

Potential of University born Start-Ups in Developing/Emerging Countries

September 8th 14:00-15:40 (Japan Time)

Fully Online

1. Background

There is much expectation from the public to the Higher Education Institutions in developing/emerging countries to not only conduct education and research and to strengthen the Research & Development (R&D) ability, but also to provide solutions toward the social issues we are currently facing. In this regard, it is identified that University born startup is a key driver for achieving the Sustainable Development Goals (SDGs), and leading socio-economic development.

2. Objective

- (1) To create an opportunity for the stakeholders in Japan and developing countries/emerging countries to understand their role and expectation from others in the process of formulating university born startup company by discussing the cases of university startup cases.
- (2) To share the factors for success of university born startup company in order to boost the creation of new successful university born startup companies in developing/emerging countries.
- (3) To create a mutually beneficial network which will lead to new collaboration among the stakeholders.

3. Audience

(Universities)

- JICA's partner universities in developing/emerging countries interested in creating startup companies
- Japanese universities which hope to collaborate with startup companies at JICA's partner universities

(Companies)

- Venture capitals in Japan
- Private companies in Japan

(JICA)

- JICA Project teams in higher education/ private sector development

4. Profile of the Moderator, Panelist

Panelist	
<p><u>Professor. Katsuya HASEGAWA</u> Project Professor / General Manager Office of Startup Support and Entrepreneurship Education, Division of University Corporate Relations, The University of Tokyo</p>	
<p>Katsuya Hasegawa is a project professor at the University of Tokyo in charge of startup support and entrepreneurship education since 2009.</p> <p>Before switching his career to academia, he worked for Panasonic as a LSI design engineer as well as one of the founding members of Panasonic Ventures which was a corporate venture capital arm of Panasonic in Silicon Valley, USA. He holds BS and MS in Applied Physics from the University of Tokyo.</p>	
<p><u>Dr. Siti Hamidah Mohd. Setapar</u> Associate Professor / Deputy Dean Age Reverse Founder Malaysia Japan International Institute of Technology (MJIIT)</p>	
<p>Associate Professor Dr. Siti Hamidah expertise is in Separation Technologies and Extraction Processes in the Chemical Engineering discipline. Research that has been carried out covers from the fundamental stage and progresses through to the innovation phase, prototyping, pre-commercialization, and commercialization. She has successfully completed TRL 1-9 for the 23 years being involved in research.</p> <p>Dr. Siti Hamidah then established SHE Empire Sdn. Bhd., a university start-up, in 2015 to commercialise her R&D natural-based products; with the brand NK Age-Reverse™ which she has won more than 60 innovation awards from prestigious competitions. NK Age-Reverse™ able</p>	

<p>to solve the pain point of Malaysian customers to seek high quality, safer and effective skin care products. She has also been awarded various commercialization grants from many government agencies.</p> <p>Her extensive experience in developing research-based products is very useful as she is currently Deputy Dean of Research and Innovation at the Malaysia-Japan International Institute of Technology (MJIIT), UTM where she is passionate to guide researchers who want to commercialize their innovations.</p>	
<p style="text-align: center;"><u>Ms. Noha AFIFI</u> Manager, Center of Innovative Technology (CINTECH) Egypt-Japan University of Science and Technology (E-JUST)</p>	
<p>Noha Afifi is the manager of the Center of Innovative Technology (CINTECH) which is responsible for connecting the Egypt-Japan University of Science and Technology (E-JUST) to the industry, protecting Intellectual Property (IP) and promoting innovation and technology commercialization, including through pre-incubation and Start-Up creation.</p> <p>Noha Afifi has graduated from the Faculty of Law, Alexandria University, Egypt and obtained her masters in law from Kansai University, Japan- as part of the African Business Education (ABE) initiative.</p> <p>She has volunteered with the Japan Institute of Invention and Innovation (JIII) and spent 6 months at the Panasonic Corporation - Life Solutions Company, Global IP Unit.</p>	

<p>She has been working at the E-JUST since 2013, and was promoted as manager after coming back from Japan in 2020.</p>	
<p style="text-align: center;"><u>Mr. Atsuki SAKAMOTO</u> Director Economic Development Department, JICA</p>	
<p>After serving as a local government official in Japan, Atsuki Sakamoto joined JICA in 2013 and has worked mainly in the area of private sector development. He is currently working on industrial promotion and support for enterprises, including start-ups, in Asia.</p>	
Moderator	
<p style="text-align: center;"><u>Mr. Hiroshi MOCHIZUKI</u> Senior Deputy Director Human Development Department, JICA</p>	
<p>Hiroshi Mochizuki is a Senior Deputy Director of Higher Education and Social Security Group, Human Development Department at JICA. He joined JICA in 2012, and has been in charge of ODA projects at JICA Chubu Center, Basic Education Group of Human Development Department, South Africa Office and Africa Department. He is currently responsible for the project of Egypt-Japan University of Science and Technology (E-JUST) and supervising multiple projects regarding Higher Education Sector in Africa and Asia.</p>	

5. Schedule

Time	Content	Presenter/ Speaker
14:00~14:10	-Opening Remarks and Introduction of JICA's Activities in Higher Education - Introducing each Presenter/Panelist	Mr. Mochizuki
14:10~14:20	Presentation from JICA	Mr. Sakamoto
14:20~14:30	Presentation from MJIT	Dr. Siti Hamidah
14:30~14:40	Presentation from E-JUST	Ms. Noha AFIFI
14:40~14:50	Presentation from Tokyo University	Prof. Hasegawa
14:50~15:30	Panel Discussion	All Presenter
15:30~15:40	Closing Remarks	Mr. Mochizuki

6. Expected Content of Panel Discussion

Title: How can we formulate successful university born startup company in Developing/Emerging Countries?

Expected Output:

- Understands the current situation, best practices, challenges faced by startup companies and discuss the role of each stakeholder
- Understands the ecosystem of university born startup and their key for success in order to reproduce the successful eco-system
- Arises new idea for industry-academia-government collaboration

7. Remarks

- Language / English

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