

26 October, 2023

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## Expand Japanese Offshore Development to Texas, U.S.A! SUN has been chosen for the Tokyo Metropolitan Government's Global Challenge Program

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SUN (Head office: Minato-ku, Tokyo, President and CEO: Shumpei Nakasone) has been chosen for the "Hands-on Support Program of Texas, U.S.A." under the "Global Challenge Program for Small and Medium Businesses in Tokyo" run by the Tokyo Metropolitan Government.



### ■The Advantage of Texas, U.S.A.

As the second largest market in the U.S., Texas is the largest manufacturing location in the U.S. and also a region where the energy and chemical industries, the aerospace and aviation industries, and the high-tech industry are growing rapidly. Its large import/export business attracts many global companies, giving small and medium businesses from a wide range of industries and sectors the potential to expand their business in the state. The Texas state government and cities are actively providing support for business matching with local communities and for business expansion.

### ■SUN's CEO Message

In FY2022, we participated in the "Hands-on Support Program for North Rhine-Westphalia, Germany" with the aim of expanding into Germany and EU countries. Through the program, we were able to gain expertise and a global vision, and build valuable relationships with many local Japanese companies and local governments. In August 2023, we also had the opportunity to participate in a digital exhibition in Düsseldorf, Germany, where we connected with people from different cultures and backgrounds.

Based on these experiences, in FY2023 we applied for and were accepted to the "U.S.-Texas Hands-On Support Program" with the aim of expanding our business in the U.S. In order to grow our system integration and offshore development business, we will continue to research existing Japanese IT companies and technology trends in Texas with the support of the program. We also hope to grow our connections with local companies with cooperation from the Texas business community.

## ■The Global Challenge Program for Small and Medium Businesses in Tokyo, Japan

<https://kaigaitenkai.tokyo.jp/>

The "Global Challenge Program for Small and Medium Businesses(SMBs) in Tokyo" is a support program for SMBs in Tokyo to expand their business activities overseas, using the networks that the Tokyo Metropolitan Government and overseas cities have. The program provides information on market trends and business customs in the target regions, market research and market development knowledge, business partner matching, networking with local support organizations, universities, research institutions, etc., and introduction to experts for establishing offices.

## ■Texas Hands-On Support Program

The "U.S.-Texas Hands-on Support Program" supports companies that have been chosen for the program to expand their business overseas based on the "Memorandum of Understanding for Closer Cooperation in Mutual Support of SMBs" signed by the Tokyo Metropolitan Government and the State of Texas. The program is part of the Tokyo Metropolitan Government's "Global Challenge Program for SMBs in Tokyo". Companies are assigned a mentor who is experienced in assisting SMBs to expand their business overseas and provide various types of support. In addition, supporters such as public support organizations, the Japanese community, experts, and specialists in Texas provide advice and support based on their respective areas of expertise and specialization.

## ■Related News

**Japanese Offshore Development Service exhibited in Germany. IT Human Resource Shortage in Europe turn into an Opportunity to Expand Japanese IT Services Overseas.**

<https://www.sun21.co.jp/en/news/ddd23report/>

**Tokyo Metropolitan Government's "Global Challenge Program 2022" has chosen SUN for "Hands-on Support Program in NRW, Germany"**

<https://www.sun21.co.jp/en/news/global-challenge-program-2022/>

## ■ SUN Co., Ltd

<https://www.sun21.co.jp/>

We are an IT company that operates a system integration business, Web design and a foreign resident support business under the corporate philosophy "To become a globally-renowned company based on our mission 'connect people with people' ". We actively hire globally, and by connecting people, create new value and deliver innovation to the world.