

Q1. Has there been much uptake of Canadian fintech in Japan? Are there specific fintech trends that have been on the rise there?

- Canadian Fintech firms are almost unknown to Japan.
- As to the list of foreign fintech firms that have traction in Japan, one of the Embassy of Canada in Japan trade section's partners JIAM offers a non exclusive list: <https://jiam.tokyo/fintech-square/#esq>

Q2. Are you expecting participation of major banks in Japan? Canada has a few reputable fintech companies that target either retail banks or even investment banks along with wealth managers.

- We will certainly request the participation of major banks in Japan.
- How many of them and the level of the participation of each bank will mainly depend on the quality of the list of Canadian Fintech companies that we will get (as you can see in the invitation, we will select 10 Canadian Fintech companies in the first week of November).

Q3. You mentioned Finolab and Fintech Association of Japan as supporters of the program. What are their roles and are there more partners you're thinking of?

- Both Finolab and Fintech Association will help us recruit Japanese target participants among their members and contacts.
- Both of them will participate as mentors during our Canadian Fintech pitch session on Jan. 12.

Q4. Are there some main fintech areas that you think might gain traction?

- Fintech Market opportunities in Japan are described in the attached MS document: main 5 opportunities areas in Japan are:

Financing (money lending)

- Social financing (linking lenders and borrowers over the internet (existing players in Japan: [SBI Social Lending](#), [Maneo](#), [Crowdcredit](#) [CrowdRealty](#))
- Online financing (case by case decision on max amount allowed and interest rate to be applied based on data uploaded over the cloud (existing players in Japan: [Freee](#), [MoneyForward](#))
- AI financing (financing based on calculation of trustworthiness of borrowers based on collected data (existing players in Japan: [J-Score](#), [Altoa](#))

Investment- wealth management

- Investors-wealth holders to input their objective and the level of risk that they accept to take over the internet so that financial services propose and create suitable portfolio (existing players in Japan: [MoneyDesign](#), [WealthNavi](#), [FOLIO](#))

Blockchain

- Blockchain platform: linking Peer2Peer networks to register and authenticate the transfer of the right and the ownership (existing players in Japan: Soramitsu, Nayuta, Chaintope, Zerobillbank, CurrencyPort, Omise)
- Blockchain cryptocurrency: exchange, remittance & payment services (existing players in Japan; bitFlyer, Liquid, Coincheck, DeCurret)

Household expenses recording (existing players in Japan : MoneyForward, BearTail, MoneyTree, Zaim, MonsySmart)

Internet security enhancement (existing players in Japan :BankGuard, Authlete)