

Outline of Asia Digital Transformation Boost UP Program (ADX for Scale-UP Phase)

May 2023

Japan External Trade Organization (JETRO)

Asia Digital Transformation Boost UP Program (ADX for Scale-UP Phase)

(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 technology.

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

The Boost-Up Program will particularly support scale-up/scale-out of co-created businesses between ASEAN companies and Japanese startups through collaboration with venture capitals.

JP Venture Capital

Investment, Hands-on support

ASEAN Company



Collaboration

**JP Startup
(applicant)**



Subsidy



【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
- The applicant must have received an investment of at least 1/2 of the subsidy eligible expenses from a venture capital firm and is receiving hands-on support for the project in question.
- The existence of a market in the country and the feasibility of the business must have already been confirmed, and the project must be in the phase of starting business development. Specifically, the business model, technology, service, etc. must be at the stage of being marketed as a product or service, such as having been demonstrated or commercialized in a certain ASEAN country, and the project must be expected to expand further in that country or rolled out to other countries in ASEAN.

※Applications for this program should be made by a Japanese project partner.

※Please contact JETRO office in your country if you need any information for your application.

【Subsidy※】

Maximum 100 million yen, less than one-half of the subsidy-eligible expenses

※ The amount of subsidy varies depending on the size of the Japanese project partner.

【Expenses to be covered】

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

【Number of projects selected】

Approx. 5 projects

【Application Period】

Tuesday, May 16 to Tuesday, June 16, 2023 (12:00 JST)