

*Trade mission*

# *SusHi Tech Tokyo 2026*

*April 23 - 29, 2026*

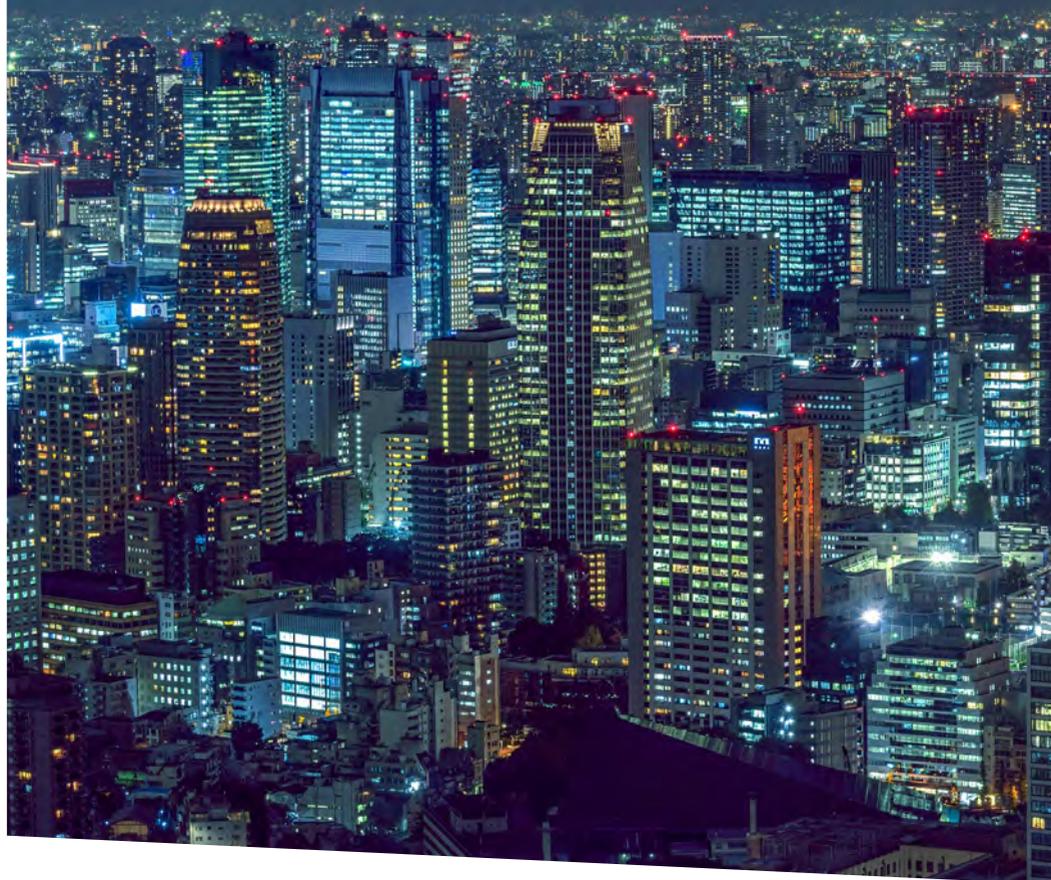


TRADE AND  
INNOVATE **WITH**  
**THE DUTCH**

*Sushi Tech Tokyo 2026*

*Tokyo, Japan*

*April 23 - 29, 2026*

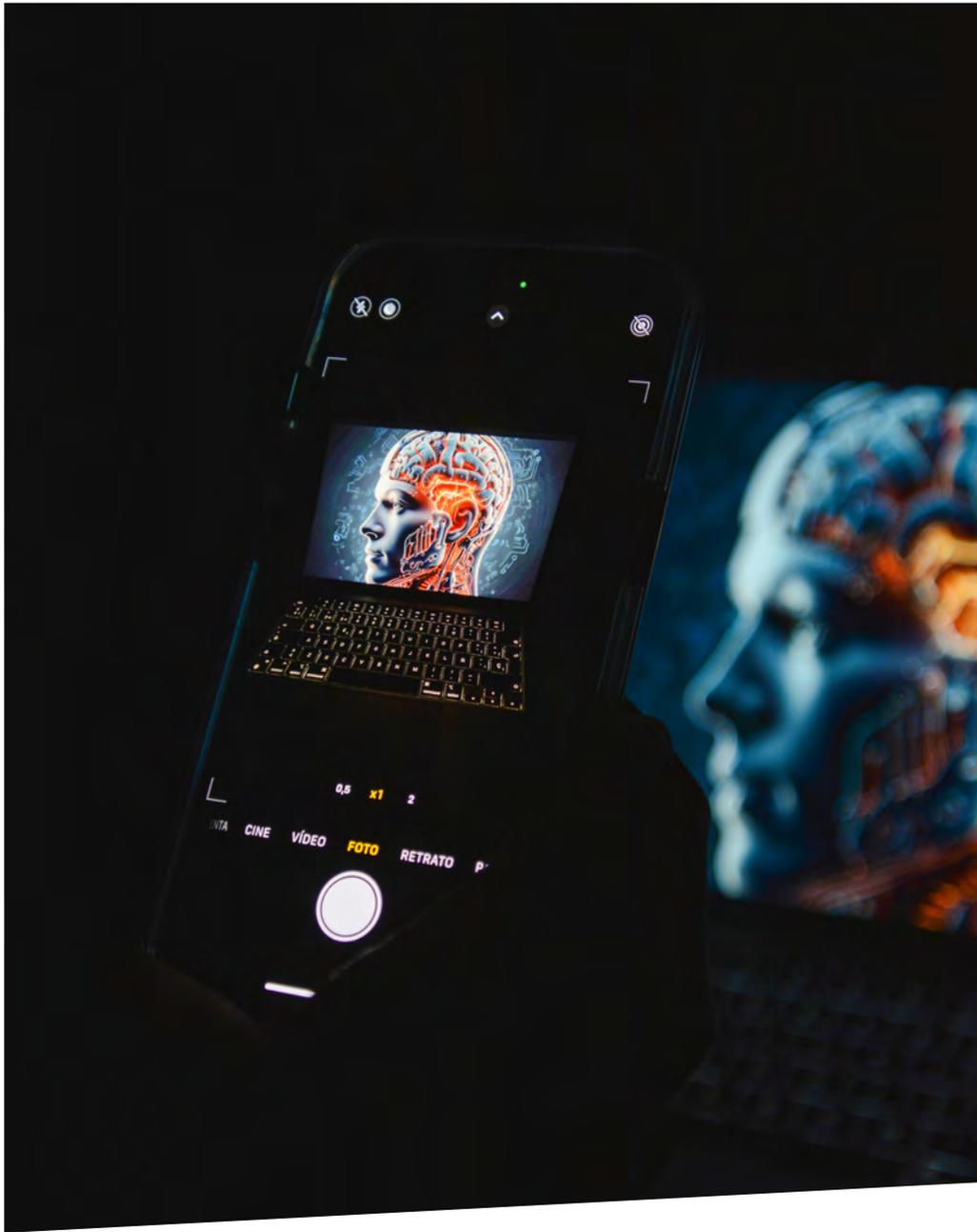




# Organizing Partners



Trade & Innovate NL is a national Dutch network of public organizations connecting Dutch entrepreneurs with partners abroad. As collective public organizations we combine forces to better support Dutch entrepreneurs on international markets. More information can be found via [www.tradeandinnovate.nl](http://www.tradeandinnovate.nl)



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# Foreword

Welcome to Tokyo and SusHi Tech!

In this unstable and sometimes threatening world, innovation and cutting-edge technologies are essential to achieving a sustainable and circular economy and a safe and just society. Startups can be global engines of innovation, and their significance is growing every day as they develop smart solutions.

It is encouraging to see the startup community flourishing here in Japan, a nation renowned for its rich history of innovation. In 2025, Japan has seen the steepest climb among the global top 20 in StartupBlink's Global Startup Ecosystem Index and is now ranked 18th, with Tokyo reaching its highest position yet at 13th place. In the same year, the Netherlands ranked 10th globally, with Amsterdam in 26th place. Japan is becoming increasingly attractive to startups. At the Embassy, we are also witnessing a growing interest from Dutch startups eager to scale up their businesses in Japan.

I am very glad to see many Dutch startups making their way to SusHi Tech, recognizing the expertise of the fair and the opportunities for collaboration with Japanese partners. Cooperation on innovation between the Netherlands and Japan dates back more than 425 years, including the era of isolation or the *sakoku* period, when the Dutch provided a window to the world by bringing in Western innovations. Both Japan and the Netherlands are trusted, progressive partners and advanced economies that share a responsibility to solve today's challenges and must work together. In the Netherlands, currently over 900 entities Japanese companies are active contributing to the Dutch

economy and society and they are increasingly involved in joint 'open' innovation.

This trade mission brings together Dutch companies, research institutes, and government representatives who have adopted AI, robotics, and other technologies and models to develop innovative solutions. SusHi Tech, along with the many other events in the run-up, offers an excellent platform for exchanging insights, exploring innovative technologies, and establishing strategic partnerships.

The primary goal of this startup mission is to bridge ecosystems to support international collaboration that will accelerate the translation of ideas into innovative and commercially viable applications.

I firmly believe that the plans and partnerships formed during this mission will not only pave the way for further technological advancements but will also help forge a resilient globally connected innovation ecosystem. I look forward to the discussions, the exchange of expertise, and the networks that will emerge.



*Gilles Beschoor Plug*  
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# *Company profiles*





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## **Circularise Japan**

### *Circular supply chain traceability platform*

Circularise is a technology company specialising in supply chain traceability and data management for complex, multi-tier value chains. Founded in 2016, the company develops secure digital infrastructure that enables organizations to collect, share, and verify product and supplier information while protecting sensitive business data.

Circularise operates in the fields of digital product traceability, circular economy solutions, and regulatory compliance. Its platform supports the implementation of Digital Product Passports and helps companies comply with emerging regulations such as the Ecodesign for Sustainable Products Regulation (ESPR), RED III, and the EU Battery Regulation.

By providing end-to-end visibility across supply chains, Circularise enables companies to improve transparency, reduce emissions, and build more resilient and circular business models.

Circularise is trusted by global industry leaders including Samsonite, LyondellBasell, Asahi Kasei, Teijin, and Mitsubishi Chemical Group, positioning the company as a leading provider of traceability infrastructure for sustainable and compliant supply chains.



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## Kalpana Systems

Kalpana Systems is a high tech industrial equipment manufacturer specializing in advanced thin-film coating technologies. Founded in 2021 and headquartered in Rotterdam, Netherlands, the company develops industrial-scale spatial Atomic Layer Deposition (sALD) equipment that enables precision nanocoating from 1 to 200 nanometers.

The patented web transport and precursor separation technology delivers superior throughput and uptime compared to conventional thin film solutions, making high-volume roll-to-roll atomic layer deposition commercially viable for industrial applications. Kalpana Systems is positioned as an innovation leader enabling the transition to next-generation energy and manufacturing applications through atomic-level precision coating.

Key applications:

- **Flexible and perovskite PV:** electron transport layers, passivation, and encapsulation coatings that enhance efficiency and long term stability
- **OLED and flexible display manufacturing:** ultra low moisture barriers that maintain transparency and mechanical flexibility
- **Batteries:** interface stabilizing coatings to improve safety and cycle life
- **Packaging:** high performance oxygen and moisture barriers that support recyclable mono materials and bio based films



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## Saddle Point Science Europe

### Transparent Data Science

Saddle Point Science is a data analytics company. We address the challenges posed by the complexity of data in modern personalised medicine and data-driven clinical decision support. Standard statistical tools were not designed for this. Addressing the above challenges requires using optimally the vast amounts of medical data, with novel transparent mathematical and statistical approaches.

The main challenges we address are: predicting personalised treatment response, reducing the number of failing clinical trials, enabling reliable analysis of small data sets, unravelling complex heterogeneous patient groups, and personalisation for (serious) games via adaptive man-machine interfaces.

Our advanced algorithms are available in automated, user-friendly software pipelines. We combine Bayesian modelling with modern mathematical methods from physics, to make prohibitively complicated calculations feasible. Our methods are validated via publications in peer-reviewed journals, and we are the analysis partner in multiple international research consortia and for pharma.





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## Scenwise

Scenwise is an innovative company operating in Smart Cities and Smart Mobility, developing advanced solutions that integrate data science, ICT, GIS, and next-generation transport technologies. With strong expertise in software engineering and mobility systems, we build intelligent platforms that enhance decision-making for governments, businesses, and urban planners.

Our work focuses on designing and implementing forward-thinking systems that make cities more efficient, sustainable, and user-centric. By combining technical excellence with in-depth knowledge of mobility dynamics, we support smarter planning, optimized resource allocation, and improved quality of urban life.

Recently, Scenwise has expanded into accessibility and inclusive mobility. We are developing a comprehensive journey assistant for People with Disabilities (PWD), enabling seamless multimodal travel while enhancing accessibility in buildings and public spaces. This solution aims to remove mobility barriers, foster independent travel, and promote equal participation in society.

Through our initiatives, Scenwise actively contributes to shaping the future of inclusive and intelligent urban environments.



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## SolarDuck

SolarDuck is specialized in the development of offshore floating solar energy farms. Focus is both on utility scale power plants directly connected to the grid, as well as non-utility scale systems that can provide far shore infrastructure, of continuous power, communications and other functionalities. With this smaller scale “Offshore Floating Power Hubs” (OFPH), SolarDuck is catering to the Carbon Capture and Storage (CCS) market, to decarbonization in the oil and gas industry as well as to Defence & Security applications. In those markets SolarDuck can provide a significant cost and emission reduction by replacing the incumbent subsea cables. As well as enables a whole new segment in the marine surveillance industry. SolarDuck is active Globally, but specifically in Europe, USA, East & Southeast Asia as well as Oceania.

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## StandIn

### *Async Governance Infrastructure*

StandIn is a technology company developing governance infrastructure for distributed engineering and product organizations.

Our field of activity is enterprise software for global teams operating across multiple time zones. We focus specifically on operational continuity, decision authority, and structured handoffs between regions.

In large organizations, work coordination often depends on real-time availability rather than formal governance. This creates risk, delays, and loss of accountability across offices and countries. StandIn introduces a declared-state protocol that makes operational status, ownership, and handoffs explicit and auditable, without relying on surveillance or AI inference.

We integrate with existing systems of record such as Jira and GitHub and position ourselves as the governance layer between communication tools and project management systems.

StandIn operates in the emerging category of async governance infrastructure, supporting enterprise digital transformation and EU-Japan cooperation in trusted, interoperable digital systems.



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## **Tekle Holographics**

### *Holographic Tech Solutions*

Tekle Holographics is a technology company focused on advanced 3D visualization and spatial decision-making environments. The company develops high-end holographic hardware and software solutions that enable organizations to interact with complex data in an intuitive and collaborative way.

Tekle operates at the intersection of digital twins, geospatial data and immersive visualization. Its solutions are applied in sectors such as infrastructure, construction, defense, medical and urban planning, where understanding complex spatial information is critical for decision-making.

The company positions itself as a premium technology partner, enabling faster and more effective decision processes by transforming data into shared 3D experiences. Tekle works with both public and private sector organizations on high-impact projects, supporting planning, simulation and operational workflows.

## Wonderment by Design

### Immersive Tech & Design

Wonderment by Design is a Netherlands-based creative technology studio specializing in immersive, interactive experiences that connect digital worlds with physical spaces. We operate at the intersection of XR/AR, gaming technology, storytelling, and spatial design.

We design and produce location-based experiences, interactive installations, and tech-driven content for international gaming and entertainment brands. Our work includes large-scale live event activations, citywide AR experiences, and venue-based digital layers that extend engagement beyond a single location.

Through our product lab, The Wonderment Factory, we develop scalable experience platforms such as The Wonderwall, a plug-and-play interactive XR video and photo booth used at global events and cultural venues.

We work with IP holders, publishers, and city partners to translate digital worlds into real-world audience experiences. By combining concept development, real-time technology, and production, we create deployable formats that support next-generation cultural engagement and entertainment.



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# *Organizing partners*

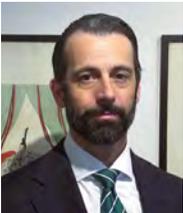




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## Amsterdam Trade & Invest

Amsterdam Trade & Invest is the Amsterdam Metropolitan Area's agency for foreign investment, trade & internationalisation.

Amsterdam Trade & Invest supports companies from the Amsterdam Metropolitan Area in their internationalisation efforts. Our focus is on innovative solutions for urban and societal challenges. Furthermore, Amsterdam Trade & Invest also assists sustainable and innovative foreign companies in establishing themselves in the Amsterdam Metropolitan Area.

Interested in expanding your business to Amsterdam? Visit [www.iamsterdam.com/business](http://www.iamsterdam.com/business)



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## Embassy of the Kingdom of the Netherlands

*Strengthening economic ties between Japan and the Netherlands*

Japan and the Netherlands have a strong relationship dating back to 1600, when the first Dutch ship arrived to trade. 426 years later, the economy remains a key part of our bilateral ties. The Embassy and Consulate General of the Kingdom of the Netherlands host four economic departments: the agricultural section focuses on agricultural technology, the economic section supports Dutch businesses in Japan, the innovation section fosters research and development collaborations, and the Netherlands Foreign Investment Agency helps Japanese companies enter Dutch ecosystems.

While the Netherlands is home to many brilliant minds, we recognize that innovation is global. That's why we seek cooperation with other nations, including Japan, where innovative people work toward solving global challenges. SusHi Tech offers an excellent opportunity for such collaboration, and I'm proud to see Dutch startups participating. I hope they find partners and move closer to solutions. Here's to continuing and expanding our Japan-Netherlands relationship for another 426 years!



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## Netherlands Foreign Investment Agency

### *Going Dutch: Invest in Holland*

In the Netherlands, ambitious companies can tap into our innovation ecosystems to accelerate their business, co-creating solutions for a better future for all. We invite international companies to join us in working towards that goal. Because we believe that future-proof business is about making impact. And we can make more impact when we work together.

The Netherlands fosters an unrivalled entrepreneurial spirit. English is spoken everywhere. By embracing innovation, sustainability and digitalization, the Dutch economy attracts the world's leading businesses. It is a welcoming, stable and rewarding choice for foreign businesses to invest.

As government agency we support Japanese companies setting up or expanding in the Netherlands. Our services are free and confidential. We also support joint (outsourced) R&D to provide easy access to open innovation ecosystems. There are over 800 active subsidiaries of Japanese companies in the Netherlands, increasingly involved in R&D. Japan as a country is the second largest non-European investor into the Netherlands and is economically very important for the Netherlands.



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## Oost NL

East Netherlands Development Agency (Oost NL) is the economic development agency for the two provinces (Gelderland and Overijssel) that comprise East Netherlands.

Oost NL promotes economic growth and new jobs in the East Netherlands. We pursue this task by encouraging entrepreneurs to innovate, invest, develop international markets and by creating a beneficial business infrastructure.

Through us, international companies gain access to our regional networks as well as assistance with trade promotion. We help owners of SME's from East Netherlands to internationalize through matchmaking through our worldwide network of partners.

Our international trade activities are implemented within the GO4EXPORT program, in which various regional public and private partners closely cooperate to support SMEs from the East of the Netherlands. GO4EXPORT is coordinated by lead partner Oost NL.



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## ROM Utrecht Region

ROM Utrecht Region is a regional development agency driving innovation and economic growth in the Utrecht province. As a network organization, Rom Utrecht Region focuses on supporting and strengthening innovative and sustainable businesses, with key sectors including health, digitalization, and sustainability.

Our core activities involve business development, financing, internationalization, and ecosystem enhancement. We empower startups, scale-ups, and SMEs by providing guidance, capital, and strategic connections. Positioned at the heart of the Netherlands, we serve as a vital regional player and gateway to national and international markets.





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## Rotterdam Partners

Rotterdam Partners is the official marketing and investment agency of the city of Rotterdam. We operate at the intersection of public sector, business and international networks, with a focus on economic development, internationalisation and city positioning.

We strengthen Rotterdam's global competitiveness by attracting foreign investment, supporting international business development and promoting the city's profile worldwide. Our work spans key sectors such as maritime technology, sustainable industry, energy transition and urban innovation—areas in which Rotterdam holds a leading position in Europe.

We connect international businesses, investors and talent with opportunities in Rotterdam, while supporting local companies in expanding into global markets.



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## TNO Japan

TNO is the Netherlands' leading institute for applied scientific research, employing over 4,000 professionals and serving as an independent advisor to the Dutch government. Its mission is to drive impactful innovation that supports sustainable wellbeing and economic prosperity. Beyond research, TNO actively builds and supports ventures to strengthen future earning capacity.

TNO Japan, based in Shin-Yokohama, has developed a strong track record in both collaborative and independent research across a wide range of technologies. Its focus areas include mobility (autonomous driving, safety, and sustainability), quantum technologies (cryptography, sensing, and computing), semiconductors (manufacturing, materials, and thin films), and AI and data (digital twins and data ecosystems).

TNO Japan aims to establish long-term partnerships in business and R&D. It promotes open innovation and fosters ecosystems that connect startups, academia, corporates, and research institutes, working closely with the Netherlands embassy in Tokyo to accelerate collaboration and innovation.





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