

Keihanna Research Complex (RC) Recruits Start-ups through a Pitch Video Site “STARTUPS” to Send them to a Business Support Program in Barcelona

June 18th, 2018

Keihanna Research Complex Project

(Public Foundation of Kansai Research Institute)

Barcelona Activa

Keihanna Research Complex project, called Keihanna RC, will start recruiting start-ups with motivation to expand business and raise funds in Europe. The purposes of this recruitment are i) to let them participate in Smart City Expo World Congress 2018, one of the world’s largest international conferences on a smart city held in November in Barcelona and ii) to offer them a business support program conducted also in Barcelona, one of the most innovative cities in Europe.

Keihanna RC, a project which pursues world-class innovation in the Keihanna Science City, with the Public Foundation of Kansai Research Institute at its core, has decided to implement a business support program in a partnership with Barcelona Activa. Barcelona Activa, called BA, is a local incubator which signed an agreement with us for activating bilateral exchanges of start-ups between Barcelona and Keihanna Science City. The recruitment and selection of candidates will be done in our recently launched English pitch video site “STARTUPS (<http://startups.link/>)”, as a special recruitment event. Selected start-ups in the event will be rewarded with i) a mentoring program, ii) a chance to pitch at the “Kyoto Smart City Expo 2018”, and iii) a business support program conducted in Barcelona by Keihanna RC and BA. Through the whole activity, we will further the partnership with BA and raise awareness of Keihanna RC in Europe, as well as assisting start-ups and entrepreneurs expand their business to Europe.



A pitch video from STARTUPS

- About STARTUPS

STARTUPS is a global pitch video site launched in April 2018 by Keihanna RC to directly introduce start-ups to investors and supporters in the world. In this site, start-ups can upload videos about their products, services, and company profiles in English.

- About Kyoto Smart City Expo 2018

Kyoto Smart City Expo 2018 is an international trade show in an attempt to realize a sustainable society by generating and disseminating smart cities from Keihanna through the worldwide interregional interaction and business and technology network formed in collaboration with the Smart City Expo World Congress of Barcelona. This expo gathers over 10,000 people every year from all over the world, and will be held from October 4th to 5th this year. In the expo, Keihanna RC will hold a pitch competition with Kyoto Industrial Support Organization 21 to introduce products and services to key players and investors inside and outside Japan.

URL : <https://expo.smartcity.kyoto/>

- About the Business Support Program in Barcelona

BA and Keihanna RC will jointly conduct a business support program for about a week in Barcelona. This program will be arranged to coincide with Smart City Expo World Congress 2018 (SCEWC2018) held in the city from November 13th to 15th. The program will include i) lectures on how to expand business in Barcelona and other European countries by BA; ii) matching with potential business partners who can be a key to sales channel expansion; iii) workshops arranged at and by a world's famous business school there; and iv) an opportunity to exhibit and make presentations at SCEWS2018

- About Keihanna Research Complex Project (Keihanna RC)

41 institutions in Keihanna Science city which celebrated its 30th anniversary participated in the technological development with a core of i- Brain (brain and human science) and ICT (information science); the development of human resources who have a 'producer's mind;' and the creation of an innovation ecosystem where universities, research institutes, large enterprises, SMEs, venture companies, and local residents collaborate for generating a chain of innovations. Keihanna RC thereby aims to realize "people collaborating at Keihanna "high-profit business from Keihanna" and "expansion of activities from Keihanna to the world."

URL: <http://keihanna-rc.jp/>

■ About Barcelona Activa

Barcelona Activa is a public organization responsible for boosting economic policies and local development to ensure a better quality of life for the Barcelona citizens by promoting employment, encouraging entrepreneurship and offering support to companies from the perspective of the plural economy. For the past 30 years, this organization has promoted economic development of Barcelona and its metropolitan area, as well as carrying out field tests and establishing an innovation eco system.

URL : <http://www.barcelonactiva.cat/barcelonactiva/cat/>

■ About Public Foundation of Kansai Research Institute (KRI)

Location: Keihanna Plaza Bldg., 1-7 Hikaridai, Seika-cho, Soraku-gun, Kyoto (Keihanna Science City) 619-0237, Japan

Business activity:

- i) Contribution to a new industry creation in the Keihanna Science City by research and industrial development
- ii) Promotion of site selection to the Keihanna Science City and promotion of exchange between the residents, the researchers and facilities in the Keihanna Science City.
- iii) Total promotion responsibility of the Keihanna RC as the core organization.

President: Mr. Yasuo Kashihara (Vice-Chairman of Kansai Economic Federation)

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

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