

Why Invest in the UK?

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The Role of the British Embassy – Department for Business and Trade

Working with Industry

- UK exports to Japan (対日貿易)
- Japanese investment into the UK (対英投資)
- Venture Capital Investment (日本からの投資を誘致)
- UK-Japan Industry R&D collaboration (日英共同研究)

Working with Government

- Market access and regulatory work
- Aligning the UK and Japan's policy ecosystems on start-up & digital technologies



**PRIVATE &
CONFIDENTIAL**

Policy paper

The Hiroshima Accord: An enhanced UK-Japan global strategic partnership

Prime Minister Rishi Sunak and Prime Minister of Japan Fumio Kishida agree a landmark new global strategic partnership, 'The Hiroshima Accord'.

From: [Prime Minister's Office, 10 Downing Street](#) and [The Rt Hon Rishi Sunak MP](#)
Published 18 May 2023

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Documents



[The Hiroshima Accord](#)

PDF, 110 KB, 6 pages

Press release

Japanese firms commit record £17.7 billion investment into the UK

Leading Japanese businesses have committed to invest almost £18 billion in businesses and projects across the UK.

From: [Prime Minister's Office, 10 Downing Street](#) and [The Rt Hon Rishi Sunak MP](#)
Published 18 May 2023

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News story

UK – Japan Joint Announcement on Deepening Digital Collaboration

On 4th May 2022 the UK Secretary of State for Digital, Culture, Media and Sport (DCMS), Nadine Dorries, and Minister of Internal Affairs and Communications (MIC) of Japan, Mr Yasushi Kaneko, reaffirmed their shared commitment to deepening UK-Japan collaboration on digital and data.

From: [Department for Digital, Culture, Media & Sport](#) and [The Rt Hon Nadine Dorries MP](#)

Published 4 May 2022



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Globalstars call for projects with Japan

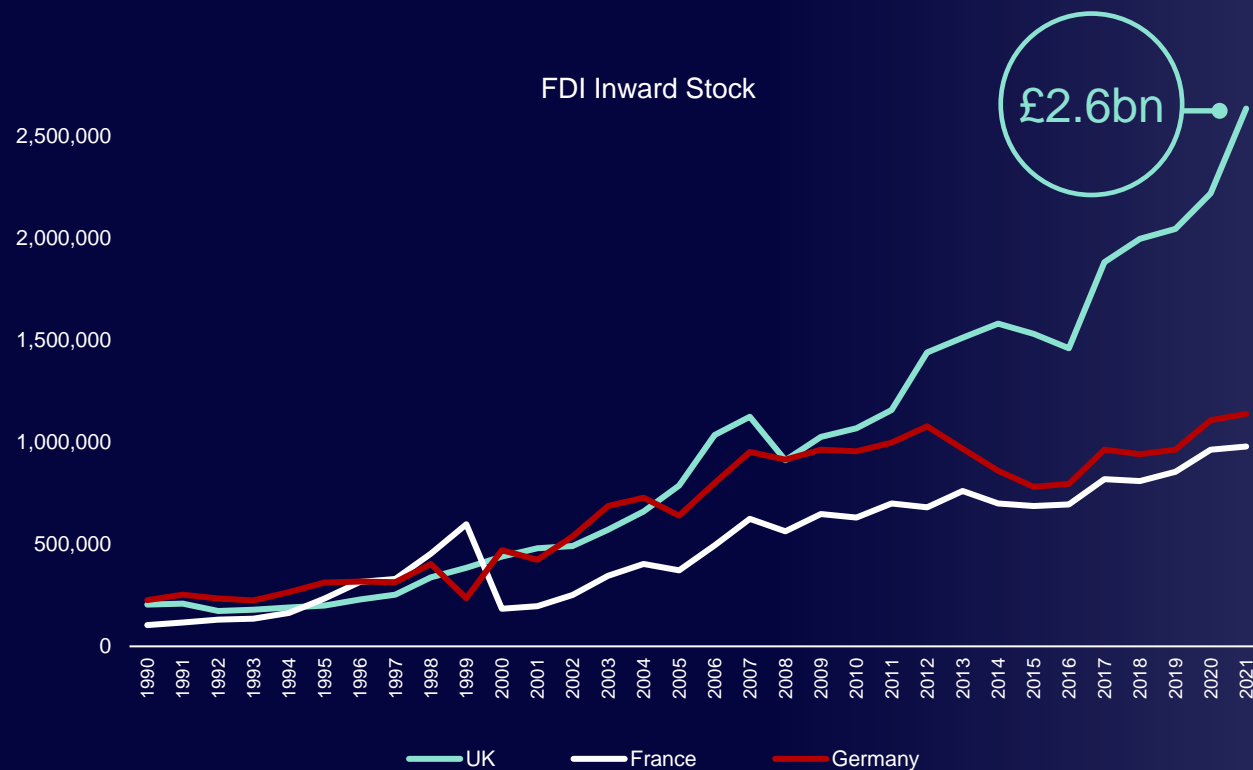
FROM OCTOBER 23, 2023 AT 09:00 JAPAN TIME
TO FEBRUARY 1, 2024 AT 07:45 JAPAN TIME
THE CALL CLOSES ON 31 JANUARY 2024

The national funding bodies from Japan, United Kingdom, Canada, Czech Republic, France, Netherlands, Singapore and Spain have allocated funding for organisations collaborating on international R&D projects, excluding technologies associated with nuclear power and drug discovery.

You can submit your Eureka R&D project application for this call for projects between 23 October 2023 to 31 January 2024 at 23:59 CET. Your project consortium must include an organisation/ company based in Japan and a minimum of one other Eureka countries listed in this call (United Kingdom, Canada, Czech Republic, France, Netherlands, Singapore or Spain).



The UK has attracted more new investment since 1997 than any other European nation



1000+ new international businesses set-up in the UK each year.⁶

Every day, world-leading companies come to the UK as a place to invest, research, manufacture and grow

1st

EY's global Attractiveness Survey 2023⁷

No. 1

Place to live – London⁸

Most important

Growth market ranked by US CEOs⁹

Continued confidence

Despite any global turbulence

1st in Europe for new investment projects and FDI value by total jobs¹⁰

1st in Europe for value of start-up and scale-up ecosystem¹¹

1st for green finance products and services in world's financial centres¹²

1st in G20 as a globally connected economy¹³

The UK's thriving ecosystem turns ideas into commercial success

1st

Leading European country for intellectual property environment²²

1st

In G7 for international research impact²³

4

In global top ten universities²⁴

89

World-class universities, more than Germany and France combined²⁵

Academic powerhouse

84% of UK university research is 'world leading' or 'internationally excellent'²⁶

Collaboration abundance

100+ science parks²⁷, 750 start-up accelerators and incubators²⁸

Industry-academia excellence

£2.54 billion investment into spinouts in 2021²⁹

9

Technology and innovation centres

50

UK locations

1.7% to 2.4%

GDP in R&D investment by 2027³¹

£38.9bn

R&D budget for 2022-25³²

Our renewables are innovating for your tomorrow

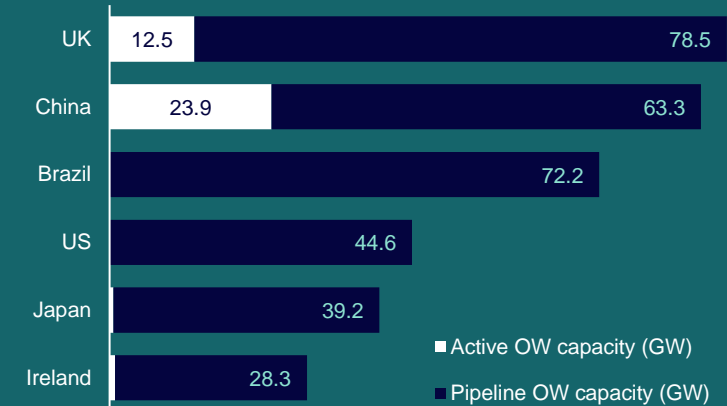
1st

Major economy to
embrace legal
obligation to net zero
emissions by 2050⁴⁵

4th

Globally for
renewables energy
attractiveness⁴⁶

Spotlight on offshore wind: UK is world-leading



Source: GlobalData (2023), 'Countries by active and pipeline offshore wind capacity (GW)'

The UK's thriving tech ecosystem

\$1.1 trillion

The combined market valuation of the UK tech sector in Q1 2024

171 UK Unicorns
20 AI Unicorns

1,800+

UK AI startups backed by VCs

\$21.3b

Raised by UK Tech startups in 2023



\$5b Energy



\$3.9b Fintech



\$3.7b Transport

Examples of Japanese Start-ups with UK offices



datagusto – GEP

datagusto provides a next-generation data analysis tool that AI analyses data according to business purpose just by entering data. Datagusto opened its UK entity in London in 2023 through GEP.



Uhuru

Uhuru is a leading software company. Uhuru opened its overseas HQ in London in 2019. In 2021, Uhuru started a pioneering pilot project aiming to open up data opportunity for aquaculture in Scotland.



Doreming

Doreming is a Fintech company providing a platform for HR, payroll & financial services. In 2016, Doreming opened their UK office at Level 39 where famous for tech start-ups community.



One Act

One Act provides the world's first AI-powered source code marketplace. One Act set up their UK sales and marketing office in 2021.



Authlete

Authlete provides a set of APIs to build OAuth 2.0 and OpenID Connect (OIDC) servers. Authlete is a member of L39 community.



Qufooit – GEP

Qufooit provides AI powered insight search engine for web publishers, e-commerce businesses, and advertisers. Qufooit relocated their HQ to London through GEP.



LUCA Science

LUCA Science is a biotechnology company pioneering mitochondrial therapeutics. LUCA Science opened UK subsidiary in Oxford in 2021. They conducts a joint research with university of Oxford.



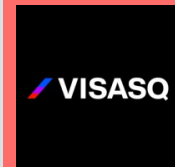
Kyoto Fusioneering

Kyoto Fusioneering is a world leading fusion reactor technology company. KF has recently been selected as a Tier 1 supplier on tritium engineering to UKAEA (United Kingdom Atomic Energy Authority). KF established UK subsidiary in 2021.



Qurate

Qurate provides AI-powered marketing intelligence that converts existing performance data into actionable insights, recommendations and predictions. Qurate has Europe office in London.



VisasQ

VisasQ provides services using its knowledge sharing database covering all industries and job functions. VisasQ has a UK office in London.



Expand Your Business in the UK (EYB)

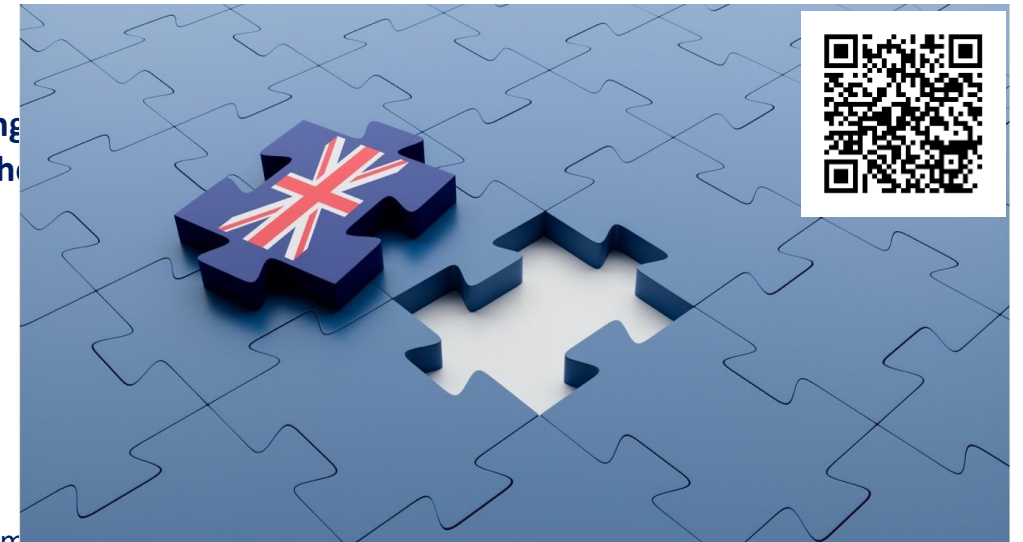
EYB is a new digital service designed to support foundational-level investors, providing information to guide them through setting up a business or expanding a business in the UK.

How does it work?

- Investors are directed to the site, complete 5 quick questions
- Presented with a suite of useful information on topics such as business registration, visas, banking, tax, employment regulations etc.
- Can then choose to sign up for a 'personalised guide', providing tailored information related to them.

Content

- Core: Business Registration, Visas, Bank Accounts, Tax, Employment Regs & more
- Sector: Tech, Finance, Food & Drink, Creative, Consumer & Retail, Energy, Healthcare
- Other: Venture Capital, Regional One Pagers, Tools



Global Rollout

- **Live:** North America, Europe, EECAN
- **March:** LATAC, MEAP
- **April:** APAC, South Asia, Africa
- **May TBC:** China & HK

BRITAIN & NORTHERN IRELAND

Support for the advancement of female entrepreneurship in the United Kingdom

UK Programmes that exist to help Women entrepreneurs succeed in the UK:

To select just a few examples:

- **Investing in Women Code**
- **Women's International Networking (WIN programme)**
- **Innovate UK's Accelerating FemTech**
- **Goddess Gaia Ventures**
- **Tech Nation – Libra Programme**



Announcing the 25 UK startups selected to join Tech Nation's Libra Cohort 2024.

[READ THE ANNOUNCEMENT HERE](#)

UK Femtech Opportunities



A large, stylized Union Jack logo is centered in the upper half of the image. It is composed of three rectangular segments of the flag's pattern (blue with white and red diagonal stripes) arranged in a cross shape. The horizontal bar of the cross is significantly wider than the vertical one. The entire logo is set against a solid red background.

GREAT
BRITAIN & NORTHERN IRELAND