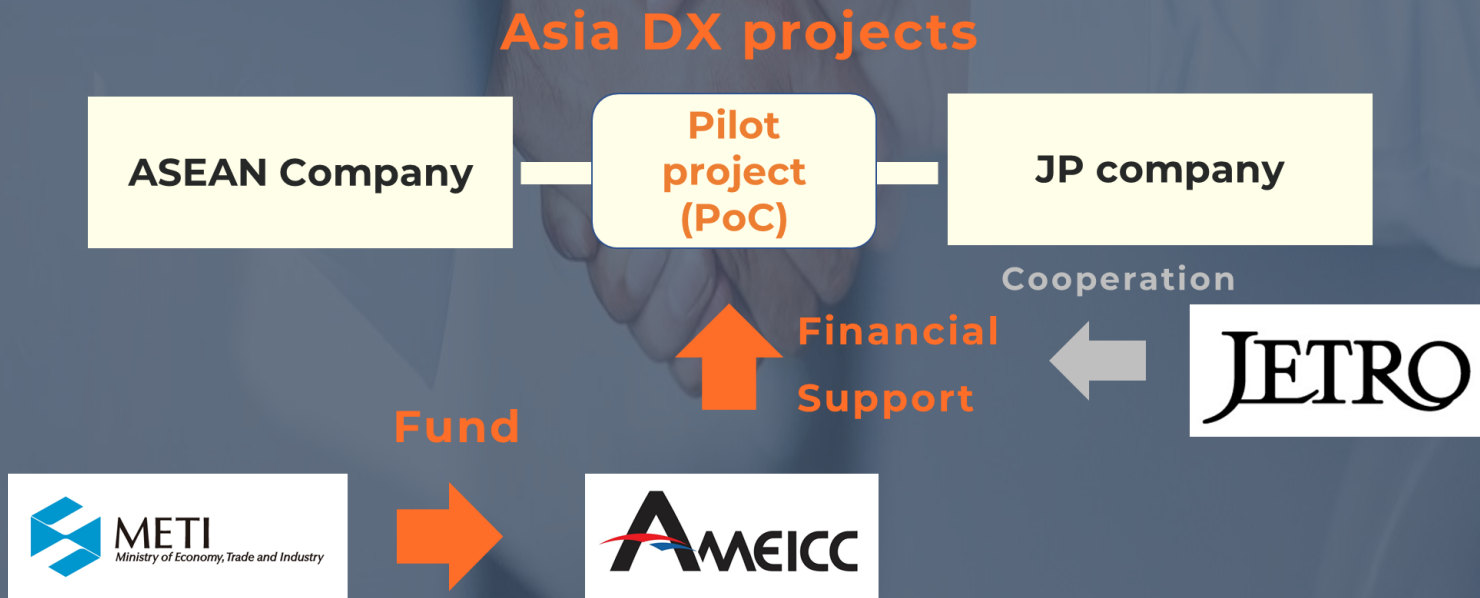# Promotion Program

April, 2023

Japan External Trade Organization (JETRO)

Asia Digital Transformation(ADX) Promotion Program
(Support for Joint Pilot Projects (PoC) between ASEAN and Japan)

This program covers expenses for demonstration projects by ASEAN and Japanese companies jointly to contribute to solving the socio-economic challenges in ASEAN region with innovative technologies such as digital tech.

Through the implementation of the projects, Japanese companies will proactively contribute to further disseminating innovations and to improving a business environment in collaboration with the governments and private sector in the region.

【**Target Countries**】

　10 ASEAN member states

　　（Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar,

　　Philippines, Singapore, Thailand, Vietnam）

【**Fields**】

　・Medical/ Healthcare,

　・Agriculture,

　・Fisheries,

　・Environment/Energy,

　・Tourism / Mobility,

　・Manufacturing

　・Carbon Neutral

　・Smart Cities

　・Supply Chain
　　etc.

【Project Requirements】

- To specifically identify socio-economic challenges in the country and contribute to solution of them

- To use innovative technologies, such as digital technology

- To identify Japanese company※/ institution as the project partner

- To be expected that the business operation will start or continue early (generally within two years after the completion of the PoC) in the target country or other ASEAN region

※**Applications for this program should be made by a Japanese project partner.**
※**Please contact JETRO office in your country if you want some information for your application.**

【Subsidy※1】

Normal Subsidy	Small and medium companies	maximum 20 million yen, less than one-half of the subsidy-eligible expenses
	Large companies	maximum 10 million yen, less than one-third of the subsidy-eligible expenses
Special Subsidy※2	Small and medium companies	maximum 50 million yen, less than one-half of the subsidy-eligible expenses
	Large companies	maximum 50 million yen, less than one-third of the subsidy-eligible expenses

※1 **The amount of subsidy varies depending on the size of the Japanese project partner.**
※2 **For projects which equipment cost exceeds 1/2 of the total project amount.**

【Expenses to be covered】

Expenses of travel, machinery and equipment, furniture and fixtures, consumable supplies, outsourcing, consignment, printing and binding, assistant personnel, etc.

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【Number of projects selected】 Approx. 25 projects

【Application Period】
 Monday, April 10 to Friday, October 6, 2023 (17:00 JST)

※Announcement of Selected Projects

○Applications received between Monday, April 3 and 5 p.m. on Friday, May 26, 2023
→In late July,2023

○Applications received after 5 p.m. on Friday, May 26, and by 5 p.m. on Friday, October 6, 2023
→December,2023

Adopted projects in the past

- The 1st call was opened from July 22 to August 19, 2020 and received 55 applications.
- The 2nd was opened from May 25 to June 15, 2021 and received 45 applications.
- The 3rd was opened from May 9 to June 30, 2022 and received 57 applications.

As the result of the examination, 68 projects were adopted in total.

	BRN	CAM	IND	LAO	MAL	MYA	PHI	SIN	THA	VIE	MAL/ SIN	
Mobility, Tourism & Logistics	1	3	3		2	1	2	1	1	5		19
Environment/Energy					2		1		4			7
Agriculture	1	1	1		1	1	1		2	1		9
Fisheries		1	2						2			5
Medical & Nursing			1	1	3	1		2	5	2	2	17
Manufacturing & HR			1		1	1			4	1		8
Construction		1						1				2
others									1			1
Subtotal	**2**	**6**	**8**	**1**	**9**	**4**	**4**	**4**	**19**	**9**	**2**	**68**

Asia Digital Transformation (ADX) projects Adopted Projects

Mobility, Tourism & Logistics (11 companies ①)

Japanese Company Name	Country	Project Name
AEON MALL Co., Ltd.	Cambodia	Promotion of economic revitalization by creating an EC platform scheme in the Kingdom of Cambodia
Artisan Inc.	Malaysia	Smart City Bus POC (Proof of Concept) Project aiming to mitigate traffic congestion in Cyber jaya, Malaysia
Broadleaf Co., Ltd.	Philippines	Demonstration project of smart mobility platform in the country of Philippines
CAMPFIRE SOCIAL CAPITAL, Inc.	Cambodia	The Project of PoC on financial DX through application for visualization among mobility after-sales service providers and member drivers in the Kingdom of Cambodia
IHI Jet Service Co., Ltd	Philippines	Improving visibility and traceability for cross-border supply chain
Kotozna, Inc.	Indonesia	PoC for middleware between hotel business applications and Property Management Systems (PMS) for the travel industry in Indonesia.
Mitsubishi Corporation	Brunei	Proof of Concept for On-demand Shared Mobility in Brunei
Murata Manufacturing Co., Ltd.	Vietnam	POC project on IoT platform implementation for real-time traffic monitoring

Mobility, Tourism and Logistics (11 companies ②)

NAGASE & CO., LTD.	Vietnam	Project for the reduction of greenhouse gas emissions by improving distribution efficiency using DX in Vietnam
NITA CONSULTANT Co.Ltd	Thailand	Development and implementation of DX promotion tools for Tourism SC (Supply Chain) resilience considering the risk of natural disasters.
Nippon Koei Co., Ltd.	Myanmar	Introduction of COVID-19-FREE Digital Assessment Tool for the tourism industry in Bagan, Myanmar.
Nippon Koei Co., Ltd.	Singapore	Advanced Road Management using Big Data from vehicle camera mounted on commercial vehicles in Singapore
Nippon Koei Co., Ltd.	Vietnam	Project for establishment of a distribution system for safe vegetables in Vietnam
SENRI Ltd	Indonesia	Project of AI order management for distribution optimization of FMCG industry in Indonesia
SmartDrive Inc	Malaysia	Development and Demonstration of "EV Mobility Data Platform" to Promote the Spread of Electric Vehicles in Selangor, Malaysia
Sojitz Corporation	Indonesia	Social IoT services in Bali, Indonesia, to support its inbound tourism industry.
Toyota Tsusho Corporation	Cambodia	Development and demonstration of a MaaS digital platform for tourism in Angkor (Cambodia)

Mobility, Tourism and Logistics (11 companies ③)

WILLER Inc.	Vietnam	The Project of AI Route On-demand Share Bus Demonstration in Hanoi, Socialist Republic of Vietnam
WILLER Inc	Vietnam	Digital Transformation of the platform for passenger and cargo transportation (mixed freight/passenger) at the Southern Intercity Bus Terminal in Hanoi, Vietnam

Environment & Energy (7 companies)

CHALLENERGY INC.	Philippines	Creating sustainable Islands in the Philippines by building a distributed energy platform
Energy Solutions Inc.	Malaysia	Demonstration of smart security (Drones & AI) to achieve carbon neutrality
Harada Vehicle Design Co., Ltd.	Thailand	Project of Marine Debris Tracking System in Thailand
JERA Co., Ltd.	Thailand	Verification of a business model using digital technologies and power infrastructure standards for thermal power plants
KOBELCO CONSTRUCTION MACHINERY CO., LTD.	Malaysia	Automobile recycling demonstration project utilizing IoT End-of-life vehicles management system in Malaysia
Naturanix Co., Ltd.	Thailand	Development & demonstration of a data platform for next-generation rapid charging system that enables electric motorcycles to be charged within a few minutes in Bangkok, Thailand.
Nomura Research Institute, Ltd	Thailand	Introduction demonstration of SCOPE3 data sharing solution (NRI-CTS) in the ASEAN region

Agriculture (9 companies)

ARUN Seed, Certified NPO	Myanmar	Project for PoC on the quality and traceability of agricultural products through a farming support platform based on AI image recognition model in Myanmar
ELM Inc.	Brunei	Development of temperate vegetable cultivation technology in Brunei using the container-type robotic cultivation system "EcoNursery"
LONG TERM INDUSTRIAL DEVELOPMENT CO., LTD.	Philippines	New AI Driven Agriculture Machine Finance
Nihon Agri, Inc.	Thailand	Demonstration of horticultural strawberry cultivation in hot areas (in Chiang Mai, Thailand)
Polar Star Space Co., Ltd.	Malaysia	Oil palm disease early detection business by ultra-high precision spectrum measurement
Sagri Co., Ltd.	Thailand	Demonstration project to build a digital infrastructure for rice farmlands information in Thailand using satellite data
Scala, Inc.	Indonesia	Digital agricultural cooperative platform centered on credit scoring for farmers
SkymatiX, Inc.	Cambodia	Project to introduce "Iroha", the Japanese Crop Monitoring Service, and promote DX in Cambodia.
Sojitz Corporation	Vietnam	Implementation of "Pig Net", a DX production management system, in the Vietnamese pig farming industry

Fisheries (5 companies)

FishBiotec.co.Ltd	Cambodia	Development and demonstration projects of the Production Management System with farm-raised tilapia utilizing a digital transformation(DX) for building the aquaculture economics in Cambodia
OceanEyes Co., Ltd.	Indonesia	Surface fishery digitalization in Indonesia
OPTEX Company, Limited	Thailand	Demonstration project for localization of simple aquaculture water quality monitoring service using DX in Thailand
Regional Fish Institute, Ltd.	Indonesia	Project of Introducing Genome Editing Breed Improvement on Aquaculture Scene in Indonesia
Umitron K.K.	Thailand	Development project of data platform for shrimp farming in ASEAN region by using IoT/AI technologies

Medical & Nursing(17 companies①)

aba Inc.	Singapore	Development and introduction of the Helppad, an excretion care system developed in Japan to solve the shortage of nursing staff
Allm Inc.	Malaysia	Development of an online medical platform based on personal health records in Malaysia amid the COVID-19 epidemic
Allm Inc.	Singapore / Malaysia	Development and introduction of solutions for contribution to the DX of dialysis clinics in Singapore and Malaysia
CarbGeM Inc.	Vietnam	Development of an AI-assisted online bacteria identification support platform aimed at promoting DX in the infectious disease area in Vietnam

Medical & Nursing(17 companies②)

FUJIFILM Corporation	Thailand	Demonstration project related to the construction of a gastrointestinal cancer diagnostic platform in Thailand
Fujita Medical Instruments Co., Ltd.	Myanmar	Trial and marketing of the excretion disorder rehabilitation program in Myanmar
gsport, inc.	Thailand	Project for the online multilingual platform of physical functions assessment for care prevention DX
Hitachi, Ltd.	Thailand	Development of a service with disease risk prediction model in Thailand
Medring Co., Ltd.	Vietnam	Development of smart clinic chains aimed at promoting DX in the clinic sector and development of medical big data platforms in Vietnam.
Melody International Ltd.	Thailand	Development of a platform for improving the prenatal checkup rate in rural Thailand using mobile fetal monitors
Kao Corporation	Thailand	The Project to build the prediction model of mosquitoborn virus spread by using AI technology and improve the forecast system as UX for preventing dengue fever cases in Thailand
PARAMOUNT BED CO., LTD.	Indonesia	The project for the development of a more accurate monitoring service business for telemedicine and other situations using sensing devices in Indonesia
Ryobi Systems Co., Ltd.	Laos	Provision of health-management platforms by leveraging Personal Health Record infrastructure

Medical & Nursing(17 companies③)

Suncreer Co,. Ltd.	Singapore / Malaysia	Development and implementation of privacy-conscious high-precision watchdog using AI and non-contact sensing
TXP Medical Co. Ltd.	Malaysia	DX Demonstration Project in Emergency Medicine at Tertiary Care Hospitals in Malaysia
Ubie, Inc.	Singapore	Demonstration project to implement "AI-based medical interviews" at private clinics in Singapore
Well Consul. Co., Ltd.	Malaysia	Demonstration project of home care support utilizing IoT / AI in Malaysia

Manufacturing & HR (8 companies①)

The Asahi Shimbun Company	Thailand	Career education media platform business for Thai university students
Fuso Machine Works, LTD.	Indonesia	Development and implementation of an OEE losses analyzer (OLA)
Gakken Holdings Co., Ltd.	Vietnam	Individualized childcare service and C2C matching platform(PF) business in Vietnam
GLODAL, Inc.	Thailand	Services on HRD of AI for space utilization to accelerate digital industries in Thailand.

Manufacturing & HR (8 companies②)

i Smart Technologies Co.,Ltd	Thailand	The project aims to build a productivity improvement service business using IoT tools and support improvement in Thailand.
NIPPON STEEL ENGINEERING CO., LTD	Thailand	Advanced Safety management system for Manufacturing and Construction site worker by using image sensing AI
STUDIST CORPORATION	Myanmar	Demonstration project of streamlining education and training using visual-based manuals in Myanmar
TOY EIGHT HOLDINGS Inc.	Malaysia	Early Childhood Education Digital Transformation Data System Enhancement for Post Covid-19 learning Project

Construction (2 companies)

KOBELCO ECO-SOLUTIONS CO., LTD.	Cambodia	Demonstration for optimizing water supply business through DX promotion using digitalization system in Cambodia
Obayashi Corporation	Singapore	Demonstration project of drone electromagnetic survey (geophysical survey) in Singapore

Other (1 companies)

AI inside Inc.	Thailand	Development and introduction of AI-OCR contributing to business automation in Thailand