

Keihanna Research Complex conducts commercialization support program for venture in Barcelona.

8<sup>th</sup> Nov 2018

Keihanna Research Complex

(Public Interest Incorporated Foundation: Kansai Science City Propulsion Mechanism KRI)

Barcelona Activa

As part of the Kansai Cultural and Scientific Research City (Keihanna Science City), the Keihanna Research Complex (Keihanna RC) is committed to creating world-leading innovation. With this aim, it has implemented a business support program for Japanese venture companies aiming to expand their businesses and financial backing in Europe. The world's largest smart city event held from November 13, "Smart City Expo World Congress 2018(SCEWC2018)" provides opportunities for exhibitors and business meetings. This program is implemented in collaboration with Barcelona Activa (BA), an incubator for the City of Barcelona, which has signed a partnership agreement with Keihanna RC. Recruitment and selection were conducted through the English presentation video site "STARTUPS (<http://startup.link/>)", which was opened this year by the Keihanna RC. Five venture companies have been selected; their themes range from digital maps to drones. The 5 companies also went through a business presentation in the "Kyoto Smart City Expo 2018" which was held on October 4 by the mentoring of the Keihanna RC. They will join the program in Barcelona from November 12 to November 16.

In addition to business meetings with local key actors and potential partners, KeihannaRC along with business alliance partner and international digital transformation company Global Digital MOJO has designed a special section of the JETRO Japan Pavilion at the Smart City Expo. With the theme "@connect" the interactive area will appeal to European and other countries through engaging demonstrations, business meetings and informative video promotions. There will also be two live pitching events held at the nearby BA stand to maximize connections. In addition, a special workshop by IESE, a leading international business school, will advise the startups in their business development work in Europe. All activities will be shared online through Keihanna's digital channels. Through these activities, the Keihanna RC aims to actively support the development of Japanese entrepreneurs and ventures in Europe, deepen cooperation with the city of Barcelona, and promote and raise awareness of Japanese entrepreneurship in the Smart City and Smart Technology area.

- **Five participating companies**

IYD corporation ([URL:https://inyourdream.ltd/](https://inyourdream.ltd/))

Stroly corporation (URL: <http://weare.stroly.com/jp/>)

Creators next corporation (URL: <http://en.kobit.in/>)

Metabirds corporation (URL: <http://metabirds.com/english>)

Pacific waves corporation (URL: <http://geltron.jp/>)

- Smart City Expo World Congress 2018 (SCEW2018)

It is the world's largest business event with a smart city theme. It will be held from November 13 to November 15. Many participants will come from Europe, North America, Middle East and Asia.

URL: <http://www.smartcityexpo.com/en/home>

- **Keihanna Research Complex (Keihanna RC)**

According to the National Institute of Research and Development Corporation (JST), 41 institutions of Keihanna City in the 30 years anniversary as a base for implementation of the world's leading research and development project (Research Complex) promotion program participants. They realize I-Brain (brain and human science and technology) the development of

technology with the core of ICT (information science and technology) , and the creation of human resources, universities, research institutions, major, midsize, small and medium enterprises, ventures and local residents create a chain of innovation “ Ecological system “ They take aim to “ People swirling in the Keihanna”, “A high-profit business is born in Keihanna” and “A leap into the World” URL: <http://keihanna-rc.jp/>

- **Kansai Institute of Culture and Science (KRI)**

Address: 7, 1 cho-me, Hikaridai, Seika-cho, Souraku-gun, Kyouto-fu

(Keihanna Science City) Keihanna Praza Lav.3F Business description: KRI is a business that contributes to the development of industrial promotion and academic research, including the creation of new industries in the Keihanna Science City. It promotes location promotion and exchange of urban residents, researchers, location facilities, etc. in Keihanna Science City. In Keihanna RC, as a core organization, it is responsible for the overall promotion. Representative: Yasuo Kashiwabara (Vice president, Kansai Economic Federation)

URL: <http://www.kri.or.jp/>

- **Barcelona Activa (BA)**

Barcelona city in Spain, that is responsible for promoting entrepreneurship of employment, developing economic policy and regional development. BA has been supporting the economic development of Barcelona ad its surroundings for 30 years, and it is deeply involved in not only entrepreneurship support, but also the demonstration experiment of Barcelona and the construction of an eco-system. URL: <http://www.barcelonactiva.cat/barcelonactiva/cat/>

- **About pitch event "Japan's Hot Startups Pitch" at SCEWC2018**

At the booth of Barcelona Activa, the organizer of SCEWC, Keihanna RC was invited to hold a live streaming pitch from 11 to 12 o'clock on November 13 and 12 to 13 o'clock on 15th (Both local time). Global Digital MOJO (head office: Hong Kong), which is in business alliance with Keihanna RC, is in charge of curation, live broadcast at Keihanna RC's co-working space "Unicorn", Hong Kong Polytechnic University, National Yunlin University of Science and Technology in Taiwan and Kyoto University (General participation possible, Kyoto University is only for students of Kyoto University)

- **Contact Us**

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