



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY



MINISTRY OF COMMUNICATIONS AND DIGITAL



MALAYSIA-JAPAN

3 OCTOBER 2023

MIDA, KL SENTRAL

9:00-16:00

DIGITAL EXCHANGE PITCH 2023

Challanges Owners :



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DIGITAL EXCHANGE PITCH 2023

TIME	AGENDA
08:30 - 09:30	Registration (Welcoming light food, coffee and tea)
	Welcoming Remarks by
09:30 - 09:35	Mr Faizal Mohd Yusof Senior Director, Industry Development Division Ministry of Investment, Trade and Industry (MITI)
	Opening Address by
09:35 - 09:45	Mr Tetsushi Yoshikawa Deputy Director-General for Trade Policy, Trade Policy Bureau, Ministry of Economy, Trade and Industry (METI)
	Mr Ma. Sivanesan A/L Marimuthu Deputy Secretary General, Malaysia Communications and Multimedia Commission (KKM)
	Keynote Speech: "Malaysia Tech Landscape"
09:45 - 09:55	Mr Gopi Ganesalingam, Senior Vice-President & Head of Digital Exports Malaysia Digital Economy Corporation (MDEC)
	Event Overview Briefing
09:55 - 10:00	Mr Hazmi Mansor Assistant Director, Innovation, Business Development & PR, JETRO Kuala Lumpur
	Photo Session ①: (VIP, Speakers & Challenge Owners)
	Challenge 1: Ajinomoto (Malaysia) Berhad
	Challenge Statement Presentation
10:00 - 10:35	Company Pitching 1. Lodopage Services (Malaysia) 2. Lumirous Sdn. Bhd. (Malaysia)

10:35 - 10:50	Short break
	Challenge 2: Cyberview Sdn. Bhd.
	Challenge Statement Presentation
10:50 - 11:35	Company Pitching 1. Pirika Inc (Japan) 2. TimeTec Computing Sdn. Bhd. (Malaysia) 3. Terra Sol Pte. Ltd (Singapore)
	Challenge 3: East Japan Railway Company
	Challenge Statement Presentation
11:35 - 12:20	Company Pitching 1. Consortium 21 Sdn. Bhd. (Malaysia) 2. Crave Asia Sdn. Bhd. (Malaysia) 3. Optimays Inc. (Japan)
12:20 - 13:30	Lunch Break & Networking
	Challenge 4: EBARA Corporation
	Challenge Statement Presentation
13:30 - 14:15	Company Pitching 1. Faradays Energy Sdn. Bhd. (Malaysia) 2. Rivil Sdn. Bhd. (Malaysia) 3. Wateream Pte. Ltd. (Singapore)
	Challenge 5: Sime Darby Berhad
	Challenge Statement Presentation
14:15 - 15:00	Company Pitching 1. CHOSEN Digital Co. Ltd. (Thailand) 2. Emulsion Flow Technologies Pte. Ltd. (Japan) 3. Naturanix Co. Ltd. (Japan)
	Photo Session (Challenge Owners & Finalists)
	Closing Remarks by
15:00 - 15:05	Puan Najihah Abas Representative from the Malaysian Investment Development Authority (MIDA)
15:05 - 16:00	Networking Session






Startup Name	Country	Business Summary
Lodopage Services		<p>Our overarching goal is to democratise access to healthy nutrition by breaking down socioeconomic barriers, accommodating even the most demanding schedules, catering to diverse palates, and addressing individual health concerns. We offer a path to well-rounded nourishment with proven therapeutic benefits through a meticulously curated selection of delectable, herb-infused soups. Each recipe is carefully crafted to achieve a harmonious balance of essential nutrients, resulting in a diet that not only pleases the palate but also fortifies the body. In pursuit of this vision, we pay close attention to convenience. Our products are meticulously designed to seamlessly integrate into busy lifestyles, providing a seamless solution for those who are constantly on the move. Maintaining a healthy diet does not have to be a difficult task, even if you are rushing from one place to another. Individuals can easily infuse their routines with the vitality and sustenance they require with our ready-to-eat herbal soups, regardless of their current location. This access to nutritious, flavorful food empowers people to take charge of their health and well-being, laying the groundwork for a vibrant and thriving life free of dietary compromises.</p>
Lumirous Sdn Bhd.		<p>Lumirous is a one stop fertility and reproductive health support platform based in Malaysia.</p>



Startup Name	Country	Business Summary
Pirika, Inc.		<p>Pirika Inc. is the world's No.1 city cleanliness startup. One of its flagship services, the Pirika app, is the world's largest litter cleanup social media platform. It has been used in over 120 countries and has collected 300 million pieces of litter. The Urban Litter Survey system "Takanome" allows users to attach their smartphone to a vehicle and use AI to analyze litter on the street and survey the distribution of litter over a wide area. So far, the system has been introduced in Japan and Vietnam, and installed in more than 100 vehicles. Pirika has provided these services to municipalities and companies managing cities, generating sales of over 100 million JPY.</p>
Terra Sol Private Limited		<p>Terra Sol is proposing the use of Smart Bins as a means of improving productivity in waste management. Through the use of technology, smart bins help build smarter, more connected, beautiful and resilient spaces for residents.</p>
TimeTec Computing Sdn Bhd		<p>We provide cloud applications and IoT solutions in PropTech for residential and commercial buildings, cashless & touchless smart parking system, security & people flow solutions, and HRTech solutions that can be adopted standalone or integrated to form a smart building/township ecosystem.</p>





Startup Name	Country	Business Summary
Faradays Energy		Faradays Energy is a leading renewable energy company with a specialized focus on the commercialization of hydrogen technology, and dedicated to driving the development and implementation of sustainable energy solutions for a greener future. Mission: To accelerate the transition to a hydrogen-powered economy by developing and deploying cutting-edge technologies and solutions that drive the widespread adoption of renewable energy
Rivil Sdn Bhd		Rivil is a Malaysian water technology startup that provides decentralized water supply solution to population that no no access to centralized water supply. By using water-from-air generator, it does not need any nearby water source and can vastly help to increase water security for any locations
Wateroam Pte Ltd		Wateroam is tackling the global challenge of contaminated drinking water - a major cause of poor health faced by 2 billion people in rural and disaster-affected communities globally. Such communities are often left with no choice as pipeline water supply is unavailable and bottled water is too expensive. Traditional tap water supply from centralized water treatment plants are often not available in rural communities due to high capital costs and complex setup processes. Additionally, such infrastructure takes a long time to be built, especially when decisions are influenced by existing political and economic situations. Furthermore, when natural disasters occur, local authorities often struggle to provide sufficient water within the time and funding constraints. Wateroam solves this problem by designing portable, simple-to-use water filtration systems that convert unsafe water into safe drinking water in a matter of minutes. Our membrane filtration technology operates without electricity and can be implemented for hard-to-reach communities at a cost as low as USD2 per person per year.



Startup Name	Country	Business Summary
Consortium 21 Sdn Bhd		Consortium 21 Sdn Bhd is an advertising and marketing company based in Malaysia. Their main objective is to aid clients in harnessing innovative strategies to navigate and capitalize on emerging trends in the market. The firm boasts a robust team comprising strategists, creatives, and implementation specialists, ensuring that their clients receive the competitive marketing edge crucial for success. Furthermore, Consortium 21 is at the forefront of technological advancements, seamlessly integrating innovative technologies such as web3, blockchain, metaverse, and artificial intelligence (AI) into businesses. This commitment to embracing and leveraging new emerging technologies underscores their mission to provide state-of-the-art solutions and strategies tailored to the ever-evolving digital landscape.
Crave Asia Sdn Bhd		Founded in 2010, CRAVE is a leading digital innovation agency based in Malaysia, working with Fortune 500 brands globally, delivering a wide range of innovative solutions and interactive technologies. Among its innovations, CRAVE has introduced QTap, a versatile NFC-enabled solution. QTap simplifies and enriches user experiences by offering real-time information, interactive engagements, eliminating the need for additional apps. Cost-effective, eco-friendly, and compatible with major phones, QTap redefines how users engage with technology and fosters meaningful connections between businesses and consumers.
Optimays Inc.,		We have been developing AI mainly for communication. Among these, we are particularly strong in AI camera analysis and are developing solutions for DOOH advertising. In addition, our sister company has been co-creating with major companies as an advertising technology company in Silicon Valley for many years.



Developing
Sustainable
Futures

Startup Name	Country	Business Summary
<p>CHOSEN Digital Co.,Ltd.</p>		<p>Charging 1 EV is like turn on 10 aircon at the same time. It create peak load to the system. The problem is the infrastructure like Transformers didn't design for this load before. It could be overloaded And electric shutdown for the whole area. There are more than 400,000 transformers need to be replaced just to support EV in Thailand. And this painpoint that will happen around the world. In order to control the load we have to be able to control all the chargers but There are many types software and protocols that cannot communicate each other. Starting from EV and CHOSEN aim to control all kinds of energy calls Energy Modernization platform. To digitize all kinds of energy to be able to monitor and control them.</p>
<p>Emulsion Flow Technologies Ltd.</p>		<p>Emulsion Flow Technologies Ltd, a Japanese startup, emerged as a spin-off from the Japan Atomic Energy Agency (JAEA). This innovative company has harnessed its unique solvent extraction technique, initially developed for nuclear fuel element separation, to address a pressing challenge, the separation and recovery of "rare metals" essential for Lithium-ion batteries. The technology stands out for its exceptional attributes, boasting high purity, productivity, flexibility, full automation, minimal carbon emissions, and notably, low capital and operational expenditures. As the global electric vehicle (EV) market continues to burgeon, the efficient and cost-effective recycling of Lithium-ion batteries becomes paramount for sustainability and natural resources preservation. Emulsion Flow's pioneering approach positions it at the forefront of this endeavour. Beyond its application in battery recycling, this technology has proven effective in solving wastewater treatment issues in various industrial settings, as well as addressing problems associated with Palm Oil Mill Effluent (POME). Emulsion Flow Technologies Ltd's multifaceted innovations are not only advancing the green energy transition but also addressing broader environmental challenges, promising a sustainable future.</p>
<p>Naturanix Co., Ltd.</p>		<p>Naturanix: Developing the world's first ultra-fast charging battery pack and charging station using the Japan technology for e-mobility, Succeeding in the charging time of e-mobility to less than 3 minutes.</p>