

SusHi Tech Tokyo 2024 – Asia’s Largest Innovation Event!

Open Call for Global Startup Program Exhibits and Sponsors, Tickets Now on Sale



The Tokyo Metropolitan Government (TMG) will be holding its SusHi Tech Tokyo 2024 event in the Tokyo Bay area in April and May of 2024, promoting TMG’s “Sustainable High City Tech Tokyo (SusHi Tech Tokyo)” vision for the creation of sustainable new value.

The event is intended to bring together Tokyo’s innovation creators, solving the issues faced by the world’s urban centers, and to share their models for the future globally.

Applications are now being accepted for participants and exhibitors in the Global Startup Program, as well as for sponsoring partners.

SusHi Tech Tokyo 2024 - Key Points

- **SusHi Tech Tokyo 2024** is a large scale event being held in **April and May of 2024**
- The event will be divided into three programs:
 - The **Global Startup Program**, Asia’s largest such conference, which is expected to attract 40,000 visitors
 - The **City Leaders Program**, a summit of city leaders from five continents
 - The **Showcase Program**, a festival presenting model cities of the future, which is expected to draw 500,000 visitors.
- Applications are now being accepted for **Global Startup Program exhibitors, sponsors, and pitch contest entrants** . Tickets are also now on sale. (details below)
- Further information is available on the **homepages** and **social media** for each program.
- Details about the **themes, venues, and contents** of the Global Startup Program and the Showcase Program will be announced. Please see the attached sheets for details.

URL: https://www.metro.tokyo.lg.jp/english/topics/2023/documents/1031_01_01.pdf

Program



Calls for exhibitors, sponsors, etc.

Entries for the “SusHi Tech Challenge” Global Startup Program Pitch Contest

Languages: English

Prize: JPY 10 million to the winning company, other prizes TBD

Entry period: from Friday, October 27, 2023 to Friday, December 22, 2023

Details and Entry form:

<https://sushi-tech-tokyo.agorize.com/en/challenges/pitchcontest-exhibition?lang=en>

Applications for Global Startup Program booth exhibitors

Languages: English

Entry period: from Friday, October 27, 2023 to Friday, December 22, 2023

Details and Application form:

<https://sushi-tech-tokyo.agorize.com/en/challenges/pitchcontest-exhibition?lang=en>

Global Startup Program event tickets

Early Bird Sale! Until Wednesday, January 31, 2024

Details:

<https://sushi-tech-tokyo2024.eventos.tokyo/web/portal/749/event/7935/users/login/?ticketLargeCategoryId=2465&language=eng>

Sponsor partnerships for the Global Startup Program

Supporting Partner

We are looking for sponsors who share our vision for the SusHi Tech Tokyo 2024 Global Startup Program

Details and application: <https://www.sushitech-startup.metro.tokyo.lg.jp/en/sponsors/>

Ambassador

We are looking for ambassadors to help us promote the event.

Details and application: <https://www.sushitech-startup.metro.tokyo.lg.jp/en/recruiting-ambassador/>

Partner Event

We are seeking partnerships with events that align with our objectives and wish to collaborate with the SusHi Tech Tokyo 2024 Global Startup Program, particularly those scheduled to take place approximately 2 weeks before or after the program event dates (May 15-16).

Details and application: <https://www.sushitech-startup.metro.tokyo.lg.jp/en/related-events/>

Further Information

SusHi Tech Tokyo2024 Global Startup Program

Site URL: <https://www.sushitech-startup.metro.tokyo.lg.jp/en/>

X: @STT2024GSP_EN

LinkedIn: <https://www.linkedin.com/company/sushi-tech-tokyo-gsp-official-account>



SusHi Tech Tokyo2024 Showcase Program

Site URL: <https://www.sushitechtokyo2024-sc.metro.tokyo.lg.jp/?language=eng>

X: @SusHiTech_eSG



■ Inquiries

About the Global Startup Program

Startup Promotion Section, Strategy Promotion Division, Office for Startup & Global
Financial City Strategy, Tokyo Metropolitan Government

Ms. Tagawa, Mr. Arii

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About the Showcase Program

Project Promotion Section, Planning and Coordination Division, Office of the Governor
for Policy Planning, Tokyo Metropolitan Government

Telephone: 03-5388-2088

Email: S0015002(at)section.metro.tokyo.jp

Public Relations: Mr. Maeda

Ariake Arena: Ms. Fukuda

The National Museum of Emerging Science and Innovation (Miraikan): Mr. Yokoyama

Promenade: Mr. Sugimoto

Umi no Mori Area: Mr. Kishimoto

About SusHi Tech Tokyo 2024 in general

Policy Research Section, Policy Division, Office of the Governor for Policy Planning,
Tokyo Metropolitan Government

Mr. Nakayama

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(Attached sheets)

OGlobal Startup Program

Schedule : Wednesday, May 15 and Thursday, May 16, 2024)

Location : Tokyo Big Sight, West Exhibition Halls 1 & 2

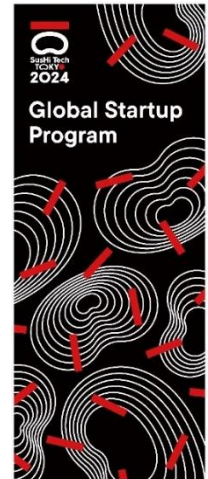
(3-11-1 Ariake, Koto-ku, Tokyo)

※Hybrid venue and online event (booths will be exhibited only at the venue)

Event Vision :

Sustainable High City Tech for a future

Fostering open innovation with startups from Tokyo to the world



1 Focus Themes

In pursuit of creating a more prosperous and sustainable "city of the future", we are committed to focusing on the following five themes:

■ Infrastructure



- Realization of safe, secure, and resilient urban infrastructure by utilizing cutting-edge technologies
- Enhancement of the convenience of short-distance urban mobility through precise and safe transportation options, as well as new mobility solutions.

【Main Related Fields】

Infrastructure (Hardware•Software) /Mobility

(Keywords)

Disaster Prediction/Infrastructure maintenance/Micro-mobility, etc.

■ Environment



- Reconstruction of energy production and consumption systems to realize a decarbonized recycling-oriented society
- Increase of Food Security Through Next-Generation Food Development and Food Loss Reduction Initiatives

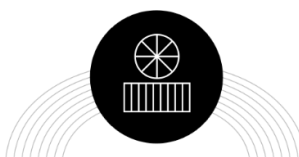
【Main related fields】

Energy/food tech/climate tech/green tech

(Keywords)

Ethical consumption, alternative protein, etc.

■ Living



- Enhancement of support for everyone, from children to the elderly, to lead comfortable and active lives.
- Improve the convenience of people's lives through the use of cutting-edge technology in the financial sector and other areas.

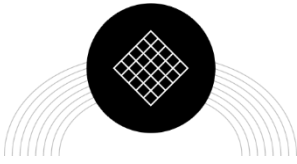
【Main Related Fields】

Medical/Healthcare/Fintech/Femtech

(Keywords)

Infectious disease control/digital local currency/Generative AI, etc.

■ Culture



•Creation of new entertainment value by combining traditional culture and cutting-edge technology, and the rediscovery of city attractions.

【Main Related Fields】

Culture and entertainment/Sports tech

(Keywords)

Metaverse/Digital Art/NFT/WEB3 etc.

■ Impact



•Harmonizing the resolution of social issues with sustainable growth to deliver a positive impact on society.

【Main Related Fields】

Environment and Energy/Medical and Welfare/Food and Agriculture/Education and Childcare/Financial Inclusion

2 Program Outline

■ Keynote/Session

The event will feature thought-provoking Keynote Sessions by industry leaders from Japan and around the world; you can learn what "sustainable new value" is and what kind of future will be realized through innovation, as well as gain the "insights" and "new discoveries" necessary for the creation and evolution of specific businesses.

■ Pitch Contest

The event will host one of Asia's largest pitch contest with a remarkable number of applicants and substantial prize money, offering a unique opportunity to present proposals to large corporations. Join us for the 'SusHi Tech Challenge,' led by world-leading startups, as we aim to identify the top solution in Sustainable High City Tech that will make sustainable cities a reality.

■ Booth Exhibit

Booth exhibits that promote open innovation to solve urban issues by creating "new encounters" on the spot and at the right time

- Asia's largest booth exhibition, featuring leading overseas Startups, that have not yet entered the Japanese market, and leading domestic Startups with a strong desire to expand overseas.
- Exhibit, in a corporate pavilion, of large corporations that are willing to collaborate, invest, and develop new businesses with startups. Decision makers will also be present.
- Student pavilion, planned and operated by current students, to expand the scope of

entrepreneurship and produce future entrepreneurs

- A PR stage to effectively disseminate information to Startup stakeholders
- Various support services to help students enter the Japanese market; etc.

■ Business Matching

The event will have Asia's largest business platform for local and international startup ecosystem players, including speakers and exhibitors. There will also be numerous dedicated spaces available for networking and business discussions.

■ Event Partnerships

To facilitate greater networking opportunities for participants, we will collaborate with partner events spanning approximately two weeks before and after the two-day main event.

3 Reference

Report on last year's results (former event name: City-Tech.Tokyo) (conducted in February 2023)

<https://city-tech.tokyo/en/news/1977/>

○ Showcase Program

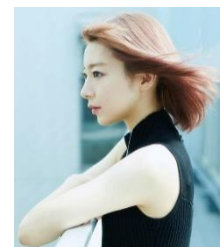


Dates: Saturday, April 27 to Sunday, May 26, 2024

Venues: Ariake Arena, The National Museum of Emerging Science and Innovation, Symbol Promenade Park, Uminomori area

A Message from Committee Chair Asako Tsuji (CEO, KK arca)

Is Tokyo a city for food? For technology? Or business? 200 years ago, Tokyo, then known as Edo, was already a city with a population of over 1 million people. With high population density also comes numerous societal issues. Tokyo is also a city that faces the risk of many natural disasters. The people of Edo and Tokyo have had to develop this metropolis while constantly keeping environmental challenges in mind. As a city with vast experience in dealing with environmental issues, I believe Tokyo has a unique point of view on these issues. I hope this event will act as a way to incorporate the many voices of the people of Tokyo to create the future of the city together.



1 Details on the Programs at Each Venue

(1) Ariake Arena

In collaboration with various partners, the latest technology will come together to create a representation of a city of the future in 2050. Available programs will allow visitors to spend a day in the life in the city of the future, experience what an ideal future of the city looks like and be involved in city planning.

Dates

Friday, May 17 to Tuesday, May 21, 2024

Venue

Ariake Arena (1-11-1 Ariake, Koto-ku)

Program Details (tentative)

1. Immersive Video

An immersive audiovisual experience will take visitors to the year 2050 through news segments about future Tokyo.

2. Main Arena

Experience a day in the life of future Tokyo through seven distinct themed areas (HOUSE, SCHOOL, OFFICE, CULTURE, SHOPPING, ROAD, and PARK) in a movie-set-like area incorporating the latest technology.

3. On-stage Events

The PARK area will feature a stage lit up using LEDs, hosting a panel of various opinion leaders across the seven themes. Interactive programs are also planned, allowing visitors to experience the futuristic technologies.

4. Sub Arena

A business lounge will be available in the sub arena to provide an opportunity for companies involved in the event to network. In addition, sponsors will have the opportunity to promote their businesses through presentations and exhibitor booths.

5. Outdoor Food Court

Taste sustainable food utilizing the latest in food tech in an open-air area with waterfront views.



(2) The National Museum of Emerging Science and Innovation

Experience technologies and efforts in sustainability through fun activities, providing visitors with an opportunity to consider and express their views on the future.

Dates

Saturday, April 27 to Sunday, May 26, 2024

Venue

The National Museum of Emerging Science and Innovation
(2-3-6 Aomi, Koto-ku)



Program Details (tentative)

1. 1st Floor Exhibit Area

Food Zone: The future of food, featuring the latest food tech and more sustainable foods.

Tool Zone: Experience the useful tools that make life in the future more convenient, such as robots and next generation mobility.

Play Zone: Play with useful technologies such as remote operation and assistive technology.

Main Exhibit: A *yagura* bandstand of the future will act as the venue's main exhibit.

2. 7th Floor Workshops/Educational Programs

Interactive workshops will be available covering topics across Tools, Food, and Play.

Workshops for elementary and middle school students as well as hands-on programs requiring active participation are planned.

(3) Symbol Promenade Park

Symbol Promenade Park will act as a walkway that will take visitors on a journey of discovery through time, from the old Tokyo of the Edo period to the Tokyo of the future.

A wide array of programs across the four themes of FOOD, PLAY, MOBILITY, and MARKET will invite visitors to experience the city of Tokyo across generations, and a sustainable art exhibit will showcase art using scrap material, for a constantly engaging walk through Tokyo.

Dates

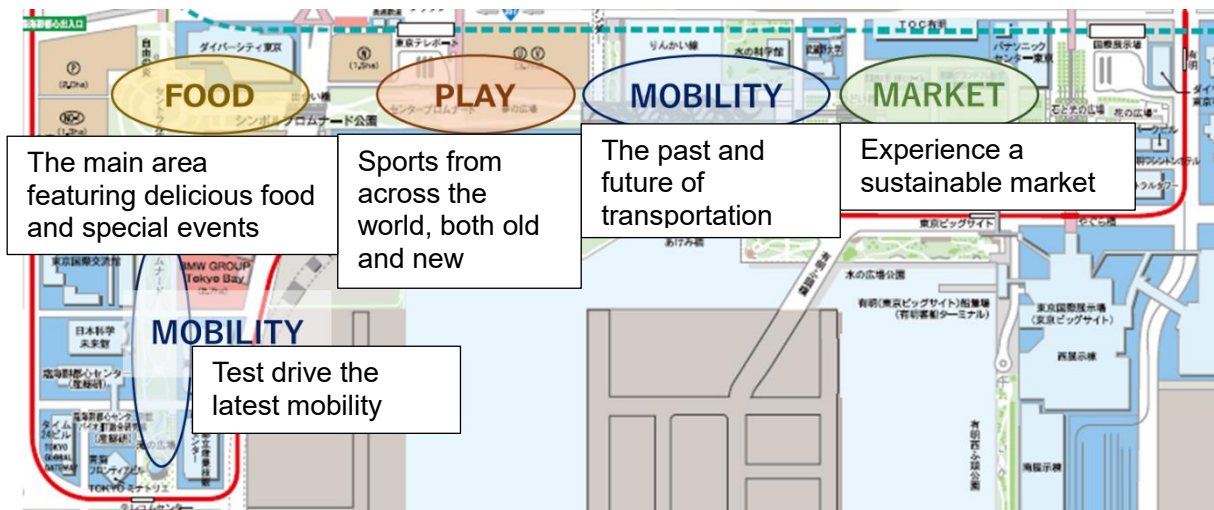
Sunday, May 12 to Sunday, May 26, 2024

Venue

Symbol Promenade Park (Aomi/Ariake, Koto-ku)



Program Details (tentative)



1. FOOD

Tasty, healthy, and environmentally conscious food spanning from Tokyo favorites to classic flavors from the Edo period, and the latest in food tech.

2. PLAY

Take part in unique sports from across the world and across generations to experience diversity and inclusion firsthand.

3. MOBILITY

Experience the latest mobility in a dedicated lane and travel between the areas using mobility from the past and future.

4. MARKET

Hand-picked, useful items across food, clothing and shelter from stylists and retail store owners.

5. SPECIAL EVENTS

A long table and stages will form a lively and engaging area.

Long table:

A long table will act as a focal point where visitors can dine on various sustainable dishes.

On-stage events: The stage will air footage from the other venues and be home to events that put the spotlight on performers from the local area.

(4) Uminomori Area

A park with demonstrations, experiences, and exhibits for the latest technologies that allow for the creation of a sustainable city.

Dates

Sunday, May 12 to Tuesday, May 21, 2024

Venue

Uminomori area (Uminomori, Koto-ku and surrounding areas)

Program Details (tentative)

The Tokyo Metropolitan Government's Tokyo Bay eSG Project is underway, implementing cutting-edge technologies in the Central Breakwater area, selecting 15 businesses in 2022 and 2023 across next-generation mobility, renewable energy and environmental reform/resource recirculation.

Taking advantage of the vast amount of space available in the Central Breakwater area across land, sea, and air, the area will showcase the future of Tokyo with the aim of socially implementing various cutting-edge technologies.

The venue will hold demonstrations, experiences, and exhibits of the Tokyo Bay eSG Project and provide a networking area for businesses to share ideas.

Demonstration Area



Networking Area

