

<News release>

July 26, 2021

Japan's Ministry of Economy, Trade and Industry (METI)
Japan External Trade Organization (JETRO)

NET ZERO Leaders Summit (Japan Business Conference 2021)

~ Meeting the challenge to achieve carbon neutrality
through a positive cycle of economic growth and environmental protection ~

Latest information

- The Main Program to feature world leaders
- Exhibits by 54 companies and local governments
(Japan Technology Showcase)
- JETRO overseas offices' online event series will be held sequentially from August 11

Online event from Wednesday, July 28
Exchange with exhibitors and local governments
Registration is now open (free of charge)

<https://www.jetro.go.jp/en/events/jbc/>

Japan's Ministry of Economy, Trade and Industry (METI) and the Japan External Trade Organization (JETRO) are pleased to announce the jointly organized "NET ZERO Leaders Summit (Japan Business Conference 2021)" to accelerate innovation in green investment and the realization of carbon neutrality. The event will take place from Wednesday, July 28, and will be held online.

We would like to inform you of the latest information just before the start of the event for the purpose of disseminating information on the attractiveness of the investment environment in Japan and efforts toward realizing Net Zero.

The "Auditorium" Stage in our virtual venue will present various event videos including the Main Program, and introduction videos from the Japan Technology Showcase. We look forward to welcoming you at the JETRO booth in the lobby of the virtual venue, and at the corporate and local government booths of the Japan Technology Showcase at the start date of each event.



[Main Program]

Two days of Wednesday, July 28 and Thursday, July 29 (JST)

In the main program, panel discussions will be held between 15 leaders of global companies and organizations. From the standpoint of various regions and different business fields, they will talk about the world's cutting-edge initiatives and future visions under the theme of "Realizing Net Zero," which has become a global issue.

In addition, Mr. SASAKI Nobuhiko, Chairman and CEO of the Japan External Trade Organization (JETRO), will present the opening remarks, Mr. TOKURA Masakazu, Chairman of KEIDANREN (Japan Business Federation), will present the keynote speech and Prime Minister SUGA Yoshihide and Minister of Economy, Trade and Industry KAJIYAMA Hiroshi, will each send a message by video.



SUGA Yoshihide
Prime Minister



KAJIYAMA Hiroshi
Minister of Economy,
Trade and Industry



SASAKI Nobuhiko
Chairman and CEO,
Japan External Trade
Organization (JETRO)

Keynote Speech

Theme: "Japanese Businesses' Initiatives towards Carbon Neutrality"



TOKURA Masakazu
Chairman, KEIDANREN (Japan Business Federation)

Greeting from Mr. TOKURA Masakazu:

"I am truly delighted that the NET ZERO Leaders Summit will be held in conjunction with the Tokyo Olympics and Paralympics. Carbon neutrality, the main theme of this event, is an urgent issue for humanity and requires international cooperation. At the same time, it is essential to link the challenge of carbon neutrality to fundamental change in economies and societies, in other words, Green Transformation (GX). The Japanese business community continues to take the lead in efforts to achieve carbon neutrality by 2050. I am sure this event will be a driving force to tackle this global challenge."

Panel Discussion-1

Theme: "Green Innovation"

(Moderator)



TSUSAKA Miki
Managing Director & Senior
Partner, Boston Consulting
Group (BCG)
(Japan)



Benoît POTIER
Chairman & CEO,
Air Liquide
(France)



Henrik ANDERSEN
President and CEO,
Vestas Wind Systems
(Denmark)



Virginia M. ROMETTY
Former Chairman,
President and CEO,
IBM
(USA)



Kathy MATSUI
General Partner,
MPower Partners
(Japan)

Panel Discussions-2

Theme: "Sustainable Finance"

(Moderator)



SASADA Tamao
Country Executive for Japan,
Bank of America
(Japan)



Fiona REYNOLDS
CEO – PRI
(Principles for
Responsible Investment)
(United Kingdom)



José Ricardo Fagonde FORNARI
Chief Financial and Investor
Relations Officer (CFO),
Banco do Brasil S.A. (BB)
(Brazil)



Alberto DE PAOLI
Chief Financial Officer,
Enel S.p.A.
(Italy)



MIKE Kanetsugu
Member of the Board of
Directors, Chairman
(Corporate Executive),
Mitsubishi UFJ
Financial Group, Inc.
(Japan)

Panel Discussions-3

Theme: "Transition in Emerging Countries"

(Moderator)



NOBUTANI Kazushige
President,
Japan External Trade
Organization (JETRO)
(Japan)



ZHOU Liyang
Chairman of the Board,
Juhua Group
Corporation (and
Zhejiang Juhua Co.,
Ltd.)
(China)



Tengku Muhammad Taufik
President & Group
Chief Executive Officer
(CEO), PETROLIAM
Nasional Berhad
(PETRONAS)
(Malaysia)



Sumant SINHA
Founder, Chairman
and Managing
Director, ReNew
Power Private Limited
(India)



AKITA Satoshi
Founder & CEO,
WASSHA Inc.
(Japan, Tanzania)

*Country names are where the headquarters or the speakers are located.

About the Main Program:

The main program will be aired three times over July 28 (Wed) and 29 (Thu).

Please check the schedule below for the start time of each episode.

If joining from the middle of the broadcasts, it is not possible to return to the beginning, so please be careful not to miss the start times.

*The total time for the main program is approximately three hours.

*The contents will be the same for all three streaming.

[Main Program Schedule]

- 1) Opening Remarks: SASAKI Nobuhiko, Chairman and CEO, Japan External Trade Organization (JETRO)
- 2) Video Message: SUGA Yoshihide, Prime Minister
- 3) Keynote Speech: TOKURA Masakazu, Chairman, KEIDANREN (Japan Business Federation)
- 4) Panel Discussion-1: Green Innovation
- 5) Panel Discussion-2: Sustainable Finance
- 6) Panel Discussion-3: Transition in Emerging Countries
- 7) Video Message: KAJIYAMA Hiroshi, Minister of Economy, Trade and Industry

[Broadcast schedule of the Main Program]

City	Time Zone	July 28 (Wed)		July 29 (Thu)
		1st Release	2nd Release	3rd Release
Sydney	AEST	15:00	23:00	8:00
Tokyo	JST	14:00	22:00	7:00
Shanghai, Singapore	CST/SGT	13:00	21:00	6:00
Dubai	GST	9:00	17:00	2:00
Johannesburg	SAST	7:00	15:00	0:00
Paris	CEST	7:00	15:00	0:00
London	BST	6:00	14:00	23:00 (28th)
Sao Paulo	BRT	2:00	10:00	19:00 (28th)
New York	EDT	1:00	9:00	18:00 (28th)
Los Angeles	PDT	22:00 (27th)	6:00	15:00 (28th)

 Start time of main target areas for each streaming

About the exhibitors

The Japan Technology Showcase divides the virtual venue into five categories: Energy Sector, Manufacturing and Mobility, Digitalization, Smart City and Lifestyle, and Other. The showcase introduces the characteristics of the companies and attractive regions of Japan via easy-to-follow presentations.

A total of 54 companies and local governments, including startup companies and "green" companies funded by the University of Tokyo Edge Capital Partners Co., Ltd. (UTECE), will exhibit the pride of Japan's latest technology.

NET ZERO Leaders Summit (JBC2021) Japan Technology Showcase
54 exhibitors (44 companies, 10 local governments)

[Category: Energy Sector]

AC Biode
 Asahi Kasei Corporation
 Challenergy Inc.
 ELIS CO., LTD.
 Exergy Power Systems, Inc.
 IHI Corporation
 Kawasaki Heavy Industries, Ltd.
 Microwave Chemical Co.,Ltd.
 SIRIUS Happy LLC
 Tsubame BHB Co., Ltd.

[Category: Manufacturing and Mobility]

BionicM Inc.
 DG TAKANO Co., Ltd.
 Global Mobility Service Inc.
 Hibiki Seiki Co.,Ltd.
 Kawai Corporation
 NISSAN TANAKA CORPORATION
 OOOO Co., Ltd.
 Ricoh Company, Ltd.
 SINFONIA TECHNOLOGY CO., LTD.
 TSUBAKIMOTO CHAIN CO.

[Category: Digitalization]

AI Sing Ltd.
 AMATELUS Co., Ltd.
 DIP Corporation
 EAGLYS Inc.
 EVERSTEEL Inc.
 FUJITSU ACCELERATOR
 ICON Corp.
 Startbahn, Inc.
 WASSHA Inc.
 XPAND K.K.

[Category: Smart City and Lifestyle]

Alchemist Material Corp.
 Algal Bio Co.,Ltd.
 AT Co., Ltd.
 atDose Co., Ltd.
 KANEKA CORPORATION
 NanoMist Technologies Co., Ltd.
 Nomura Real Estate Development Co., Ltd.
 Quantum Operation Inc.
 TBM Co., Ltd.
 Xenoma Inc.

[Category: Other]

CREWT Medical Systems, Inc.
 OriCiro Genomics, Inc.
 Triple W
 Yukai Engineering Inc.
 Fukushima Prefecture / Energy Agency.
 FUKUSHIMA
 Yokohama City
 Aichi Prefecture / Nagoya City
 OSAKA
 Hyogo Prefecture / Kobe City
 Kitakyushu City / Fukuoka City

- ※ Organized in alphabetical order for each category (Local governments are in group code order)
- ※ Booths will be shared between Fukushima Prefecture and Energy Agency. FUKUSHIMA, Aichi Prefecture and Nagoya City, Hyogo Prefecture and Kobe City, and Kitakyushu City and Fukuoka City. The total number of booths will be 50.
- ※ Details of exhibitors will be announced on the official website.
 (<https://www.jetro.go.jp/en/events/jbc/>)

JETRO overseas offices' online event series will be held sequentially from August 11.

At the NET ZERO Leaders Summit (Japan Business Conference 2021), in addition to the Main Program to be held on the first day (July 28) and second day (July 29), JST, related online events held by overseas offices of the organizer JETRO will be delivered sequentially from August 11.

[Event Schedule*]

- August 11 (Wed) 15:00(JST)- / 14:00(SGT)-

-Event title: Venture Opportunities in Regional Japan

-Hosted by: JETRO Singapore

-Language: English

-Outline:

Demand for innovation solutions demand in Japan can be found at the national level, prefectural and city level, and even town level, focusing on different business sectors. Many are aware about the national level needs, but not the regional level needs where one might find additional business opportunities. This webinar will be sharing some regional initiatives in Japan - Kamiyama Town in Tokushima Prefecture and Kanagawa Prefecture, to broaden your choices for your business venture into Japan.

- August 13 (Fri) 22:00(JST)- / 9:00(EDT)-

-Event title: Go Green. Unlimited potential together with Japan

-Hosted by: JETRO North America

-Language: English

-Outline:

Join us for a special look into the unlimited potential of Green innovation with Japan. First, sit down with renowned accelerators from the US. In fireside chats, they will talk about their experiences, challenges, and successes in Green technology, and provide valuable insight into the opportunities for US startups to collaborate with Japanese corporates. After that, hear from top Japanese corporates pioneering the latest in Greentech. They will share their approaches and visions for achieving a positive cycle of both economic growth and environmental protection. This program will inspire and enlighten you with the potential for Green business expansion, together with Japan.

- August 30 (Mon) 15:00(JST)- / 16:00(AEST)-

-Event title: Building Your Business in Japan – Business Law Essentials for Australians

-Hosted by: JETRO Sydney

-Language: English

-Outline:

JETRO Sydney is pleased to present the webinar series “Building Your Business in Japan – Business Law Essentials for Australians” .

We encourage all companies, especially Australian companies, which have innovative idea and have aspirations to succeed in Japan to participate. The opportunity for innovative Australian companies to solve complex issues both in Japan and in partnership globally has never been clearer.

Japanese government policies and funding are fostering the development of innovation and technology and attracting innovative companies into the Japanese market.

This webinar series will help you to understand:

- The business opportunities in Japan for companies, especially Australian companies;
- The types of business structure;
- How to set up/register your business in Japan; and
- Key legal issues around fundraising in Japan.

- September 3 (Fri) 11:00(JST)- / 10:00(HKT)-

-Event title: Why Japan? How to Utilize Japan to Make Success

-Hosted by: JETRO Hong Kong

-Language: English

-Outline:

Despite the impact of the spread of COVID-19, there are still many foreign companies looking to expand into Japan. Some of them are using Japan as a base to raise capital and expand their business globally. In this seminar, we are pleased to welcome Appier Inc., a Taiwanese AI SaaS company listed on the Tokyo Stock Exchange Mothers in March 2021, to introduce its experience and future business development in Japan, and Mojo Innovations Limited, a Hong Kong-based digital innovation company who takes the leadership on design and execution of an accelerator program in Japan, to discuss the current state of the Japanese market and the Japanese startup ecosystem with an eye on the post-COVID-19 era.

- September 7 (Mon) 17:00(JST)- / 9:00(CET)-

-Event title: Japan's Hydrogen Fuel Cell Sector – Opportunities, Lessons & Advice

-Hosted by: JETRO London, Düsseldorf

-Language: English

-Outline:

This session will introduce recent trends in research and development of renewable energy in Japan and business opportunities for foreign companies, focusing on the hydrogen and fuel cell fields. In addition, European companies and start-ups with a presence in the Japanese market that have been collaborating with Japanese companies will introduce their activities, and will give advice for doing business in Japan.

*The event schedule above are valid as of July 26, 2021. Details of each event will be announced through upcoming news releases and on the summit's official website.

Details of NET ZERO Leaders Summit (Japan Business Conference 2021)

The NET ZERO Leaders Summit (Japan Business Conference 2021) aims to promote the attractiveness of Japan's investment environment and efforts to achieve Net Zero.



Organizers: Japan's Ministry of Economy, Trade and Industry (METI),
Japan External Trade Organization (JETRO)

Event date: From Wednesday July 28, 2021, online

*The virtual platform to be opened from 10:00 am on July 28 till 11:59 pm on September 10 (JST)

Event agenda:

- **Main Program: Two days of Wednesday, July 28 and Thursday, July 29 (JST)**
Panel discussions by leaders at the forefront of world issues, etc.
- **Showcase of Japan via corporate booths**
54 companies and local governments at the forefront of Japanese technology and services will exhibit PR booths at a virtual venue
- **Communication by avatar**
Exhibitors and participants can use avatars to communicate with one another in real time
- **Events hosted by JETRO overseas offices.**
Held sequentially from Wednesday, August 11

Attendance fee: Free

To register: <https://www.jetro.go.jp/en/events/jbc/>

【Contact information: General public】

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