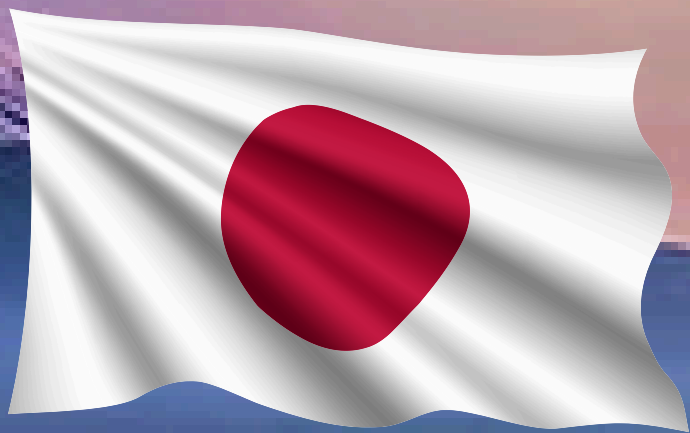


MARKET ACCESS
SPOTLIGHT: JAPAN

Opportunities for Startups



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01 Why Japan for Startups?

For Tamil Nadu startups looking to expand internationally. Japan's emphasis on accuracy, excellence, and creativity fits in perfectly with Tamil Nadu's booming deep-tech sector, which provides access to state-of-the-art technology, leading innovators, and investment opportunities. It's the perfect place for Tamil Nadu companies to expand internationally because of its benevolent trade regulations and cooperative atmosphere.

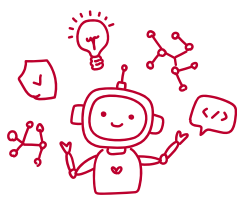
Key Highlights



#5 in Global Innovation Index 2024, a global leader in technology and R&D



Home to top institutions like the University of Tokyo and RIKEN, driving innovation.



FTAs with over 20 countries, including India, simplify market access and reduce trade barriers.



Advanced infrastructure and strong intellectual property laws ensure a secure business environment.



Strategically located, offering access to major East Asian markets like China, South Korea, and Southeast Asia.

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02

Key Sectors for Tamil Nadu Startups

🌿 **Clean Energy and Sustainability:** Leverage Japan's focus on achieving carbon neutrality by collaborating on renewable energy, green technologies, and sustainable urban solutions.

🧬 **Biotechnology and Life Sciences:** Partner with Japan's leading biotech institutions to advance drug discovery, vaccine development, and regenerative medicine, benefiting from its robust healthcare innovation landscape.

🤖 **Robotics and Automation:** Explore opportunities in industrial automation and precision manufacturing by integrating with Japan's world-class robotics ecosystem.

💰 **FinTech and Digital Innovation:** Develop cutting-edge payment systems, blockchain solutions, and digital financial products by tapping into Japan's technologically advanced consumer market.

📊 **Artificial Intelligence and Advanced Computing:** Collaborate on AI-driven solutions for sectors like healthcare, education, and manufacturing, supported by Japan's advanced research and development capabilities.

👨‍⚕️ **MedTech and Healthcare Technology:** Address the needs of an aging population through partnerships in telemedicine, medical devices, and innovative healthcare technologies.

🚗 **Mobility and Smart Transportation:** Engage with Japan's automotive giants to create sustainable transport solutions, including electric and autonomous vehicles.

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03

Deep Dive into Soft-Landing Programs

Japan, with its advanced technology ecosystem and innovation-driven economy, offers multiple opportunities for startups looking to expand internationally. Here are two key soft-landing programs to consider:

★ X-HUB TOKYO

What: A center in Tokyo supporting foreign startups.

Why: Provides lectures on Japan's legal, market, and cultural aspects, along with mentorship and networking opportunities.

Highlight: Programs help startups connect with local partners, investors, and collaborators in Japan.

★ JETRO (Japan External Trade Organization) - J-Bridge

What: A platform connecting startups with over 2,500 Japanese companies.

Why: Offers business matchmaking, seminars, and pitch sessions in sectors like Mobility, Agri-Tech, and HealthTech.

Highlight: Simplifies market entry by navigating regulatory and cultural aspects of doing business in Japan.

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★ Go Japan Program by Pulsar VC

What: A program designed to assist international businesses in establishing a presence in Japan.

Why: Offers tailored consulting, market research, and customer development to facilitate efficient growth in the Japanese market.

Highlight: Provides a structured 10-step go-to-market strategy, aiming to achieve \$1 million in annual revenue within the first two years of operations in Japan.

★ Osaka Innovation Hub

What: A platform for tech and innovation-driven startups in Osaka.

Why: Hosts networking events, training sessions, and market entry strategy workshops.

Highlight: Provides access to Osaka's tech ecosystem and local investors.

★ Fukuoka Growth Next

What: A startup hub providing co-working and incubation spaces in Fukuoka.

Why: Offers business registration support, visa assistance, mentorship, and financial incentives for startups.

Highlight: Connects startups with local mentors and industry leaders to accelerate growth.

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★ CIC Tokyo Soft-Landing Program

What: A program linking startups with Kyoto's traditional and modern industries.

Why: Offers business setup support and collaboration opportunities with universities and research institutions.

Highlight: Focuses on industries like textiles, ceramics, and modern tech sectors.

More Programs to Explore

Additional Support in Japan

★ **Sapporo Global Hub:** A program supporting startups entering the Hokkaido region.

★ **Shibuya Startup Support Program:** A program for creative and tech startups in Shibuya.

★ **Kyoto Global Startup Program:** A program linking startups with Kyoto's traditional and modern industries.



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04

Innovation Opportunities in Japan

★ INDIA Japan Startup Bridge

What: Platform for cross-border collaboration between Indian and Japanese startups.

To Connect:

JETRO: INL@jetro.go.jp

DPIIT Startup India: globalstartup-partnerships@investindia.org.in



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05

Global Events and Success Stories in Japan

Tokyo Startup Gateway:

This annual event connects startups, investors, and entrepreneurs from across the globe. It serves as a platform for pitching innovative ideas, networking, and exploring opportunities in Japan's thriving tech ecosystem.

CEATEC Japan:

One of Japan's largest technology exhibitions, showcasing advancements in AI, IoT, robotics, and smart cities. It is an excellent venue for startups to gain visibility and collaborate with industry leaders.

Kyoto Smart City Expo:

A global event focused on sustainable urban development, bringing together startups, researchers, and corporations to co-develop smart city solutions.

Success Stories from Japan

 Preferred Networks: A pioneer in AI, Preferred Networks partnered with global giants like Toyota and NVIDIA, demonstrating how startups can thrive through collaborations.

 Peatix: A Tokyo-based startup that revolutionized event ticketing, expanding across Asia and securing millions in funding from Japanese and global investors.

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06 The Japanese Advantage for Startups

Japan's innovation-driven ecosystem, paired with Tamil Nadu's growing startup capabilities, creates immense opportunities for collaboration. Startups from Tamil Nadu can leverage Japan's leadership in AI, robotics, and clean energy, partner with globally renowned research institutions, and access Japan's extensive network of investors and corporates. Its robust infrastructure and strategic trade policies make Japan a gateway to Asia and beyond, offering a solid platform for growth and global impact.

To learn more about BeyondTN, an initiative by StartupTN supporting Tamil Nadu startups to expand globally, email me at **anirudh@startuptn.in**.

