

Japanese Venture Firm Promotion in Singapore

- Singapore & Okinawa -



OKINAWA J-Adviser

Singapore

Free
Admission

The seminar provides an opportunity for local businesses to interact face-to-face with Japanese venture firms seeking new opportunities in Asia.

23rd January 2013

14:00-14:30	Registration
14:30-14:35	Welcome Speech Mr. Jun Komine, Okinawa Prefecture
14:35-14:55	Presentation – Okinawa as an Incubation Center for Japanese Ventures Mr. Yoshiaki Taguchi, <i>Nomura Research Institute</i>
14:55-15:20	Presentation – Synergies between Okinawa J-Adviser and TOKYO PRO Market in Revitalizing Japan’s Regional Economies (2 presentations) Mr. Seiji Takayama, <i>OKINAWA J-Adviser</i> Mr. Atsushi Ohno, <i>Tokyo Stock Exchange</i>
15:30-17:20	Company Presentations and Q&A Sessions (1 session = 20 minutes + Q&A) 1. (15:30-16:00) Mr. Hirokazu Nishizato, President and CEO, <i>Heki</i> (Steak Restaurant) 2. (16:00-16:30) Mr. Akihiko Kanamoto, President and CEO, <i>OP Bio Factory</i> (Bioventure) 3. (16:30-17:00) Mr. Takashige Tsukuma, Director, <i>Field System</i> (IT Firm) 4. (17:00-17:20) Mr. Sivasundaram Suharnan, President & CEO, <i>Axiohelix</i> (IT Firm) Q&A session facilitator Mr. Taguchi Yoshiaki, <i>Nomura Research Institute</i>
17:30-18:30	Networking Session (Reception Event)

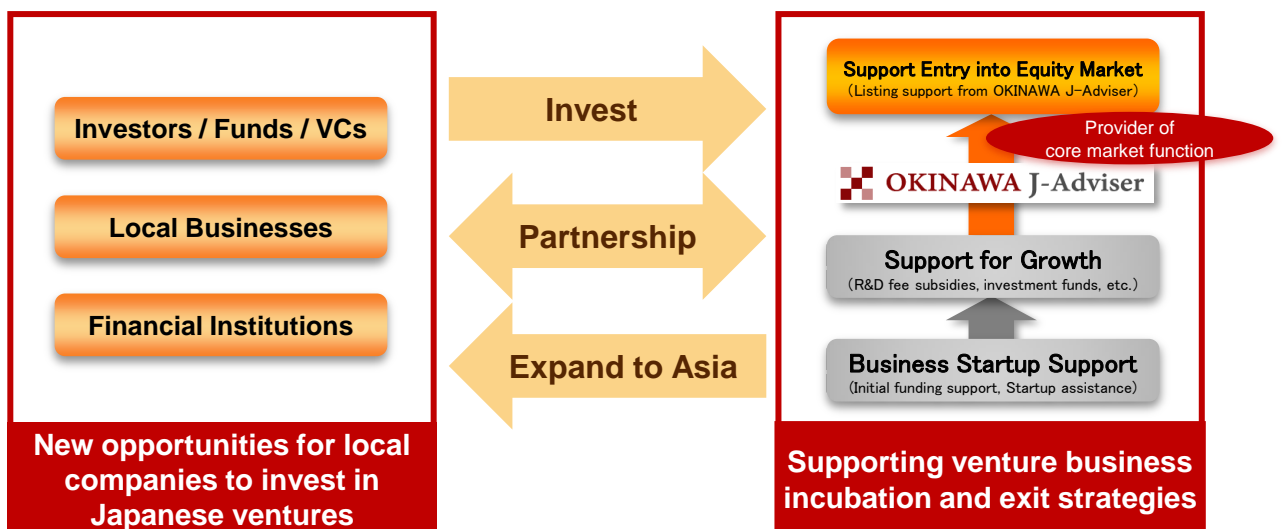
OKINAWA J-Adviser: A New Portal for Japanese Venture Businesses

The seminar will showcase Japanese ventures that are keen on expanding to Asia. These firms represent Japan’s new focus on helping its regional companies expand overseas.

Japan’s Market Exclusive for Professional Investors



Japan’s First Initiative to Help Regional Companies go Public



SINGAPORE

Date: January 23, 2013 (Wednesday)
Time: 14:30 (registration starts at 14:00)
Venue: Singapore Marriott Hotel, Ballroom I & II
320 Orchard Road
Singapore, 238865

Language: Japanese-English (simultaneous translation)



Organizer:

Okinawa Prefectural Government
(Department of Commerce, Industry & Labor)



Co-Hosted by:

Okinawa Industry Promotion Public Corporation
OKINAWA J-Adviser



Supported by:

JETRO Okinawa
Tokyo Stock Exchange



Photographs from Japanese Venture Firm Promotion in Taipei (Nov. 14, 2012)



Company Presentation



Networking Session



Reception

Please register for the event via e-mail:

Seminar Registration (Nomura Research Institute):

japanese-venture@nri.co.jp

In your registration e-mail, please let us know your employer, your own department / title, and daytime telephone number.

Please direct questions to japanese-venture@nri.co.jp (English or Japanese)

Heki



1. Company Introduction

Heki provides high quality at a reasonable price:

Locally sourced Wagyu beef, poultry, and vegetables... poultry raised for proprietary use... Cows raised from the ground up...

Staff is trained internally from the ground up:

Heki's in-house training campus provides the ideal training environment for chefs and table servers. All Heki employees meet the same standard of excellent customer service.

Double-digit revenue growth since 2009:

Word-of-mouth has driven Heki's success in Okinawa, and its newest location in Tokyo's Ginza district has been a hit with locals and tourists.

Profile

Established:	June 1999
President/CEO:	Hirokazu Nishizato
Capital:	55 million JPY
Locations:	5 (will expand to 7 by 2013)

2. Business Information

Concept: Japanese dining experience with emphasis on Okinawan ingredients and high standard of service

Teppanyaki Steak Restaurant, "Heki"

- Heki's flagship brand (4 locations)
- Staff is trained in-house to provide high quality cooking and attentive customer service



High-end Izakaya Dining, "Torihiro"

- Featuring meats unique to Okinawa
- Casual dining atmosphere ideal for business meetings and relaxing nights out



3. Growth Potential

Phase 1: Birth in Okinawa

- Began as a teppanyaki restaurant featuring locally grown *Wagyu* beef.
- Heki's standard of excellence has brought it nationwide fame as a must-visit dining destination in Okinawa.

Phase 2: Success in Mainland Japan

- In 2010, Heki opened its first Tokyo location at the highly competitive Mitsukoshi department store in Ginza.
- Heki is currently the highest grossing restaurant in Mitsukoshi in Ginza.
- Heki will open additional locations in Tokyo and Osaka by the end of 2013.

Phase 3: Global Expansion

- Heki's goal is bring its food and service to major cities in Asia.
- Heki's emphasis is on providing a dining experience with high-quality food and service.
- Therefore, overseas staff (chefs, servers) will be trained in the same manner as staff from Japan.

4. History

1999 Jun.	Opened first restaurant, "Heki"
2004 Aug.	New brand, "Torihiro" added
2006 May	Listed shares on Green Sheet (OTC stock exchange)
2006 Sept.	Opened in-house training center
2010 Sept.	Opened restaurant in Tokyo



1. Company Introduction

OP BIO Factory is a bioprospecting venture firm.

Bioprospecting is the process of discovery and commercialization of new products based on biological resources.

OP BIO Factory's value proposition:

- Most diverse collection of bio-resources in Japan
- Specializes in bioprospecting all over Japan's coast; quick turnaround time, vast resources to draw from
- In-house research facilities are state of the art, which enhances its ability to conduct research for pharma companies

Profile

Established:	February 2006
President/CEO:	Akihiko Kanamoto
Capital:	26.1 million JPY
Employees:	28

2. Business Information

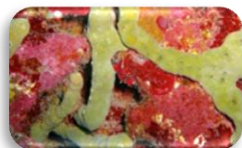
Concept:

Bioprospecting Japan's marine resources, conducting preliminary screening as a gateway to manufacturing pharmaceutical products

Services:

Bio-Resources Supply: Sampling is the most basic step in bioprospecting. OP BIO Factory collects 50 to 100 samples from all over the Japanese coast on a weekly basis, and isolates microbe & microalgae, ferments, makes extracts, and catalogs them into libraries.

Screening Services: Uses a series of processes (e.g., fermentation, fractionation, assay, purification) to isolate and identify key compounds. Compounds are tested for biological traits (e.g., resilience to disease, antioxidant properties). Identification is conducted for pharma, food, cosmetics, chemical, and energy companies, as well as industry-academia research.



3. Growth Potential

Diversify its sampling base:

- With its extensive library of marine samples in Japan, OP BIO Factory is looking abroad to continue its growth.
- OP BIO Factory's expertise can be applied to the oceans of East Asia, which share characteristics similar to Japanese waters.
- In 2010 OP BIO Factory expanded its operations to include samples from Malaysia.

Globalizing its client base:

- A stronger global presence will present OP with opportunities to diversify its client base.
- Current clients include the following Japanese firms:



4. History

2006 Feb.	Established with 3 million JPY capital
2008 Nov.	Opened research lab in Ishigaki
2009 May	Discovery of Petrosiol, a compound whose properties help combat Alzheimer's disease
2009 Jul.	Opened new research lab in Uruma
2010 Jul.	Partnered with Nimura, a land-based bioprospecting firm to collect samples from Malaysian waters



1. Company Introduction

soundcode utilizes audio signals to transmit data to smartphones.

soundcode’s Value Proposition:

- soundcode data can be transmitted over any speaker. The data can then be picked up on a smartphone.
- soundcode is like a audio version of the QR code, but with less hassle. The user does not need to “scan” a soundcode, but a QR code requires some extra effort by the user.
- soundcode can be used to send URL data in 1/100 of a second.

Profile

Established:	March 1991
President/CEO:	Hiroshi Suzuki
Capital:	32 million JPY

2. Business Information

How soundcode works:



The signal:

- Can be sent from any audio speaker.
- Is transmitted via an audio frequency below what can be heard by the unaided ear (15-20 kHz).
- soundcode data can be sent simultaneously with other audio; music playing on the radio can carry soundcode data with information on the music.
- Maximum amount of data per signal is 480 characters, which takes 0.7 seconds to transmit; a URL, at around 40 characters, can be transmitted in 1/20 of a second.
- soundcode makes seamless communication between different mobile operating systems (e.g., Android, iOS, and Windows Phone) possible.

How the data is processed:

- User can download app from App Store or Google Play.
- Signal received on smartphone – soundcode app converts signal to a text message or a URL.

3. Business Information

Field Systems’s goal is to implement soundcode technology in metropolitan areas across Asia.

Smartphones are widely used in these areas, and higher population density enhances the effectiveness of the soundcode technology.

Any speaker, be it the music playing in a shopping mall or something on the radio, is a potential transmission source for soundcode data.

Data transmitted via soundcode can be used in a variety of applications:

- Coupons: vendors can send out coupons or information to window shoppers
- Music: as song plays over the radio, the user can receive information on that song, or a link to download the song from the internet

Field Systems has obtained patents in Japan, the US, and Europe for soundcode.

4. History

1991	Field Systems founded as Saika Inc.
2009	Received top prize at “Mitsui Ventures i*deal Competition” “soundcode” chosen as a Okinawa Industry Promotion Public Corporation
2011	“soundcode” business recognized by Tokyo Metropolitan Small and Medium Enterprise Support Center
2012	Moved to Okinawa