



Title : 【September 29th】 CEFJ SCC Tuesday Challenge #02 Event Report

The poster features a dark grey circle on the right containing the event date and time. The main title is in large blue and purple letters. Below the title, the speakers' names and titles are listed. At the bottom, logos of partner organizations are displayed.

STARTUP CREATIVITY CHALLENGE

COMITÉ D'ÉCHANGES FRANCO-JAPONAIS

FONDATION FRANCO-JAPONAISE SASAKAWA

TUESDAY CHALLENGE

How French and Japanese local territories open up to the international market ?

BY

- MR ROMAIN ERNY
DIRECTOR MOBILITY,
SUPPLY CHAIN, LOGISTIC
CHOOSE PARIS REGION
- MR. AKIRA SHIYAMOTO
DIRECTOR
FOR STARTUP PROMOTION
AÏCHI PREFECTURAL GOVERNMENT

Tuesday
29th Sept.
2020
At 9.30 am
ONLINE
in English

In partnership with

JETRO Paris

SINEORA

eiko

MATRICE

日仏経済戦略研究所
Japan-France Strategic Research Institute

On September 29, 2020, [Comité d'échanges Franco-Japonais \(CEFJ\)](#) held a webinar “Tuesday Challenge” for its members and visitors. It was held with many participants from member companies in both Japan and France.

As a guest, we had the opportunity to meet with **Romain Erny**, Director Mobility, Supply Chain, Logistic / Choose Paris Region, **Akira Shiyamoto**, Director for Startup Promotion / Aichi Prefectural Government.

At this time, they kindly speached attractively with the title, " **How French and Japanese Local Territories open up to the international market?** ".

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)
 2. Event Report
 3. Upcoming CEFJ events
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1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

Comité d'échanges Franco-Japonais (CEFJ) is a non-profit organization established in 1997 with the aim of contributing to the development of French-Japanese business relations and deepening mutual understanding in the global environment.

CEFJ has been supporting more active exchanges for business purpose, between French and Japanese companies for more than 20 years through a variety of programs and information, and currently has 157 members in both countries, supported by its huge network in France and in Japan but also in Europe and Asia.



(Image Credit: CEFJ)



(Image Credit: CEFJ)

Recently CEFJ has launched a new innovation program, **“Startups Creativity Challenge (SCC)”**. It will be held three times in total from 2019 to 2021 annually in order to further strengthen the relationship between Japan and France and to build organic startup ecosystems together.

The first edition, held in October 2019, was attended by 128 participants from both Japan and France. 4 enterprises and 9 startups also came together. The event was held at Station F, France’s largest incubation facility. In the presence of Mr. Nobuyuki IDEI, former CEO of Sony, Chairman and Founder of Quantum Leaps, and Ms. Anne Lauvergeon, former CEO of Areva, CEO of ALP, welcomed by President Kling and Delegate President Kuchly, the atmosphere is really attractive, and various kind of players actively discussed how to create new innovations between the two countries.

The second SCC event, scheduled to take place in December 2020 in Paris, will be even more practical than the first. The SCC will further accelerate cross hybrid collaboration between large companies and startups and generate innovations.

2. Event Report

The event, which began at 9:30 a.m. local time in Paris on September 29th 2020, was held online with attendees mainly from CEFJ member companies in both countries.



First of all, Mr. Romain Erny, from Choose Paris Region, spoke about the attractiveness of the Ile-de-France region, the regional area centered on Paris, and its potential in terms of the start-up ecosystem.

Who we are

Choose Paris Region is the premier business and innovation catalyst supporting international companies with their development in the Paris Region.

With its global team, in Europe, the U.S. and China, the agency accompanies and accelerates more than a thousand international companies every year.

The slide features a blue background. In the top right corner is the 'CHOOSE PARIS REGION' logo, which consists of a stylized sunburst icon and the text 'CHOOSE PARIS REGION'. In the bottom right, there are three stylized human figures of varying heights, each with a sunburst icon on their head, rendered in shades of blue.

Choose Paris Region aims to support the expansion and business development of multinational companies in the Ile-de-France region, with offices in the rest of Europe, the US and China. He introduced the attraction of the Ile-de-France region's continued development as a business hub in France and in Europe, as well as its efforts to accelerate the building of an ecosystem around start-ups.

About Choose Paris Region's advancing activities, please refer to [the material](#).



Next, Mr. Akira Shiyamoto, from Aichi Bureau of Economy, Trade and Industry, took the stage to introduce the appeal of Aichi Prefecture in Japan and its efforts to create new innovations.

The slide features the title "Station Ai" in red and blue, with "Opens in FY2023" in blue. On the left is a 3D architectural rendering of a large building with a green roof, labeled "(tentative image)". On the right is a light blue rounded rectangle containing a list of services: "Share office", "Co-working space", "Accommodation", "Tech lab", "Event space", "One stop service", and "Café etc...". Below this is a photograph of the "Station F" building in France. At the bottom, it says "Inspired by Station F" in blue.

Aichi Prefecture, one of Japan's largest manufacturing centers, is planning to establish a technology hub called "Station Ai" in 2023. This is inspired by Station F, also the largest technology hub in France, and is expected to become a thriving ecosystem.

In the Q&A session, the guests had a variety of discussions based on questions from the online tool chat box and oral questions.

Participants from France asked about the appeal of Aichi Prefecture, and participants from Japan asked about Ile-de-France as a successful case study, which is expected to become more active on a regional basis in the future.

3. NEXT EVENT

CEFJ plans to deliver a variety of webinars and online content in preparation for the SCC in December 2020. The third **Tuesday Challenge** will be held on October 6, 2012, with special guests.



The poster features a white background with a large black circle on the right side. At the top left, there are three logos: 'STARTUP CREATIVITY CHALLENGE' with a blue infinity symbol, 'COMITE DES ECHANGES FRANCO JAPONAIS' with a red and white globe, and 'FONDATION FRANCO JAPONAISE SASAKAWA' with a red tree logo. The main title 'TUESDAY CHALLENGE' is in red, followed by 'Innovation in France, in Japan, but where?' in blue. Below this is the Japanese text 'フランスのイノベーション、どこにある? そして日本は?'. The event details are listed in two sections: the first section is titled 'PRESENTATION OF THE 1ST STARTUP ACCELERATOR IN FRANCE AND THE LIFE CYCLE OF A STARTUP WITHIN OUR ECOSYSTEM' and lists Mr. Thomas Benaim and Mr. Hazumu Yamazaki. The second section is titled 'HOW MIZUHO SUPPORTS THE GLOBAL STARTUP ECO SYSTEM' and lists Mr. Junichi Hiratsuka and Mr. Hidehiko Ota. The date and time are 'Tuesday 6th Oct. 2020' and 'At 9.30 am 午前9時半~'. The event is 'ONLINE オンライン' and 'in English 英語'. At the bottom, it says 'In partnership with' followed by logos for JETRO Paris, SINEORA, MATRICE, and the Japanese Economic Strategy Institute.

STARTUP CREATIVITY CHALLENGE

COMITE DES ECHANGES FRANCO JAPONAIS

FONDATION FRANCO JAPONAISE SASAKAWA

TUESDAY CHALLENGE

Innovation in France, in Japan, but where ?
フランスのイノベーション、どこにある?
そして日本は?

"PRESENTATION OF THE 1ST STARTUP ACCELERATOR IN FRANCE AND THE LIFE CYCLE OF A STARTUP WITHIN OUR ECOSYSTEM"

- MR. THOMAS BENAÏM
COO / VILLAGE BY CA PARIS
- MR. HAZUMU YAMAZAKI,
CSO / EMPATH

"HOW MIZUHO SUPPORTS THE GLOBAL STARTUP ECO SYSTEM"

- MR. JUNIICHI HIRATSUKA
MANAGING DIRECTOR,
MIZUHO BANK PARIS BRANCH
- MR. HIDEHIKO OTA
SENIOR VICE PRESIDENT, HEAD OF X-TECH, MIZUHO BANK, INDUSTRY RESEARCH DEPARTMENT

Tuesday 6th Oct. 2020
2020年10月6日(火)

At 9.30 am
午前9時半~
ONLINE
オンライン
in English
英語

In partnership with

JETRO Paris **SINEORA** **MATRICE** **日仏経済戦略研究所**
Institute of Innovation in the Strategy 110, rue de Valenciennes

We hope you will join us!

Written by RouteX Inc.

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