



日本生態圈及法規政策介紹

Introduciton of Japan Ecosystem and Startup Policy

2023/09/08 at 社會創新研究中心

David Kuo, co-founer & CEO, iiiNNO

iiiNNO

<https://stli.iii.org.tw/news-event.aspx?no=16&d=1243>

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2023年【Skill-up Seminar】新創出海全攻略 Ep.3東亞新創機會與限...

Agenda / 議題

- Opportunities in Japan / 日本的機會
- Challenges in Business / 商業上的挑戰
- Government Policy / 日本政府政策
- Special Economic Zones Overview / 經濟特區介紹
- iiiNNO & Japan Experience Sharing / 一諾日本經驗談
- Challenges in Business / 商務上的挑戰
- Success #1: On-Time / 成功要點 #1: 準時
- Success #2: Business Conduct, Name Card / 成功要點 #2: 商務交換名片
- Attention on Culture / 文化上注意事項
- Preparation for Success / 成功準備的要點
- Q&A / 問答



Why Choose Japan? / 為什麼選擇日本？

Fundraising Opportunities / 募資機會

Presence of major venture capital firms and investors offers substantial fundraising opportunities. / 大型投資公司提供了海外創業者募資的機會。

Market Expansion / 市場拓展

Access to a large and diverse consumer base and B2B for market expansion and growth. / 獲得大型且多樣化的消費者及B2B市場，可大給新創公司擴張和成長的機會。

Innovation Ecosystem / 創新生態系

Presence of numerous startup cluster, acceleration program and government support for both international and local entrepreneurs. / 日本具有新創聚落、加速計畫器及政府資源來協助海內外的創業者。

Strategic Advantage / 策略優勢

Proven in Japan, accelerate tremendous opporunities. / 在日本落地成功，將加速更多商務可能。

Government Support / 政府支持

Incentives, grants, and support from the government for foreign startups (startup visa program/exhibition & pitch opportunity). / 為外國初創企業提供的獎勵、補助和政府支持(創業家簽證/參展&提案機會)。

Central Gov: J-Startup Program / 日本中央政府政策



日本のスタートアップに次の成長を。
世界に次の革新を。



About | J-Startup

J-Startup概要




National Strategic Special Zone: Fukuoka City

國家戰略特區: 福岡市

Contacts for the "Startup Visa"

The list of the municipalities that are providing specific support related to the "Startup Visa" and links to their contacts appear on the following website. Please contact them, if you are interested in obtaining a "Startup Visa".



Click on area's name for more information.

*Requirements including business field and required documents vary depending on the municipality.

Division in Charge

Status and New Business Promotion Office, Economic and Industrial Policy Bureau

 www.meti.go.jp



Startup Visa / METI Ministry of Economy, Trade and Industry

Website of METI Ministry of Economy.Startup Visa

Japan Startup Program Intro / 創業家簽證介紹

INBOUND

Attracting entrepreneurs from around the world in order to strengthen Japan's venture ecosystem.

Startup Visa

Relaxed visa requirements for international entrepreneurs under the support of local governments six-month preparatory period expanded to one year under the new program.



JETRO Global Acceleration Hub

Consultation staff in major cities supporting Japanese market entry.
Support to include Japanese market surveys and assistance in creating business plans.

National Strategic Special Zone: Fukuoka City

國家戰略特區: 福岡市



Japan-Taiwan Collaboration / 台日的交流



iiiNNO & Japan Experience Sharing

/ 日本與一諾經驗分享

- Fukuoka & Taipei City Mou
 - <https://www.iinno.co/post/fukuoka-and-taipei-signed-mou-2017-02-08>
- iiiNNO Taiwan Tsutaya Program MoU
 - <https://www.iinno.co/post/iinno-taiwan-tsutaya-program-mou>
- 6 Common Mistakes in Doing Business in Japan for First-Timer<https://www.iinno.co/post/%E6%97%A5%E6%9C%AC%E5%81%9A%E7%94%9F%E6%84%8F%E5%BC%9A%E5%B8%B8%E8%A6%8B%E6%96%B0%E6%89%8B-6-%E5%A4%A7%E8%AA%A4%E8%A7%B8%E5%9C%B0%E9%9B%B7>



iiiNNO x StartupGoGo! Aniware, winner in 2018



Facebook

Joe Mak

Glad I can have the chance to participate in the wonderful StartupGoGo event. You can feel the...



Joe Mak está  asistiendo a Startup Go!Go! 2018 con Hisashi Katsuya y 8 personas más en 電気ビル 共創館.
29 de septiembre de 2018 · Fukuoka, Japan · 

Glad I can have the chance to participate in the wonderful StartupGoGo event. You can feel the energy everywhere.

Thank you for the marvellous and professional event arrangement from StartupGoGo team! Thanks for picking me to this event.

Toshihiro Kishihara Takeshi Nakahara Hiroshi Terai

Let me share with you the GOOD news of tonight. ANIWEAR is the Champion of the StartupGoGo pitch contest 2018! And also the winner of the Japan FFG award and Korea DreamPlus award. YES, 3 awards in a row!!

Yasuhisa Yamaguchi

Dongwoo Keum

This would not happen without the help and support of a lot of friends! Please allow me to take this chance to thank all of you!

David Kuo Lei Lei Chao Hajime Mitsuoka Hiroaki Koyama (forgive me if I have missed anyone, it's late at night now after a long day)

Also my great appreciation to my team

Donald Mak Louis Pang Alicia Wong. It is your support behind my back which makes me keep going everyday with no fear.

Startup GoGo won us lots of new connections and friends. It also opens a lot of doors for Japan market (even Korea market, isn't it amazing?)

This is just the beginning of our journey in Japan. We will keep fighting everyday.

Through changing the life of pets, let's together make this world a kinder place!

很高興有機會參加StartupGoGo的盛事，這個活動裡到處都是充滿力量，感染著所有的參加者，讓人渾身是勁！

首先我想答謝 StartupGoGo團隊為是次活動專業又細心的安排，能被選中參加這活動確實是我的榮幸。@Toshihiro Kishihara @Takeshi Nakahara @Hiroshi Terai

另外，我想在這裡與大家分享有一個好消息：ANIWEAR在StartupGoGo 2018的比賽中獲得總冠軍！而且還贏了Japan FFG Award 和 Korean DreamPlus award！同時獲得三個獎項！@Yasuhisa Yamaguchi @Dongwoo Keum

這美好的一切都是因為一眾好友伙伴們的全力支持和幫助下才會發生的，所以容許我在這裡向您們一一道謝！

@郭展榮 @Lei Lei Chao @Hajime Mitsuoka @Hiroaki Koyama(如果我遺漏了其他人的話我真的很抱歉了，因為經過漫長的一天後，現在已是夜深了！)

當然還有我的團隊@Donald Mak @Louis Pang @Alicia Wong，您們在背後的支持才是我每天能不畏懼地向前進的原因。

StartupGoGo讓我們得到了很多新的朋友和機會，也為我們打開了很多扇通往日本市場的門（韓國也有呢！太神奇了吧！）

這個是我們在日本發展旅程的開始，我們以後會每天努力打拼的！

透過改變寵物的生活，讓我們一起令這個世界變得更美好善良吧！

Fukuoka Startup Ecosystem / 福岡新創生態系



iiiNNO Initiative with Japan / 一諾新創與日本的合作



Challenges in Business / 商務挑戰

Intense Local Competition / 激烈的當地競爭

Local businesses have a strong presence and can pose fierce competition. / 本地企業存在強大的競爭力，可能構成激烈的競爭。

Regulatory and Bureaucratic Hurdles / 相關法規和程序的挑戰

Navigating local regulations and bureaucratic processes can be challenging. / 應對當地法規和政府程序可能具有挑戰性。

Language Barriers in Business Communication / 商業溝通中的語言挑戰

Language differences can hinder effective communication in business. / 語言差異可能會阻礙商業上的有效溝通。

High Cost of Living and Business Operations / 較高生活和營運成本

Costs associated with living and doing business in Japan can be high. / 在日本生活和經營業務所需的成本可能很高。

Success #1: On-Time / 成功要素 #1: 準時



在日本，準時被高度重視，而準時到達被認為是尊重和責任的象徵。如果你遲到了，及早告知對方並誠摯道歉是非常重要的。

In Japan, punctuality is highly valued and being on time is considered a sign of respect and responsibility. If you're running late, it's important to let the other person know as soon as possible and apologize sincerely.

遲到的後果在日本可能很嚴重，特別是在商業場合。遲到可能損害你的聲譽和你與同事或客戶的關係。它也可能給他人帶來不便和干擾，這被認為是一種嚴重的禮儀問題。

The consequences of being late in Japan can be serious, especially in business settings. Being late can damage your reputation and your relationship with your colleagues or clients. It can also cause inconvenience and disruption to others, which is considered a serious breach of etiquette.



Key Success #2: Business Conduct / 成功要素 #2: 商務禮節

When exchanging business cards in Japan, it's important to follow these etiquette rules:

- Present your card with both hands, holding it at the corners so that the recipient can read it easily / 雙手握住名片的兩側，以便對方可以輕易地閱讀
- Bow slightly as you hand over your card / 遞交名片時要略微鞠躬
- Receive the other person's card with both hands, and take a moment to read it carefully / 用雙手接收對方的名片，並花些時間仔細閱讀
- Make a comment or ask a question about the person's card to show interest and respect / 評論或詢問對方的名片，以表現出興趣和尊重
- Store the card in a cardholder or wallet, rather than in your pocket or bag / 將名片放在名片夾或皮夾中，而不是放在口袋或包裡
- Avoid writing on the card or putting it away until the meeting is over / 不要在名片上寫字或收起名片，直到會議結束為止

Culture Attention / 文化上的注意事項

1 Importance of Expertise Passing and Respect / 經驗傳承和尊重的重要性

Understanding and respecting experience and expertise are crucial in business dealings. / 在商業交易中，理解經驗及專業在商務探討過程的重要。

2 Emphasis on Long-term Relationships and Trust / 長期關係和信任的重視

Building long-term relationships and trust is essential to successful business partnerships. / 建立長期關係和信任對於成功的商業合作夥伴關係至關重要。

3 Indirect Communication Style / 間接的溝通風格

Japanese business culture often relies on indirect communication methods. / 日本商業文化常常依賴間接的溝通方法。

4 Traditional Business Etiquette and Practices / 傳統的商業禮節和實踐

Familiarity with traditional business etiquette and practices can greatly influence success. / 熟悉傳統的商業禮節和實踐可以在很大程度上影響成功。

Preparing for Success / 成功的準備

1

當地市場調查 / Local Market Research

進行全面市場調查，了解消費者行為和偏好。 / Conduct comprehensive market research to understand consumer behavior and preferences.

2

建立當地合作夥伴關係 / Establish Local Partnerships

與當地公司建立合作夥伴關係，利用其知識和網絡。 / Establish partnerships with local companies to leverage their knowledge and networks.

3

聘請當地人才或顧問 / Hire Local Talent or Consultants

聘請當地人才或尋求顧問服務，以獲得見解並適應市場。 / Hire local talent or seek consultant services to gain insights and adapt to the market.

4

根據當地偏好調整產品/服務 / Adjust Products/Services According to Local Preferences

Thank You

ありがとうございます

Website

<https://iinno.co>

The logo for iinNO, featuring the letters 'iinNO' in a bold, sans-serif font. The 'i' and 'n' are colored in a gradient from green to blue, while the 'o' is black.