

For immediate release

October 23, 2024

cross U
Mitsui Fudosan Co., Ltd.

The Forefront of the Fast-Growing Space Business Gathers in Nihonbashi, Driven by Increasing International Collaboration and Co-creation Asia's Largest Space Business Event with Approximately 8,000 Participants in 2023 NIHONBASHI SPACE WEEK 2024

<Event Period: Monday, November 18 to Friday, November 22>

Tokyo, Japan, October 23, 2024 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and cross U, a general incorporated association also based in Tokyo, announced today that they will hold NIHONBASHI SPACE WEEK 2024 from Monday, November 18, 2024 to Friday, November 22, 2024. NIHONBASHI SPACE WEEK is Asia's largest space business event where players in the space business from Japan and overseas will gather.

Launched in 2020 and staged in Nihonbashi, NIHONBASHI SPACE WEEK has been mainly organized by cross U since 2023. In 2023, approximately 8,000 players in the space business gathered from Japan and overseas to attend the event, highlighting the growing number of participants year by year. As a result, the event has grown to become Asia's largest space business event. Through this event, the organizers seek to foster new co-creation in the space business by creating opportunities for event participants to gain exposure to the latest trends in the space business and interact with key players in industry, government, and academia, with the goal of energizing the global space industry from Nihonbashi.

Japan's space business has been flourishing due to the entry of new players, including major corporations and entrants from many different business sectors. The business has been rapidly gaining momentum. Notably, it is reported that the number of space-related startups in Japan has surpassed 100. Furthermore, a public call under the Space Strategy Fund*¹ was launched in July 2024. As a result, this is expected to further stimulate the growth of the private-sector space industry. In 2024, the JAXA Space Strategy Fund Department*¹ established a base in Nihonbashi, and a newly expanded space business site will be opened in January 2025. In these and other ways, the space business based in Nihonbashi has become increasingly vibrant and active in both the private and public sectors.

Going forward, cross U and Mitsui Fudosan will continue contributing to further growth in space-related industries.

*1 About the Space Strategy Fund (excerpted from Cabinet Office materials)

The Space Strategy Fund (with up to ¥1 trillion in funding), a 10-year fund for JAXA, was established to support private-sector companies, universities, and other entities over several fiscal years in their efforts to develop, demonstrate and commercialize advanced space technology. (Cabinet Office materials: <https://www8.cao.go.jp/space/committee/dai108/siryoku3.pdf> (in Japanese))



Event Overview

- NIHONBASHI SPACE WEEK 2024, Asia's largest space business event, will be held for the fourth time in the Nihonbashi area, which is becoming a center for companies and other organizations in the private sector, public sector, and academia, driving the space industry.
- This year's event will host numerous international public institutions, including the European Space Agency (ESA), alongside companies and other organizations. More than 100 Japanese and overseas companies and organizations will participate, with over 150 speakers taking the stage.
- The event will energize space business co-creation by providing insights into the latest space business trends and creating opportu

Event Details

During NIHONBASHI SPACE WEEK 2024, the forefront of the space business will gather in Nihonbashi for events such as “-EXHIBITION-,” an exhibition where over 60 space business organizations will exhibit, along with a diverse array of business conferences. Numerous space-related events are scheduled over the course of five days, with additional gatherings of related people planned across various locations in the Nihonbashi area.

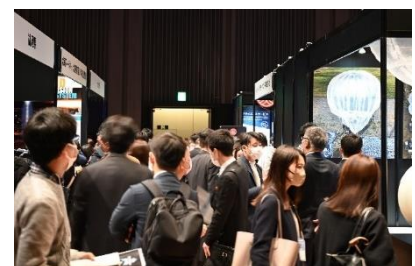
Location	11.18 mon	11.19 tue	11.20 wed	11.21 thu	11.22 fri
Nihonbashi Mitsui Hall [4F, COREDO Muromachi 1]	NIHONBASHI SPACE WEEK 2024 -EXHIBITION-			The Future of Space 2024	JAXA Dialog 2024 for Space Transformation
Muromachi Mitsui Hall & Conference [3F, COREDO Muromachi Terrace]	NIHONBASHI SPACE WEEK 2024 -CONFERENCE STAGE-			NIHONBASHI SPACE WEEK 2024	CNES/cross U Special Event
	NIHONBASHI SPACE WEEK 2024 -PRESENTATION STAGE-				
Nihonbashi Mitsui Tower Atrium [1F, Nihonbashi Mitsui Tower]	NIHONBASHI SPACE WEEK 2024 -SPACE PRODUCT DISPLAY-				
X-NIHONBASHI TOWER [7F, Nihonbashi Mitsui Tower]	CONSEO School 2024	International Symposium – Next Generation Astrochemistry 2024 By invitation only			
X-NIHONBASHI BASE [3F, Nihonbashi IT Building]	Open Access to Our Coworking Area *Details coming soon!			FUKUOKA SPACE TECH NIGHT in NIHONBASHI	NIHONBASHI SPACE WEEK 2024

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

NIHONBASHI SPACE WEEK 2024 -EXHIBITION-

An exhibition where the forefront of the space business gathers, with companies and organizations in the space business from Japan and overseas coming together under one roof. More than 60 organizations in the space business will be exhibiting, including overseas space agencies and startup companies, local governments, academia, and new corporate entrants into the space business.

Period: Monday, November 18 to Wednesday, November 20, 2024
 18th: 10:30-17:30, 19th: 9:30-17:30, 20th: 9:30-17:00
 * Public entry will be from 12:30 to 17:30 on the 18th, because a preview event for the media is scheduled.
 Venue: Nihonbashi Mitsui Hall, 5F, COREDO Muromachi 1,
 2-2-1 Nihonbashi Muromachi
 Admission: Free; pre-registration required
 Application: <https://nsw2024.peatix.com/>



【-EXHIBITION- Participating companies and organizations】



Profiles of Some Companies Exhibiting at NIHONBASHI SPACE WEEK 2024 -EXHIBITION-

1) Exhibits by major companies that are accelerating efforts in the space industry

Numerous major companies in non-space business sectors and other companies from different business sectors, including travel agencies, oil companies, and insurance firms, will be exhibiting at the event. In anticipation of the further development of the space industry, these companies are accelerating their activities in the space business, by, for example, promoting space development using ground-based technologies and services, and advancing collaboration and co-creation between companies.

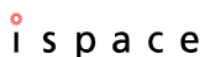


【Main corporate trends】

Idemitsu Kosan Co., Ltd.	Aims to develop and commercialize CIGS thin-film solar cells, which can be used in space, beginning with technologies developed through the manufacturing of ground-based solar cells. Harnessing its mass production technology and expertise, the company is advancing plans to develop large surface area, lightweight, and bendable solar cells in space, thereby paving the way for the supply of CIGS thin-film solar cells globally.
OBAYASHI CORPORATION	Promoting various space projects, including a space elevator and moon base construction using lunar surface materials (sand), as well as a multi-purpose lunar surface power generation tower. Notably, efforts are under way to begin construction in 2025 on the Space Elevator Construction Concept, which envisions a structure with a total length of 96,000 km linking Earth's surface and outer space, aiming for completion by 2050.
Tokio Marine & Nichido Fire Insurance Co., Ltd.	Embarked on co-creation activities related to the space risk solution business with JAXA in April 2024. Aims to create a safe and secure environment for businesses in the space industry by combining the company's track record in the space insurance industry and JAXA's technological risk management expertise. Also launched the SpaceMate space information website to communicate a wide range of information.
NIPPON TRAVEL AGENCY CO., LTD.	Signed a business alliance agreement in September 2024 with Innovative Space Carrier Inc. to conduct feasibility studies for a space travel business open to all. Leveraging its strengths in creating travel products and expertise in the development of transport systems, these studies have begun with the aim of commercializing by the 2030s safe, secure, and appealing space travel open to anyone.

2) Exhibits by numerous Japanese startup companies attracting international interest

Exhibitors include numerous startups attracting international interest, such as ispace, which plans to launch a private lunar exploration program as early as December 2024, and Astroscale, which became the world's first company to successfully perform space debris fly-around operations, aiming for a sustainable space environment.



【Main corporate trends】

ispace, inc.	A startup engaged in lunar resource development. Working as a group of three companies based in Japan, the U.S., and Europe, ispace plans to launch Mission 2, which seeks to achieve Japan's first soft lunar landing by a private-sector company as early as December 2024. The launch of Mission 3 is planned for 2026, followed by Mission 6 in 2027.
Astroscale Holdings Inc.	A startup engaged in on-orbit services, including space debris removal. In July 2024, ADRAS-J, a commercial debris removal demonstration satellite developed in-house, successfully performed fly-around observations of a large piece of debris (approximately 11 m in length, and 3 tons in weight), for the first time in the world, obtaining detailed images of the debris condition. In August 2024, the company received an order from JAXA for a space debris removal demonstration project valued at ¥12.0 billion.
Interstellar Technologies Inc.	Aims to realize a future in which anyone can reach space by providing low-cost, high-frequency space transport services. Its observation rocket MOMO became the first launched by a single domestic private-sector company to reach outer space. The company is currently developing the microsatellite launch rocket ZERO and is working towards providing Japan's first vertically integrated services covering rockets and satellites.
IWAYA INC.	This startup, headquartered in Ebetsu, Hokkaido, aims to realize near-space flights that will allow anyone to easily experience views of Earth and outer space. In July 2024, a crewed balloon flight in the stratosphere reached a maximum altitude of 20,816 m, the highest altitude ever for such a balloon flight. The company will conduct research and development using the stratosphere as its stage, aiming to "create a future yet to be seen" through new technology.

3) An increasing number of exhibits by overseas exhibitors, ranging from European and Asian government space agencies to startups from these regions

Eight organizations ranging from government space agencies to space startups from Europe and Asia will be exhibiting at the event. These exhibitors include the European Space Agency (ESA) and the Thai space agency GISTDA, along with Harwell Science and Innovation Campus, which is a space industry cluster supported the U.K. government; Kreios Space, an Estonian company that develops electric propulsion systems for satellites; and SENSmetry, a Lithuanian company that provides microsatellite solution services. Collaboration between Japanese and overseas companies in the space field will be encouraged.



NIHONBASHI SPACE WEEK 2024 -SPACE PRODUCT DISPLAY-

A special exhibit of large products developed in Japan will be held, featuring space probes, a stratospheric near-space flight balloon cabin, and satellites, all of which are attracting attention both in Japan and overseas. Anyone is free to view the exhibition during the period.

・Period: Monday, November 18 to Friday, November 22, 2024

・Venue: Nihonbashi Mitsui Tower 1F, Atrium



【Gigastar Co., Ltd.】

Large full-scale model of Asteroid Explorer Hayabusa2

A large full-scale model of Hayabusa2, the world's first spacecraft to successfully create an artificial crater on an asteroid surface and collect samples of subsurface material (width: approx. 5.2 m; height: approx. 3.7 m)



【ispace, inc.】

Full-scale model of RESILIENCE lander (lunar lander)

A full-scale model of the RESILIENCE lander, which is scheduled to be launched this winter as part of the private-sector lunar exploration program HAKUTO-R Mission 2 (width: approx. 2.6 m; height: approx. 2.3 m)



【IWAYA INC.】

Actual T-10 Earthair two-seater airtight balloon cabin

Actual balloon cabin used in a crewed flight trial that reached an altitude of 20 km in July 2024 in preparation for near-space balloon flights in the stratosphere (diameter: approx. 1.7 m)



【Axelspace Corporation】

Full-scale mode of microsatellite GRUS-1

Models of 100 kg microsatellites that make up the Earth observation platform AxelGlobe, which is currently operating as a constellation of five satellites.

NIHONBASHI SPACE WEEK 2024 -CONFERENCE STAGE-

This business conference for space-related organizations in the private and public sectors, as well as academia, will feature major figures from space-related industries discussing the latest trends and outlook for space.

Period: Monday, November 18 to Wednesday, November 20, 2024

Venue: Muromachi Mitsui Hall & Conference (3F, COREDO Muromachi Terrace)

Admission: Free; pre-registration required

Application: <https://nsw2024.peatix.com/>



Last year's conference

■ Monday, November 18



Current global space trends

13:00-13:30

The Japan Aerospace Exploration Agency (JAXA) presents its perspectives on the latest space trends in various countries.



Stage of cross U

13:30-14:00

This session will present the promotion of the space industry by the French space agency CNES and Harwell Science and Innovation Campus, an industry cluster supported by the U.K. government, as well as collaboration with and support for the private sector.



Stage of ESA

15:30-16:30

The European Space Agency (ESA) will present European space development trends, along with new challenges and opportunities in the space industry.

■ Tuesday, November 19

Space Tourism Initiative



Stage of SLA

10:00-11:00

A conference hosted by the Space Liner Association to create an environment that enables crewed space transportation to be provided as a private sector-led business, with the goal of establishing a new framework for crewed space transportation.



Exploring U.S.-Japan cooperation in the post-ISS era —Focusing on Japan-Florida relations—

13:00-14:00

This session will cover topics such as cooperation between the U.S. state of Florida and Japan in the space industry, as well as the Japanese government's initiatives in the sector, focused on the theme of the potential for using space stations in the post-ISS era.



Tohoku x Space —Discovery lies beyond the unknown—

15:00-16:00

This session will present examples of research and activities of universities, local governments, and startup companies active in the space field in the Tohoku region. The future outlook for "Tohoku x Space" business will be discussed.

**SPACE
PORT
JAPAN**

Space Port Summit 2024

17:00-19:30

Focusing on the theme of space ports, this session will discuss topics such as the latest trends, corporate activities, legislation, and regional revitalization, and will include a keynote address and panel discussion.

■ Wednesday, November 20



Latest data x Frontrunner —The reality of the growth of space startups—

10:00-11:00

This session will explore the reality of space startups using the latest COMPASS data, compiled from independent surveys of advances and trends in the overall space business.



Pioneering the future of the space business: Financial aid and model cases of business growth based on successful examples

13:00-14:00

This session will highlight the importance of financial aid in supporting the growth of space businesses and showcase model cases of business growth based on successful examples.



5th Session of CONSEO Climate Change Series Climate Change and International Cooperation

15:00-16:00

This session will discuss the types of international cooperation needed to address increasingly complex global environmental issues, featuring experts such as the ESA Director General as guest speakers.



The Appeal and Future of the Moon —Business acceleration and Japan's winning strategy—

17:00-19:00

How will Japan's lunar initiatives and technologies change society? The top leaders of industry, government, and academia will come together and discuss their vision for the moon.

NIHONBASHI SPACE WEEK 2024 -PRESENTATION STAGE-

Key personnel will directly present the latest initiatives and future activities of companies and other organizations gaining international attention, such as exhibiting companies participating in EXHIBITION and space-utilizing businesses in the Quasi-Zenith Satellite System Michibiki community.

Period: Monday, November 18 to Wednesday, November 20, 2024

Venue: Muromachi Mitsui Hall & Conference (3F, COREDO Muromachi Terrace)

Admission: Free; pre-registration required

Application: <https://nsw2024.peatix.com/>



Special Event by CNES and cross u

This special event will be hosted by the French national space agency CNES, the Embassy of France, and cross u. Experts from government, academic institutions, and industry will present ideas and innovative technologies required to live in space, such as space-based living quarters and transportation methods, as well as life support, health management, and food supply for astronauts.



Date: Friday, November 22, 2024

Venue: Muromachi Mitsui Hall & Conference

Admission: Free; pre-registration required

Organizer: CNES, Embassy of France, cross u

Application: <https://cnesxcrossu2024.peatix.com/>

Partner Event

<CONSEO School 2024>



Date: Monday, November 18, 2024

Venue: X-NIHONBASHI TOWER

Admission: Free; pre-registration required

Organizer: CONSEO (Consortium for Satellite Earth Observation)

Content: CONSEO School, a program that teaches participants about satellite data, was highly popular last year. This year's class will focus on the theme of synthetic aperture radar (SAR). This is a special opportunity for participants to learn how to use SAR satellite data with free admission.

<Innovators Under 35 Japan Summit in Nihonbashi>



Date: Wednesday, November 20, 2024

Venue: Nihonbashi Hall

Admission: Free; pre-registration required

Organizer: MIT Technology Review (Japan Edition)

Content: Innovators Under 35 is a global award hosted by MIT Technology Review to identify and support talented young innovators. Activities at this event will include presenting this year's recipients with Japan Edition awards and presentations by the recipients.

<Future of Space 2024 — Outlook for New Businesses and Risk Governance>



Date: Thursday, November 21, 2024

Venue: Nihonbashi Mitsui Hall

Admission: Free; pre-registration required

Organizer: Nikkei, Inc.

Content: Government officials, experts, and frontline businesspeople from various countries will gather to engage in discussions on topics such as the future outlook for the space business, policies to encourage participation from non-space industries, and measures to address space risks.

<FUKUOKA SPACE TECH NIGHT in NIHONBASHI>



Date: Thursday, November 21, 2024

Venue: X-NIHONBASHI BASE

Admission: Free; pre-registration required

Organizer: Fukuoka pref. Space Business Network (Fukuoka Prefecture)

Content: Kyushu is an advanced hub for the space business. Fukuoka Prefecture, located in Kyushu, boasts thriving automobile and semiconductor manufacturing industries. Leveraging the technological expertise developed in these industries, numerous companies and startups are aiming to develop space-related businesses. This session will feature pitches and networking opportunities from Fukuoka Prefecture-based companies that are gaining attention.

<JAXA Dialog 2024 for Space Transformation>



Date: Friday, November 22, 2024

Venue: Nihonbashi Mitsui Hall

Admission: Free; pre-registration required

Organizer: Japan Aerospace Exploration Agency (JAXA)

Content: This event will present various JAXA programs aimed at promoting the space industry, along with the current status of the newly launched Space Strategy Fund to accelerate space transformation. The Space Strategy Fund will be examined in a panel discussion, while taking questions from the audience at the venue.

Overview of NIHONBASHI SPACE WEEK 2024

Period: Monday, November 18 to Friday, November 22, 2024

Venue: 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)

Organizer: cross U

Co-organizer: Mitsui Fudosan Co., Ltd.

Sponsors: Japan Aerospace Exploration Agency (JAXA)

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>
Held at various locations in the Nihonbashi area



■ Mitsui Fudosan's Initiatives for Space-Related Industry Creation

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 the local community. A key strategy of the plan is “industry creation,” which supports the development of industries through neighborhood creation. Since 2019, Mitsui Fudosan has been working on space industry creation. In 2023, cross u was founded by Mitsui Fudosan and other parties involved in the space business, and it has since been advancing its activities.

■ 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. In addition to 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 that transcend organizational boundaries among players in diverse industries, 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.



■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

【References】・Group Management Philosophy and Long-Term Vision

<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>

・Group Materiality

https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

* The initiatives outlined in this release are designed to help address the following two Sustainable Development Goals (SDGs).

