

# How to create a global startup city

**14:00– 16:00, Thursday, 20<sup>th</sup> September 2018**

**Venue: Room 403, Tsukuba International Congress Center**

**Language: English and Japanese (simultaneous interpretation)**

**Fee: Free of Charge (see the back of this flyer for how to get a free ticket)**

Cities and nations around the world have nowadays introduced and promoted policy instruments as part of their economic growth policy to boost startup businesses in their territories. Some of those cities have grown into a **global startup city**. Global startup cities have attracted many advanced entrepreneurs from various regions in the world, while also having successfully developed “indigenous” entrepreneurs with strong mindsets for the global market. Startups created by those entrepreneurs have attracted investments internationally as well as domestically. An increasing number of those startups have grown to have developed cutting-edge technologies, and have successfully penetrated into the global market.

**What key factors have existed behind the rise of those cities (or nations) as a global startup city (or nation) in this regard? What should be done to maintain and expand the strengths of those cities (or nations)? How can a global startup city be created in Japan?**

In this event, **five distinguished speakers** will discuss these questions from various angles, while being based on their visions and experiences and referring to Silicon Valley in the U.S., Israel, and Estonia as examples of ever-expanding global startup cities (or nations) as well as to two Japanese cities - City of Fukuoka and City of Tsukuba - that are aiming to be a global startup city.



**Tatsuo Igarashi**  
Mayor, City of Tsukuba



**Noa Asher**  
Economic Minister,  
Embassy of Israel, Tokyo



**Raul Allikivi**  
Chief Relations Officer,  
Planetway Japan



**Osamu Sugimoto**  
Professor, Josai University



**Yuta Hirayama**  
Senior Manager,  
Fukuoka DC

<Organizer>



**Toru Kodama**  
Associate Professor,  
University of Tsukuba

- The access to the venue: <https://www.epochal.or.jp/eng/access/index.html>
  - About 45 minutes from Akihabara Stn. to Tsukuba Stn. by Tsukuba Express. About 10 minutes on foot from Tsukuba Stn. to Tsukuba International Congress Center.
- Seating capacity: **About 50 seats available for free on first-come basis**
- In order to get a free ticket for this event, please go through the following five steps:
  1. Go to the website of TGSW 2018: <https://tgsw.tsukuba.ac.jp/>
  2. Click the “Registration” icon;
  3. Put the info on how many “Admission Free” tickets you want and click the green icon at the bottom to go to the next website ;
  4. Put the info on your name, affiliation and title, click the session number “8–15,” and click the green icon at the bottom to go to the next website;
  5. Click the yellow icon at the bottom to complete the purchasing of the ticket(s).
- Language: **English and Japanese (simultaneous interpretation)**
- **Networking session (free of charge)**
  - For all the participants in TGSW 2018 (see below), from 12:30 to 14:00 and from 17:00 to 19:00 on the day of this event (Thursday 20<sup>th</sup> September), there will be a free-of-charge networking session at the entrance hall on the first floor of Tsukuba International Congress Center, so please join them as well.
- **Opening plenary session of TGSW 2018 (free of charge)**
  - For all the participants in TGSW 2018 (see below), from 9:30 on the day of this event (Thursday 20<sup>th</sup> September), there will be an opening plenary session of TGSW 2018 at Convention Hall 300 on the first floor of Tsukuba International Congress Center. A free-of-charge ticket for the opening plenary session can be purchased in the same way as mentioned above.

This event will be held as part of TGSW or Tsukuba Global Science Week (<https://tgsw.tsukuba.ac.jp/>) 2018, which is the international symposium organized by University of Tsukuba at Tsukuba International Congress Center from 20<sup>th</sup> to 22<sup>nd</sup> of September, 2018. In TGSW 2018, more than 40 sessions will be held around the main theme of “Driving Sustainable Development.” People in academia, government and industry from various countries will gather at the venue to join TGSW 2018.



## <Five distinguished speakers in this event>



### **Tatsuo Igarashi** Mayor, City of Tsukuba

#### Academic Background

Ph.D. in International Political Economy, University of Tsukuba

MSc in Public Policy, University College London

BSc in International Studies, University of Tsukuba

#### Brief Biography

2016: Mayor, City of Tsukuba

2010: Founder and former CEO, NPO Tsukuba Agri-Challenge (Managing a social farm for people with special needs)

2008: Tsukuba City Councilor (2<sup>nd</sup> term)

2008: CEO, Igarashi Coaching Office

2004: Tsukuba City Councilor (1<sup>st</sup> term)

#### Awards

The 12th Manifesto Awards for Mayors

#### Other Accomplishments

Nominated for the 1st Manifesto Awards in Best Performance

Selected as the Japanese delegate to

- the 20th American council for Young Political Leaders
- the 2nd German-Japanese Young Leaders Forum
- the 20th New Generation Seminar.

## <Five distinguished speakers in this event>



### **Noa Asher**

**Economic Minister  
Head of Economic and Trade Mission  
Embassy of Israel, Tokyo**

Noa Asher has been appointed as the Economic Minister as a Head of Economic and Trade Mission at the Israeli Embassy in Tokyo from September 2014. As such she will be responsible for initiating and maintaining trade relationships between Israel and Japan.

Before moving to Tokyo, Noa was the Head of the International Support and Finance Department, at the Foreign Trade Administration of the Israeli Ministry of Economy assisting Israeli companies in penetrating International markets and managing governmental support funds.

Between 2006-2010, Noa served as Israel's Economic Consul to the US Midwest where she focused on initiating collaboration opportunities between Israeli and American companies especially in the Life Science and Cleantech sectors.

Previously, Noa served as the Chief of Staff for the Chief Scientist of the Ministry of Economy. She joined the ministry in 2002, serving as a Foreign Trade Officer within the Asia Pacific Division of the Foreign Trade Administration. Prior to entering government service, Noa was a legal advisor to an Israeli group of start-up technology companies.

Noa holds an MPA from John F. Kennedy School of Government at Harvard University, an MBA from Tel Aviv University and an LLB degree from the Hebrew University of Jerusalem.

## <Five distinguished speakers in this event>



### **Raul Allikivi**

Chief Relations Officer (CRO) at Planetway Japan  
Former Deputy Director General, Ministry of Economic Affairs and  
Communications of Republic of Estonia

Raul Allikivi is a renowned expert in the field of digital economy policy in Estonia and has long engaged in promoting the relationship between Estonia and Japan in diverse areas of digital technologies.

He served from 2007 to 2012 as Deputy Director General at Ministry of Economic Affairs and Communications of the Republic of Estonia, being in charge of strategical planning in the ministry's fields of responsibility.

In 2012, he founded a consultancy named ESTASIA and has so far intensively committed to promoting the transfer of digital technology from Estonia to Asian countries. He also founded another company for the trading of Japanese craft beer to European countries.

Since 2016, he has been Chief Relations Officer at Planetway Japan, and has engaged in facilitating the transfer of cybersecurity technology used in the Estonian government's systems to Japan.

He published a book titled "Challenges for Estonia as a revolutionary country" in 2016.

He received MA from Waseda University in Japan and BA from University of Tartu in Estonia.

< Five distinguished speakers in this event >



## **Osamu Sugimoto**

Professor at Josai University  
Senior Researcher, Keio Research Institute at SFC

### **Degrees**

Master of Science, Electrical and Communication Engineering, Tohoku University

### **Short Biography**

Visiting Scholar, Neuropsychology Laboratory, Psychology Department, Stanford University; 1988-1989

Visiting Scholar, SETI Laboratory, Electrical Engineering Department, Stanford University; 1989-1997

FOUNDER, PRESIDENT / CEO, Bay Mode, Inc. (formerly Stanford Publications International), Palo Alto, CA, USA; 1993-2008

Co-founder and Board of Directors Member, J-Seed Ventures, Inc., Tokyo, Japan; 2000-2005

Project Associate Professor, Tohoku University, International Relations; 2006-2008

GENERAL MANAGER, In-Vivo Science International, Inc., Sunnyvale, CA, USA; 2008-2013

Senior Researcher, Keio Research Institute at SFC/ W3C Asia Business Development Leader; 2013 - Present

Professor, Department of Management, Josai University; 2018 - Present

<Five distinguished speakers in this event>



## **Yuta Hirayama**

Senior Manager, Fukuoka D.C.  
Visiting Associate Professor, Nagoya University  
Founder & CEO at IDEAPOST Inc.

Yuta Hirayama is one of the key persons behind the emergence of Fukuoka City as a global startup city in Japan. After working several years for JCB, one of Japan's largest credit card companies, he founded IDEAPOST Inc., a consulting agency for startup companies, and has engaged in various international as well as domestic startup promotion projects.

At the same time, he joined Fukuoka D.C. (Fukuoka Directive Council), which is the organization that has been operated under the partnership of industry, government and academia in Fukuoka City for providing policy advisory services regarding industry development in the city. He is now a Senior Manager at Fukuoka D.C., and has served as a consultant for startup companies in the city, while contributing to expanding the network of Fukuoka City's startup ecosystem with other countries.

Since 2018, he has been a Visiting Associate Professor at the Department of Academic Research & Industry-Academia-Government Collaboration of Nagoya University. He has also been a member of the Advisory Board for Innovation Leaders Summit.

He received a Bachelor's degree from Ritsumeikan Asia Pacific University (APU), and MBA from Kyushu University.

## <Session Organizer>



### **Toru Kodama**

Associate Professor, University of Tsukuba  
Associate Economist,  
Institute for International Trade and Investment

Before joining the University of Tsukuba, Toru Kodama held various posts in industry, academia and government. For example, he previously worked as a legal and investment officer for Dentsu, one of the world's largest advertising agencies, and as a policy analyst for the Office of Science and Innovation at the Swedish Embassy in Tokyo. He was also a full time associate professor in the field of intellectual property law and creative industries at Kyushu University and a visiting scholar at Columbia University School of Law. He has been an associate economist at the Institute for International Trade and Investment since 2014.

Toru received a B.Eng. degree from Tokyo Metropolitan University and a M.A. degree in International Public Policy from Osaka University. And, after completing the Postgraduate Diploma in Law Course at the University of Exeter and the Bar Vocational Course at BPP Law School, he was Called to the Bar by the Middle Temple in London. He also received a LL.M. degree from Dickson Poon School of Law, King's College London, the University of London.