



Co-create the Next Value

J-BRIDGE

# Do you want to accelerate your business with Japanese companies?



For the startups/companies who are interested in...



**Utilizing the capabilities of Japanese companies in product development, manufacturing, sales, marketing, etc.**



**Considering investment from Japanese companies.**



**Expanding business not only domestically but internationally with Japanese companies.**

# J-BRIDGE is a business platform for the creation of cross-border open innovation.

## Focus Countries/ Regions\*

- Southeast Asia
- India
- U.S. & Canada
- Europe
- Australia
- Israel
- Africa
- Japan



- Mobility
- Health Tech
- Life Sciences
- Agri-Tech
- Retail Tech
- Smart Cities
- FinTech
- Robotics
- Information security etc.



- Renewable Energy (offshore wind power, biomass, etc.)
- Energy conservation
- Storage batteries
- Hydrogen
- Smart infrastructure
- Greening and environmental conservation technologies etc.

## Objectives

Cooperation between Japanese companies and overseas startups for the development of new businesses, thereby:

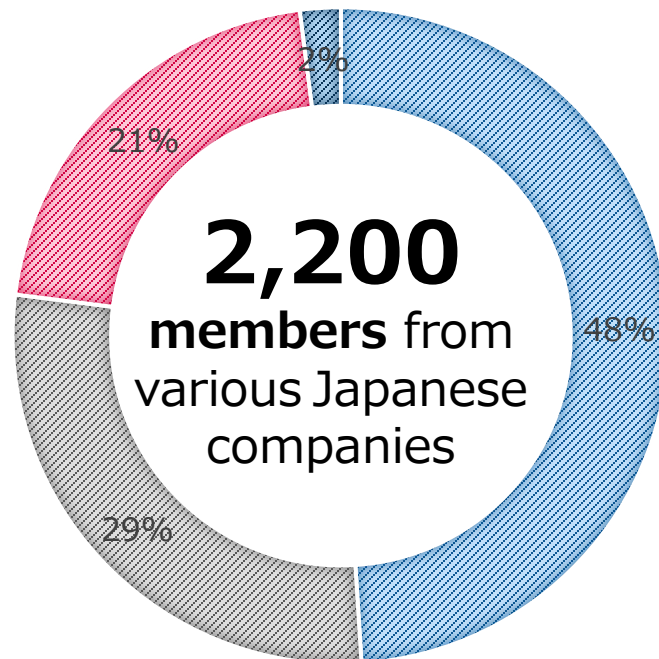
- **Business alliance** including technical cooperation, joint R&D, and M&A
- **Capital alliance** including investment, setting up JV (Joint Venture), etc.

\*J-Bridge provides services mainly in Singapore, Indonesia, and Vietnam in Southeast Asia, the U.K. and Germany in Europe, and Nigeria in Africa.

# Who are J-Bridge Members / Partners?

J-Bridge Members are **Japanese companies who are interested in collaboration with overseas startups etc.** About **2,200 people from more than 1,450 companies** are registered from various industries ranging from ICT to trading, chemicals, finance and manufacturing.

## J-Bridge Members



As of January 2024

■ Large companies ■ SMEs ■ Overseas branches ■ Others

## Our Partners

Companies and organizations that share the same goals as J-Bridge and will help us by utilizing their knowledge and connections.



# J-Bridge will open opportunities for foreign startups/companies to meet Japanese companies.

---

## ✓ 1. Company introduction

*JETRO will prepare a business summary of foreign startups/companies and disseminate it to registered "J-Bridge Members"(Japanese companies)*

## ✓ 2. Meet-up service with J-Bridge Members

*Foreign startups/companies can see the web page "Japanese Partner Finder" which contains information on Japanese companies interested in collaboration. You can find the Japanese partner and request meeting arrangements through "Japanese Partner Finder."*

## ✓ 3. Invitation to events

*Foreign startups/companies can find information about various JETRO online events to promote digital transformation or open innovation, including opportunities to attend seminars/business pitches.*

## ✓ 4. One-on-one business meetings

*For startups with unique technologies/solutions, JETRO will arrange business meetings with **J-Bridge Members**.*

## ✓ And more...

*Along with the J-Bridge scheme, JETRO, as your contact point to Japan, will provide various support for your business development, including the initial support for entering the Japanese market.*

# 1. Company introductions



Business outlines of startups/companies, prepared by JETRO, will be uploaded to the portal site for J-Bridge Members.



J-Bridge Members who are interested in these companies can request business meetings.

(JETRO will inform you when we get a meeting request)

The image shows a screenshot of the J-BRIDGE portal website. At the top, it says 'J-BRIDGEポータル' with navigation links for 'TOP', '開催済みのイベント', and '海外有望企業情報'. The main heading is '海外有望企業情報'. Below this is a filter section titled 'クリックで絞り込み' with a '設定み解除' button. The filters are organized into '分野' (Industry) and '国・地域' (Country/Region). The industry filters include: ヘルスケア, 小売, CRM, 農水産業・食品, フィンテック, サプライチェーン, ロジスティクス, モビリティ, カーボンニュートラル, エネルギー, 素材・マテリアル, 情報セキュリティ, AI・データ, IoT・ソフトウェア, ロボティクス, 教育, その他. The region filters include: 米国, タイ, ベトナム, インドネシア, マレーシア, シンガポール, カンボジア, インド, 英国, ドイツ, フランス, イスラエル, オーストラリア, アジア, 欧州. Below the filters, it states '180社の企業があります。' and a large blue heading reads 'Database for promising overseas companies (Only available for J-Bridge Members)'. Below this, there are two snippets of company information. The first snippet is for 'エネルギー' (Energy) and describes a company that recycles lithium-ion batteries. The second snippet is for 'フラレン、ナノ' (Flare, Nano) and describes a company that recycles nano-structured carbon. Below these snippets is a laptop icon showing the J-BRIDGE portal. To the right of the laptop is a detailed 'Company Information' page for 'Electreeft'. The company information page includes the company logo, name, and contact details.

## 2. Meet-up service with J-Bridge Members

✓ Foreign startups/companies can see the web page “Japanese Partner Finder” which contains information on Japanese companies interested in collaboration.

\* Only available for the foreign startups/companies who are registered J-Bridge. IF you are interested, please contact the JETRO office nearest you.

✓ You can find the Japanese partner and request meeting arrangements through “Japanese Partner Finder.” JETRO will arrange the meetings.

J-Bridge Portal  
Japanese Partner Finder

Click to fine Clear

Field  Healthcare  Agriculture & Food  Finance & Insurance  
 Logistics & Supply chain  Mobility  Energy  Material  IT & Security  
 Education & Entertainment  Space & Weather  Manufacturing  Chemistry  
 Others

Technologies  AI  Blockchain  Drone  XR  Cloud service  Green energy  
 Environmental Pollution Control  Recycling & Waste  Biotech  3D printing  
 4G&5G  Robotics  IoT  Big Data Analysis  New material  
 Cybersecurity  Others

Region  North America  Europe  Middle East  Asia  Oceania  
 South and Central America  Africa

55 data exist.

### Database for Japanese companies

Fujitsu Frontech  
Logistics & Supply chain  
IT & Security  
Manufacturing  
Based on the concept "Touch, Connect, Change and Transform," we provide a comprehensive

Kureha America (Biostimulant)  
North America  
Europe  
United States  
Italy  
Spain  
Agriculture & Food  
Others  
Challenging sustainable agriculture and food supply through the unique agricultural agent. We're

DIC Corporation

KATSU MI JAPAN



### Japanese Company Information

Point of Interest for Collaboration with Overseas Companies

For carbon neutrality, the potential energy of water needs to be effectively converted into electricity. Applications are diverse, including power sales, green agriculture, small mobility, drones and disaster use. Our patented technology can efficiently scoop up water in low drip-off environments and produce stable power generation efficiency even with fluctuating flow rates. It can also be equipped with pathways to take biodiversity into account, is resistant to heavy snowfall and is economical to maintain. We are looking for colleagues who can help solve social problems by promoting green micro-hydropower together.

#### Challenges and Collaboration Needs



## 3. Invitations to events



Twice a week

On average, we hold online pitch events, seminars and business matching events related to open innovation across the world.



Around 10,000 participants joined appx. 100 events in FY 2022.



Offers for presentations/pitches at our event.

(Only for the startups who are prominent in their business and match the concept of our events)

JSIP REVERSE PITCH 2022  
**OPEN INNOVATION OPPORTUNITIES**  
 with Japanese Corporates

Online Event  
 31 August 2022  
 4:00pm – 6:00pm  
 (Singapore Time / UTC +8)





## 4. One-on-one business meetings



For especially outstanding startups, based on your requests, JETRO will arrange business meetings with J-Bridge Members (and other Japanese companies) who may be suitable as business partners.



# Criteria

For J-Bridge to evaluate startups:

## Focus fields



Has a solution or business model whereby contributing to innovation especially in the fields of digital transformation or carbon neutrality.



Desires to cooperate with Japanese companies in developing value-added business (J-Bridge can't help you expand sales channels in Japan)

## Desirable conditions



Funded by major VCs, or supported by notable acceleration/research programs.



Founder or management team has noteworthy experience. (E.g. business exit, alliance with overseas companies)



Superiority over competitors in terms of technology, novelty of solutions, business model, etc.



Received awards at notable competitions/events or possesses experience in collaborating with other parties such as universities, labs or companies.



Has Japanese speaking employees or interpreters.



## Some success cases generated from J-Bridge

---

Fintech Carbon Neutrality



## Development of Recycling Business in Indonesia

Japanese company  
 Overseas company

### Marubeni Corporation

As an integrated trading and investment business conglomerate, developing business activities such as domestic and foreign business investment and resource development.

### PT Khazanah Hijau Indonesia

Developing a recycling waste collection business in Indonesia by using digital platform.

### Outline of Collaboration

Rekosistem operates a digital platform that collects various kinds of waste (such as plastics, cardboard, paper, glasses, E-waste, etc.) from corporate enterprises and individuals by using a digital platform, which gives users points that can be used for electronic payments in accordance with the amount of waste collected.

In Indonesia, where the establishment of an appropriate waste collection system and the spread of recycling have become issues as the population increases, this business alliance will help to develop waste collection sources, increase the amount of waste collected, and develop a recycling business including commercialization and marketing of collected waste by utilizing the Marubeni Group's network.

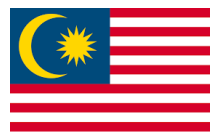
### JETRO's Support Pitch Event, Meet-up services

Left : Mr. Kasai, President of Marubeni Indonesia and Mr. Layman, CEO of Rekosistem

Right : Rekosistem waste collection box (From Marubeni's press release)



Agritech Drones



## Industry-government-academia collaboration project to create mangrove distribution/growth maps

Japanese company  
 Overseas company

### funlead corp.

High-precision satellite positioning using "Michibiki (QZSS)," SLAM technology using drones, hyperspectral analysis technology and AI technology

### Sunway University

Private university (non-profit)

### Outline of Collaboration

Jointly proposed the above project with Sunway University, Sarawak Forestry Corporation, and Aerosense Inc. for the "International collaborative Research Program 2021" which is promoted by research institutes of member countries of the Asia-Pacific Telecommunity and Japanese companies. With the aim of collecting and visualizing scientific data that will contribute to policymaking for mangrove conservation, the analysis accuracy of AI technology such as image recognition was improved and verification of usefulness was conducted through joint data analysis with Sunway University and data evaluation by Sarawak Forestry Corporation.

### JETRO's Support DX Acceleration Program (Malaysia)



Logistics Carbon Neutrality



## Reduce GHG Emissions Through Logistics Efficiency Improvement

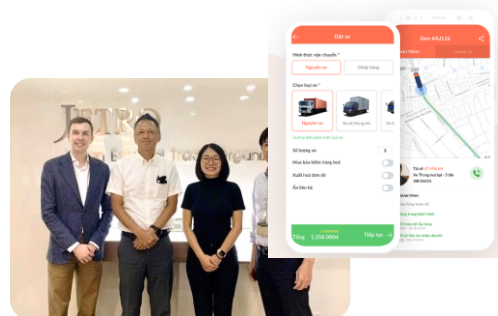
- Japanese company [NAGASE & CO.,LTD.](#)  
Import/export and domestic sales of chemicals
- Overseas company [LOGIVAN VIETNAM TECHNOLOGY COMPANY, LTD.](#)  
Operation of matching apps between shippers and delivery companies
- Japanese company [Zeroboard Inc.](#)  
Provision of GHG emissions calculation and visualization services

### Outline of Collaboration

LOGIVAN is engaged in platform business, including the operation of matching apps that connect shippers and delivery companies. Combining LOGIVAN's logistics data digitization service with Zeroboard's GHG emission calculation and visualization service, Nagase & Co. will propose solutions for optimal logistics efficiency and GHG emissions reduction to the customers in Vietnam. This project was selected by JETRO for its "Asia Digital Transformation(ADX) program" in ASEAN and Japan.

### JETRO's Support Pitch Event, Meet-up services

Left : Mr. David Salt (COO and CPO, LOGIVAN), Mr. Higuchi (President, Nagase Vietnam), Ms. Linh Pham (Founder and CEO, LOGIVAN), and Mr. Nakajima (General Manager, JETRO Hanoi) – photo by JETRO  
Right: LOGIVAN app screen:



Retail Tech



## Joint development of the latest POS system for higher efficiency and sophistication of food delivery operations in Vietnam

- Japanese company [CRESCO VIETNAM CO., LTD.](#)  
Offshore development (Wholly owned subsidiary of CRESCO LTD.)
- Overseas company [Hungry Bear Internet JSC.](#)  
POS system development for multi device use
- Overseas company [Capichi Việt Nam Co., Ltd.](#)  
Food delivery start-up from Japan

### Outline of Collaboration

Cresco (Cresco Vietnam), an IT system construction and maintenance provider for local Vietnamese restaurants and retailers, jointly developed the "Capichi Connect function" with other two companies to connect and integrate Hungry Bear Internet's POS system "LOOP SMART POS" and Capichi's dedicated delivery application "Capichi Food Delivery" which has been used at about 1,000 stores including Japanese restaurants. Sales of the new "LOOP SMART POS" with this function were launched. The productivity of store operations is improved by linking dedicated delivery applications and POS systems.

### JETRO's Support Sourcing program

Photo by CRESCO:  
Left to right, Koh Pei Jun Alvin (CEO of Hungry Bear, Atsushi Hirasawa (CEO of CRESCO VIETNAM), and Taiki Mori (CEO of Capichi)



● Mobility

● Fintech

● Mobility

● Logistics



## Pilot project in Kenya to provide financing services for electric bicycle riders

Japanese company

[HAKKI AFRICA LIMITED](#)

Financing services for used car drivers, etc.



Overseas company

[ARC Ride Global Ltd.](#)

Production of electric motorcycles and tricycles, development of charging stations, etc.

### Outline of Collaboration

HAKKI purchased 200 electric bicycles from ARC Ride and sold them in installments to low-credit borrowers (mainly food delivery workers) who cannot obtain bank loans, through a financing service using the company's proprietary credit scoring system, thereby expanding its business domain by adding new financial services for electric bicycles to conventional financing services for used four-wheeled vehicles. ARC Ride, on the other hand, will improve electric bicycles, increase the durability of batteries, and develop more efficient charging stations based on the feedback from users provided by HAKKI.

Through this collaboration, the two companies plan to expand their financing services for electric bicycles to African countries other than Kenya.



JETRO's Support ▼

Individualized information and referral

Mr. Joseph, the founder of ARC Ride, and the electric bicycle developed by the company



## Contribution to establishing a cold chain in Vietnam through low-temperature transportation using electric motorcycles

Japanese company

[DENSO CORPORATION](#)

Manufacture of automotive parts



Overseas company

[Selex Motors](#)

Development and manufacture of electric motorcycles and rechargeable batteries

### Outline of Collaboration

DENSO developed small mobile refrigerators with Yamato Transport and installed them in electric motorcycles for delivery companies, which had been manufactured by Selex, an electric motorcycle manufacturer and rechargeable battery subscription business operator. Then, DENSO conducted a six-month demonstration test starting in February 2023, to measure demand and collect data related to low-temperature transportation.

Selex is building an electric motorcycle delivery network with a major EC site company. DENSO aims to contribute to solving logistics issues in Vietnam by participating in the establishment of a cold chain through collaboration with Selex.

JETRO's Support ▼

Pitch Event, Meet-up services

Left: Selex Motors electric motorcycle assembly plant completed in the suburbs of Hanoi in October 2022 (photo by JETRO)

Right: DENSO Vietnam and Selex Motors signing MoU in the presence of JETRO and NIC (photo by JETRO)



# Thank you

J-Bridge website

<https://www.jetro.go.jp/en/j-bridge.html>



For JETRO's support menu on investing in Japan,  
please find the website below.

<https://www.jetro.go.jp/en/invest/>

