

23. Economic ripple effects on Tokyo and Japan

1. Overview

Utilizing the "Business Chance Navi 2020", a portal site that provides a variety of procurement information triggered by the hosting of the Tokyo 2020 Games, etc., we support expansion of opportunities of receiving orders for small and medium-sized enterprises (SMEs) not only in Tokyo but also throughout Japan. In addition, we promote sharing of information on development needs of major enterprises and products and services of SMEs, and facilitate business matching.

Moreover, in addition to encouraging SMEs to enter growing fields through capital investment support and industry-academia collaboration, we provide funds for startup to entrepreneurs and venture companies, and create a support environment for founding through collaboration between the public and private sectors.

Furthermore, taking advantage of the opportunity to attract attention to the Games from all over the world, we strongly disseminate Tokyo's industrial power, including excellent technologies, products, and services of SMEs, to the world.

2. Legacy in a nutshell

Provision of procurement information related to the Tokyo 2020 Games and business matching to SMEs not only in Tokyo but also throughout Japan will create various opportunities of receiving orders triggered by the hosting of the Games, etc.

In addition, the development of innovative and promising products, technologies, and services will progress in industrial fields that will solve urban issues related to the areas such as health / medical care, environment / energy, and crisis management, which are expected to grow in the future. Furthermore, the development of cutting-edge and advanced technologies such as robot technology will also be promoted through industry-academia-government collaboration, and the international competitiveness of Japanese industries will be further strengthened mainly with the help of SMEs.

In order to revitalize founding of business, we use various resources in the wards and the Tama areas to form fields for new startups throughout Tokyo, with organic collaboration of players such as large enterprises and startups*, accumulated fund and information.

Taking the Games as an opportunity, the industrial power of Tokyo, including excellent technologies, products, and services created in this way, will be disseminated to the world, and their utilization both inside and outside Japan will bring a widespread economic effect not only in Tokyo but also throughout Japan.

Stakeholders	The national government, private companies, chambers of commerce and industry, etc.
Type of legacy	Economy & Technology
Geographical scope	All over Japan
Timing scope	Long term
Responsible for implementation	TMG
Source of legacy	Action Plan for 2020, Future Tokyo: Tokyo's Long-Term Strategy
Associated SDGs	3-Good Health and Well-Being, 5-Gender Equality, 8-Decent Work and Economic Growth, 9-Industry, Innovation, and Infrastructure, 17- Partnerships

3. Development

(1) Why

The Tokyo 2020 Games bring a significant economic effect through not only the construction of competition facilities, but also the various events triggered by the hosting of the Games, the procurement of goods, etc. In order not to leave this economic effect transient, and to take advantage of it as a trigger for economic revitalization in Tokyo and Japan after the Games, we promote initiatives to spread the economic effect to SMEs in Tokyo and throughout Japan.

(2) When

FY1998	The Tokyo Venture Technology Award launched
FY2015	The "Next-generation Innovation Creation Project 2020" launched *This supports large-scale development projects with technological development elements by SMEs that will lead the next generation of industries
	In anticipation of the revitalization of funding, the certification / subsidization of private incubation facilities and partial subsidization for expenses required at the beginning of the funding started
FY2016	The "Business Chance Navi 2020" started operation
	The Going-Global Innovation Competition, an evolved successor to the Tokyo Venture Technology Award, was held *In order to promote the development of products, technologies, and services of

	<p>SMEs as well as their sales channel development, and disseminate the excellent products and services to both inside and outside Japan, the competition is held in two fields including "Products and Technologies (venture technologies) category", into which the Tokyo Venture Technology Award, that had been implemented since 1998, was converted, and "Services category"</p>
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(3) Who

TMG

(4) How

① Creation of innovation for growth

- We utilize the "Business Chance Navi 2020", which provides various procurement information triggered by the hosting of the Tokyo 2020 Games, etc., and support expansion of opportunities of receiving orders for SMEs not only in Tokyo but also throughout Japan.
- We promote the development of innovative and promising products, technologies, and services for various medium- to long-term business opportunities expected in the future.
- We utilize supporters located throughout Japan to support the expansion of opportunities of receiving orders for SMEs not only in Tokyo but also throughout Japan.
- During the Games, we will hold events for the dissemination of attractiveness to promote manufacturing technologies of Tokyo, agricultural, forestry, and fishery products, and sightseeing spots, as well as exhibit special products from all over Japan.
- We implement initiatives for the establishment of a government-private partnership data platform for the realization of "Smart Tokyo".
- We promote the entry of SMEs by intensively providing SMEs support for technology and product development in industrial fields that solve urban issues related to the areas such as health / medical care, environment / energy, and crisis management, which are expected to grow in the future.
- In addition to strengthening competitiveness in anticipation of further development, including strengthening the brand power and improving the productivity of SMEs, and capital investment necessary for the creation of innovation, we provide multifaceted support for commercialization in growing fields such as promoting the development of new technologies in collaboration

with universities.

- We support technological and product development from community formation among SMEs to proposals to large companies, aiming for active creation of innovation in the Tama areas.
- We support matching between manufacturing SMEs, production and sales companies/medical institutions/research organization to promote innovation in the medical equipment field.
- In order to promote generating startups from large companies, etc., we operate a platform for the creation of new businesses and implement the GEMStartup TOKYO, a screening-type business startup program.
- We seek and select startups aiming to play an active role in the underdeveloped business areas and support them by providing sites for demonstration tests of their business models.
- In order to promote global development of and exchange among startups, we conduct events, exchange programs and local selection programs overseas.
- Under the leadership of TMG, we organize the Tokyo Consortium consisting of local governments, universities and research organizations and private companies (accelerators, venture capital companies, businesses, developers, etc.) to promote wide-ranging collaboration among ecosystems and the bases for startups being formed in many parts of Tokyo.
- By supporting startup companies* that are expected to grow globally, we create a model for popularizing advanced businesses that contribute to solving social issues.
- We support diffusion, promotion and social implementation of 5G, IoT* and robotic technologies by SMEs, mainly through the “DX Promotion Center” in the Tokyo Metropolitan Industrial Technology Research Institute.
- We grant funds and provide hands-on support for SMEs considering the introduction of 5G to their factories. In addition, we transmit the results of model projects and widely diffuse the initiatives of smart factories.
- Through collaboration with major carriers, we support products and service development using 5G by startups.
- In addition to the “Blockbuster TOKYO”, a pharmaceutical and medical startups development and support program, we nurture human resources for pharmaceutical and medical data science innovation, etc., and for information transmission, to promote open innovation* through industry-academia-government collaboration.

- We promote entry into industrial fields that require advanced technologies such as the aircraft industry and creation of new businesses, and foster SMEs of advanced manufacturing with international competitiveness.
- We promote development, productization, and commercialization of robot technology through collaboration among industries, academia, and public authorities, so as to create a place for robots to play active roles in various situations that attract attention during the Games, etc., and transmit robot technology from Tokyo to both inside and outside Japan.
- Utilizing the growing momentum of intensive holding of international sports events in Japan, we transmit the technological capabilities of SMEs in Tokyo in the sports and health industry to the world, and promote entry into the global sports and health market which is expected to expand.
- We organize the TOKYO eSPORTS FESTA to encourage SMEs to enter the e-sports* industry.
- In order to evolve the Tama areas as the leading innovation area in the world, we promote formation of innovation ecosystem in the area.
- We establish the Tama Industry Exchange Center, which has the core function of wide-area industry exchange, in Hachioji City. The center is used for trade fairs and shows and for the creation of exchange between research organizations and universities, and for promoting collaboration with other industry support organizations and local governments in the surrounding areas.
- We provide multifaceted support to enter growth industry areas for SMEs in the Tama areas by providing matching opportunities with large companies, universities and research institutions.

② Creation of venture companies

- We operate the "TOKYO Startup Station" in the Marunouchi and Tachikawa, establish a continuous and meticulous support system according to the individual progress and needs of those who are aiming to start a business.
- We form a network across the border of industries, business type and area, at the "NEXs Tokyo", a startup support community.
- To establish an environment in which anyone can start business, we provide support for various entities and develop efforts that will lead to the creation of momentum to start business.
 - Support for fundraising for foreign entrepreneurs
 - Support for entrepreneurs to restart business based on their past experiences

- Support programs for women, young people and the elderly to start business
 - Implement programs to foster entrepreneurs targeting high school students
 - Create educational programs to become entrepreneurs for elementary and junior high school students and support for the implementation
- Taking advantage of the strengths of Tokyo, where excellent private incubators gather, the cooperation body of incubators provide integrated support from the discovery and development of prospective founders to the growing stage.
 - We implement various public relations to revitalize founding and foster the momentum of founding.
 - We support venture companies inside and outside Tokyo aiming for coexistence and co-prosperity with various areas of Japan, and transmit model cases where Tokyo coexist and co-prosper with each area in business.
 - In order to encourage venture companies to proactively challenge to the exploitation in global markets, we support the formulation of business plans utilizing OBs from private companies with abundant overseas business experience and on-site surveys that contribute to the decision of commercialization, as well as provide financial support in collaboration with support organizations such as JETRO.
 - We dispatch manufacturing venture companies in Tokyo to overseas cities that are growing as markets to support business collaboration with local venture companies.

(5) Benefits

The following achievements will promote business matching and expand opportunities of receiving orders for SMEs not only in Tokyo but also throughout Japan.

In addition, the expansion of new entries into growing fields and support for startup will create new technologies, products, and services in Tokyo. Taking advantage of the opportunity to attract attention to the Tokyo 2020 Games from all over the world, Tokyo's industrial power will be disseminated to the world and the overseas expansion of SMEs will be promoted.

- The number of SMEs working on the improvement of productivity will increase with the support of TMG.
- The entries of SMEs into growing fields will expand with the support of TMG.
- The introduction of IoT by SMEs in Tokyo will progress with the support of TMG.

- The overseas expansion of SMEs will be promoted with the support of TMG.
- The founding rate in Tokyo will reach the same level as that in the US and UK.
- The creation and growth of venture companies will be promoted.

4. Facts and figures

SMEs working on the improvement of productivity with the support from TMG	661 enterprises in total
Entry into the growing industries by SMEs with the support from TMG	949 cases in total
Promotion of the IoT etc. by SMEs in Tokyo with the support from TMG	28 cases in total
Improvement of the startup rate in Tokyo	1: 4.8% (Employment insurance applied establishment base; calculated based on the "Monthly / Annual Report on Employment Insurance Applied Establishments" (prepared by the Ministry of Health, Labor, and Welfare) (Number of establishments newly applied to employment insurance / Number of establishments applied to employment insurance as of the end of the previous fiscal year)) 2: 6.4% (Establishment registration base; calculated based on the "Statistical Annual Report on Civil Affairs, Litigation, and Human Rights" (prepared by the Ministry of Justice) and the "National Tax Agency's Statistical Annual Report" (prepared by the National Tax Agency) (Number of companies registered for establishment / Number of companies that filed tax returns as of the end of the previous fiscal year))
Realization of overseas expansion by SMEs with the	1,629 cases in total

support from TMG	
Support for the creation and development of venture companies	1,251 cases

(Achievements as of March 2020)

5. Explanation of Terms

Startup	A company that has been in business only for several years since its establishment and is standing at the stage of the development of a new business model and the cultivation of the market
IoT	An abbreviation for Internet of Things. By providing communication functions to not only information and communication devices such as computers, but also various objects (things) that exist in the world, connection to the Internet or communication with each other can be realized, so as to enable automatic recognition, automatic control, remote measurement, etc.
Open innovation	To gather knowledge and technologies widely beyond the organizational framework when developing new technologies and products. For example, this includes industry-academia-government collaboration projects, cross-industry exchange projects, and joint research between large companies and venture companies
e-sports	An abbreviation for Electronic Sports. This includes personal computer (PC) games, home games (games played on home-use game consoles), and competitive game competitions (sports) using mobile games

6. References

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