

Oct. 12, 2020

## **Fintech Canada Entry to Japan Program**

The Canadian Trade Commissioner Service in Tokyo, in collaboration with Toronto Finance International (TFI), Provincial Governments - Ontario HQ and Japan Office, Quebec, Alberta and BC Japan offices, is inviting Canadian FinTechs from across the country to participate in a virtual business mission to Japan.

The mission will help your FinTech company expand into the Japanese market and discover export opportunities through a pre-mission pitch session and curated B2B programming.

The program is free but the participating companies will be selected on a competitive basis.

**To apply, please complete the application form (Excel sheet; concise bullet style input required) and send it to [Kojiro.ichikawa@international.gc.ca](mailto:Kojiro.ichikawa@international.gc.ca) at the Embassy of Canada in Japan by Friday 30th of October, 2020.**

### **Timeline:**

#### First week of Nov.

10 companies will be rated and selected based on following criteria:

- Advantages over competing products
- Product fit to Japanese market's need
- Target and first steps in Japan
- Track record of success in North America
- Management team's endorsement for expansion to Japan

#### Nov. 9

Each of the selected companies will be requested to prepare, to complement the information already supplied, an info-package including:

- 5 to 6 slides presentation document with narration notes in plain English (this presentation document will be uploaded on the virtual B2B platform and will be used during the pre-mission pitch session on-line), and
- Short messages on: (1) ideal profile of Japanese interlocutors to meet (2) "what's in it?" for them (3) suggested first steps and who does what in 2021.
- Additional one pager to cover some other specific points if necessary.

The info-package must be submitted to [Kojiro.ichikawa@international.gc.ca](mailto:Kojiro.ichikawa@international.gc.ca) by Nov. 27.

#### **The week of Dec. 8-13**

Concise information on each of the 10 companies will be uploaded on the virtual B2B platform (at the same time, the complete info-packages will be sent to a translation company; the translation will become available by the end of the first week of Jan.).

### **Dec. 14**

Launch of the B2B platform for Japanese target contacts to register.

From then on, the program organizing team will encourage director- working level representatives from Japan's banks, securities and financial organizations, Fintech solution integration & distribution partners to register and participate in the program.

### **Jan 4 to 26**

During this period, the platform will enable all the registered participants to view and search profiles to identify companies of potential interest. Once both parties agree to meet, their 30 minute online face-to-face meeting appointments will be confirmed automatically by the platform. TOKYO team will carefully monitor the progress and encourage/intervene as needed to ensure that each Canadian company has 3 to 5 specific target meetings at least.

### **Wed. Jan.13, 9:30 -11:00 AM JST**

### **Tue. Jan. 12, 7:30 - 9:00 PM EST / 5:30 to 7:00 PM MST / 4:30 to 6:00 PM PST**

#### **Pre-mission pitching session**

In order to maximize the buy-in of Japanese contacts in preparation for the B2B days, this webinar session will be carried out over the same virtual platform to be used for the B2B days.

- 90 minutes.
- MC by Tokyo.
- Audience will be muted but could send questions and comment with the chat function; after the session, the program team will follow-up with the chat record.
- For those who could not physically attend the session, the record of the entire session will be available over the platform.

#### **Agenda:**

- Canadian Fintech Capabilities overview (10 to 15 minutes)
- Each of the 10 Canadian companies will pitch for 5 minutes (around 60 minutes in total)
- Introduction of Finolab and Fintech Association of Japan representatives (supporters of this program); each Canadian company can ask at least one quick question on-line; the chat function of the platform will be available for additional questions (the program team to follow-up after the session)

## **Jan. 27, 28 and 29**

### **Canada-Japan Fintech B2B days (virtual)**

Over the 3 days, participants will meet over the platform's virtual conference room.

Considering the time difference, 30-minute time slots over 5 hours in total will be available in the morning and in the evening (i.e. 10 time slots in total each day).

- EST 7:00 to 9:00 AM; MST 5:00 to 7:00 AM; PST 4:00 to 6:00 AM = JST 9:00 to 11:00 PM (4 time slots), And
- EST 7:00 to 10:00 PM; MST 5:00 to 8:00 PM; PST 4:00 to 7:00 PM = JST 9:00 to noon (6 time slots)

### **Contact:**

#### **Mr. Kojiro ICHIKAWA**

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