

## Introduction to the 17 nominees 10th edition of the French Business Awards April, 8th 2021

### **COMPANY OF THE YEAR**

#### **ALTAVIA JAPAN K.K.**

ALTAVIA GROUP was created in 1983 the first independent international group in France specialized in sales communications for retailers.

ALTAVIA JAPAN K.K. was created in 2014. Today we offer 360 marketing services from conceptualization to production, print and digital. With a strong network in Asia, we also provide expertise for creative services in travel retail, for Japan inbound market or for branding strategies in the Chinese market.



In Japan, we offer a unique service from design to print management, using the latest production methods that allow brands to increase their productivity, significantly reduce their CO2 emissions, while guaranteeing quality.

CSR and the respect of the environment are a key topic for us. In 2020, ALTAVIA JAPAN was rewarded with the Ecovadis Gold medal.

#### **CIEL TERRE JAPAN CO., LTD.**

Ciel & Terre®'s unique expertise and devotion for innovation positions us as the inventive pioneer on the floating PV market.

Driven by a global need to produce clean energy while preserving valuable land, we developed Hydrelío®, the world's first patented and industrialized floating PV concept. Over the years, we have developed a wide scope of services to fully guide stakeholders through projects journeys, providing engineering expertise with the plant and the anchoring design, the Hydrelío's manufacturing and quality control, supplying and delivering our products and the anchoring system. To make the installation as efficient as possible, we offer construction training and supervision.



## DANONE JAPAN

Danone operates in 120 countries with its mission of "Bringing health through food to as many people as possible", with its business areas of chilled dairy and plant-based products, water and specialized nutrition. Danone Japan develops and delivers products to meet the needs of Japan through the manufacture and distribution of chilled dairy products, importing and distributing plant-based foods, and marketing of water. Danone has a corporate philosophy that "business success with social progress", as advocated by its first CEO. Since then, Danone aims to pursue sustainable and profitable growth in harmony with society, and to share our values and develop together with our stakeholders.



Danone Japan  
is a Certified B Corporation®

## GRUNBERGER DIAMONDS JAPAN

Since 1945, Grunberger Diamonds established in Antwerp, Belgium, is one of the world's largest producer of "Grunberger Precision Cut®" melee diamonds with Hearts and Cupids (also known as Hearts & Arrows), the finest diamonds in the world. Specializing in sizes from 0.60mm to 4.25mm (0.001 carats to 0.21 carats), we manufacture hundreds of thousands of diamonds a month, in over 40 qualities in various colors. Our diamonds can ensure maximum precision, brilliance and fire, which is enhanced when it is incorporated into finished jewelry.



We also adhere to the highest level of cutting and grading standards that can be consistent and controlled with our own cutting facility in Vietnam. With offices in Antwerp, New York, Hong Kong and Tokyo, our cut has received international recognition and increased our customer base.

Grunberger Diamonds has full transparency from the sourcing of the rough, producing all of the diamonds in our own cutting facility in Vietnam, to the final delivery of the product so that the customer can be ensured about the source and manufacturing process of their purchased product. We can ensure that all of our diamonds are natural, new and ethical.

In Japan, we sell our diamonds to retailers, manufacturers, wholesalers, individual designers and jewelers. We offer specialized high-quality customer service to each client and take the time to understand their needs.

**GURUNAVI Inc.,  
(Smile Food Project with Chefs for the Blue, CITABRIA, and NKB Inc.)**

Smile Food Project was established by some of Tokyo's top chefs, to show their support and appreciation to the medical workers fighting Covid-19 crisis on the frontline, by delivering delicious food (for free) to their workplace.



On April 8th, Smile Food Project was jointly established by three organizations: "Chefs for the Blue", a group of Japanese chefs working to improve social issues such as marine resource conservation, "CITABRIA", a company operating restaurants and hospitality business and "NKB", an advertising agency, with the cooperation of GURUNAVI. Established on April 8th 2020, Smile Food Project set a target to deliver 20,000 meals to medical institutions. By July 17th of the same year, we had delivered a total of 21,086 meals to 38 medical institutions.

**ID Japan K.K.**

ID Kids Group provides not only children clothing but a full ecosystem (toy brands, baby care centers, parenting media) that enables us to combine all expertise necessary for our project: WE ACT FOR KIDS = we act for the well-being and progress of children. We believe this project is essential in Japan where parents hesitate more than elsewhere before giving birth (low fertility rate) and we want to provide this concept of happiness and growth associated to children. We started 4 years ago with our Okaidi brand, bringing the best of French design for everyday clothing at very affordable price, in malls such as Aeon and Lalaport. Our baby line, Obaibi is especially popular, thanks to our 100% organic cotton products and our association with French baby care professionals. We then introduced Jacadi, our premium brand that provides the heritage of Paris child fashion while staying always up-to-date. In 2 years, Jacadi is already in the best shopping areas and department stores.



**L'OCCITANE JAPON K.K.**

L'OCCITANE was born in 1976 in Provence in the south of France where the fragrant fields of various flowers are a constant reminder of the region's natural beauty. Since then, the brand has been developing products based on phytotherapy and aromatherapy, and producing products



from carefully selected, traceable natural ingredients from the region. As a leading natural cosmetic brand, L'OCCITANE offers new and extraordinary beauty experiences, using high-quality products that respect nature, the environment and the people in it. The brand has been introducing the lifestyle of Provence and natural ingredient-based cosmetics and well-being products that allow Japanese customers to enjoy a little luxury in everyday life. L'OCCITANE has more than 3,000 retail outlets, and is present in 90 countries.

L'OCCITANE has supported initiatives to help others since the company was established. We created the L'OCCITANE FOUNDATION in 2006, where the founder's values have remained key L'OCCITANE concerns. With each year, the company focuses more and more on its core values. In 2020, the L'OCCITANE FOUNDATION has been allocating an annual budget of €1Million supporting 50 projects around the world.

## **SANOFI K.K.**

Sanofi K.K. has achieved a 100% continuous supply of medications during COVID-19.

Also, we have been engaged in COVID-19 vaccine development using established

technology to contribute to as much of the worldwide population as possible. Furthermore, Japanese employees created a Thanks message video for the many people that are tirelessly working to counter this pandemic. Internally, we established a COVID-19 Taskforce in February to set out guidance for HQ and Field operations, which are all in alignment with Japanese governmental directions. Through weekly updates, employees have been able to successfully adhere to proper activities while at the same time prioritizing their safety and health. All of this has led to an acceleration of new ways of working, which also includes promoting remote work.



## **FRENCH TECH TOKYO AWARD**

### **HITOTOKI TRAVEL**

The brand name Hitotoki means “once in a lifetime” in Japanese and reflects our wish to design the ideal turnkey dream trip crafted for each of our guests.

Hitotoki is a unique travel service between a boutique travel agency and a concierge service with exclusive contacts and hidden-gems partners: traditional century-old inns off the beaten

track, awarded sake breweries normally closed to the public, local monks for off-limit private visits of UNESCO temples and much more. Each travel itinerary is complex but we take advantage of our advanced back office developed internally (python & django code, externals & internals APIs, mobile app, etc) to offer the best travel experience to our clients.



**HITOTOKI**  
LUXURY TRAVEL DESIGNER

### **SPACE BD INC.**

Space BD Inc. is the leading Japanese Space Startup providing access to space.

We are a private company selected by JAXA to provide Space related services and operations such as in-orbit demonstration service on the International Space Station, and small-sat launch and deployment opportunities. We also provide import/distribution support for satellite components from overseas to the Japanese small-sat market.

We deliver optimum plans to transport objects to Space for customers who plan to launch satellites or perform experiments in Space environment.

We provide one-stop services starting from technical coordination of the project to launch execution, including operations support.

Furthermore, project creation to explore new possibilities of space utilization and aim to opening up Space to other industry sectors is a part of our core services.



**Space BD**

## **PRODUCT/SERVICE OF THE YEAR**

### **AIRSTAR JAPAN K.K.**

Airstar Japan is a Decorative Agency which offers a surprising range of lighting application, creative decoration, design and production in Japan and the Region.

We are offering the Airstar Experience, the perfect source of Illumination and decoration for the Event Industry. We are part of Airstar Group, based in Grenoble France and world leader in lighting inflatable technology. Our partner company in Asia is Airstar Singapore.

Our main activity is to conceptualize and produce space decoration for the Event and the Exhibition markets. We do integrate, into that Creative process, our own range of Products and Equipment, we have local stocks in most region where we operate our businesses. Japan and Singapore being our most active markets in Asia. Our Clients are mainly Corporate, Event agencies and Institutional Organizations. We also have a sale activity for some of our products line dedicated to the Architectural and the Hotels Industries



### **BUREAU VERITAS JAPAN CO.,LTD.**

Bureau Veritas is a world leader in Testing, Inspection and Certification. Our mission is at the heart of key challenges: quality, health and safety, environmental protection and social responsibility. Through our wide range of expertise, impartiality and independence, we foster confidence between companies, public authorities and clients.

Bureau Veritas is a “Business to Business to Society” service company, contributing to transforming the world we live in. Driven by society, we are working ever more closely with our clients, addressing today’s crucial challenges and answering society’s aspirations.



**Shaping a World of Trust**

## **CLEDASIE JAPAN K.K.**

CLEDASIE is a distributorship company to promote and sell “niche products” in the Beauty Business.

During the last 10 years, we have assisted foreign brands to enter in the Japanese market.

The crisis in the domestic market and the global crisis encourage a new strategy to export Japanese products.

BE:ION is the first Japanese company to follow us in this strategy.

By the way, “Be:Ion” is a luxury collection of jewelries made with from natural stones from a popular onsen to improve our natural body energies.

Be:Ion is the example to mix the “tradition & the modernity”, “the traditional Japanese medicine & the new well-being”.



**CLÉDASIE**

## **LECTRA JAPAN LTD**

Lectra is a French company founded in 1973 commercializing software, equipment and services for the fashion, automotive and furniture sectors. Lectra aims to position the company as a key player in the 4.0 industry by 2023. The company’s strategy relies on four pillars: premium positioning, focus on three strategic markets, customer at the heart of the activities and new 4.0 services. Lectra Japan was founded in 1985 as Asia’s first subsidiary of Lectra S.A. Since then, Lectra Japan keeps providing state-of-the-art technologies to the Japanese customers to achieve operational excellence. Key figures: 34 international subsidiaries, 25,000 customers in more than 100 countries, 1,800 employees.



**LECTRA**

## **MECA AERO CONSULTING**

Meca Aero Consulting (MAC) is a French SME located in Toulouse, with a representative office in Tokyo and soon a new office to be opened in Canada. Born from the ambition of its CEO to see French aerospace SMEs thrive worldwide, MAC

now represents companies from the Americas, Europe, and Asia. Our mission consists of developing Aerospace companies throughout new markets. With at its base a strong knowledge of the worldwide aerospace market dynamics, MAC has won the trust of its customers through a complete and efficient methodology, and a transparent communication. Business intelligence, marketing, networking and a strong attention paid to cultural barriers in business relationships, are key elements of our successes.



**meca aero consulting**

## **PASSOT CO., LTD**

Small fast paced, network-based retail design and production agency with proven work process and track records (working with currently, established in 2005 in Tokyo with office in Singapore.



We provide high ROI in-store solutions to maximize retail activation, support marketing campaigns for Brand and Retailers. More recently with the surge of COVID-19 we developed very efficient COVID-19 prevention solutions, adopted already by brands nationally.

Own R&D and design capabilities, owner of various patents, we are designated Asian distributors for the following products: Vertical Vendors, Lama, Tokinomo, Proteus.

## **THE EXECUTIVE CENTRE**

The Executive Centre (TEC) opened its doors in Hong Kong in 1994 and today boasts over 150+ centres in 32 cities and 14 countries. TEC provides first class Private and Shared Workspaces, Business Concierge Services, and Meeting & Conference facilities to suit any business' needs. The Executive Centre set foot on Japan soil in the city of Tokyo in 2001. Ever since, it has become the leading and preferred premium serviced office brand in the market and is now operating 8 centres at prestigious Grade A addresses in Tokyo and Yokohama. Each Centre offers a prestigious address with the advanced infrastructure to pre-empt, meet, and exceed the needs of its Members.

# **THE EXECUTIVE CENTRE**