

October 2023

Global Partners Consulting Pte. Ltd.

**[Title] GPC, a Consulting Firm Specializing in Giving a One-Stop Service for Business Expansion in Asia, has been commissioned the [Mentoring of Overseas Start-up Companies Exhibiting at CEATEC and Arrangement of Business Meetings with Japanese Companies Project] by JETRO to Support 10 Overseas Start-up Companies Exhibiting at CEATEC**

**[Subtitle] GPC to Arrange business meetings with Japanese companies at CEATEC Exhibition held on October 17<sup>th</sup> to 20<sup>th</sup> 2023**

Global Partners Consulting Inc. (Head Office: Tokyo, Director: Yasuo Sekiguchi, Hereinafter "GPC"), the parent company of Global Partners Consulting Pte Ltd. (Head office: Singapore, Director: Zenta Nishida, hereinafter "GPC Singapore"), a consulting firm that supports overseas business expansion mainly in the Asia-Pacific region including Southeast Asia, has been commissioned the [Mentoring of Overseas Start-up Companies Exhibiting at CEATEC and Arrangement of Business Meetings with Japanese Companies Project] by JETRO, the Japan External Trade Organization (Head office: Tokyo, President: Norihiko Ishiguro, hereinafter "JETRO") to provide mentoring services and business matchings with Japanese companies with overseas start-up companies exhibiting at CEATEC2023, a comprehensive technology exhibition themed on Society 5.0, held from 17<sup>th</sup> to 20<sup>th</sup> October 2023. GPC will provide support and conduct

**business matching with Japanese companies, by leveraging our knowledge of industry trends and expertise in cutting-edge technologies in the industry.**

#### ■ Background

JETRO supports companies interested in investing in Japan to create innovation by providing legal and institutional information on establishing a base of operation in Japan, providing information on the business environment and market, and to seek advice from industry experts to develop business plans. JETRO also provides support for networking in Japan, including business matching with Japanese companies, as alliances with Japanese companies and customer acquisition are critical to achieve these goals. JETRO has organized a 【Mentoring of Overseas Start-up Companies Exhibiting at CEATEC and Arrangement of Business Meetings with Japanese Companies Project】 to accomplish business matching between 10 overseas startup companies exhibiting in JETRO's exhibit area during CEATEC 2023, Japan's largest comprehensive technology exhibition on the theme of Society 5.0 (Date: 17<sup>th</sup> – 20<sup>th</sup> October 2023) with Japanese companies. GPC will support overseas startups with the knowledge of industry trends and expertise in cutting-edge technologies, and arrange business meetings with Japanese companies.

#### ■ Details of the Project

GPC will provide the below service during the project;

- ① Provide mentoring session to 10 overseas startup companies
- ② Arrange business meetings with Japanese companies

Consultants with extensive experience in supporting overseas companies entering the Japanese market and collaborating with Japanese companies will accompany to provide general information and strategic advice to overseas startups. In addition, GPC will attempt to arrange business meetings that meet the needs of both overseas start-ups and Japanese companies by utilizing its extensive network that GPC has been

furnishing to both Japanese companies entering the Japanese market and overseas companies entering the Japanese market.

Bilingual consultants who formulate strategies for overseas expansion and conduct research work will be in charge of overseas startup companies, aiming for highly accurate matching based on an understanding of the business and the needs of the Japanese company.

■ Business Overview of Startup Companies to Exhibit During CEATEC

1. SaaS-based software that enables autonomous driving and centralized management of drone fleets from different manufacturers.
2. Lamp developed by a former NASA scientist. By creating a natural day/night time, it manages the body's internal clock and prevents sleep deprivation.
3. Eye tracking solutions systems.
4. Situational awareness system for automobiles and aircraft, compatible with L4 autonomous driving.
5. Respiratory rehabilitation equipment for patients with respiratory failure.
6. AI platform capable of centrally managing robots from multiple companies used for outdoor inspections, patrols, etc.
7. AI-based map information to be used for various purposes such as population density and destination movement patterns.
8. Stroke, neurological rehabilitation aid.
9. Autonomous vehicles for last mile delivery (L4)
10. Air and water disinfection and purification technology using hydrogen peroxide water

**<For Japanese Companies Interested in Overseas Startup Companies>**

Any companies interested in holding a business meeting with the above-mentioned startup companies to arrange business meetings, please contact us from the email address below.

Exhibition dates: 17<sup>th</sup> October (Tues) – 20<sup>th</sup> October (Fri) 2023

E-mail: [globalpr@gpc-gr.com](mailto:globalpr@gpc-gr.com)

#### ■ About JETRO

JETRO aims to contribute to the further development of Japan's economy and society through the promotion of trade and investment, as well as research and studies, by fully utilizing its global network of approximately 120 domestic and overseas offices. In recent years, JETRO has been strengthening its efforts to nurture Japan's startup ecosystem and create innovation, including supporting the overseas expansion of Japanese startups through the establishment of a "Global Acceleration Hub" and promoting collaboration and cooperation between Japanese and overseas companies through the development of the "J-Bridge" business platform. We are also promoting domestic and international partnerships and collaboration between Japanese and overseas companies through the development of the "J-Bridge" business platform.

URL: <https://www.jetro.go.jp/>

#### ■ Introduction of GPC

GPC, part of the Global Partners Consulting Group, is a fully independent consulting firm comprising professionals in various fields specialising in solving clients' business issues in the Asian region. GPC provides seamless consulting services based on our professional experience, knowledge, information and networks. GPC has experience in negotiating for business alliances and new business creation with more than 200 local companies per year, as well as HR consulting projects in Singapore totalling in more than 300 cases. We are committed to helping our clients make the "Fair decisions" and achieving "Sustainable growth".

If your company is interested in organising business meetings or business matching opportunities, please contact us for more information.

**【Company Profile】**

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