

# Save the date: Announcing SusHi Tech Tokyo 2024

**Expanding on its successful 2023 event, Tokyo Metropolitan Government will bring together startups and city leaders from five continents to envision sustainable urban environments of tomorrow**

Innovators and urban visionaries worldwide, take note. Over April-May next year, the Tokyo Metropolitan Government (TMG) will host SusHi Tech Tokyo 2024, a month-long exploration of how new technology, ideas and know-how can be leveraged to find sustainable solutions to the world's pressing urban challenges. More than 500,000 visitors are expected to join the many events that will unfold across the Tokyo Bay area.

The program centers on three components: The Global Startup Program, a massive meeting-of-minds of startups, investors, companies and municipalities; the City Leaders Program, in which city leaders from five continents will discuss challenges and solutions; and the Showcase Program, where visitors can experience innovative urban concepts first-hand.

For 2023, TMG has earmarked 28.6 billion yen to bolstering its startup ecosystem, with city tech being a key focus area. In February 2023, City-Tech.Tokyo, the first global startup event held in Tokyo arranged under the SusHi Tech umbrella, attracted 328 startups from 41 countries and regions around the world, with a total of over 26,000 attendees from 67 countries.

## Overview of SusHi Tech Tokyo 2024

Date:	Saturday April 27, 2024 to Sunday May 26
Event concept:	Developing innovative solutions, originating from Tokyo, for common global urban challenges, and sharing models for urban futures.
Programs:	1) The Largest Global Startup Program in Asia Venue: Tokyo Big Sight
	2) City Leaders Program, bringing together city leaders from five continents Venue: Hotel New Otani Tokyo
	3) Showcase Program, sharing future urban models through festival-style hands-on experiences Venues: ARIAKE ARENA, The National Museum of Emerging Science and Innovation, The Symbol Promenade Park, Umi no Mori (Sea Forest) area

## **About SusHi Tech Tokyo**

The Tokyo Metropolitan Government is promoting "Sustainable High City Tech Tokyo = SusHi Tech Tokyo" to the world, using cutting-edge technology, diverse ideas, and digital know-how to create "sustainable new values" to overcome global urban challenges. By developing Tokyo's strengths and potential under a single brand, we will share Tokyo's values throughout the international community.



<https://www.seisakukikaku.metro.tokyo.lg.jp/en/cross-efforts/sushitechtokyo/>

## Program Details

### ■ The Largest Global Startup Program in Asia

Global Startup Program	
Venue	Tokyo Big Sight (3-11-1 Ariake, Koto-ku, Tokyo)
Date	Wednesday, May 15 – Thursday, May 16
Outline	The program provides a venue for startups, investors, companies, municipalities to connect, making it possible to maximize the socio-economic impact of business while creating open innovation.
Point	This is an upgraded version of City-Tech.Tokyo, from February 2023, one of Japan's largest domestic startup events. Over 40,000 visitors are expected, making it one of Asia's largest events. (Website of previous event: <a href="https://city-tech.tokyo/en/">https://city-tech.tokyo/en/</a> )

Last year's event:



### ■ City Leaders Program, bringing together city leaders from five continents

City Leaders Program	
Venue	Hotel New Otani Tokyo (4-1 Kioicho, Chiyoda-ku, Tokyo) and elsewhere
Date	Wednesday, May 15 – Friday, May 17
Outline	Leaders from cities on five continents will come together to discuss solutions for realizing a sustainable society and creating new values
Point	Tokyo will take the lead in developing new solutions for common urban issues facing cities worldwide through deepened intercity connections, collaborations with startups, and experiences with cutting-edge technologies. (Website of last year's G-NETS Leader's Summit: <a href="https://www.g-nets.metro.tokyo.lg.jp/en/">https://www.g-nets.metro.tokyo.lg.jp/en/</a> )

Last year's event:



■ **Showcase Program, sharing future urban models through festival-style hands-on experiences**

Showcase Program (eSG international communication event)	
Outline	The “SusHi Tech Tokyo festival” highlights models of a future Tokyo where “nature” and “convenience” combine.
Point	An experimental exhibition aimed at bringing about a sustainable future, using cutting-edge technology to understand urban issues and finding solutions in a fun way. This event aims to encourage increased awareness and sustainable action on the individual level, all while enjoying a taste of Tokyo.

- ① **ARIAKE ARENA (1-11-1 Ariake, Koto-ku, Tokyo) Friday, May 17 – Tuesday, May 21**  
Experience life in Tokyo in 2050, styled around a day at a festival.



- ② **The National Museum of Emerging Science and Innovation (2-3-6 Aomi, Koto-ku, Tokyo) Saturday, April 27–Sunday, May 26**

Enjoy and experience future technology and sustainability through this 2050 festival



- ③ **The Symbol Promenade Park (Ariake/Aomi, Koto-ku, Tokyo) Sunday, May 12 – Sunday, May 26**  
A lively festival atmosphere built along “Sustainability & Technology Road”.

Sustainable food stalls that show off the pride of Tokyo-produced cuisine will decorate the entire venue, and stage events will present arts and entertainment. In addition, visitors will be able to experience next-generation mobility and futuristic shopping.





- ④ Umi no Mori (Sea Forest) area (Umi no Mori, Koto-ku, Tokyo and elsewhere) Sunday, May 12 – Tuesday, May 21

A showcase of the future where participants can experience cutting-edge technologies, demonstrations of next-generation mobility, off-grid bases, uses for hydrogen energy, and other technologies that will support future society.



View of the Sea area



Uses for hydrogen energy

### Reference: Past initiatives

#### ■ Global Startup Program

In November 2022, TMG announced its startup strategy "Global Innovation with STARTUPS." Under the slogan of "10 x 10 x 10 Innovation Vision to open the future", it has been working toward a tenfold increase in the number of startups, unicorns, and collaborative practices in Tokyo in the next five years. In February 2023, "City-Tech.Tokyo," one of the largest global startup events in Japan, was held at the Tokyo International Forum, attracting a total of 26,000 participants over two days. The next event will be upgraded as SusHi Tech Tokyo 2024: one of the largest events in Asia.

#### ■ City Leaders Program

A new international network has been established in Tokyo to share knowledge and engage in discussion to find solutions to common challenges faced by cities around the world. In February 2023, leaders from 34 cities from around the world gathered for a summit-level meeting to discuss initiatives to solve urban issues, discuss future prospects, and to confirm collaboration among the world's cities. We will utilize the network we have established to create a sustainable society in collaboration with cities worldwide.

#### ■ Tokyo Bay eSG Project

In April 2021, TMG announced the "Tokyo Bay eSG Project," which envisions the future Bay Area city 50 to 100 years into the future, and has since been promoting its initiatives. The aim of the project is to create a sustainable city where "nature" and "convenience" come together, and to realize the world's most advanced city in the Bay Area. This event will be a future showcase program that shares the project's philosophy and initiatives with society, and communicates Tokyo's sustainable urban model to the world.

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