



10th November 2020 : Key points about the innovation ecosystem in Japan – From France point of view



The poster features a vertical design with a large black circle on the right side containing the date and time. The text is arranged in a clean, modern font. Logos for the organizing institutions are at the top. The event details include the date (Tuesday, 10th Nov. 2020), time (9:30 am CEST / 5:30 pm JST), and format (ONLINE). The speakers' names and titles are listed in both French and Japanese. The event is followed by a Q&A session with Kimiko Imai. At the bottom, logos of partner and support organizations are displayed.

STARTUP CREATIVITY CHALLENGE **COMITÉ D'ÉCHANGES FRANCO JAPONAIS** **FONDATION FRANCO JAPONAISE SASAKAWA**

TUESDAY CHALLENGE
Key points about the innovation ecosystem in Japan
日本のエコシステムのキーポイント
From French point of view
フランス人の目から見て

SPEAKERS / 講演者

- **FRÉDÉRIC NOUEL** フレデリック・ヌエル
CO-PRESIDENT/ **FRENCH TECH TOKYO**
FOUNDER/**3RDKIND INC**
- **JEAN-MICHEL SERRE** ジャン=ミシェル・セール
CO-PRESIDENT/ **FRENCH TECH TOKYO**
DIRECTOR INNOVATION & STRATEGY ASIA ORANGE,
CEO/**ORANGE JAPAN**
A BRIEF OUTLOOK OF START UP ECOSYSTEM IN JAPAN
(AS SEEN BY ORANGE ACCELERATOR IN JAPAN)
日本のスタートアップエコシステム
—オレンジアクセルレーターから見たアトルック
- **TAKAYUKI YOSHINO** 芳野 貴之
MANAGER MANAGER ENTERPRISE GROUP /
SAMURAI INCUBATE INC.
AND FROM A JAPANESE VC'S POINT OF VIEW
(AS SEEN BY JAPANESE VC SAMURAI INCUBATE)
そして日本のVCの観点から

FOLLOWED BY Q&A SESSION
KIMIKO IMAI 今井公子
FOUNDER & CEO - **SINEORA**

Tuesday・火
10th Nov.
2020
9.30 am **CEST**
5.30 pm **JST**
ONLINE
オンライン

in English
英語

IN PARTNERSHIP WITH **SUPPORTED BY** **SCC TEAM**

STARTUP CREATIVITY CHALLENGE **COMITÉ D'ÉCHANGES FRANCO JAPONAIS** **FONDATION FRANCO JAPONAISE SASAKAWA**

IN PARTNERSHIP WITH **CHOOSE PARIS REGION** **JETRO Paris** **CCI FRANCE JAPON** **JAPON INFOS** **MATRICE** **SINEORA** **日仏経済連携推進機構**

On November 10, 2020, [Comité d'échanges Franco-Japonais \(CEFJ\)](#) held a webinar “Tuesday Challenge” for its members and visitors. It was held with many participants from member companies in both Japan and France.

As a guest, we had the opportunity to meet with Mr. **Frédéric NOUEL** (Co-Président/ French Tech Tokyo, Founder 3rdkind Inc.), Mr. **Jean-Michel SERRE** (Co-Président/ French Tech Tokyo, Director Innovation and Strategy Asia / Orange, CEO/Orange Japan), Mr. **Takayuki YOSHINO** (Manager/Samurai Incubate Inc.). And as moderator, Mrs. **Kimiko Imai** (Founder & CEO / Sineora) facilitated the talk session. She is one of the board members of Startup Creativity Challenge(SCC).

At this time, three guests kindly speeched attractively with the title, " **Key points about the innovation ecosystem in Japan – From France point of view** ".

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

2. Event Report

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

Comité d'échanges Franco-Japonais (CEFJ) is a non-profit organization established in 1997 with the aim of contributing to the development of French-Japanese business relations and deepening mutual understanding in the global environment.

CEFJ has been supporting more active exchanges for business purpose, between French and Japanese companies for more than 20 years through a variety of programs and information, and currently has 157 members in both countries, supported by its huge network in France and in Japan but also in Europe and Asia.



(Image Credit: CEFJ)



(Image Credit: CEFJ)

Recently CEFJ has launched a new innovation program, "**Startups Creativity Challenge (SCC)**". It will be held three times in total from 2019 to 2021 annually in order to further strengthen the relationship between Japan and France and to build organic startup ecosystems together.

The first edition, held in October 2019, was attended by 128 participants from both Japan and France. 4 enterprises and 9 startups also came together. The event was held at Station F, France's largest incubation facility. In the presence of Mr. Nobuyuki IDEI, former CEO of Sony, Chairman and Founder of Quantum Leaps, and Ms. Anne Lauvergeon, former CEO of Areva, CEO of ALP, welcomed by President Kling and Delegate President Kuchly, the atmosphere is really attractive, and various kind of players actively discussed how to create new innovations between the two countries.

The second SCC event, scheduled to take place in December 2020 in Paris, will be even more practical than the first. The SCC will further accelerate cross hydride collaboration between large companies and startups and generate innovations.

2. Event Report

The event, which began at 9:30 a.m. local time in Paris on November 10 2020, was held online with attendees mainly from CEFJ member companies in both countries.



Our first speaker was Mr. Frédéric NOUEL. He is Co-Président of French Tech Tokyo, and also have founded a gaming startup company [3rdkind Inc.](#) as co-founder in Japan. Nouel, who has focused on the innovation that comes from a startup ecosystem of different players, explained Japanese startup ecosystem from two perspectives.

1. Japanese startup ecosystem has a very high level of technology.

In particular, the company has great strength in the areas of robotics and mobile technology. However, the realization of such technologies as products is not yet fully implemented.

2. Japan's innovation ecosystem is still in its infancy.

Open innovation of large companies and the government's financial entrepreneurial assistance schemes are still underdeveloped and do not yet form the soil in which innovation can take place. Also, the fact that entrepreneurs are not good at communicating in English leaves room for development.

Japanese entrepreneurs tend to be also not good at "decision making", or taking risks and deciding on a direction, and this is a problem that needs to be solved throughout the ecosystem.



Next, we spoke with Mr. Jean-Michel Serre, Co-President of French Tech Tokyo. As CEO of Orange Japan, Sale has extensive experience in supporting startups around the world. He began by saying that the quality of Japanese startups is very high. But one of the problems is English. The main reason is shy personalities, but given the high level of education in Japan, it is possible for Japanese to speak English, he said. He also talked about the importance of reaching out to markets outside of Japan. The quality and quantity of the Japanese market are both excellent, but they need to seek ambitious expansion, so to speak. In France, they are looking at expanding outside the country from the beginning, and there seems to be a big difference in that area.

He concluded by saying that the Japanese should abandon their shyness.



Takayuki Yoshino



Mr. Takayuki Yoshino, Manager at Samurai Incubate, Inc. was next to take the stage. In addition to investing in startups, Samurai Incubate offers a wide range of services, including investments in ecosystem players. Mr. Yoshino showed the data and the excitement of the Japanese ecosystem. There has been a huge growth in investment. However, he suggested that the difference between Japan and the US is still significant because Japanese investors tend not to take risk. In this context, foreign investment in Japan is showing signs of increasing, and Japan is ranked 15th in the world in the Global Startup Ecosystem Ranking (by Startup Genome), and the city can be recognized as a convenient ecosystem for foreign entrepreneurs due to the concentration of domestic companies. In addition, in terms of startup EXIT, while the U.S. startups mainly chooses M&A, in Japan, IPO.

Next, SCC member Mrs. Kimiko Imai led a Q&A session with the three guests. Mrs. Kimiko Imai is the CEO of Sineora, a company that promotes open innovation in large companies, with a focus on Japan and France.

Q1: What is the value that French players can offer in the ongoing digital transformation of Japan?

A1: From Mr. Nouel: Since France has top engineers, we can expect an influx of talent from France in areas where Japan has or will have strengths, such as AI and the game industry.

Q2: What are the first steps for the Japanese startup ecosystem?

A2. From Mr. Serre: The process of foreign startups choosing the Japanese market is complex, but from a local perspective, we need to develop a system to accommodate foreign entrepreneurs in terms of language and culture.

Q3: Are you considering investing in overseas startups that are considering entering the Japanese market?

A3: From Mr. Yoshino: We are considering it, making use of our own networks in Africa and Israel. Africa, on the other hand, is a large context in which the company is focusing on the vast African market. For example, Daikin is supporting open innovation and market development in Africa.

Many questions were asked by the participants and a very lively discussion ensued.

Written by [RouteX Inc.](#)

The logo for RouteX Inc. features the word "Route" in a black, cursive script font, followed by a large, stylized red "X" that has a white outline and a small white dot at its top intersection.

Our Mission: To the World without Information Asymmetry

RouteX is a young and dynamic startup deeply committed to innovate startup ecosystems around the world. CEFJ supports its spirits!