

22. Realization of the world’s best business city

1. Overview

In order to establish a leading position of the “international finance city Tokyo” and as the hub of finance in the global and Asian market, through prompt development of global business bases, creation of an environment where foreign companies, etc. can quickly start business, promotion of barrier-free initiatives regarding language aiming for allowing foreigners to live and stay comfortably, etc., we develop a global business environment suitable for the global society.

2. Legacy in a nutshell

The utilization of the National Strategic Special Zone* system will be promoted, an attractive global business environment will be created, and the invitation of companies related to the fourth industrial revolution* and financial foreign companies to Tokyo will accelerate.

Taking advantage of the growing attention as the host city of the Games and encouraging the transmission of Tokyo's current situation to the world, Tokyo will become the world's best business city where people, goods, money and information gather from all over the world, leading to the sustainable development of the economy of Tokyo and Japan.

Stakeholders	The national government, private companies, etc.
Type of legacy	Economy & Technology
Geographical scope	Tokyo
Timing scope	Long term
Responsible for implementation	TMG
Source of legacy	Action Plan for 2020, Future Tokyo: Tokyo’s Long-Term Strategy
Associated SDGs	5-Gender Equality, 8-Decent Work and Economic Growth, 9-Industry, Innovation, and Infrastructure, 11-Sustainable Cities and Communities, 17-Partnerships

3. Development

(1) Why

Efforts have been made to revitalize investment and foster human resources in order

to make Tokyo a global financial base. Tokyo can be the global leader, not just a hub of economy and finance in Asia, if it increases its presence in the business environment and finance and capture new needs with the growth of the Asian market, based on social stability and reliability in the international arena, which Japan and Tokyo have built over the years.

We have been inviting foreign companies mainly in the IoT* field prior to the decision to host the Tokyo 2020 Games, but it is necessary to accelerate initiatives targeting foreign financial companies such as asset management companies and FinTech* companies. In addition, in order to promote effective collaboration which can improve the technical level of companies in Tokyo with the help of the technology of foreign companies, strengthening of efforts to expand matching with small and medium-sized enterprises (SMEs) in Tokyo will be required.

Taking advantage of the growing attention as the host city of the Games, it is important to transmit the current situation of the city where people, goods, money and information gather to the world, in order to achieve the sustainable development of the economy of Tokyo and Japan.

(2) When

FY2015	<p>The "Tokyo One-stop Business Establishment Center" was established</p> <p>*A facility operated jointly by the national government and TMG where administrative procedures (certification of articles of incorporation, registration, tax affairs, pension / social insurance, immigration control) required to establish a corporation or start a business can be performed in one place. Consultants dispatched from various ministries and agencies answer questions and provide free support until submitting application documents</p>
FY2016	<p>The "Advisory Panel for Global Financial City Tokyo" was held (to October 2017)</p>
FY2017	<p>The "'Global Financial City : Tokyo' Vision" was established</p> <p>*A summary of the ideal state of the city which Tokyo should aim to be in order to shine as the world's leading global financial city, the specific measures to be implemented in the future, the system for realizing the concept, etc.</p>
FY2018	<p>The "Tokyo Financial Award" was established</p> <p>*We award business operators that diffuse ESG investment*, in addition to financial service providers that develop and provide innovative financial</p>

	products and services that contribute to addressing the needs and issues of Tokyo residents, aiming to achieve an improvement in convenience and activation of finance.
FY2019	Financial promotion organization “FinCity. Tokyo” was established
FY2020	“Advisory Panel of Experts for Global Financial City Tokyo” was held (planned to be held continuously in FY2021)

(3) Who

TMG

(4) How

① Realizing Global Financial City: Tokyo

- In collaboration with the “FinCity. Tokyo”, a financial promotion organization, we develop strategic initiatives including financial promotion activities in and outside Japan and diffusion and promotion of Emerging Managers Program (EMP).
- Targeting foreign financial companies and human resources, mainly from Asia which are considering entry into Tokyo, we provide support to enter Tokyo by supporting temporary stay in Tokyo for the purpose of advance research.
- We subsidize initiatives to build a foundation of entry into Tokyo and business activities of foreign financial companies in order to accelerate invitation of overseas financial companies to Tokyo.
- We organize online events targeting four cities in Asia, Europe and North America and surrounding areas, and set up contact points to establish networks of local companies, hub organizations and administrative organizations, aiming to develop promotion through “Invest Tokyo”.
- Regarding entry into Tokyo, in addition to providing free consulting on business plan formulation, etc., we encourage foreign financial companies to enter Tokyo through the provision of support for business matching, and subsidy programs.
- We support procedures related to the establishment of bases for foreign financial companies through the "Financial One-stop Support Service" at the Business Development Center Tokyo and the preparation of English guidbook titled “Guidance to the Asset Management Industry in Japan” regarding the registration procedures of financial license, etc.

- Based on a Memorandum of Agreement (MoU) signed with City of London Corporation on the cooperation in financial events, financial education programs and green finance, we embody initiatives by holding seminars and opinion exchange in both cities.
- We establish the Tokyo Financial Award and give awards in the “Financial Innovation Category” and “ESG Investment Category” to promote and advertise excellent financial services of Tokyo.
- We convey attractions of Tokyo to the world by promoting ESG investment that contribute to sustainable urban development and organizing the “Tokyo Sustainable Finance Week”, a week for major events on sustainable finance.
- We establish the Sustainable Energy Fund (tentative name) to promote clean energy bases including hydrogen stations, and power generation plants using renewable energy.
- We promote ESG funds and social angel funds of the Tokyo version to contribute to addressing social issues with finance.

<Logo of the "Tokyo Financial Award">^[1]



② Acceleration of attraction of foreign companies

- We promote the attraction of foreign companies related to the finance and the fourth industrial revolution by TMG.
- By revitalizing the asset management industry, in addition to the development of the economy of Tokyo, we accelerate the attraction of foreign financial companies aiming to create a virtuous cycle that supports the development of growing industries and contribute to improving the convenience for Tokyo residents and strengthening the growth capabilities of the economy of Tokyo through the attraction of FinTech companies.
- In order to create further innovations in Tokyo, we accelerate the invitation of Asian business headquarters and R&D bases for multinational companies with advanced technologies such as AI, IoT, and big data by strengthening cooperation with foreign hub organizations, etc.
- In order to promote the formation of an ecosystem for startups and establish the position as a city of global base, through the operation of the Startup Ecosystem* Tokyo Consortium, we collaborate with companies, investors,

[1] Tokyo Financial Award website: <https://www.finaward.metro.tokyo.lg.jp/en/>

research organizations and entities that support starting business, for promoting invitation of foreign companies to Tokyo, strengthening of global competitiveness, and creation and growth of startups. In addition, we conduct social implementation of innovation that realizes sustainable development of Tokyo's economy and give the results back to local communities.

- In order to promote invitation of foreign companies to Tokyo and promote and advertise Tokyo's ecosystem, we organize promotion tours to cities in Asia, Europe and the U.S.
- We create business matching opportunities between foreign companies and companies in Tokyo, and facilitate the growth of SMEs in Tokyo by promoting joint development of new products and services and business alliances.
- We conduct joint company information sessions overseas, educational events, support internships at companies in Tokyo, set up and operate consultation desks and use the "Tokyo Career Guide" website to transmit information to assist small and medium-sized enterprises to acquire highly skilled workers from overseas.
- In order to actively invite Asian operation bases and R&D bases to the specially designated areas, we implement projects to find target companies and invite foreign companies effectively.
- In order to invite high value-added bases of foreign companies and evolve Tokyo as the headquarters of Asia, we develop strategic PR activities.
- We strengthen business support by introducing English application support at the Tokyo One-stop Business Establishment Center, establishing a satellite consultation desk, providing the "Financial One-stop Support Service" at the Business Development Center Tokyo, financing, etc.
- In terms of living environment, we promote the development of an environment where highly skilled foreign professionals can live easily, by promoting the acceptance of foreign housework support staff utilizing the special zone system, enhancing multilingual medical services, and inviting international schools with high-level programs.
- We assign advisors for foreign companies entered Tokyo and provide hands-

<Tokyo One-stop Business Establishment Center>^[2]



[2] Invest Tokyo <https://www.senryaku.metro.tokyo.lg.jp/onestop/japanese/top/>

on support to develop new customers.

- We provide integrated support both from finance and management perspectives, from localization of the business plan, lending business fund, and management support after lending, to back up foreign entrepreneurs to start business in Tokyo.
- In order to disseminate the strengths of the urban development in Tokyo and Japan and the attractiveness of the city and seize inbound demand, we promote the creation of a place where information on urban development can be transmitted in an impressive and easy-to-understand manner.

③ Development of global business environment in each region

- Around Tokyo Station, in order to promote the accumulation of highly skilled financial professionals from Otemachi to the Kabuto-cho area, we support the development of business support bases that contribute to promoting the accumulation of new asset management companies both inside and outside Japan and asset management FinTech companies based on special provisions of the City Planning Act, etc., the establishment of multilingual medical services, the invitation of international schools that offer high-level programs, etc.
- In the Toranomom area, in order to create a "space featuring close placement of residence and work place" that attracts foreigners, we support the development of the Toranomom Hills Station, a bus terminal, special housing that meets the needs of foreigners, living concierge functions, etc. based on special provisions of the City Planning Act, etc., the invitation of international schools that offer high-level programs, the development of green networks, etc.
- Around Ikebukuro Station, we support the formation of an international cultural information dissemination base utilizing the former site of the government building, etc. based on special provisions of the City Planning Act, etc., and around Tamachi / Shinagawa Station, we support a new lively exchange

<Conceptual drawing of the inside view of the Takanawa Gateway Station building>^[3]



Photo provided by East Japan Railway Company

[3] New Tokyo. New Tomorrow. –The Action Plan for 2020- (TMG)

base centered on Takanawa Gateway Station based on the same special provisions, etc.

- Around Shinagawa Station, which is located in the vicinity of Haneda Airport and will be the terminal station of the Linear Chuo Shinkansen, we promote initiatives such as the establishment of a new station and integrated urban redevelopment between Shinagawa Station and Tamachi Station, the large-scale improvement of Sengakuji Station, the development and extension of Loop Route 4, the development of foundations of the Nishiguchi Station Square and National Route 15 in conjunction with urban development, the creation of a state-of-the-art business environment, the formation of a MICE* base, the creation of an environmental city that takes advantage of cliff lines* and waterside areas, so as to form an international exchange base that drives the future growth of Japan.
- In the Tokiwabashi block, we develop the financial base and business exchange base while updating the wide-area urban infrastructure such as the sewage pump station without stopping its function. In addition, we promote advanced and attractive city development that contributes to strengthening international competitiveness by ensuring continuity of functions in the event of a disaster through introduction of a cogeneration system*, etc.
- In the Yurakucho area, taking advantage of the coexistence and accumulation of various functions such as business, commerce, culture, and exchange, we promote urban development that forms a global business / urban tourism base where various people visit and interact with each other.
- In the Takeshiba area, through the "Urban Revitalization Step-up Project*" that utilizes the land possessed by TMG, we form a business base for content industries that contributes to strengthening international competitiveness.

(5) Benefits

The following achievements will promote financial promotion activities through collaboration between the public and private sectors and the urban development suitable for business, create an attractive global business environment, and accelerate the invitation of foreign companies. By encouraging the transmission of Tokyo's current situation to the world, people, goods, money, and information will gather from all over the world, and Tokyo will develop as a business city.

- A financial promotion organization is established through collaboration between the public and private sectors.

- The Tokyo Financial Award will be established to recognize companies.
- The certification of the Tokyo EMP Fund will be promoted.
- ESG investment will be spread and promoted.
- The number of foreign companies in the financial and IoT fields that TMG invites will increase.
- The number of foreign companies including the amount invited by TMG will increase.
- The number of matching cases of foreign companies and companies in Tokyo implemented by TMG will increase.
- A new station will be established between Shinagawa Station and Tamachi Station.
- The urban development utilizing the land possessed by TMG in the Takeshiba area will be completed.

4. Facts and figures

Establishment of a financial promotion organization through collaboration between the public and private sectors	Registered on April 1, 2019 <ul style="list-style-type: none"> • Overseas promotion at 5 locations, 7 times in total (FY2019) • Promotion event was held in Tokyo for domestic and foreign companies (FY2020)
Establishment and presentation of the Tokyo Financial Award	20 businesses (as of March 2021)
Certification of the Tokyo EMP Fund	9 cases (as of March 2021)
Dissemination and promotion of the ESG investment	Investment in power generation facilities using renewable energy: 1 case.
Number of foreign financial companies attracted by TMG	50 companies in total (as of March 2021)
Number of foreign companies in the IoT field, etc. attracted by	30 companies in total

TMG	
Number of matchings between foreign companies and companies in Tokyo by TMG	1,476 companies in total (as of March 25 2021)
Number of foreign companies attracted, including those attracted by TMG	213 companies (as of March 2019)
Installation of a new station between Shinagawa Station and Tamachi Station	Special urban renewal zone in the northern surrounding area: Certified as a national strategic special zone New station temporary opened (March 14, 2020)
Urban development utilizing the land possessed by TMG, etc. in the Takeshiba area	Business buildings: completed (May 2020) Residential buildings: completed (June 2020)

(Items in the table are achievements to March 2020 unless otherwise noted)

5. Explanation of Terms

National Strategic Special Zone	A system that comprehensively and intensively promotes regulatory reform to strengthen the international competitiveness of industries and promote the formation of bases for international economic activities. The entire Tokyo metropolitan area is designated as the Greater Tokyo Area together with the entire Kanagawa prefecture, Chiba-shi, and Narita-shi of Chiba prefecture
Fourth industrial revolution	A revolution which follows the first industrial revolution, which was economic development and change in social structure centered on light industries utilizing steam and coal as the power source in the latter half of the 18th century, the second industrial revolution, which was economic development and change in social structure centered on heavy industries utilizing electricity and oil as the power source in

	<p>the latter half of the 19th century, and the third industrial revolution, which was a microelectronics revolution utilizing electronic technology such as computers and robot technology in the latter half of the 20th century. It is argued that the development of digital technology and IoT will reduce marginal costs and transaction costs, inducing new economic development and change in social structure</p>
IoT	<p>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.</p>
FinTech	<p>A coined term derived from Finance x Technology, which refers to the movement of innovative financial services utilizing advanced technology aiming to create new industries and change the flow of funds</p>
ESG investment	<p>The letters E, S, and G mean "Environment", "Social", and "Governance", respectively. The United Nations proposes that it is desirable to invest in companies with an emphasis on the ESG perspective that contributes to the development of a sustainable international community, in addition to the viewpoint of long-term profit improvement</p>
EMP	<p>An abbreviation for Emerging Managers Program. This is intended to find candidates who want to become asset managers, provide funds, and support the development of young managers</p>
Ecosystem	<p>A business environment likened to the ecosystem of the natural environment that creates a virtuous cycle of nurturing advanced industries and economic growth by coexisting and co-prospering through the accumulation or collaboration of various players from industry, academia, and government, such as venture companies, major companies, investors, and research institutions</p>
MICE	<p>A collective name for meetings of companies, etc., incentive</p>

	travels for companies, etc., conventions held by international organizations, etc., and events and exhibitions, etc.
Cliff line	A series of cliffs made by the erosion of rivers and seas. Since there remains a natural terrain and there are many springs under the cliff line, it serves as a green skeleton of Tokyo that exists continuously across the municipal boundaries in Tokyo
Cogeneration system (CGS)	A system that effectively utilizes heat generated in conjunction with power generation for air conditioning and hot water supply. High energy utilization efficiency of about 75 to 80% can be achieved
Urban Revitalization Step-up Project	A project that introduces the vitality of the private sector, utilizes multiple lands possessed by the TMG integrally in accordance with the characteristics of the district, induces peripheral development, and promotes city development

6. References

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