

SME Policy

Providing support for SMEs in their business operations from multiple angles

We encourage collaborations between startups and corporations, as well as industry-academia-government partnerships. We also promote technological advancements and the application of intellectual properties while upgrading the business environment, including that of finance and taxation.

#InnovationPromotionOffice #MeetUpChubu #startups

Toward the creation of innovation that leverages regional strengths

In partnership with the Central Japan Startup Ecosystem Consortium (Aichi Prefecture, Nagoya City, Hamamatsu City, among others) and other regional stakeholders, we support the growth of startups, facilitate collaborations between corporations and startups, and support the development of intellectual property strategies for these startups. Moreover, in September 2022, we launched “Meet up Chubu,” an open innovation platform that helps stakeholders search for partners for the social implementation of cutting-edge technologies and foster new partnerships. We hold a pitch event every two weeks, where research institutions such as universities and companies, including startups, present their technological seeds, technological issues, and partnership needs. By connecting participants, they create new collaborative projects in succession.



▲ Giving a presentation at Meet up Chubu



▲ Special website for Meet up Chubu



▲ Giving a pitch at Meet up Chubu



▲ Nagoya Innovator's Garage, the venue for Meet up Chubu

What is the Central Japan Startup Ecosystem Consortium?

The Central Japan Startup Ecosystem Consortium is one of the nation's four Startup Ecosystem Global Base Cities appointed by the cabinet to develop a Japanese model of a startup ecosystem.

#IndustrialPromotionOfficeHokurikuBranch #StartupSupport

Initiatives for Supporting Startups in the Hokuriku Region

Producing new business owners or entrepreneurs is a crucial initiative to revitalize the region and secure employment. The Hokuriku Startup Support Network, an inter-prefectural initiative comprised of startup support staff and organizations from municipalities in Toyama and Ishikawa Prefectures, hosts lectures by key persons involved in startup support and community development in the Hokuriku region and beyond, as well as workshops to discuss startup support. By providing opportunities for municipalities and relevant institutions to exchange ideas, we encourage the entire Hokuriku region to enhance its startup support skills and share know-how. The aim is to make the Hokuriku region the chosen destination of human resources aspiring to become entrepreneurs.



▲ Hokuriku Startup Support Network: Group work

Promoting New Businesses Through the Utilization of Intellectual Property

By hosting intellectual property (IP) seminars, linking businesses with IP, and providing accompanied support toward IP and design management, we endeavor to promote the widespread understanding of IP systems and encourage the strategic utilization of intellectual property owned by SMEs. These initiatives are conducted based on the Chubu IP Strategy Promotion Plan established by the Chubu IP Strategy Headquarters, which consists of experts and stakeholders from regional companies and IP-related institutions.

From FY2023, we have been encouraging companies based in the Chubu region to carry out new business developments that adapt to the changing business landscape.

This is being done by implementing accompanied support to promote IP management and utilization, and facilitating co-creation and collaborative assistance through the matching of businesses with IP.



▲ Devising a design management strategy



▲ IP Business Matching Guidebook

Supporting the Research & Development and Commercialization of SME Manufacturers

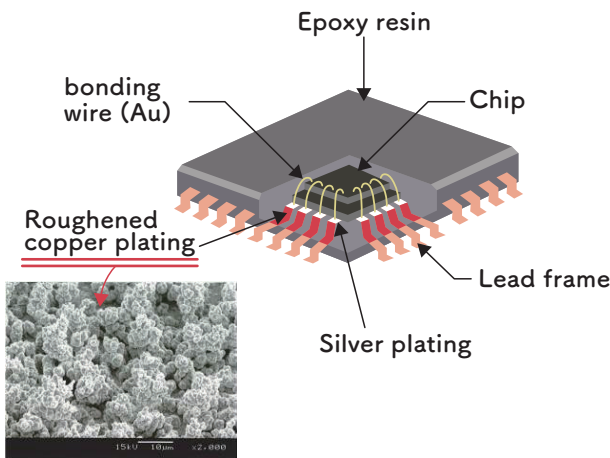
In a bid to strengthen the global competitiveness of our nation's manufacturing and service industries, we employ the subsidized Go-Tech Project to support initiatives for research and development and prototype development and for the exploration of new distribution routes with high potential for commercialization that are being undertaken by SMEs in collaboration with universities and research and development institutions such as public testing laboratories. Now, to find solutions for SMEs struggling in their commercialization efforts, we organize seminars where SMEs learn about hands-on assistance through partnerships with relevant entities, matching events with major corporations and business partners, and effective methods that help companies and their supporters commercialize their research results.



▲ Seminar for the resolution of issues toward commercialization

Examples of Subsidized Project Utilization

Operation malfunction due to the peeling of packaging resin from the IC lead frames has become a problem, especially with on-vehicle semiconductors, giving rise to the demand for lead frames that do not easily get peeled from the resin. Under this research project, we established a roughened copper plating technology using copper and developed a lead frame with higher resin adhesion capabilities through the formation of particles with excellent physical anchor effects.



▲ Lead frame (Photo courtesy of Nichiden Seimitsu Kogyo Co., Ltd.)

Exploring New Markets Through Business Strategies Utilizing Standardization

Standardization is a system in which a set of arbitrary rules concerning a product's compatibility, quality, performance, safety, and other matters are established by an agreement among the parties involved through the commonization of shapes and units and the unification of testing and evaluation methods. Standardization also involves the diffusion of such rules or standards. For example, if a company can standardize a testing method that enables the proper evaluation of the superior performance of its new products or technologies as a Japanese Industrial Standard (JIS), it will allow them to evaluate and compare the products and technologies of the entire industry using the same standard of measurement. With this, the company will be able to promote its competitive advantages and pave its path to new markets. We are dedicated to spreading public awareness of business strategies that utilize standardization and to promoting support programs that enable even SMEs to establish JIS.



Example of JIS established through the utilization of support programs

JIS B 8 451-1 Performance testing method for service robots

Chapter 1: Shock absorption-type contact sensing exterior cover

Summary: Service robots require a safety feature that automatically stops them when an unexpected collision with a person or other object has occurred. This JIS establishes a testing method to evaluate contact sensor performance and shock absorbing performance that enable the robot to stop its movement upon sensing contact using only a few sensors.

▲ Example of the application of a contact sensing cover (Patrol robot) (Photo courtesy of Mie Robot Exterior Technology Laboratory Co., Ltd.)

Enhancing the Business Environment for SMEs

We are working to enhance the business environment for SMEs from various angles, including responding to management consultation requests from SMEs, providing access to funding, improving business operations, facilitating business succession, and supporting measures for disaster prevention and mitigation.

Moreover, we cooperate with the Yorozu Support Centers, SMEs, accredited support agencies for business innovation, regional financial institutions, and other support organizations to promote and spread awareness about our initiatives.

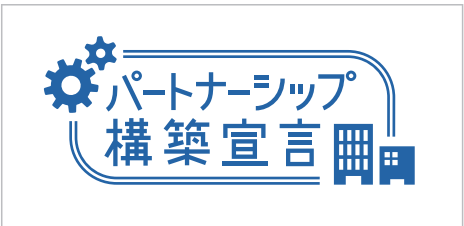


▲ Consultation by a specialist at the Yorozu Support Center (Photo courtesy of Gifu Prefecture Yorozu Support Center)

Promoting Cost Pass-Through and Fair Transactions

We are engaged in promoting fair subcontracting transactions and improving the trading terms and conditions for SMEs and the entire supply chain by conducting site visit interviews led by investigators to understand the trading status with the parent companies, and in providing guidance and advice to parent companies based on on-site inspections conducted under the Act Against Delay in Payment of Subcontract Proceeds, etc. to Subcontractors.

Furthermore, we aim to enhance the overall value of the entire supply chain and foster mutually beneficial relationships with trading partners. We will endeavor to work toward promoting and expanding the "Declaration of Partnership Building," a system where representatives of ordering parties declare their commitment in their names, by collaborating with local governments and relevant entities. Meanwhile, we will utilize workshops and seminars to encourage price negotiations and cost pass-through to achieve the ultimate goal of enhancing the profitability of SMEs.



▲ Declaration of Partnership Building logo