

April 23, 2012  
Future Design Center Incorporated Association  
TX Entrepreneur Partners  
Division of University Corporate Relations, The University of Tokyo  
Chiba Prefecture  
Mitsui Fudosan Co., Ltd.

**Asian Entrepreneurship Awards  
International Business Contest in Japan  
Brings Together Next Generation of Young Entrepreneurs from Asia  
Inaugural Award Competition to be Held May 9–11  
18 Startups from 12 Countries Nominated to Present Their Business Plans**

The Future Design Center, TX Entrepreneur Partners, The University of Tokyo's Division of University Corporate Relations, Chiba Prefecture, and Mitsui Fudosan Co., Ltd. are pleased to announce the launch of Asian Entrepreneurship Awards, a business competition in which startup companies from countries and regions across Asia will gather at Kashiwanoha Campus, a district created by cutting-edge urban planning for new industry creation. The 2012 Awards Conference will be held over the three-day period from May 9 – 11, 2012 in the district, which is located in Chiba Prefecture's Kashiwa City.

By inviting to Japan technology startups from major Asian countries and regions with a passion to change the world through innovation, Asian Entrepreneurship Awards will serve as the cornerstone for an innovation creation center which attracts entrepreneurs, venture capitalists, business incubators, and mentors not only from Asia, but from across the entire globe. This Japan-led project aims to create innovation that links all of Asia.

The Nominating Committee, chaired by Professor Shigeo Kagami, Division of University Corporate Relations, The University of Tokyo and primarily comprises university faculty and business incubators from countries and regions throughout Asia, has nominated 18 companies to take part in the 2012 Asian Entrepreneurship Awards competition. On May 10, participating startups will work with venture consultants with a great deal of business experience to polish their competition presentations. On May 11, the presentations will be given in English in front of an extended audience made up of venture capitalists, private investors, entrepreneurs, and students who hope to start their own businesses in the future. Presenters will move through the semi-finals to the finals with First Prize (3 million yen), Second Prize (1.5 million yen) and Third Prize (500,000 yen) awarded.

The teams of entrepreneurs that participate in this competition will come away with more than just the prize money. The global business perspective and international networking to be gained at Asian Entrepreneurship Awards are invaluable assets to the future growth of a startup. The awards will offer a stimulating and valuable experience for motivated entrepreneurs from Asia to learn from and inspire each other. We hope that participating entrepreneurs will come away from the competition with a strong sense of confidence that will help them overcome any number of difficulties that they may face going forward with their startups.

**For inquiries from general public:**

AEA Logistics Secretariat (at ICS Convention Design, Inc.)  
Tel: +81 3 3219 3541 Fax: +81 3 3219 3577 Email: aea@fdc.or.jp

**For inquiries from members of the press:**

AEA Logistics Secretariat Public Relations Center (at PRAP Japan, Inc.)  
Contact: Ai Kanda Tel: +81 3 4580 9104 Fax: +81 3 4580 9130 Email: aea-pr@ml.prap.co.jp

## (1) Asian Entrepreneurship Awards 2012 Conference Outline

Name: Asian Entrepreneurship Awards 2012

Dates: May 9 (Wed) – 11 (Fri), 2012

Location: Kashiwanoha Campus, Kashiwa City, Chiba ( <http://www.fdc.or.jp/aea/eng/venue.html> )

Criteria for Nomination:

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|---|--|
| 1) Established less than five years ago | 3) Technology startup                          |
| 2) Not listed on public stock exchange  | 4) Recommended by Nominating Committee Members |

Award Procedures:

- 1) Nominating Committee (Committee Chairman: Shigeo Kagami, Professor at University of Tokyo), composed primarily of university faculty and business incubators from Asian countries and regions, reviews submissions and nominates companies to participate in competition.
- 2) Judge panel (Chief Judge: Masaru Murai, President, TX Entrepreneur Partners) conducts impartial review of presentation content from nominated startups.
- 3) Semi-finals held with startups giving ten-minute presentations on their businesses. The six top-placing companies go on to compete in the Finals.
- 4) Finals held with startups giving 15-minute presentations. Top-placing companies will be selected for the First Prize, Second Prize, Third Prize, and the Chiba Prefecture Governor's Prize.

Standards for Review:

- 1) Innovativeness / Economic and Social Impact of the Business (To what extent the business will change the world, Scalability of the Business)
- 2) Implementation Capability of Innovation (Competitive Advantages, Management Team, Overall Consistency of the Business Strategies, Communication Skills including Presentation itself)

Awards:

First Prize: 3 million yen in prize money, three-year free tenancy in Tokatsu Techno Plaza, additional prizes  
Second Prize: 1.5 million yen in prize money, additional prizes  
Third Prize: 500,000 yen in prize money, additional prizes  
Chiba Prefecture Governor's Prize: Three-year free tenancy in Tokatsu Techno Plaza

\* Each award will be presented to one company only.

\* Tokatsu Techno Plaza is an incubation facility on Kashiwanoha Campus in Kashiwa City, Chiba Prefecture.

Open Programs:

Some programs are open to the general public. Register to attend online:

<http://www.fdc.or.jp/aea/eng/index.html>

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Host:	Future Design Center Incorporated Association
Co-Hosts:	TX Entrepreneur Partners; Division of University Corporate Relations, The University of Tokyo; Chiba Prefecture, Mitsui Fudosan Co., Ltd.
Special Sponsors:	Japan Society for the Promotion of Machine Industry, Sumitomo Chemical Company, Limited
Sponsors:	Intel Corporation, Hewlett-Packard Company, Kikkoman Corporation, TOKYO AIM, Inc., SHUI ON GROUP, Ernst & Young ShinNihon LLC, The Chiba Bank, Ltd., Accenture Japan Ltd, e-solutions, inc, The University of Tokyo Edge Capital Co, Metropolitan Intercity Railway Company
Partners:	Minister of Economy, Trade and Industry, Kashiwa City, Tsukuba City, Tokyo Metropolitan Small and Medium Enterprise Support Center, National Institute of Advanced Industrial Science and Technology (AIST), The Kashiwa Chamber Of Commerce and Industry, The Japan Academic Society for Ventures and Entrepreneurs (JASVE), Japan Venture Capital Association (JVCA), Japan New Business Conferences (JNB), Venture Enterprise Center, Association for Technological Excellence Promoting Innovative Advances (TEPIA)

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## **(2) Asian Entrepreneurship Awards 2012 Program (Subject to change)**

### **May 9 (Wed) — Main Venues: Urban Design Center Kashiwanoha, The University of Tokyo Kashiwa Campus**

- 9:15 Welcome to AEA - Introduction (Urban Design Center Kashiwanoha)
- 9:45 Tour of Kashiwanoha Smart City
- 13:00 Tour of University of Tokyo Kashiwa Campus
- 15:00 Tour of Kikkoman Soy Sauce Museum and Factory

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- 18:30 Welcome Dinner (Noda City)

\* The program on May 9 is limited only to nominated startups and authorized personnel involved with the awards competition.

### **May 10 (Thu) — Venue: Sawayaka Chiba Kenmin Plaza**

- 10:00 Host Greeting: Hiroshi Komiyama, Advocate/Top Advisor at Future Design Center, Chairman of Mitsubishi Research Institute, Inc., Former President of the University of Tokyo
- 10:30 Featured Speech: The Honorable John V. Roos, Ambassador of the United States of America to Japan  
Keynote Speech: Yuzaburo Mogi, Honorary CEO and Chairman of the Board, Kikkoman Corporation
- 11:30 Poster Session  
Nominees will give an overview of their startup's business in poster presentations.
- 13:30 Mentoring Session (\*Invitation only)  
Nominees will be mentored by venture consultants with a great deal of business experience and will use this advice to prepare their presentations for the following day.
- 16:15 Panel Discussion  
Moderator: Shigeo Kagami, Professor of the University of Tokyo, Nomination Committee Chairman of AEA' 12

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- 19:00 Networking Dinner at Mitsui Garden Hotel Kashiwa (\*Invitation Only)

### **May 11 (Fri) — Venue: Tokatsu Techno Plaza**

- 09:30 Semi-finals  
Presentations by the nominated startups (10 minutes per company)
- 13:30 Finals  
Presentations by the six winners from the semi-finals (15 minutes per company)
- 17:00 Cultural Encounter
- 17:30 Awards Announcement

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- 19:00 Award and Farewell Reception (Invitation Only) at Mitsui Garden Hotel Kashiwa (\*Invitation Only)  
Summary of competition, commendations and speeches by prizewinners, photo session, etc.

#### **Note to members of the press**

The press is invited to cover the May 9 – 11 award competition programs in its entirety (including events not open to the general public). Members of the press wishing to cover these events should contact the secretariat below for advance registration.

AEA Logistics Secretariat Public Relations Center (at PRAP Japan, Inc.)

Contact: Ai Kanda    Tel: +81 (0)3 4580 9104    Fax: +81 (0)3 4580 9130    Email: [aea-pr@ml.prap.co.jp](mailto:aea-pr@ml.prap.co.jp)

### (3) Asian Entrepreneurship Awards 2012 — List of Nominated Companies

No	Company Name Location	Representative Industry
1	Beijing 3Hipc Technology Co., Ltd. China (Beijing)	Juanyong ZHANG Energy saving and environmental protection
2	Notemate China (Beijing)	Shuaiguo Wang Internet / Education
3	PSP Security Co. Ltd. Hong Kong (New Territories)	Ian Kwan Biometrics security
4	Ecolibrium Energy Private Limited India (Ahmedabad)	Chintan Soni Energy / CleanTech
5	MeshLabs Software Private Limited India (Karnataka)	Shantanu Gudihal Text analysis software
6	Vibrasindo Inc. Indonesia (East Jakarta City)	Haitham Sungkar Monitoring System / Integrator, Testing / Measuring Service, Upgrade / repair Service
7	REEVO Inc. Japan (Fukuoka)	Ryoma Matsuo System development, Advertising agency, Car rental
8	AETech Corporation Japan (Tokyo)	Hiroshi Sasaki LED semiconductor
9	Learn Ever (to launch soon) Japan (Tokyo)	Satoshi Okuda IT services, social learning platforms
10	Quality eXperience Design Co., Ltd. Japan (Tokyo)	Keiji Ota Visual Information production and Consulting
11	Smart Solar International Inc. Japan (Tokyo)	Takashi Tomita Solar Energy
12	Agro Science Resources Malaysia (Selangor)	Raja AINI Raja Abd Rahman Biotechnology
13	Neugent Technologies Philippines (Pasig)	David R. Cruz III Electronics R&D, manufacturing, software development
14	Clearbridge BioMedics Pte Ltd Singapore (Technopreneur Centre)	Johnson Chen Medical devices
15	Nowprofile.inc South Korea (Seoul)	Dong-Hyeung Lee Internet (web, smart phone), Location based social networking service
16	WorkLohas Technology Co., Ltd. Taiwan (Taipei)	George Chiu IT
17	Flexoresearch Group Co., Ltd. Thailand (Pathum Thani Province)	Paijit Sangchai R&D in Pulp / Paper / Printing / Packaging / Waste recycling industries
18	Telehouse International Vietnam Vietnam (Hanoi)	Dao Vu Long High quality data center business in Vietnam

\* Nominees listed in alphabetical order of location and company name

## **(4) Asian Entrepreneurship Awards 2012 — Nominating Committee Members**

### **CHINA**

**Guan Huang**, Acting Director, Academic & Entrepreneur Department of Youth League, Peking University  
**Jie Ni**, Deputy Director, Youth League of Tsinghua University

### **HONG KONG**

**Anthony Tan**, Chief Executive Officer, Hong Kong Science and Technology Parks Corporation

### **INDIA**

**G. Sabarinathan**, Associate Professor in the Finance and Control Area at Indian Institute of Management Bangalore, and Chairperson of NS Raghavan Centre for Entrepreneurial Learning (NSRCEL)  
**Suresh Kumar**, General Manager, PSG-STEP

### **INDONESIA**

**Totok Hari Wibowo**, The Coordinating Ministry for Economic Affairs of the Republic of Indonesia

### **JAPAN**

**Shigeo Kagami**, Nominating Committee Chairman

Professor, General Manager – Science Entrepreneurship & Enterprise Development (SEED), Division of University Corporate Relations, The University of Tokyo

**Tsuyoshi Sakamoto**, President, Kyushu TLO Company, Limited

**Makoto Sarata**, Assistant Manager of New Enterprise Promotion Div, Advanced Scientific Technology Management Research Institute of Kyoto

**Kensei Sumita**, Associate Professor UIC, Osaka University Office for University-Industry Collaboration

**Mariko Tamura**, Visiting Professor, Project Research Institutes, Comprehensive Research Organization, Waseda University

### **MALAYSIA**

**Ahmed Razman Abdul Latiff**, Head of Business Processes and Entrepreneurship Training, Graduate School of Management, Universiti Putra Malaysia

### **PHILLIPINES**

**Antonio Mendoza Del Carmen**, Program Director / Professor, Master in Entrepreneurship, Ateneo de Manila University Graduate School of Business

### **SINGAPORE**

**Poh Kam Wong**, Professor and Director, National University of Singapore (NUS) Entrepreneurship Centre

### **SOUTH KOREA**

**Gyewan Moon**, Full Professor, School of Business Administration, Kyungpook National University

### **TAIWAN**

**Chao-Tung Wen**, Professor, Graduate Institute of Technology & Innovation Management, National Chengchi University

### **THAILAND**

**Edward Rubesch**, Director, IMBA Program, Thammasat University

### **VIETNAM**

**Thuy Thu Nguyen**, Dean of Faculty of Business Administration, Trade University

\* Members listed in alphabetical order of country/region name and family name

## (5) About Asian Entrepreneurship Awards

Innovative business startups that create new industry and employment opportunities provide a driving force capable of breaking through societal inertia and leading to economic growth. Despite its large number of global cutting-edge technologies and patents, held primarily by universities and research institutions, and abundance of venture opportunities, the ratio of business startups in Japan is still low. In order for Japan to take the initiative in the global economy, it is essential that a socio-cultural climate that promotes and supports entrepreneurship is fostered and that ways are found in the future to reach out to entrepreneurs not only in Japan, but also throughout Asia, a region currently undergoing remarkable growth.

It is against this backdrop that Asian Entrepreneurship Awards was established to provide an opportunity to bring together in Japan motivated entrepreneurs from major countries and regions across Asia and to introduce innovation creation projects to the world. In addition to the entrepreneurs, this award competition welcomes the participation of academic and research institutions, private companies, venture capitalists, angel investors (private investors) and others from around the world who educate entrepreneurs and support venture projects. The awards will help build an “ecosystem” that gives rise to and fosters venture companies in a constructive chain reaction.

Asian Entrepreneurship Awards competition will be held at Kashiwanoha Campus in Kashiwa City, Chiba Prefecture. Home to academic and research institutions, incubation facilities, cutting-edge technologies, and the best talent available, the district has a level of innovation potential rarely seen even in Japan. An urban planning project designed to make the district a base for creating new industry has been implemented through the cooperation of the private, public, and academic sectors, and it was selected in December 2011 to be one of “future cities” under the government’s “FutureCity” initiative. There were five cities selected outside of the disaster-stricken Tohoku region, and Kashiwanoha Campus is one of them.

The Cabinet Office provides support for Asian Entrepreneurship Awards as part of this governmental initiative to build eco-future cities in Japan. In addition, the Japanese Ministry of Economy, Trade and Industry and the US Department of State agreed in the U.S.-Japan Dialogue to Promote Innovation, Entrepreneurship and Job Creation held on January 26, 2012 that promoting business startups, encouraging transnational networking, and providing the needed support at the government level are all important to ensuring the type of collaboration that will increase economic opportunities for both countries. Both governments acknowledged this initiative as being one of the recent cooperative initiatives implemented toward these ends, and as part of this, the Honorable John V. Roos, Ambassador of the United States of America to Japan, will give the featured speech at these Asian Entrepreneurship Awards competition.



Future image of Kashiwanoha

## **About the Host**

### **Future Design Center Incorporated Association (FDC)**

Website: <http://www.fdc.or.jp/>

A think tank established in July 2009, Future Design Center (FDC) brings together the most advanced talent and technologies from Japan and around the world to address a variety of issues, including the environment and resources, food supply, medical care, and education, and to provide state-of-the-art models for practical and concrete solutions to these problems. Entrepreneurs with foresight, ambition, and the ability to get things done are critical in the fields related to the FDC mission. The Center has organized Asian Entrepreneurship Awards to call attention to the activities of those entrepreneurs who are boldly taking up the challenges of this type of innovation, as well as to lay the foundation for developing human resources and creating an environment that will reinforce the Asian economy in the future.

## **About the Co-Hosts**

### **TX Entrepreneur Partners (TEP)**

Website: <http://www.tepweb.jp/e/index.html>

TX Entrepreneur Partners (TEP) is a voluntary support organization for the activities of entrepreneurs and business startups that operate along the Tsukuba Express rail line. TEP collaborates with local universities, research institutions, government entities, private enterprises, and individuals to build a network to support sustainable ventures. The organization sponsors Asian Entrepreneurship Awards to provide entrepreneurs with an opportunity to broaden their perspectives beyond their own countries or regions and take a bigger view to include all of Asia and the world, while also fostering the environment needed to foster entrepreneurship in the area along the Tsukuba Express rail line.

### **Division of University Corporate Relations, The University of Tokyo**

Website: <http://www.ducr.u-tokyo.ac.jp/en/>

The University of Tokyo's Division of University Corporate Relations aims to effectively give back to the local community through the research generated at the University of Tokyo by providing support for the entire intellectual property process from its discovery, evaluation, management and application through the starting of businesses and commercialization. In the area of support for business startups and university-originated ventures, the division implements a wide range of activities; in addition to business startup consultation, incubation projects, and a program that nurtures and trains student entrepreneurs, the division is also involved in funding business startups through University of Tokyo Edge Capital Co., Ltd., a corporate body established to promote transfers of the university's technology. The Division of University Corporate Relations is committed to fostering a culture of business startups and entrepreneurship, and by sponsoring Asian Entrepreneurship Awards aims to encourage even greater business startup activity and more university-generated business ventures.

### **Chiba Prefecture**

Website: <http://www.pref.chiba.lg.jp/>

Conveniently located next door to Tokyo and home to Narita International Airport, a hub that links Japan to the rest of the world, Chiba Prefecture has attracted a great deal of talent, which, along with its location adjacent to the nation's capital, gives the area amazing potential. The area along the Tsukuba Express rail line thrives with the University of Tokyo Kashiwa Campus and other academic and research institutions, as well as companies operating in such fields as IT and biotechnology. The prefecture has undertaken a number of initiatives designed to create new industry, promoting research and development linking industry and academia with the Tokatsu Techno Plaza incubation facilities and other institutions. By bringing together the best entrepreneurs and venture supporters from Japan and overseas at Asian Entrepreneurship Awards, Chiba Prefecture hopes to attract more business ventures and startups and solidify its position as a base for innovation and initiative.

### **Mitsui Fudosan Co., Ltd.**

Website: <http://www.mitsui-fudosan.co.jp/kashiwanoha/e/>

As outlined in its Group statement, Mitsui Fudosan Co., Ltd., is committed to "bringing affluence and comfort to urban living," focusing on urban and residential planning that builds attractive communities. The company's urban planning at Kashiwanoha Campus is developing its "Smart City" concept based on three key elements: coexisting with nature, health and longevity, and the creation of new industry. The project is currently underway at District 148 adjacent to the train station to create a lushly green, creative office environment that will serve as a base for entrepreneurs. Mitsui Fudosan sponsors Asian Entrepreneurship Awards as part of its focus on the creation of new industry.