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For immediate release

cross U
Mitsui Fudosan Co., Ltd.

**The Forefront of Fast-Growing Space Business Gathers in Nihonbashi
Asia's largest Space Business Event with Approximately 7,000
Participants in 2022**

Nihonbashi Space Week 2023

<Monday, November 27 to Friday, December 1>

Tokyo, Japan, November 9, 2023 – Mitsui Fudosan Co., Ltd., a leading global real estate developer headquartered in Tokyo, and cross U, a general incorporated association also based in Tokyo, will hold Nihonbashi Space Week 2023 from Monday, November 27 to Friday, December 1, 2023. Nihonbashi Space Week is Asia's largest space business event where all the major players in the space business from Japan and overseas will gather.

Event Overview

- Nihonbashi Space Week is Asia's largest space business event, which attracted around 7,000 participants in 2022. In 2023, the event will take place in the Nihonbashi area, which is becoming a center for private and public sector and academic organizations driving the space industry.
- In its third year, the event is mainly organized by cross U (established in April 2023) and will be twice as big as the previous year. Ninety-one companies and organizations (including cross U members, companies in non-space business sectors, and startups) and over 150 speakers are scheduled to take part.
- The event features a diverse program of business conferences and other events and Exhibition by 54 companies and organizations over a five-day period—a gathering of the forefront of the space business. Twenty space-related and social events around the Nihonbashi area will take place during the event period.



Overview of Nihonbashi Space Week 2023

Period: Monday, November 27 to Friday, December 1, 2023

Venues: Nihonbashi Mitsui Hall
 Muromachi Mitsui Hall & Conference
 X-NIHONBASHI TOWER
 X-NIHONBASHI BASE, others

(Nearest metro station: Mitsukoshimae Station on the Tokyo Metro Ginza and Hanzomon lines)

Main organizer: cross U

Co-organizer: Mitsui Fudosan Co., Ltd.

Sponsors: Japan Aerospace Exploration Agency (JAXA), Japan External Trade Organization (JETRO); sponsorship applications filed with the Cabinet Office, Ministry of Internal Affairs and Communications, Ministry of Education, Culture, Sports, Science and Technology, and Ministry of Economy, Trade and Industry

Official website: <https://www.crossu.org/spaceweek/>

<Venue area map>
 Events held at various venues in Nihonbashi area



* Details such as program content and information on exhibiting companies are as of the time of writing and subject to change.

The space business has been buzzing in recent years. The global space market is forecast to top \$1 trillion in 2040*1 as expectations grow for technologies originating in the space business to help solve social issues on a global scale. In Japan too, initiatives by industry, academia, and the government are ramping up even more to accelerate growth of the space business.

<Developments in the space business in Japan in 2023>

June 2023	September and October 2023	November 2023
Government's basic policy on space Basic Plan on Space Policy *2 revised for first time in three years Announced target of doubling domestic market from 2020 to ¥8.0 trillion	Many companies in space business selected for Small Business Innovation Research (SBIR) Project *3	Cabinet Office approves strategic JAXA fund totaling ¥1 trillion over 10 years

Mitsui Fudosan has been promoting the Nihonbashi Revitalization Plan since the second half of the 1990s in a collaboration between the public and private sectors and academia. A key strategy of the plan is “industry creation,” which supports the development and success of industries through neighborhood creation. We began focusing on the space business in 2019, and cross U began activities in April 2023.

Six months after starting operations in earnest, as of November 9, 2023, cross U has attracted 218 members of which 70% are companies and organizations in outside the space business. More than 300 diverse space business events by members are scheduled for its first year, and many co-creations have already emerged. Mitsui Fudosan and cross U will continue to help grow space-related businesses in the Nihonbashi area by promoting open innovation in the space business.

*1 Source: Morgan Stanley website <https://www.morganstanley.com/ideas/investing-in-space>

*2 Source: Basic Plan on Space Policy, Cabinet Office website <https://www8.cao.go.jp/space/plan/keikaku.html>

*3 Source: Cabinet Office website. The SBIR Project is a program for promoting R&D by startups and others, and smoothly implementing the results to create innovation in Japan. <https://sbir.csti-startup-policy.go.jp/about/develop.html>

Event Details

Nihonbashi Space Week 2023 -Exhibition-

Date: 9:30–18:30, Monday, November 27 to Wednesday, November 29

* Public entry will be from 12:30 to 18:00 on Monday, November 27, because an opening event for the media is scheduled in the morning.

Venue: Nihonbashi Mitsui Hall, 15F COREDO Muromachi, 2-2-1 Nihonbashi Muromachi

Entry: Free

Main organizer: cross U

Co-organizer: Mitsui Fudosan Co., Ltd.

Content: An exhibition where companies and organizations in the space business from Japan and overseas come together under one roof. Fifty-four companies and organizations (up sharply from 2022) will be exhibiting. Some companies will also be holding presentations at the venue.

Tickets: <https://nsw2023.peatix.com/>



Exhibition venue in 2022

Companies and organizations taking part: 54

【Participating companies and organizations】



Profiles of some companies exhibiting at Nihonbashi Space Week 2023 -Exhibition-

1) Exhibits by companies selected for the Small Business Innovation Research (SBIR) Project, a government program to help create innovation in Japan

Exhibitors include eight companies among venture businesses in the space industry selected to participate in the SBIR Project, which helps to create innovation in Japan by government support for R&D by startups and smooth implementation of the results



【Development and demonstration operation of lunar landers】	
ispace Inc.	A startup that attempted to launch its own commercial moon lander using a SpaceX rocket in April 2023. The company has a lunar mission control center in Nihonbashi.
【Development and demonstration of commercial rockets】	
Interstellar Technologies Inc.	A startup that develops liquid-fuel rockets. Founded by Takafumi Horie and others, its observation rocket launched in 2019 became the first by a single domestic private-sector company to reach outer space.
Innovative Space Carrier Inc.	Builds business partnerships to establish a space transport business as well as developing reusable space transport systems capable of launching satellites.
【Technical development and demonstration of technologies required for reduction of space debris】	
Astroscale Holdings Inc.	A startup engaged in on-orbit services, including space debris removal. In fiscal 2023, the company plans a mission for ADRAS-J, a pilot satellite that removes commercial debris, to take video footage of debris.
Pale Blue Inc.	A venture business started by the University of Tokyo in 2020. Engaged in technological innovation and social implementation of a water-based thruster for small satellites, harnessing the power of safe, non-toxic water as a propellant.
【Demonstration of greater sophistication of satellite remote sensing business】	
ArkEdge Space Inc.	A University of Tokyo startup that develops and operates nanosatellites and makes proposals for data utilization.
Institute for Q-shu Pioneers of Space, Inc. (iQPS)	Aims to provide a near-real-time data delivery service capable of observing specified areas almost anywhere in the world by average 10-minute intervals.
Synspective Inc.	Develops and operates proprietary small SAR satellites by applying the results of the Cabinet Office Strategic Innovation Promotion Program, providing satellite data and solutions that utilize the data.

2) Exhibits by companies in non-space business sectors

Market participation by private companies from other industries (such as insurance and travel companies) is accelerating as the space business grows.



3) Overseas exhibits

Exhibitors include overseas companies, including an Australian startup and jtSPACE, the Japanese subsidiary of a Taiwanese rocket manufacturer. Nihonbashi Space Week is garnering attention as an open innovation opportunity among overseas space-related companies as well.



Nihonbashi Space Week 2023 -CONFERENCE STAGE-

Date: Monday, November 27–Wednesday, November 29, 2023

Venue: Muromachi Mitsui Hall & Conference, 3F, 3-2-1
Nihonbashi Muromachi

Entry: Free

Main organizer: cross U

Co-organizer: Mitsui Fudosan Co., Ltd.

Content: Business conference for space-related organizations in the private and public sectors and academia

Tickets: <https://nsw2023.peatix.com/>



Stage of Space Agencies

13:00–14:00, Monday, November 27
Delivers the latest information from space agencies around the world, including programs to grow industries in the space sector and collaboration with/support from the private sector.



Stage of Ministry and Agency

16:00–17:00, Monday, November 27
Ministry and agency officials speak about their initiatives and specific strategies targeting private-sector companies in response to the Basic Plan on Space Policy, which underwent a major revision in June 2023.



“CONSEO Stage”: Understanding the depth and potential of satellite data utilization

10:00–11:20, Tuesday, November 28
A talk session by Consortium for Satellite Earth Observation (CONSEO), a community that explores the future of satellite earth observation in Japan.



Global panel session: “Let’s discuss the future of communication networks expanding across space”

13:00–14:10, Tuesday, November 28
A panel discussion about the integration of terrestrial and non-terrestrial networks by companies in the satellite communication and cloud businesses.



Special Session: Nikkei Space Project

14:30–15:30, Tuesday, November 28
Nikkei Space Project supports the development of the space business in Japan and overseas through the dissemination of information and events by the Nikkei Group. The session includes a lecture by Sky Perfect JSAT Corporation and discussion on space education and personnel training.



Turning point of the space food-related business guided by Space Reverse Innovation

16:00–17:00, Tuesday, November 28
Space Food Sphere is a co-creation program to solve the issue of food, which is shared by the earth and other planets. A lecture about the future of the space food-related business including case studies.



Business operators making space passenger travel a reality

17:30–19:00, Tuesday, November 28
Operators of businesses pioneering the field of space passenger transport speak about the status quo of each business and how Japan’s space passenger transport can compete with overseas rivals.



From H3/Epsilon to New Space rockets: World-leading collaborations between industry and academia in the rocket business

10:00–12:00, Wednesday, November 29
The mission of the Japan Society for Aeronautical and Space Sciences is to help further collaboration and union between industry and academia in the space business. Participants discuss the status and future of space transport from the perspective of collaboration between industry and academia.



The 8th Mission Idea Contest for Multiple Nano-satellites

13:30–19:00, Wednesday, November 29
An international competition for innovative ideas on uses of nano-technology organized UNISEC-Global, whose mission is to support the implementation of practical education for university and technical college students in the field of space engineering.

■ **About cross U**

<https://www.crossu.org/en/>

A space business co-creation platform founded by Mitsui Fudosan and other parties involved in the space business whose goal is to invigorate space-related businesses. As well as the business matching know-how fostered by Mitsui Fudosan through providing places/locations and creating opportunities, cross U offers a support structure combining industry, government, and academia that encourages relationships, connection, and development, making Nihonbashi a base for invigorating the global space business. It also seeks to apply space-related technologies to solve the challenges of our planet to achieve a sustainable society.

■ Mitsui Fudosan Group’s Contribution to SDGs https://www.mitsuifudosan.co.jp/english/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. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021, and “Biodiversity” in March 2023. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

【References】

- Group Action Plan to Realize a Decarbonized Society
<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>
- Formulated Diversity and Inclusion Promotion Declaration and Initiatives Policy
https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/
- Mitsui Fudosan Group Biodiversity Policy
<https://www.mitsuifudosan.co.jp/english/corporate/news/2023/0413/>

* The initiatives covered in this press release are contributing to two of the UN’s SDGs.

Goal 9 : Industry, Innovation and Infrastructure
Goal 17 : Revitalize the global partnership for sustainable development

