

Symposium HALL A : Marubiru Hall			Workshop HALL B : Marubiru Conference Square		
<u>3/29 (TUE)</u>	<u>3/30 (WED)</u>	<u>3/31 (THU)</u>	<u>3/29 (TUE)</u>	<u>3/30 (WED)</u>	<u>3/31 (THU)</u>

Symposium (HALL A : Marubiru Hall)

03/29 (TUE)	
9:00-9:05	Opening Remarks Kuniyuki Makie Executive Officer, Media & Business Solutions, Nikkei Inc.
9:10-9:20	Special Message Karen Makishima Minister for Digital Minister in charge of Administrative Reform Minister of State for Regulatory Reform
9:30-10:10	Solo Lecture ~Breaking Dawn of Digital Space Era~ Yoshitaka Kitao Representative Director, President & CEO, SBI Holdings, Inc.
10:20-11:20	Panel ESG x Finance -- CFO's new mission, how to visualize invisible value -- Daichi Iwata Head of Digital Integration Division, NEC Corporation. Manami Konno Digital Process Business Unit, Financial Management and Control Sector, Senior Manager Tatsuhiko Seki 『FRaU』 Chief in Editor, Producer KODANSHA Nozomi Torii Board Member, Explorer of Good Company, VALUE BOOKS Co., Ltd. Moderator : Ryushiro Kodaira Nikkei Inc. Outline : Finance plays a major role in the ESG era when responding to the environment, society, and governance determines the fate of companies. In particular, it is the CFO's new mission to integrate financial data such as revenue and cash flow with non-financial data including climate change responses and human capital to make invisible values be visible. Financial institutions will cope with it themselves and also play a role in spreading it to their business partners.
11:30-12:20	Panel Creating a new relationship between life-style in new normal and cashless in comfort -- making a simple and smooth interface among family, friends and shops etc. Hideharu Natsume CEO, Recruit MUFG Business Toshio Taki Executive Officer, Head of Sustainability and CoPA, and Head of Fintech Institute, Money Forward, Inc. Naoko Samata Director, Hey, Inc. Kazumi Kakuta Kazumi Kakuta Head of Payment Strategy Office, Mitsubishi UFJ Financial Group, inc. Moderator : Jumpei Miwa Senior Expert, Product Division - SaaS, Recruit, Co.Ltd. Outline : Amid the change of era from Heisei to Reiwa along with the fast-paced digital shift under the age of Covid, people's perception for value and its life-style, such as human interaction and purchasing in shop, has been increasingly changing. This panel session will seek and find a view for better interaction between life-style in new normal and cashless in comfort, considering an altering life by new era on the scene among family, friends, colleagues and shops etc.
12:30-12:50	Solo Lecture Tohru Futami Director, Executive Vice President & CDIO (Chief Transformation Officer) & CDIO (Chief Digital & Information Officer).

13:00-13:15	Special Message Haruhiko Kuroda Governor, Bank of Japan
13:20-14:00	Solo Lecture AWS business strategy - Becoming a partner to co-create digital transformation in the financial industry Norihiro Tsuruta Director, Financial Service Business Unit, Amazon Web Services Japan Outline : Amazon Web Services (AWS) launched the Tokyo Region in 2011. Since then, we have seen many financial institutions adopt the cloud service in Japan. This session showcases how Japanese financial services companies use the cloud to tackle business challenges and develop new services, and, with understanding of how critical AWS services are in the industry, explain how AWS, as a partner, support and co-create new businesses with customers.
14:10-15:10	Panel Two panel discussion by Mitsui & Co., Ltd. 1 : The Potential of Zipangcoin ~Aiming for two-way players in both investment and payment~ Tsuguo Kato CEO, Mitsui & Co. Digital Commodities Ltd. Operating Officer, Corporate Development Business Unit, Mitsui & Co. Ltd. Akira Tagaya Executive Officer, Osaka Exchange, Inc. Hiroaki Nakata Assistant General Manager, Seven Bank, Ltd. Moderator : Keita Sekiguchi Fintech editor, Nikkei Inc Outline : Panel discussion held by Mitsui & Co. Digital Commodities Ltd. who began issuing Zipangcoin in February of this year, Japan Exchange Group, Inc. and Seven Bank, Ltd. about how Zipangcoin functions in both an investment and a payment area. 2 : Digitalization Unlocks Alternative Investment Opportunities Takashi Ueno President, Mitsui & Co., Digital Asset Management Ltd. Yuki Matsumoto CTO, LayerX. Inc Director, Mitsui & Co., Digital Asset Management Ltd. Moderator : Hiroki Teshima LayerX,Inc.(Director) XTech Ventures,Inc.(General Partner) Outline : Panel discussion by three representatives of Mitsui & Co. Digital Asset Management, Ltd., a company that works to democratize alternative investments in real estate, infrastructure, and other areas, solves problems in asset formation, and creates new forms of finance using "digital" , LayerX, a startup that uses its software engineering capabilities to tackle DX in the industrial , and XTech Ventures, a venture capital firm that invests in a wide range of startups.
15:20-16:20	Symposium Demo Stage Acquia, Inc. The Frontline of Non-personal Approaches in the Insurance Industry - Case Studies of Web Services for Policyholders and Employees Naoto Kobayashi Account executive, Acquia DYNATREK, Inc. Shinya Saeki Director / Product Manager, DYNATREK, Inc. KEYENCE CORPORATION. Change financial institutions with KEYENCE-style data utilization techniques! (preview) Tomohiro Tsuge Manager Data Analytics Division, Keyence NTTCom Online Marketing Solutions Corporation Takeo Yatabe Mixpanel Data Consultant, NTTCom Online Marketing Solutions Corporation Stripe Japan, Inc. " Increase the GDP of the internet " - Stripe's mission and solutions Daniel Heffernan Representative Director and Head of Engineering, Stripe Japan, Inc.
16:30-16:50	Solo Lecture Makoto Takashima Chairman, Japanese Bankers Association President & CEO, Sumitomo Mitsui Banking Corporation
17:00-17:20	Solo Lecture What is the essential platform for Digital Transformation in the financial industry?

Shoji Ozawa Chief Operating Officer, Treasure Data K.K.

Outline : Competition in the financial industry has intensified in recent years due to deregulation and more companies entering from outside the financial industry, including digital data-native companies and retailers. Today, the acquisition and utilization of data has a significant impact on the breadth and depth of customer understanding, and is a major factor in building a competitive advantage. Treasure Data CDP is a customer data platform that integrates all types of customer data and serves as a foundation for realizing online and offline data initiatives. This presentation will explore how CDP can allow companies to realize Digital Transformation.

17:30-18:20

Panel Emerging ecosystem brought by the fusion of business-to-business transactions and payments

Takahiro Chiba CEO, TRUSTDOCK Inc.

Naomichi Toyama CEO, Biz Forward Inc.

Takashi Hoshikawa Founder and CEO, Crowd Cast, Ltd.

Keisuke Idemitsu Assistant Manager, Digital Transformation Office, Corporate Strategy Dept.,
OSAKA GAS CO., LTD

Moderator :

Mitsunobu Okubo Advisor, JFSA Solution Architect, Digital Agency

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Symposium (HALL A : Marubiru Hall)

03/30 (WED)	
9:00-9:05	<p>Special Message</p> <p>Shunichi Suzuki Minister of Finance, and Minister of State for Financial Services</p>
9:10-10:00	<p>Panel Scaling Regulatory Capacity</p> <p>Motonobu Matsuo Director-General of the Strategy Development and Management Bureau, Financial Services Agency 2021- Director-General of the Strategy Development and Management Bureau, Financial Services Agency</p> <p>Shin'ichiro Matsuo Director-General of the Strategy Development and Management Bureau, Financial Services Agency</p> <p>Valerie A. Szczepanik Director, U.S. Securities and Exchange Commission Strategic Hub for Innovation and Financial Technology (FinHub)</p> <p>Jacek Czarnecki Harvard University</p> <p>Moderator :</p> <p>Ryosuke Ushida Director for Innovation Strategy, Fintech and Innovation Office, Financial Services Agency</p> <p>Outline : As decentralized financial ecosystem such as so-called DeFi and stablecoins expand, regulators need to update their conventional supervisory approach to address the risks that the ecosystem arises. On the other hand, the opportunities of innovation that blockchain could bring must not be forgotten. In light of these circumstances, Japanese and the U.S. regulators, DeFi community member, and academia will discuss how to achieve both risk mitigation and innovation for the better society.</p>
10:20-11:10	<p>Panel Present and Future of Climate Tech</p> <p>Takanobu Suehiro General Manager Sustainable Business Promotion Dept. Planning Dept., Wholesale Banking Unit SUMITOMO MITSUI BANKING CORPORATION</p> <p>Takaaki Umada Director, The University of Tokyo</p> <p>Yuki Kita CEO, Gaia Vision Inc. Researcher, Institute of Industrial Science, University of Tokyo</p> <p>Kentaro Kawamori Co-Founder and CEO, Persefoni AI, Inc.</p> <p>Moderator :</p> <p>Satoshi Ikeda Chief Sustainable Finance Officer, Financial Services Agency</p> <p>Outline : Climate tech companies, who offer cutting-edge climate services employing technologies such as AI and data analysis, attract market attentions amid many challenges addressed in evaluation of climate-related risks. This session introduces some of the services they offer quantitative and the panel discusses how Japanese financial market can adopt them.</p>
11:30-12:20	<p>Panel Responsibility for Digitalization</p> <p>Yuko Kawai CEO, Japan Digital Design Inc.</p> <p>Kenji Sudo CEO, Kaizen Platform, Inc.</p> <p>Mituru Nomura President, The First Bank of Toyama,Ltd.</p> <p>Moderator :</p> <p>Kohei Miki Director for Strategy Development, Financial Services Agency</p> <p>Outline : In order to respond to the changes in people's lifestyles and the reviewing of corporate business models, providing services that are tailored to each individual through the use of digital technology is necessary in the financial sector as well. In this session, we will discuss the importance of management setting a clear direction and timeline, changing the corporate culture and motivating the entire organization, and also the challenges of collaborating with companies that excel in technology to improve UI/UX when financial institutions engage in digitalization.</p>
13:20-14:10	<p>Panel Japan as an International Financial Center</p> <p>Hideki Takada Director, Strategy Development Division, Japanese Financial Services Agency (JFSA) Director for Budget, Ministry of Finance</p>

	<p>Takatoshi Ito Professor, School of International and Public Affairs, Columbia University Adjunct Professor, GRIPS, Tokyo</p> <p>Hiroshi Ozeki President and Chief Executive Officer, Nissay Asset Management Corporation</p> <p>Stephen Fitzgerald AO Managing Partner, Affirmative Investment Management Partners Limited</p> <p>Moderator :</p> <p>Saiko Nakagawa Director for Asset Management Business, Financial Services Agency, Japan</p> <p>Outline : We will discuss Japan's strengths and challenges in expanding its regional and global roles as an International Financial Center. First, we will recap a government-wide policy package with various policy reforms, known as "International Financial Center Initiatives," then discuss what is more needed to accelerate the current efforts from public and private perspectives. We will also exchange views on how sustainable finance contributes to the discussion on Japan's International Financial Center Initiatives.</p>
14:30-15:20	<p>Panel New Forms of Financial Services in Japan</p> <p>Yu Ozaki Deputy Director-General of the Strategy Development and Management Bureau , Financial Services Agency</p> <p>Masato Yamamoto CEO, Merpay, Inc.</p> <p>Hirokuni Onozawa Executive Officer Group Head Strategy and Development Group, GMO Aozora Net Bank, Ltd</p> <p>Moderator :</p> <p>Hiroki Maruyama Director for Asset Management Business, Financial Services Agency, Japan</p> <p>Outline : Finally in Japan, with the progress of digitalization, we're starting to see signs of new financial services growth such as Platformers (one-stop provider of financial and non-financial services), BNPL, and Financial Service Intermediary Business. This session will discuss the potential and risks of these new financial services in comparison with Japan and the rest of the world, as well as issues in financial regulation.</p>
15:40-16:30	<p>Panel AML/CFT in the age of Blockchain: Implementation and challenges in light of FATF's updated Guidance on virtual assets and virtual assets service providers</p> <p>Ken Menz Policy Analyst, Financial Action Task Force</p> <p>Jon Fishman Terrorist Financing and Financial Crimes, U.S. Department of the Treasury</p> <p>Malcolm Wright Advisory Council Deputy-Chair, Co-Lead of the AML Working Group Global Digital Finance</p> <p>Pelle Braendgaard Co-Founder and CEO of Notabene</p> <p>Moderator :</p> <p>Habuchi Takahide Assistant Commissioner of International Affairs Office, Japan's Financial Services Agency (JFSA)</p> <p>Outline : In this session, panelists will discuss the main points of FATF's updated guidance for virtual asset service providers published in October 2021, as well as challenges in implementation of the guidance including DeFi, NFT, travel rule, so-called stablecoins and peer to peer transactions. The discussion will also cover topics including approaches taken/to be taken by jurisdictions, FATF and the private sector including VASPs, engineers and academia, in order to promote implementation of FATF Standards on VA/VASPs, challenges in achieving both AML/CFT objectives and innovation, and future outlook of this field.</p> <p>The session will be led by Takahide Habuchi, Co-chair of the FATF's Virtual Asset Contact Group and Assistant Commissioner of International Affairs Office of Japan Financial Services Agency.</p>
16:50-17:40	<p>Panel Scaling Financial Infrastructure</p> <p>Junichi Nakajima Commissioner of the Financial Services Agency</p> <p>Masanori Kusunoki Digital Agency</p> <p>Takashi Okita Founder, CEO, Nudge Inc. Chairperson, Fintech Association of Japan</p> <p>Kazushige Kamiyama Director-General of Payment and Settlement Systems Department, Bank of Japan</p> <p>Moderator :</p> <p>Tomohiro Miura Financial Services Agency</p> <p>Outline : Discussions on various payment systems and measures, such as CBDC, stable coins, updates to the existing funds settlement infrastructure, and the emergence of various electronic payment services, have been progressing in a wide range of areas. Recognizing the importance of sharing the future vision of Japan's future financial and payment infrastructures among all parties concerned, this session will provide a multifaceted</p>

discussion by experts from the government and private sectors on the issues facing the current financial and payment infrastructures and how they should be in the future.

17:55-18:00

Special Message

Hitoshi Kikawada State Minister of Cabinet Office for Financial Services

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03/31 (THU)	
9:00-9:50	<p>Panel Finance x Sustainability --Creating new value with fintech—</p> <p>Tatsuto Fuji Director, Industry Advisor(FSI), Microsoft Japan Director, Japan Blockchain Association</p> <p>Tokushi Nakashima President & CEO, Global Mobility Service Inc.</p> <p>Yutaka Soejima Director General of Institute for Monetary and Economic Studies Bank of Japan</p> <p>Takanobu Suehiro General Manager Sustainable Business Promotion Dept. Planning Dept., Wholesale Banking Unit SUMITOMO MITSUI BANKING CORPORATION</p> <p>Moderator :</p> <p>Koichi Oyama Partner/Principal at Consulting, Business Consulting, Transformation Architecture, EY Strategy and Consulting</p> <p>Outline : To cope with climate change and ecosystem disruption, The role of finance is required to move with greater awareness of sustainability ever before. How should be the flow of money to make the economy, society and the natural environment sustainable, and how fintech can support it? Speakers discuss the new value created when finance and sustainability are combined.</p>
10:00-10:50	<p>Panel Activating regional finance by human-friendly DX</p> <p>Tomohiro Tsuge Manager Data Analytics Division, Keyence</p> <p>Takuya Saeki Director, DYNATREK, Inc.</p> <p>Hideki Shibata General Manager, Digital Innovation Division, The Chiba Bank, Ltd.</p> <p>Kazuhiro Nishiyama Executive Deputy President and Representative Director,Kansai Mirai Bank,Limited</p> <p>Moderator :</p> <p>Mitsunobu Okubo Advisor, JFSA Solution Architect, Digital Agency</p> <p>Outline : Local financial institutions are now actively moving to change its business with digital technology. Their DX activities aim to make human-touch connections between people by making the best use of the characteristics of the region. Involving their business partners, it is expected that their activities to be a foothold for regional revitalization.</p>
11:00-11:50	<p>Panel Exploring possibility and taking part in Financial Services with effective use of Embedded Finance</p> <p>Norihisa Tsuruta Director, Financial Service Business Unit, Amazon Web Services Japan</p> <p>Masato Yamamoto Merpay, Inc. CEO</p> <p>Daisuke Aranami Representative Director of Revenue and Head of Growth, Stripe Japan, Inc.</p> <p>Terunao Tsuchiya General Manager of Marketing & Payment Platform Division, Information Solutions Operation, Dai Nippon Printing Co., Ltd</p> <p>Keiko Ogawa Partner, EY Japan Reg Tech Leader, EY ShinNihon LLC</p> <p>Outline : Embedded finance, bringing an expectation to revolutionize the financial world and bring about an unprecedented customer experience. It is already an irreversible trend that the boundary between non-financial and financial institutions will be broken down to zero. This year's panelists will include key players from various fields who are driving Embedded Finance, and will speak passionately about the present and future of Embedded Finance.</p>
12:00-12:20	<p>Solo Lecture Challenge of non-financial businesses in the financial industry</p> <p>Hideki Mishima President, SMBC CLOUDSIGN, Inc.</p> <p>Outline : SMBC CLOUDSIGN, Inc. has established the vision of ""transformation of legacy Japanese customs and business processes.""</p> <p>Company was born as a joint venture between Sumitomo Mitsui Financial Group and Bengo4.com, Inc.</p> <p>With the background of SMBC Group's entry into the non-financial field of Legal Tech and the trajectory after its establishment, we will examine the possibilities in non-financial businesses in the financial industry.</p> <p>We hope that this will help create new businesses in the financial industry.</p>

12:30-12:50	<p>Symposium Demo Stage</p> <p>Aflac Life Insurance Japan Ltd. - Utilizing the "Aflac Mirror" for an effort to Connect Business and Daily Life -</p> <p>Shuta Masuda Assistant Manager, Aflac Life Insurance Japan Ltd.</p>
13:00-13:50	<p>Panel Who can be a financial platformer –it’s conditions and challenges--</p> <p>Katsunori Tanizaki Senior Managing Executive Officer, Group CDIO, Sumitomo Mitsui Financial Group</p> <p>Katsuya Kawashima Representative Director, President and CEO, Shinsei Bank</p> <p>Tohru Futami Director, Executive Vice President & CDIO (Chief Transformation Officer) & CDIO (Chief Digital & Information Officer). Aflac Life Insurance Japan Ltd.</p> <p>Tetsuo Iida Head of Financial Services Business Development, Amazon Web Services Japan</p> <p>Moderator : Yamato Sato Editor in Chief, NIKKEI Financial, Nikkei Inc.</p> <p>Outline : The DX era requires changes in corporate management and society. Financial services are also required to provide new value based on a customer perspective. Among many players, who will establish a platformer status? And what are the conditions for that?</p>
14:00-14:50	<p>Panel Visualization of personal pensions leading new wave in asset management</p> <p>Hideki Murai Special Advisor to the Prime Minister / The Liberal Democratic Party, member of the House of Representatives</p> <p>Masakatsu Saito Senior Executive Vice President and COO, MINKABU THE INFONOID, Inc.</p> <p>Kazuya Hata Co-founder & CEO, justInCase, Inc. Co-founder & CEO, justInCaseTechnologies, Inc.</p> <p>Moderator : Toshio Taki Executive Officer, Head of Sustainability and CoPA, Head of the Money Forward Fintech Institute</p>
15:00-16:00	<p>Impact Pitch</p>
16:10-17:10	<p>Symposium Demo Stage</p> <p>Treasure Data K.K. "What is Treasure Data CDP? A customer data platform for gaining a deep understanding of customers and creating seamless customer experiences</p> <p>Jumpei Sato Evangelist, Treasure Data K.K.</p> <p>Nota DX conversion of call centers-Technology utilization method that connects non-face-to-face customer contact points to sales-</p> <p>Isshu Rakusai CEO, Nota, Inc.</p> <p>TRUSTDOCK Inc. Digital ID wallet "TRUSTDOCK"</p> <p>Takahiro Chiba CEO, TRUSTDOCK Inc.</p> <p>Credit Engine CO., LTD The digitalization of lending and debt collection supported by CE Online Lending Platform</p> <p>Seiichiro Uchiyama CEO, Credit Engine CO., LTD</p> <p>Authlete, Inc. "Authlete" The API Authorization Enabler for the API Economy</p> <p>Tatsuo Kudo VP of Solution Strategy , Authlete, Inc.</p>
17:20-18:20	<p>Panel Can Fintech contribute to "New Capitalism"?</p> <p>Muuto Morikawa CEO, Ginco Inc.</p> <p>Seiichiro Uchiyama CEO, Credit Engine CO., LTD</p> <p>Isshu Rakusai CEO, Nota, Inc.</p> <p>Hou Loong Sam General Manager, Japan, Episode Six Japan</p> <p>Noriyuki Yanagawa Professor, University of Tokyo</p> <p>Moderator :</p>

Yasuaki Yamada Co-Founder & CEO, Give First Inc. Advisor, Nikkei SUM Series Team

Outline : The world economy is now shaken by climate change, pandemics, and widening disparities. Fintech is expected to play a leading role in solving these problems, but is it really feasible? Panelists from fintech startups and academic researcher who challenge these problems gather and talk about the future of capitalism from a new perspective.

18:30-19:00

Impact Pitch Awards Ceremony

The session information is as of 2022/3/28

Please note that it may change depending on the future situation.

FIN/SUM Secretariat

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Workshop (HALL B : Marubiru Conference Square)

03/29 (TUE)	
10:00-10:30	<p>Agile Insurance Developer Experience, ~ Real-World Insurance Development in InsurTech Startup ~ powered by justInCase, Inc.</p> <p>Ryota Watanabe justInCase, Inc. Director CPO Michinori Fujita Partner - Insurance Industry Leader and Thought Leader, IBM Consulting, IBM Japan</p> <p>Moderator : Takahiro Ohata justInCase Technologies, Inc. CTO</p> <p>Outline : At times of uncertainty, insurance companies need to develop agile insurance products. The reason is that it is difficult to develop the insurance products that users want in response to changes in society and technology. justInCase has been developing insurance products agility and flexibly. We discuss effective agile development with reference to the cases of InsurTech startups and other insurance companies.</p>
10:40-11:20	<p>Evolution from DX to platform - Stripe Installment to "Nikkei ID" payment powered by Stripe Japan, Inc.</p> <p>Yoko Kuramochi Nikkei Inc Masao Saga Nikkei Inc Sohei Abe Solutions Architect, Stripe Japan, Inc.</p> <p>Moderator : Norika Kanayama Account Executive, Stripe Japan, Inc.</p> <p>Outline : Stripe is a global payment infrastructure provider with a mission to " Increase the GDP of the internet." The "Nikkei ID" platform, which supports the Nikkei electronic version, installed Stripe as an important payment platform in 2020. We will introduce the future business development while showing the experiences of engineers at the time of development, how to balance UX and reliability in payment function.</p>
11:30-12:10	<p>Improving Productivity through Digital Transformation in the Loan Process – First Steps to Introducing an End-to-End Platform powered by nCino K.K.</p> <p>Itsuki Nomura General Manager, nCino K.K.</p> <p>Outline : Financial institutions can dramatically improve efficiency and shift to high-value operations by adopting an end-to-end cloud solution for their loan processes and transforming to data-centric operations. However, banks currently have many existing legacy systems and manual operations, and it can be difficult to implement a fully-integrated cloud solution. In this session, we will introduce the benefits of implementing an end-to-end cloud-based banking platform to reduce manual employee processes and improve productivity. We will also share best practices for implementing a cloud platform. Please join us.</p>
12:20-13:20	<p>Accelerating Open Innovation Partnerships with MUFG: Supporting Clients' DX and ESG Initiatives powered by MUFG Innovation Partners</p> <p>Kazuhiro Miura CEO, Business Tech Co., Ltd. Mchitaka Tokeiji Founder CEO, Zeroboard Inc Takayuki Noro Managing Director, Deputy Head of Retail and Commercial Banking Business Planning Division, MUFG Bank Kenichi Saito Managing Director, DX Office, Digital Service Planning Division, MUFG</p> <p>Moderator : Takashi Sano Chief Investment Officer, MUFG Innovation Partners Co., Ltd.</p> <p>Outline : MUFG, as the largest financial institution in Japan, is accelerating its partnerships with startups in the area to support client's DX and ESG compliance, which are the two most important issues for Japanese companies. Since it is difficult for MUFG to achieve these objectives on its own, MUFG utilizes open innovation strategy to achieve it together with startups. In this session, we will ask the startups and MUFG about the</p>

background to the current collaboration as well as their future goals. Some suggestions for future collaboration with MUFG will be also presented.

13:30-14:20

How are payment services supporting small-medium enterprises and accelerating regional revitalization? We ask leaders who are driving change in their industries powered by Episode Six Japan

Hou Loong Sam General Manager, Japan, Episode Six Japan
Norihiko Kawasaki Head of Card Business Group, The Hokkoku Bank, Ltd.
Tokunao Ubagai Payment Division Director USEN-NEXT HOLDINGS Co.,Ltd.

Moderator :

Yuuki Nishimura Senior Sales Manager, Episode Six Japan

Outline : This session is a discussion with industry leaders utilizing various forms of payment to drive change in their companies and regions of Japan. SMEs aim to improve business efficiency, customer acquisition and satisfaction in payments, a critical customer touch-point that is rapidly transitioning to non-face-to-face and cashless methods due to COVID-19. Challenged not just in the metropolitan areas but perhaps more so in the rural regions, what are the banks, payment platforms and digital wallet providers doing to support SMEs and consumers alike? Our panel shares their experience and thoughts on daily challenges, initiatives in the industry and trends that will drive transformation and change Japan.

14:30-15:30

Financial business innovation and the value of cloud services powered by Amazon Web Services Japan

Hirohisa Hattori Corporate Officer, SBI Sumishin Net Bank
Ryusuke Yokoyama Senior Executive Officer and CIO/ Japan Exchange Group,inc
Jun Uchikawa Managing Executive Officer, SUMITOMO MITSUI FINANCIAL GROUP
Norihisa Tsuruta Director, Financial Service Business Unit, Amazon Web Services Japan

Moderator :

Tetsuo Iida Head of Financial Services Business Development, Amazon Web Services Japan

Outline : Cloud services, in the financial industry, is changing its value proposition from low-cost infrastructure to a critical tool to execute business strategy. This session, inviting industry leaders, will discuss where they position the cloud in light of business strategy, and how they utilize it to gain competitiveness and enhance resiliency, and what actions they take to derive value from the technology.

15:40-16:20

Unicorn Startup Showcase

16:30-17:10

Alternative Data Utilization and Challenges powered by QUICK Corp.

Masayuki Sugimoto Group Leader, KDDI CORPORATION
Yusuke Takimoto Assistant Manager, KDDI CORPORATION
Eriko Oshima Assistant Chief Engineer, Honda Motor Co., Ltd.
Kenichi Ouchi Senior Staff, Kokusai Kogyo Co.,Ltd.

Moderator :

Yasuhiro Yamauchi Deputy Executive General Manager, QUICK Corp

Outline : QUICK will hold a panel discussion with partner companies on the theme of "Alternative Data Utilization and Challenges - What is Two-way Player of Data Utilization?" Although it has been a year since we launched QUICK DATA FACTORY, alternative data is in its early stage and is yet to be fully utilized in Japan at present. To promote future data utilization, we will introduce new alternative data and share its value and challenges from the data holders' perspective.

17:20-18:10

How to enter Japan market powered by Financial Services Agency

Peter Kenevan VP, Head of PayPal Japan
Itsuki Nomura General Manager, nCino K.K.
Takahiro Ogawa Shimane Bank Ltd. Personnel and Finance Group, Next Generation Banking System Manager
Kazuma Ochi Country Manager, NIUM Japan

Moderator :

Shota Matsuzawa Deputy Director, Fintech and Innovation Office, Financial Services Agency

Outline : In the fintech space, Japan is said to be a country with high barriers to entry. This session will discuss why it might be difficult to enter the Japanese market and how to solve these problems to develop a business in Japan. In addition to hearing success and failure stories from overseas fintech companies, we will also hear

from Japanese financial institutions that have experience working with overseas fintechs. We hope this panel session will help both overseas fintech companies and Japanese financial institutions prepare for the future.

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Workshop (HALL B : Marubiru Conference Square)

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10:10-11:10	<p>New finance solutions to small and medium enterprised introduced by Money Forward and MUFG Bank powered by MUFG</p> <p>Hiroyuki Hayashi Director, Biz Forward Akira Ieda President Takayuki Hashimoto Chief of Headquarters, Biz Forward Aya Hirota Vice President</p> <p>Outline : Money Forward Group and MUFG Bank formed a Joint Venture company last year. Started providing online factoring services as a new finance solution mainly to SMEs. Discussion on the background of this launch and the future of the services</p>
11:20-12:00	<p>DX Innovation Challenge with Open source CMS , Drupal powered by Acquia</p> <p>Shingo Kosaka Deputy Country Manager, Acquia</p> <p>Outline : OSS Drupal was selected to POC project for a unified government website for Japanese government. Expected to expand Drupal use case in public sector. This session is for DX innovations and benefits of using OSS from Acquia's point of view, and introduce how Acquia Japan plans to contribute to DX in Japan by using OSS Drupal</p>
12:10-12:40	<p>Customer-Oriented Policies adopted one after another! Complete overview of patented consulting tools used by 101 companies powered by Know's i-land</p> <p>Keisuke Shima CEO, Know's i-land, Inc. Keiko Iwanaga COO, Know's i-land, Inc. Certified Financial Planner®</p> <p>Outline : Tools for financial institutions to provide their clients with optimal products based on the provision of financial literacy. An FP firm despite being IT. ""So interesting"" It is a consulting tool backed by real-world customer relationship experience provided by an FP firm.</p>
12:40-13:00	<p>Unicorn Startup Showcase</p>
13:00-14:00	<p>Introduction of Microsoft's sustainability initiatives and examples of collaboration in the financial industry powered by Microsoft Japan</p> <p>Tatsuto Fujii Director, Industry Advisor(FSI), Microsoft Japan Director, Japan Blockchain Association</p> <p>Outline : The world is becoming increasingly concerned about sustainability and ESG. Microsoft has announced its commitment to go carbon negative by 2030 and to reduce all of its greenhouse gas emissions by 2050. In this session, I will introduce Microsoft's own sustainability efforts and examples of collaboration with customers in the financial industry.</p>
14:10-15:10	<p>The changing environment of the financial industry and how banks are creating "New Customer Experiences" powered by Treasure Data K.K.</p> <p>Yuko Kawai CEO, Japan Digital Design Inc. Nobuyuki Ouchi Senior Vice President, Sumitomo Mitsui Banking Corporation</p> <p>Moderator : Kengo Horiuchi Board Director, Treasure Data K.K.</p> <p>Outline : With the rapid digital shift taking place throughout society, the ""experience expectations"" of financial institution customers are being raised to a level that transcends those of the industry. How can financial institutions utilize data to deliver ""new experiences"" to their customers? This session will explore the changing environment surrounding financial institutions and the future of customer experience, with examples of how banks are approaching this challenge.</p>
15:20-16:00	<p>Introducing successful examples of FinTech in customer support from the cases of banks, credit card companies, and insurance companies powered by Nota, Inc.</p>

	<p>Kengo Ishii General manager, sales division, Nota, Inc.</p> <p>Outline : Customer contacts have moved significantly from offline to online. Under these circumstances, the importance of using FinTech in the customer service area is increasing in order to improve the efficiency of non-face-to-face communication and improve customer satisfaction. In this session, we will introduce successful cases of FinTech in the customer support area while introducing advanced cases in regional banks, credit companies, and insurance companies.</p>
16:10-17:20	<p>NFT Rulemaking and the Market growth powered by EY Japan</p> <p>Masaaki Taira Member,House of Representatives</p> <p>Shigeru Shiina Advisor of Technology Consulting, EY Strategy and Consulting Co.,Ltd.</p> <p>So Saito Attorney-at-Law / So & Sato Law Offices</p> <p>Muuto Morikawa CEO, Ginco Inc.</p> <p>Moderator :</p> <p>Yasuyuki Ogyu Strategic Impact Unit Partner, FinTech Leader, Blockchain Consulting Business Leader, EY Strategy and Consulting Co.,Ltd.</p> <p>Outline : NFT (Non-Fungible Token) has attracted a great deal of global attention as a means of giving liquidity to digital content such as digital art and video. The problem is that the business practices and regulations have not been established and the consumer protection is not sufficient.</p> <p>In this session, Mr. Masaaki Taira, Chairman of the NFT Policy Review PT in the Liberal Democratic Party of Japan, will give a lecture on the direction of policy, and a panel discussion will be held on the future rules and market growth.</p>
17:30-18:20	<p>Unlock the bright future of FinTech powered by Digital Agency</p> <p>Shuheii Kataoka Executive Director at Association of Public Meets Innovation Former Diplomat, First Secretary for Finance at Embassy of Japan in the UK</p> <p>Yoshiko Tsuwaki Director, Digital Agency</p> <p>Tatsuto Fuji Director, Industry Advisor(FSI), Microsoft Japan Director, Japan Blockchain Association</p> <p>Yuki Hirate Director, SMBC Digital Marketing, Ltd.</p> <p>Mitsunobu Okubo Advisor, JFSA Solution Architect, Digital Agency</p> <p>Moderator :</p> <p>Hisanori Ogawa Director, Mizuho Securities Co., Ltd</p> <p>Mai Saito CEO, Circle of Life Co.,Ltd.</p> <p>Outline : Panel discussion by experts to realize working styles that respond to changes in the external environment. From the diverse backgrounds of 7 people connected by FinTech, we provide the essence that can take a step toward improvement such as human resource development in the Web 3.0 age, utilization of external human resources, and system design. (Keywords: revolving, recurrent education, internal venture, MBA, normalization of values, mechanisms for encouraging voluntary actions, design thinking, etc.)</p>

HALL A : Marubiru Hall			HALL B : Marubiru Conference Square		
<u>3/29 (TUE)</u>	<u>3/30 (WED)</u>	<u>3/31 (THU)</u>	<u>3/29 (TUE)</u>	<u>3/30 (WED)</u>	<u>3/31 (THU)</u>

Workshop (HALL B : Marubiru Conference Square)

03/31 (THU)

9:00-10:00	Impact Pitch Semi-finalists!!
10:10-11:10	<p>Foefront of CB-tech 4th GIG: fruits hidden in the sea of data powered by Bank of Japan</p> <p>Haruhiko Inatsugu Director, Research and Statistics Department, Bank of Japan</p> <p>Atsushi Samitsu Director, Head of Legal Studies Group, Financial Infrastructure Studies Division, Institute for Monetary and Economic Studies, Bank of Japan</p> <p>Yuko Tamura Center for Information Technology Studies, Institute for Monetary and Economic Studies, Bank of Japan</p> <p>Takashi Hashimoto Director, Head of International Standardization Group, Payment and Settlement Systems Dep. Bank of Japan</p> <p>Moderator :</p> <p>Masaki Bessho Head of FinTech Center, Payment and Settlement Systems Department, Bank of Japan</p> <p>Outline : A flash talk session introducing four research outputs of the Bank of Japan, Japanese CB (Central Bank), which focus on "technologies/data". At this 4th gig, the Bank's tech leaders will talk about: (1) development of consumption indices using alternative data, (2) legal issues surrounding the use of customer information by businesses, (3) cyber risks and security measures of retail digital payments, and (4) interoperability and standardization in financial services in the digital age. What fruits are hidden in the "sea of data"?</p>
11:15-11:55	<p>Change financial institutions with KEYENCE-style data utilization techniques! powered by KEYENCE CORPORATION</p> <p>Aran Saito Consulting Data Scientist Data Analytics Division KEYENCE CORPORATION</p> <p>Takuya Mizukami Sales consultant Data Analytics Division, KEYENCE CORPORATION</p> <p>Outline : The origin of the company name of KEYENCE is Key of Science. High profitability with an operating margin of over 50% is supported by scientific and rational data utilization.</p> <p>In this session, the first half is about ""redefining human resources development in local financial DX"". In the second half, we will introduce examples of specific financial institutions supported by KEYENCE, including a demo of ""Data Analysis Software KI"".</p>
12:30-13:00	Unicorn Startup Showcase
13:00-13:30	<p>What motivates their open API strategy and how they extend their API ecosystems to drive innovation powered by Authlete, Inc.</p> <p>Masaaki Miyamoto Director and CIO , Zero Bank Design Factory Co.,Ltd Executive Officer and CIO , Minna Bank, Ltd.</p> <p>Fernando Luis Vázquez Cao CEO of SBI Digital Asset Holdings Co., Ltd</p> <p>Osamu Uetsuki Deputy General Manager and C-FAPI Business Lead, ITOCHU Techno-Solutions Corporation</p> <p>Moderator :</p> <p>Tatsuo Kudo VP of Solution Strategy , Authlete, Inc.</p> <p>Outline : Industry leaders leveraging Authlete will join this panel to discuss their purpose of enhancing open APIs, benefits from the Authlete solution, and future use cases and insights using Financial-grade API (FAPI) / Client Initiated Backchannel Authentication (CIBA) standards. In addition, we will discuss innovations to be achieved by further expansion of the API ecosystem.</p>
13:40-14:20	<p>powered by DYNATREK, Inc.</p> <p>Kentaro Arawatari Director, Business Promotion Management Division, The Chiba Bank, Ltd.</p> <p>Takuya Saeki Director, DYNATREK, Inc.</p> <p>Shinya Saeki Director / Product Manager, DYNATREK, Inc.</p>

14:30-15:20	<p>Wholesale CBDCs: Exploring their potentials powered by Bank of Japan</p> <p>Thomas Moser Alternate Member of the Governing Board, Swiss National Bank Sopnendu Mohanty Chief Fintech Officer, Monetary Authority of Singapore Chris Thompson Deputy Head, Payments Policy Department, Reserve Bank of Australia</p> <p>Moderator :</p> <p>Masaki Bessho Head of FinTech Center, Payment and Settlement Systems Department, Bank of Japan</p> <p>Outline : Central banks are exploring the potentials of “wholesale CBDCs” (central bank digital currencies), which, leveraging new technologies such as DLT, aim to enhance efficiency of payments among market participants, while “retail CBDCs” accessible to the general public are being explored. In this session, key figures from three central banks (Swiss National Bank, Monetary Authority of Singapore and Reserve Bank of Australia), which have recently carried out wholesale CBDC experiment, meet together and talk about motivations and takeaways of their experiments as well as opportunities and challenges of wholesale CBDC.</p>
15:30-16:10	<p>Defining key metrics that will lead your fintech app/web service to success: key metrics that actually matter your business growth powered by NTTCom Online Marketing Solutions Corporation</p> <p>Takeo Yatabe Mixpanel Data Consultant, NTTCom Online Marketing Solutions Corporation</p> <p>Outline : The importance of KPI management can't be overemphasized, but there is no "one-size-fits-all" metric that drives business across all products /services. Therefore we need to define the right metrics for each product / service - specific to banking, stock trading, asset management, cashless payment, accounting, insurance, cryptocurrency, crowdfunding, etc.</p> <p>This session will introduce you to our framework to help you define key metrics that actually matter your business growth.</p>
16:20-16:50	<p>E6 × DNP New Challenges for a Foreign FinTech Company and a Japanese Printing Company Established in 1876 powered by Dai Nippon Printing Co., Ltd</p> <p>Atsushi Mogami Dai Nippon Printing Co.,Ltd. Yuki Nishimura Senior Sales Manager, Episode Six Japan Donald Wong Solutions Architect, Episode Six Japan</p> <p>Moderator :</p> <p>Eiji Hirosawa Dai Nippon Printing Co.,Ltd.</p> <p>Outline : E6 and DNP. What is the actual state of collaboration between a foreign fintech and traditional Japanese printing company? We will talk candidly about the advantages and key points of concern to achieve collaboration, as well as critical success factors from both business and technology perspectives, based on actual project case studies.</p>

The session information is as of 2022/3/28.

Please note that it may change depending on the future situation.

FIN/SUM Secretariat