

Foreign Affiliated Companies Network Promotion Webinar: Toward Creating Innovation in the Future

On January 21, 2021, we held the Foreign Affiliated Companies Network Promotion Webinar (hosted by the City of Yokohama; Co-organized by JETRO Yokohama and IDEC Yokohama). The purpose of the webinar was to create an opportunity for Yokohama-based foreign-affiliated companies and local companies to collaborate in promoting business and innovation. Sixty-seven participants watched the webinar.

At the webinar, global companies in the city introduced their collaboration with other companies and innovation efforts, and an agenda of support for business collaboration was presented. We received feedback from viewers such as, "I learned that there are many open innovation initiatives underway," and "I will use the matching support between companies by all means."

Introduction of Initiatives by Yokohama-based Global Companies

Case1

Innovation from Yokohama through Creating Opportunities for Collaboration

Satoshi Takahashi, Head of Open Innovation Promotion Department, Office of Corporate R&D Group, Corporate R&D Group, Kyocera Corporation

Our company opened the Minatomirai Research Center in July 2019, where we are working to create opportunities for collaboration inside and outside the company. For example, taking advantage of the rapidly changing environment, we invite people who are active in cutting-edge fields to social events and exchange events with other companies.



When people connect with others, new changes and chances emerge, and we also change ourselves. Going forward, we would like to continue creating places of exchange that transcend organizational barriers with varied people and create a culture that encourages innovation right here in Yokohama.

- Kyocera Corporation Minatomirai Research Center
Address: Ocean Gate Minatomirai Building, 3-7-1 Minatomirai, Nishi-ku, Yokohama, Japan
URL: <https://www.kyocera.co.jp/rd-openinnovation/>

Case2

Aiming for Hardtech Innovation Emergence through Co-creation

Yuta Maruyama, Business Intelligence & Innovation Department, Technology Strategy Office, Mitsubishi Heavy Industries, Ltd.

In April 2020, our company opened Yokohama Hardtech Hub (YHH) as a space for co-creation. With a number of people from venture firms, manufacturers, local government bodies, and research/educational institutions, YHH aims to be a place where various insights and ideas can converge and hardtech innovations can be fostered by co-creation. We would like to invite foreign-affiliated companies to join us and accelerate innovation together.



- Mitsubishi Heavy Industries, Ltd. Yokohama Hardtech HUB
Address: 12, Nishikicho, Naka-ku, Yokohama, Japan
URL: <https://www.mhi.com/jp/company/technology/yhh>

Case3

Business Collaboration Starts with Understanding the Hurdles

Shoichi Tanaka, Managing Director & Representative Director, Schaeffler Japan Co., Ltd.

With the remarkable speed at which technology has been developing over the recent years, it is important to adopt technologies from leading markets and apply them in order to develop globally. Our company is working toward improving the energy chain's efficiency and would like to approach our company in our home country (Germany) for partnerships in fields where Japan excels, such as electrification, hydrogen-related technologies, and mass production know-how.



There are, however, hurdles to business collaboration. Each foreign-affiliated company in Japan has different activities, such as sales bases or R&D bases, and I think it is crucial to be aware of each company's situation to promote matching.

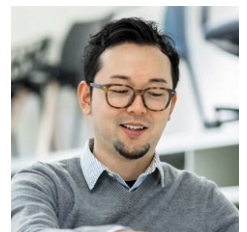
- Schaeffler Japan Co., Ltd.
Address: Schaeffler R&D Center Building, Yokohama Business Park, 134 Godo-cho, Hodogaya-ku, Yokohama, Japan
URL: <http://www.schaeffler.co.jp>

Case4

Co-creation Utilizing Japan's Unique Perspective

Takashi Koyahata, Creation Center Manager, Yokohama Performance Materials, BASF Japan Ltd.

BASF opened the Yokohama Creation Center in August 2019 as a place for collaborating with customers to innovate. They can get inspired by interacting with our materials (high-performance plastics) or create prototypes with us while deepening their understanding of materials through workshops.



Although innovative initiatives do not always produce immediate results, we would like to leverage Japan's unique approaches and perspectives to co-create new things with our Japanese customers.

- BASF Japan Ltd., Performance Materials, Creation Center
Address: German Industry Park, 1-18-2 Hakusan, Midori-ku, Yokohama, Japan
URL: <https://www.basf.com/jp/en.html>

Information on Business-to-Business Matching Support

Akito Takayama, Business Support Division, Yokohama Industrial Development Corporation (IDEC Yokohama)

IDEC Yokohama encourages cooperation and collaboration among companies through special coordinators' matching support and case study introduction. Yokohama is home to many foreign-affiliated companies and small- and medium-sized companies with technological prowess, and I regard this as one of Yokohama's great strengths. We will support innovation through business collaborations with the City of Yokohama, JETRO, and relevant local organizations, so please feel free to contact us.

- IDEC Yokohama International Business Support Representative
TEL: 045-225-3730 E-mail: global@idec.or.jp URL: <https://www.idec.or.jp/>