

#NordicMade

SMARTCITY DELEGATION TO JAPAN

27 FEBRUARY TO 3 MARCH 2023



NAVA

NORDIC ΔSIAN
VENTURE ΔLLIANCE

SIGN UP HERE for this first ever pan-Nordic Smart City delegation to Tokyo, and meet key Japanese stakeholders, property developers, real estate companies, investors, and community organizations.

The 4-day program includes two days at the **City Tech Tokyo event**, the first attempt by the Tokyo Metropolitan Government (TMG) to create a truly large-scale, global, startup-focused event in Japan, with a specific focus on sustainability and innovation. The organizers expect an audience of around “10,000 people comprising large corporations, startups, VCs, strategic investors, government officials, media and general public”. Since this event is a first of its kind, we have no prior knowledge on the number and quality of the stakeholders participating, but there are solid indications of a strong international and European participation.

WHY TOKYO?

The answer is simple: The Nordic brand is trending in Japan, and Nordic products are generally perceived as cutting edge and high quality. This is specifically the case for Smart city solutions. Many Japanese are all too aware of the global rankings of Nordic cities in terms of liveability, and impressed by the holistic, human centered urban solutions provided by Nordic startups.

WHAT DOES IT COST?

It's free! The Nordic Asian Venture Alliance (NAVA) will cover the organizational costs of this enterprise, both in the Nordics and Japan, and certain event-related costs. All you need to cover is your flight and hotel. NAVA will find a suitable hotel close to the venue at max EUR 150 per night, and organize the bookings (also to ensure we all stay at the same place).

PROGRAM

Prior to the trip, you will be invited to join two webinars focusing on specific topics of general relevance. The more you know of what lies ahead, and the better we know you, the greater the impact of the delegation.

PLEASE NOTE:

- **THIS PROGRAM IS PRELIMINARY & SUBJECT TO CHANGE**
- **DEADLINE FOR SIGNUP IS 20.01.2023**
- **SEE LANDING PAGE AND PROGRAM FOR [LAST DELEGATION HERE](#)**

EARLY FEBRUARY

60 MIN

Introductory webinar 1

- Presenting the program and the team
- Intro to Japanese business etiquette
- Visas, permissions and subsidies
- Registering a company, company types, setting up office

MID FEBRUARY

60 MIN

Introductory webinar 2

- Japan Smart City market insights
- Hiring & Finding and Evaluating Partners in Japan

SUN

26 FEBRUARY

Check-in to **Hotel Intergate Tokyo Kyobashi** near Tokyo station, within walking distance of the City Tech Venue, key stakeholders, and the main transport hub. The hotel is reasonably priced at JPY 15,000 per person, including breakfast, tax and service charges.

19:30 - **Informal dinner and social event** for delegation companies,
21:00 courtesy of NAVA :-)

MON

27 FEBRUARY

9:00 -

Delegation kickoff

11:30

- Welcome
- Presenting the program and the team
- Presenting the companies and participants
- Intro to Japanese business etiquette
- Q & A and lunch

Cross Bridge Tokyo, new co-working space near hotel

Short walk to City Tech event

12:00 -

17:00

City Tech Tokyo event, the anchor event of the delegation from 27-28 February, includes company booths, pitching events, networking and key notes.

Tokyo International Forum

17:00 -

20:00

Tokyo Metropolitan Government official reception and networking for all the event participants

Location: Pending

TUE

28 FEBRUARY

9:00 -

16:00

City Tech Tokyo event

Transport to a Nordic Embassy

16:30 -

20:00

Event at Nordic Embassy, with select Japanese stakeholders from the building and property industry, Smart city planners etc. The event will include pitching and networking (TBC)

WED

1 MARCH

- 9:00 - 11:30
- Internal market insight and delegation workshop**
- Sharing insights and takeaways from City Tech event
 - Smart City market expert presentation
 - Investment and (C)VC landscape
 - Introducing soft landing spots
 - Introducing the Shibuya City event
 - Lunch

Co-working space in Shibuya (TBC)

- 12:00 - 19:00
- Shibuya City event**, organized by Plug & Play, Tokyu Land Corporation, Tokyo Railways and other major urban developers. Booths, pitching, reverse pitching, networking etc.

Location: Shibuya

- 19:00 - 22:00
- Networking event and pitching with Tokyu Land Corporation** (one of the top-five property developers in Japan)

Location: Shibuya

- 9:00 - 11:00
- Visit to Tokyo Tatemono**, one of the largest real estate companies in Japan, actively scouting for innovative solutions and strategic collaboration with Nordic startups to be tested in the Yaesu area around Tokyo Station. The visit will include a tour of one of their latest buildings, including underground facilities where Tokyo Tatemono would be able to do POC projects.

Walking distance from hotel

- 11:00 - 13:00
- Visit to Tokyo City Lab**, a Smart City related co-working space, including networking and meeting stakeholders involved in developing the urban areas around Tokyo Station (YNK area), and pitching with NextBlue VC and Tokyo Tatemono.

Walking distance from Tokyo Tatemono

- 13:00 - 16:00
- Ah hoc company specific meetings

- 16:00 - 21:30
- Rockit Pitch Night festival** at CIC with pitching and networking focused around Smart city solutions. CIC is one of the largest international coworking spaces in Tokyo.

CIC HQ, Toranomom, Minato-ku

THU

2 MARCH

- 9:00 - 19:00
- Day reserved for individual meetings and potentially POC site visits**

FRI

03 MARCH