

For immediate release

October 9, 2020

Kashiwanoha Innovation Fes Executive Committee  
Mitsui Fudosan Co., Ltd.  
UDCK Town Management

**Open Innovation Forum with Distinguished Guests to Communicate  
the Post-Corona Future from Kashiwa-no-ha Smart City to Japan and the World**

**[ Kashiwanoha Innovation Fes 2020 ]**

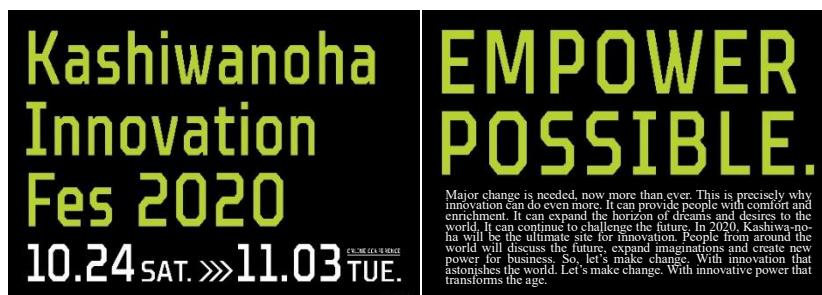
**Held Online for the First Time from 10/24 (Sat.) to 11/3 (Tues., holiday)**

With distinguished guests including Audrey Tang, Digital Minister of Taiwan,  
and Takeshi Kobayashi, musician and Representative Director , ap bank.

The Kashiwanoha Innovation Fes Executive Committee (with Mitsui Fudosan Co., Ltd. and UDCK Town Management as the lead organizations) will be holding Kashiwanoha Innovation Fes 2020, an open innovation forum, for the first time online from Saturday, October 24 to Tuesday, November 3 (holiday). The forum will host discussions about the city and the post-corona future at Kashiwa-no-ha Smart City, which promotes urban development based on solutions for the future through public-private-academic partnerships, communicating these discussions to Japan and the rest of the world.

The event seeks to create and actualize opportunities for new innovation that will affect positive change for cities and societies in the coming post-corona period. It will host a roundtable talk with leading thinkers in a range of areas, including urban development themes promoted by Kashiwa-no-ha Smart City (coexistence with the environment, promoting health and longevity, and fostering new industries) as well as data utilization, which has been selected as a progressive model project by the Ministry of Land, Infrastructure, Transport and Tourism and is a current area of focus, in addition to open discussions with companies, universities and other organizations involved in business development and research activities in the Kashiwa-no-ha area.

During the forum, articles introducing the initiatives of companies and researchers located in Kashiwa-no-ha Smart City will be posted on the official website. Various other events will also be held. These will include the Asian Entrepreneurship Award 2020, an innovation award for rapidly growing Asian startups, and the 4th Medical Device Innovation in Kashiwa-no-ha ONLINE, which seeks to build an ecosystem for medical device development in Kashiwa-no-ha. The National Institute of Advanced Industrial Science and Technology (AIST) Kashiwa Center will be opened to the public to show the cutting-edge research being done by the institute, and Kashiwa-no-ha T-SITE will also hold new fun and educational online events, the Children’s Future Fes and Asomanabi Fes! (Fun Learning Festival).



**Presenters**

<u>10/24 (Sat.)</u> Audrey Tang (Digital Minister of Taiwan)	<u>10/25 (Sun.)</u> Keisuke Toyoda (Architect/noiz)	<u>10/30 (Fri.)</u> Hiroaki Miyata (Keio University)	<u>10/31 (Sat.)</u> Katsunori Kondo (Chiba University)	<u>11/1 (Sun.)</u> Takeshi Kobayashi (Musician/ap bank)	Makoto Fujita (The University of Tokyo)
Sampo Hietanen (MaaS Global)	Ryosuke Shibasaki (The University of Tokyo)	Sputniko! (Artist)	Kazuo Yano (Happiness Planet, Ltd.)	Taikan Oki (The University of Tokyo)	Atsushi Deguchi (The University of Tokyo / UDCK)

## ■ [ Kashiwanoha Innovation Fes 2020 ] Concept

The concept for 2020 is “EMPOWER POSSIBLE.” The event is intended to communicate, from Kashiwa-no-ha Smart City to Japan and the world, ideas on finding, expanding, and empowering possibilities in order to make cities and societies where people live their lives better, more enriching places in the post-corona future.

**Kashiwanoha  
Innovation  
Fes 2020**  
10.24 SAT. >>> 11.03 TUE. ONLINE CONFERENCE

**EMPOWER  
POSSIBLE.**

Major change is needed, now more than ever. This is precisely why innovation can do even more. It can provide people with comfort and enrichment. It can expand the horizon of dreams and desires to the world. It can continue to challenge the future. In 2020, Kashiwa-no-ha will be the ultimate site for innovation. People from around the world will discuss the future, expand imaginations and create new power for business. So, let's make change. With innovation that astonishes the world. Let's make change. With innovative power that transforms the age.

## ■ [ Kashiwa-no-ha Innovation Fes 2020 ] Main Event

The forum will host a roundtable talk with leading thinkers in a range of areas, including urban development themes promoted by Kashiwa-no-ha Smart City (coexistence with the environment, promoting health and longevity, and fostering new industries) as well as data utilization, which has been selected as a progressive model project by the Ministry of Land, Infrastructure, Transport and Tourism and is a current area of focus, in addition to open discussions with companies, universities and other organizations involved in business development and research activities in the Kashiwa-no-ha area.

### 10/24 (Sat.)

<14:00 - Opening Talk >

Audrey Tang, Digital Minister of Taiwan



<16:00 - Roundtable Talk & Kashiwa-no-ha Discussion I>

Sampo Hietanen, Founder and CEO, Maas Global

### 10/25(Sun.)

<16:00 - Roundtable Talk & Kashiwa-no-ha Discussion II>

Keisuke Toyoda,  
Architect / Co-founder, Partner of noiz / Co-founder, Partner of gluon /  
Visiting Professor, Institute of Industrial Science, The University of Tokyo

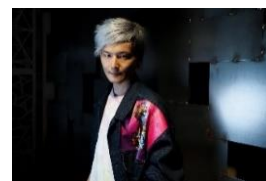


Ryosuke Shibasaki,  
Professor, Center for Spatial Information Science, The University of Tokyo

### 10/30(Fri.)

<15:00 - Roundtable Talk & Kashiwa-no-ha Discussion III>

Hiroaki Miyata,  
Professor of School of Medicine, Keio University.  
Project Professor of The University of Tokyo.



Sputniko!, Artist. Associate Professor, Tokyo University of the Arts Department of Design

## ■ [ Kashiwa-no-ha Innovation Fes 2020 ] Main Event

### 10/31(Sat.)

#### <16:00 - Roundtable Talk & Kashiwa-no-ha Discussion IV>

Katsunori Kondo

Professor of Social Epidemiology and Health Policy, Department of Social Preventive Medical Sciences, Center for Preventive Medical Sciences and the Graduate School of Medicine, Chiba University.

Head of Department of Gerontological Evaluation, Center for Gerontology and Social Science, National Center for Geriatrics and Gerontology, Obu City, Aichi, Japan



Kazuo Yano,

Fellow, Hitachi, Ltd./CEO, Happiness Planet, Ltd.

### 11/1(Sun.)

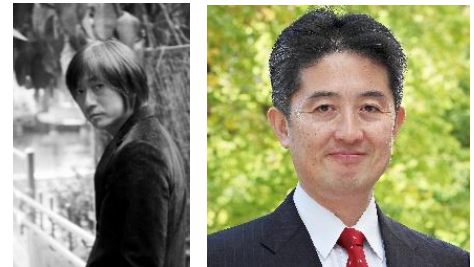
#### <15:00 - Roundtable Talk & Kashiwa-no-ha Discussion V>

Takeshi Kobayashi,

Musician/Representative Director, ap bank

Taikan Oki,

Professor, Graduate School of Engineering, The University of Tokyo.  
Senior Vice-Rector, United Nations University, Japan.



#### <18:00 - Closing Talk>

Makoto Fujita,

Distinguished Professor, The University of Tokyo

Atsushi Deguchi

Professor/Vice-Dean, Graduate School of Frontier Sciences,  
The University of Tokyo

President of Urban Design Center, Kashiwanoha (UDCK)



## ■ How to Participate in the [ Kashiwanoha Innovation Fes 2020 ] Main Event

<Participation fee> Free

<Applications acceptance> From October 9, 2020 (Fri.)

<URL> Apply by **registering in advance** on the official website.

URL: <https://kashiwanoha-innovation.jp/>

## ■ [ Kashiwa-no-ha Innovation Fes 2020 ] Collaboration Event

**10/24 (Sat.) - 10/25 (Sun.)**

### [ Children's Future Fes ]

“Find things you like!”  
Children play the leading role in this online festival filled with fun, and learning, too!

#### 10/24 (Sat.) Timetable

14:00–	Opening – Warm-Ups
14:30–15:00	Family Eurhythmics at Home with Live Musical and Rhythm Performance
14:30–15:00	Torn Paper Art with Masa Kubota
15:00–16:00	Online Picture Book Reading
16:00–16:45	Collaboration Science Class: “Learn about Rice!”
16:00–17:00	Yassan Troupe Storytelling
17:00–18:00	Closing – Kid’s Disco

#### 10/25 (Sun.) Timetable

9:30–	Opening – Warm-Ups
10:00–15:30	Asomanabi Fes! @Online
12:00–13:00	Cheer for the Local Community! TanQ Cafeteria Special Edition
14:00–17:00	VIVITA Robocon Online 2020
16:00–17:00	Online Class with TanQ Gakusha President Yasunobu Hotsuki: “How Would You Walk with a Robot?”
17:00–18:00	Closing – Kid’s Disco (Halloween Version)

See the official website for how to participate and other information.

URL:<https://store.tsite.jp/kashiwanoha/event/t-site/16222-1054141001.html>

**10/25 (Sun.)**

### [ Asomanabi Fes! ]

T-KIDS Share School was created in 2017 on the concept of “All the new learning is here.” Asomanabi Fes @Online held in June to deliver this “new learning” to children nationwide was highly regarded and is now being held a second time.

It includes classes held regularly at T-KIDS, on space, philosophy, art, theater and more, as well as classes taught by pros in the field, including a biology expert and a real working magician!

There are 36 classes in total, even more than the previous time, with online participation possible from home.

See the official website for how to participate and other information.

URL:[https://peraichi.com/landing\\_pages/view/asomanabifes202010](https://peraichi.com/landing_pages/view/asomanabifes202010)



## ■ [ Kashiwa-no-ha Innovation Fes 2020 ] Collaboration Event

**10/26 (Mon.)**

### **[4th Medical Device Innovation in Kashiwa-no-ha ONLINE]**

**- Building an ecosystem for medical device development in Kashiwa-no-ha -**

**Located in the middle of the Tsukuba-Kashiwa-Hongo innovation corridor, Kashiwa-no-ha continues to develop as a cluster for Japan's leading-edge research institutes. This event was started with the aim of building an ecosystem in Kashiwa-no-ha for medical device innovation centering on the National Cancer Center Hospital East. It is being held this year online for the first time.**

#### Overview

Date & time: October 26, 2020 (Mon.) 15:50–19:30  
Format: Online (scheduled as a Zoom webinar)  
Organized by: National Cancer Center Hospital East  
Organization for Small & Medium Enterprises and Regional Innovation, Kanto Headquarters  
TX Entrepreneur Partners (TEP)  
Support (tent.): Ministry of Health, Labour and Welfare, Ministry of Economy, Trade and Industry, Chiba Prefecture, Kashiwa City, Chiba Industry Advancement Center  
Cooperation: Mitsui Fudosan Co., Ltd.  
Life Science Innovation Network Japan (LINK-J)  
Inquires: Todai-Kashiwa Venture Plaza  
E-mail : [tkv-info@smrj.go.jp](mailto:tkv-info@smrj.go.jp)

#### Program

15:50–16:00 Organizers Address (Directors of the National Cancer Center Hospital East and Organization for Small & Medium Enterprises and Regional Innovation, Kanto Headquarters)

16:00–17:30 Session 1: Lectures

16:00–16:45 Lecture 1: “Fujifilm Medical Systems Business: Taking on Global Challenges with Innovation”  
Teiichi Goto  
Director, Fujifilm Holdings Corporation  
Director and Executive Vice President, FUJIFILM Corporation  
General Manager, Medical Systems Business Division, FUJIFILM Corporation

16:45–17:15 Lecture 2: “Expediting Entrepreneurship: Reality of a Seed Accelerator”  
Tatsuro Tsushima  
Representative Director and Managing Director, INDEE Japan Ltd.

17:15–17:30 Lecture 3: “Venture Incubation Initiatives at NCCHE”  
Akihiro Sato  
Head, Office of Clinical Research Support, National Cancer Center Hospital East

17:30–17:40 Break

17:40–18:30 Session 2: Short Presentations (3 minutes + 2 minutes of Q&A for each)  
Presentations by medical device venture companies

18:30–19:30 Individual Questions/Online Interactions  
Online rooms will be set up for each venture company.  
Further details will be provided on the day of the event.

See the official website for how to participate and other event information.

URL : <https://mdi2020.peatix.com/>



## ■ [ Kashiwa-no-ha Innovation Fes 2020 ] Collaboration Event

**10/27 (Tues.) to 10/29 (Thurs.)**

### [Asian Entrepreneurship Award 2020 ]

**The Asian Entrepreneurship Award (AEA) 2020, an innovation award for rapidly growing Asian startups, will be held online in its entirety**

Along with presentations by exceptional tech startups in Asia, the event will feature business-matching sessions to provide the opportunity for participating startups to hold individual sales talks aimed at collaborations with Japanese companies, as well as meet-and-greet events for expanding networks between startups and other participants. The event will give participants the opportunity to learn about the business ideas of overseas startups and to initiate cooperation and collaboration that is normally difficult to realize. Anyone with an interest in open innovation with startups is encouraged to participate.

#### Overview

Dates: October 27, 2020 (Tues.) to October 29, 2020 (Thurs.), 3 days  
15 : 00–19 : 00(some programs starting at 13:00)

Format: Online

Participation URLs: <https://aea.events/j/> (Japanese)  
<https://aea.events/e/> (English)

Host: Asian Entrepreneurship Award Steering

Co-hosts: Division of University Corporate Relations, The University of Tokyo  
Mitsui Fudosan Co., Ltd.  
TX Entrepreneur Partners General Incorporated Association (TEP)  
The Japan Academic Society for Ventures and Entrepreneurs (JASVE)  
Japan External Trade Organization (JETRO)



#### Program

DAY1: Opening Ceremony (15:00–16:20)  
DAY2: Semi-Final Session (12:50–15:30)  
Lecture (15:30–16:00)  
DAY3: Announcement of Companies in the Finals (14:30–14:40)  
Final Session (14:40–17:30)  
Special Lecture (17:45–18:55)  
Announcement of Final Results (19:00–19:30)  
Closing Ceremony (19:30–19:35)

\*See the official website for how to participate and other event information.

## ■ [ Kashiwa-no-ha Innovation Fes 2020 ] Collaboration Event

**11/3 (Tues., holiday)**

### [ AIST Kashiwa Center Opened to Public ]

The National Institute of Advanced Industrial Science and Technology (AIST) Kashiwa Center will be open to the public this year in the form of an online event. The event plans to host an online lecture by Center Director Mochimaru of the Human Augmentation Research Center, an online workshop providing an experience of the Design School for Science in Society, a virtual tour of AIST, Kashiwa Center and an introduction of the activities of Kashiwa-no-ha citizen advisors. We look forward to your visit.

Sponsor: National Institute of Advanced Industrial Science and Technology Kashiwa Center

URL: <https://www.aist.go.jp/kashiwa/ja/ippankokai/ippankokai2020.html>

Dates & times:

10/26 (Mon.) – 11/2 (Mon.): Pre-Open (virtual tour only, 17:00–22:00)

11/3 (Tues., holiday): Online Lecture (10:00–11:00), Virtual Tour (10:00–17:00)

Online Lecture:

10:00-10:30 “Human Augmentation Technology to Enable Everyone to Live an Active Life”  
Masaaki Mochimaru Director, Human Augmentation Research Center

10:30-11:00 “For R&D via Co-Creation with Citizens: 1 Year of Kashiwa-no-ha Citizen Advisor Activities”  
Kentaro Watanabe, Lead Researcher, Human Augmentation Research Center

### [ Kashiwanoha Challenge Fes Yacchare 2020 ]

#### Leading Challenger Talk Event

Just try! It’s perfectly fine to fail. Learning from failure is fun, and kind of cool too—the Yacchare 2020 event cheers for people who take on challenges, who pursue curiosity and what’s cool. A discussion between leading challengers will be broadcast live. We will consider what it means to learn from challenges based on stories from these challengers on challenges they conducted over 100 days toward their goals.

Sponsor: Kashiwanoha Challenge Fes Yacchare 2020 Executive Committee

URL : <https://yachallenge100days.wordpress.com/>

11:00-12:00 Kashiwanoha Challenge Fes Yacchare 2020 Leading Challenger Discussion

### [ Superhuman Sports Grand Challenge ]

The Superhuman Sports Grand Challenge is an attempt to surpass human physical capabilities with superhuman man-machine technologies that are worn to augment the normal capabilities of the human body. Through technologies cultivated in the process of developing new “superhuman” technologies that unite human and technology, and in challenging various records, the event aims to contribute to the creation of a future society that helps people, augments their potential and enables them to overcome bodily restrictions. The event this year will feature challenges in the following three areas: Super SPRINT Challenge (augmenting running ability), Super PHYSICAL Challenge (augmenting bodily strength and dexterity), and Super SENSE Challenge (augmenting spatial recognition).

Sponsor: Superhuman Sports Society

URL : <http://superhuman-sports.org/news/events>

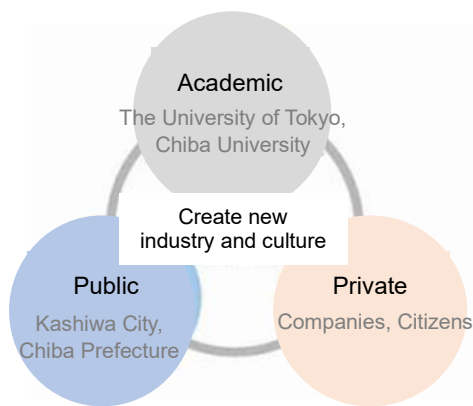
15:00-17:00 Introduce Superhuman Sports Grand Challenge

## □ About Kashiwa-no-ha Smart City

In the Kashiwa-no-ha area, which centers on Kashiwanoha-campus Station, urban development is being promoted through public-private-academic partnerships on the three pillars of Kashiwa Center (coexistence with the environment, promoting health and longevity, and fostering new industries) to realize a Kashiwa-no-ha Smart City that provides solutions to urban issues. The Kashiwanoha IoT Business Co-Creation Lab was established in June 2018 to promote and utilize IoT and create business opportunities related to IoT. It accepts trial testing projects at the stage of societal integration for new products and services from private-sector companies and other organizations in the Kashiwa-no-ha area. It has planned and conducted over 10 trial tests to date, starting with Innovation Field KASHIWA-NO-HA, which accelerates new industry creation.

Creating a platform for trial testing for the city overall will create new industries and innovation from Kashiwa-no-ha Smart City. In addition, in the Kashiwa-no-ha area, the Kashiwa-no-ha Smart City Consortium, led by Mitsui Fudosan, Kashiwa City and others, was formed this year and has been selected as a smart city model project by the Ministry of Land, Infrastructure, Transport and Tourism, which is promoting smart cities that integrate AI, IoT and other new technologies and public-private data into urban development. The Kashiwa-no-ha Smart City Consortium is building a data platform that links private and public data and deploying AI, IoT and other new technologies with the goal of forming a smart compact city centering on the local station and driven by data.

Reference resource: [https://www.mitsui-fudosan.co.jp/english/corporate/news/2019/0605\\_02/](https://www.mitsui-fudosan.co.jp/english/corporate/news/2019/0605_02/)



## □ About the lead organizations of the Kashiwanoha Innovation Fes Executive Committee

### < Mitsui Fudosan Co., Ltd.>

Mitsui Fudosan is developing the Kashiwa-no-ha Smart City project in the Kashiwa-no-ha Campus Station area of Kashiwa, Chiba Prefecture. The project's three main themes are "an environmentally symbiotic city," "a city of health and longevity" and "a city of new industry creation." For the third theme, Mitsui Fudosan aims to create new industries that connect people of all ages, business sectors, and nationalities in the city using venture co-creation business 31 VENTURES as a hub, and taking advantage of its extensive trade area and diverse businesses. Mitsui Fudosan and Kashiwa-no-ha Smart City have supported AEA from its launch in 2012, and will continue to build an ecosystem for generating innovation in the Kashiwa-no-ha area by bringing together startups, their supporters, and major corporations in Asia.

Website: Kashiwa-no-ha Smart City <https://www.kashiwanoha-smartcity.com/>

### < UDCK Town Management>

UDCK Town Management was established in 2018 as an organization to promote area management projects, primarily management and operation of public facilities and organization of local events, in coordination with UDCK, which was established in 2006 as a center for urban development centered on international academic research and next-generation environmental initiatives through public-private-academic partnerships in the Kashiwa-no-ha area of Kashiwa City in Chiba Prefecture.

HP: <https://www.udck.jp/en/>



## □ Mitsui Fudosan Group's contribution to SDGs

[https://www.mitsuifudosan.co.jp/english/corporate/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/corporate/esg_csr/)

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs.

\*The initiatives covered in this press release are contributing to five of the UN's SDGs.

Goal 3 Good Health and Well-Being  
Goal 8 Decent Work and Economic Growth  
Goal 9 Industry, Innovation and Infrastructure  
Goal 10 Reduced inequalities  
Goal 17 Partnerships for the goals



**SUSTAINABLE  
DEVELOPMENT  
GOALS**