



外務省

Ministry of Foreign Affairs of Japan

March 9, 2021

Seminar Information

“Global Business Seminar”

～ Achieving Greater Investments in the Digital Era ～

Ministry of Foreign Affairs of Japan (MOFA) is pleased to announce the holding of "Global Business Seminar" under the main theme of how to further expand investment in the field of digital innovation. Digital innovation business, through establishment of new business model and productivity improvement, has become increasingly important as a driving force of the economic growth and solution of various challenges including the impact of COVID-19 which international society is facing now. In this seminar, senior government officials, experts and business leaders of Japan, Europe, India, and the U.S. will discuss the digital economic trends and the prospect for investment expansion through cross-border digital innovation business and local government officials will present Japan's advantages as an investment destination with a focus on local regions.

We welcome the participation of foreign business people and investors who are considering establishing and/or expanding investment in Japan in the field of digital innovation such as development of cross-border innovative service and startup investment; those interested in collaborating with foreign affiliated companies from Europe, India, and the U.S.; those interested in the international investment trend in the field of digital innovation; as well as local governments wanting to attract foreign affiliated companies.

Information of the Seminar

- ◎ **Date/Time** : March 19th, 2021 14 : 00 – 16 : 45
- ◎ **Venue** : Virtual event (ZOOM)
- ◎ **Organizer** : Ministry of Foreign Affairs of Japan (MOFA)
- ◎ **Co-organizer** : Ministry of Economy, Trade and Industry (METI)
- ◎ **Co-operation** : Cabinet Office (CAO), Japan External Trade Organization (JETRO)
- ◎ **Participation Fee** : Free (Pre-registration is required.)

Program (subject to change) Japanese-English simultaneous interpretation will be provided

14 : 00 Opening remarks Senior official from MOFA

14 : 10 Keynote Speech

Mr. Pravin Rao,

Chairman, National Association of Software and Services Companies (NASSCOM)
(Chief Operating Officer, Infosys Technologies Ltd.)

14 : 30 Short Break

14 : 40 Panel Discussion: “Cross-border Digital Innovation and investment trends”

Moderator : Mr. Yoichi Iida, Chairman of Committee on Digital Economy Policy (CDEP) of OECD /
Deputy Director General for G7/G20 Relations,
Global Strategy Bureau, Ministry of Internal Affairs and Communications (MIC)

Panelists : Representatives from NASSCOM

Mr. Soichiro Murata, Director, IoT/Industrie 4.0, SAP Japan

Mr. Yoshitaka Sugihara, Vice President, The American Chamber of Commerce in Japan (ACCJ)

Dr. Makoto Yokozawa, Chair at Global Strategy WG, Keidanren

(Co-Chair at BIAC Committee on Digital Economy Policy (CDEP))

15 : 30 Break

15: : 50 Presentation by Representatives from a Local Government

“Incentive measures taken by Local Governments to attract more Foreign Direct Investment as creators of Open Innovation”

Presentation① by Mr. Takashi Kamikura, Director, Economic Affairs Industry Promotion Section, City of Sendai

Presentation② by Mr. Kentaro Suda, Deputy Director, Product Development Promotion Division,

Department of Commerce, Labor and Tourism, Kyoto Prefecture

16 : 40 Closing remarks

◎Registration

For registration, please access the link below and fill in the application format.

https://us02web.zoom.us/webinar/register/WN_ypEgMq1nRnabA515LDrjbg

***Pre-registration** is required for this seminar. Without pre-registration, you are not allowed to participate.

*All submitted personal information will be appropriately managed and used only for this seminar.

【Contact】

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