

## Introduction to the 26 nominees

### 6th edition of the French Business Awards

January, 31st 2017

#### **COMPANY OF THE YEAR**

##### **AEROEDGE CO., LTD.**

AeroEdge was launched with an aim to create a new business model for SMEs in the Japanese aircraft and aerospace industry. Our advantage and competitiveness lie in the advanced processing technology and one-stop shop capability which covers R&D, mass production, and quality assurance at a global industrial standard. This enables us to make inroads into an international market and get a challenging but promising business with overseas customers. We have made the two main achievements during the process. Firstly, we succeed in manufacturing of turbine blade made from an advanced rare material "Titanium Aluminide" with which any other international companies cannot make it. Secondly, we have one-stop shop in place to meet the customers' high quality requirements. Our French business partners have helped us build world-class production system and organization. Such an international collaboration between French companies and us will continue and expand in the face of the growing market.



##### **CLUB MED JAPAN**

Started in the year 1950, Club Med operates around 70 resorts offering its unique concept of Premium All Inclusive service globally. The company offers All Inclusive Packages including accommodation, return air-tickets, meals prepared with local ingredients, drinks (including Alcoholic beverages), Kids Club (4 months to 17 years old) and over 60 sports activities with expert instructors all in one payment, providing sense of relaxation in decision making and also keeping consumers at ease and provide them to focus more on family and loved ones. In the year 2016, Club Med Sahoro Hokkaido received Japanese Travelers Choice Awards for Family Hotel, and Club Med Palmiye received 2016 Travelers' Choice Awards for Family Hotels World Wide Category.



The company has grown significantly from the year 2011 with total visitor number of 37,900 Japanese guests (Total JPY5.2 billion revenue) to total Japanese guests number of 49,300 (Total JPY5.2 billion revenue).

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## **DASSAULT SYSTÈMES K. K.**

Company Overview: Global 3D software company



Dassault Systèmes founded in France in 1981 is a world leader in 3D design software and product lifecycle management solutions. With 14400 employees, the Dassault Systèmes group generated revenue of 2.8 billion euros in FY 2015. In Japan, Dassault Systèmes K.K. was established in 1994 and has expanded its presence with offices located in Tokyo, Nagoya, Toyota and Osaka.

Global presence: Bolstering the manufacturing industry all over the world

Our software is widely used by businesses on the globe notably in the manufacturing industry (e.g. Toyota and Honda in Japan), and also by makers who engage in Monozukuri on individual basis. In Japan, Dassault Systèmes software becomes a de facto standard among students of science and technology at universities and technical colleges.

On the occasion of the application for French Business Awards 2017

In 2016, Dassault Systèmes run a Virtual reality booth at French ambassador's residence, participated in France-Japan Innovation Year Forum as a full-sponsor, and made a formal entry into Nippon-Keidanren International Cooperation Center. We make a pledge for a leap forward in this memorable year.

## **ENERGY POOL JAPAN**

In the context of the Electricity System Reform, Energy Pool introduced Demand Response, an IoT-based solution enabling industrial plants to adjust their electricity consumption in real-time to help electric utilities to



ensure security of supply and reduce costs. Energy Pool showed spectacular growth in 2016 whilst starting a long-term partnership with TEPCO that propels the company onto a double to triple-digit growth trajectory for the years to come. Across 2015-2016, Energy Pool achieved the tour de force to complete the largest Demand Response Proof-of-Concept demonstration project ever implemented in Japan, establish a dedicated subsidiary and a strong, diverse and multicultural team in Tokyo, and strike a landmark contract with TEPCO, the first of its kind in Japan's long history, outpacing all domestic and US competitors, bringing the company at the forefront of Demand Response development in Japan.

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## **NINAPHARM**

NINAPHARM focuses its research on the microbiota of Japanese centenarian. We discovered that the specificity of the bacteria present in the gut is the key to the amazing longevity of centenarian. Based on this discovery, we elaborated new applications, like fermented health solutions, which we believe will change the anti-ageing market.



NINAPHARM was founded in 1993 in France and is present on the international stage with offices in Japan and USA. The company main focus is on the development of antioxidant actives, which means that we are at the centre of large numbers of concept developments on the pharmaceutical, nutraceutical and cosmetic industries. Our research team is working in collaboration with prestigious partners like research institutes and has patented several breakthrough technologies. To share this discovery, Ninapharm has created an anti-ageing committee of more than 400 members in Japan to distribute products to the elderly.

## **SOPEXA JAPON**

Since 1967 Sopexa is the only French communication agency specialized in food & beverage. It supports companies and interprofessions of all origins in their strategic definition, their implementation of communication and their actions to promote products and brands. In 2016, turnover rose by 64%, and more than 40,000 consumers were reached with a high rate of engagement on social networks. The agency brings together a community of more than 125,000 foodies on Facebook.



This success comes first and foremost from our corporate strategy centered on people: 24 employees with as many personalities, cultures and values that nourish the creativity of our actions. In 2016, we strengthened our teams (sales, project managers, administrative staff) and maintained a major effort in terms of training.

## **VILMORIN-MKS**

Thanks to the solid bases and networks of Mikado Kyowa Seed in Asia and Vilmorin's strong international position, Vilmorin-MKS extends its presence to the five continents. Implanted in 12 countries, and with two strong business brands (Vilmorin and Mikado Kyowa Seed), Vilmorin-MKS provides the stakeholders of the vegetable sector with a wide, unique, and original range of innovating and high-quality products. It also includes strategic species, such as carrot, witloof chicory, lettuce, tomato, pepper, kabocha squash, daikon radish and bunching onion.



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## VINCI AIRPORTS JAPAN



VINCI Airports, a top 5 global player in the international airport sector, manages the development and operations of 35 airports around the world. Served by more than 170 airlines, VINCI Airports' network handles more than 130 million passengers annually. Through its expertise as a comprehensive integrator and the professionalism of its 10,600 employees, VINCI Airports develops, finances, builds and operates airports, leveraging its investment capability, international network and know-how, to optimize management and performance of existing airport infrastructure, facility extensions and new construction.

The consortium made up of VINCI Airports and ORIX Corporation as its core members signed in December 2015 the agreement for the concession for Kansai International Airport ("KIX") and Osaka International Airport ("ITM") for an operating period of 44-years.

As of April 1, 2016, Kansai Airports commenced its business as an operating company for both airports. With almost 40 million passengers per annum, it is the second airport platform in Japan.

## PRODUCT/SERVICE OF THE YEAR

### AKEBONO BRAKE INDUSTRY



Akebono Brake Industry Co., Ltd., founded in 1929, is a world leader in advanced brake and friction material development and production. The Akebono Group operates R&D centers and manufacturing facilities worldwide, such as in Japan, the United States, Europe and Asia. Akebono Brake Industry's business area includes brakes for automobiles, rolling stocks, industrial machinery and sensor products. Akebono has been supplying and jointly developing brake systems with the McLaren Formula 1 team since 2007.

### CORSICA NAPOLEONICA



CORSICA NAPOLEONICA was created with the aim of promoting Corsica with the Japanese in its cultural, natural and gastronomic aspects, "the island of Beauty" is until now very little known in Japan. CORSICA NAPOLEONICA is the first company specializing in welcoming Japanese travelers to Corsica by offering tours of the island in Japanese focused on culture, history (including Napoleon), nature, gastronomy and local know-how. The company is also active in Japan to promote gastronomy and Corsican culture. Passionate about Japan where he lived as a student, his founder, Henri de Rocca-Serra, makes use of his double knowledge of Japanese and Corsican culture at the heart of its project: a step closer to Japanese expectations and Corsican authenticity. Its success rests on the quality of service and hospitality (traditional value shared by both Corsica and Japan).

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## **INOVA SOFTWARE**



Inova Software platform is used to improve collaboration and foster innovation in the life science industry. Our platform is used by the biggest pharma conferences to organize one-on-one meetings between big pharma companies, investors, and smaller innovative biotechnology companies. Once the first contact between an innovative company and a pharma is established, they can use our system to collaborate and manage the deal process until they reach an agreement.

Since 2015, more than 50% of the new molecules being developed come from such collaboration. Inova helps companies find the right partners to develop new drugs and make sure they get the best out of those collaborations.

## **INSTITUTION FOR A GLOBAL SOCIETY - IGS**

Institution for a Global Society – IGS is an EdTech and HR Tech venture company whose missions to promote world peace via the cultivation of Japan's global human resources. The founder, Masahiro Fukuhara, launched the company as a cram school in May 2010. IGS is backed by UTEC (University Tokyo Edge Capital) and Tokyo University of Science, institutions which support the development of IGS's key businesses: e-Spire and GROW.



- E-Spire: e-Spire is an online digital learning platform, which offers integrated English skills development and TOEFL iBT preparation for Japanese junior high schools, high schools and universities that aspire to cultivate global leaders. In particular, ESpire encourages the successful acquisition of speaking and writing skills by utilizing a team of external evaluators and artificial intelligence-assisted Writing Support Engine, which can provide personalized feedback to students on their skill development.

- GROW: Using artificial intelligence, GROW scientifically matches high-potential, growth-oriented university students with companies looking to reform their HR strategy by focusing on competency-based recruitment and professional development practices. Using students' own growth stories, GROW app matches these students with employers that care about their workers' competency development and fit within the company in order to harness student's ultimate potential. GROW has received the HR Technology Price, Recruiting service 1category, on October 2016 for its innovative service.

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**LYUDIA INC. / INGENICO JAPAN CO. LTD.**



We provide merchants with a comprehensive and innovative range of services and solutions that eliminate payment complexity and make purchasing quick, seamless and secure for consumers, whatever the sales channel or payment method.

Our ambition is to facilitate merchants' transition to multi-channel sales through our comprehensive range of smart terminals, payment services and mobile solutions, covering in-store, online and mobile channels on a global scale. Our innovative and reliable solutions let merchants secure the sale as soon as the consumer has made their purchase decision, and enhance consumer experience.

Our customers benefit from the depth and breadth of our large in-store and online acceptance network, which combines global expertise with local solutions. We connect retailers to all financial institutions and deliver access to the widest portfolio of local, national, international and alternative payment methods.

**MARUYASU INDUSTRIES CO., LTD.**

Our company is an auto parts manufacturer based in Okazaki City. We just held our 60th year anniversary last year. In our history, we have developed and manufactured a double-walled tube, metal parts assembled with anti-vibration rubber that has been widely utilized with the aim of improving fuel efficiency for vehicles. Our technology and performance are highly evaluated by customers.



In 1984, we started oversea business and now are operating companies in France, U.S.A., China and Thailand. Also, in other regions, we have several technical tie-ups with local companies and keep on trying to be No.1 global manufacturer.

**SAFT JAPAN**

Saft is the world leading manufacturer of advanced technology batteries.

One of its main activities is to provide rechargeable nickel batteries for rolling stocks: metros, tramways, high speed *trains* and for signaling. One of the traditional markets consists in providing rechargeable nickel emergency back-up power batteries in industrial applications; oil and gas installations, power generation and distribution as well as rechargeable nickel batteries for civil and military aircraft.

Saft plays a leading role in the Li-ion battery technology in space applications such as Li-ion batteries for scientific, telecommunication and observation satellites. Moreover, Saft is addressing diversified markets such as telecommunications with rechargeable nickel and Li-ion batteries for



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back-up power telecom networks, Li-ion batteries for electricity sector and renewable energy storage but also primary lithium batteries for water, gas and electricity meters, electronic road toll collection, etc.

#### **TES-AMM JAPAN K. K.**

Since our formation in 2005, TES-AMM has been a global leader in providing IT Lifecycle Services, offering bespoke solutions that help



customers manage the commissioning, deployment and retirement of Information Technology (IT) assets. At TES-AMM, we care for our client's data following their individual requirements. Our process is a complete approach to IT asset disposition – it not only ensures that all data is effectively removed from retired media, it governs the entire chain of custody as well. Our service starts with an intensive consulting phase where we define together with our customer how the data on the returned media is to be regarded and processed. From logistics services and the tracking of assets within our processing center to the final disposition of each asset and the serialized audit trail, our process allows us to offer unsurpassed service, legislative compliance, protection, and residual value capture.

### **CORPORATE SOCIAL RESPONSIBILITY (CSR) AWARD**

#### **ACCENTURE**

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy,



consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 394,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

Visit us at [www.accenture.com](http://www.accenture.com).

#### **NIHON L'ORÉAL**

NIHON L'Oréal, a subsidiary of the L'Oréal Group, a French cosmetics company, has a long-term commitment to Japan with more



than 50 years of history, offering a diverse brand portfolio with 22 make-up, hair and skincare

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brands that respond to the diverse needs and desires of Japanese consumers. Under its corporate vision and values of “Empowering All to Live Beautifully - From the world to Japan, from Japan to the world,” NIHON L’Oréal has set its 2020 mission with a focus on innovation, local talent development and our global sustainable commitment, Sharing Beauty with All. Launched in 2013 under the Sharing Beauty with All initiative, NIHON L’Oréal is committed to building a strong corporate reputation with long-term sustainable commitment. Japan’s initiatives include offering products with less impact on the environment to engage consumers in making sustainable choices, and empowering women who are less advantaged through our training/career development programs.

### **SCHNEIDER ELECTRIC JAPAN**

Sustainability is critical on Schneider Electric’s agenda. Our Sustainability responsibility is wide-ranging – from providing solutions for efficiency, to ensuring compliance to ethics. We have Planet & Society barometer which measure our ambitious commitments to sustainable development on a quarterly basis and audited by a third party.



This barometer includes not only savings CO2 and energy but also supporting for Base of the Economic Pyramid and developing human resources.

We believe that access to energy is a basic human right. We’re committed to providing innovative solutions that address this energy paradox: balancing our planet’s carbon footprint and the indisputable right of everyone to quality energy.

We believe Diversity and Inclusion is no more an option. Companies would like to become more DIVERSE and more INCLUSIVE.

### **FRENCH TECH TOKYO AWARD**

### **MAGENCY INC.**

Magency Solution boosts participation and collaboration in a group. It helps teams work better together & facilitates



interactivity, regardless of the size of the group (meetings, trainings, seminars, conventions...).

Rapidly proceeding digitalization of MICE (Meetings, Incentive Tours, Conventions, Conferences, Events and Exhibitions) in Europe and America initiated and lead by a French company MAGENCY S.A.S (<http://magency.me/>), its Japan entity, MAGENCY, Inc., set up January 2016.

We immediately captured many Japanese clients such as Toyota, Nissan, TBS, H.I.S, Mitsubishi-UFJ, Fujitsu, CEATEC, SEMI, Ricoh and so on. Holding a digital device supported by MAGENCY

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innovative applications, every single participant enjoy interactivity, autonomy, promptness, networking, collaboration and complete paperless and data reporting by digitalization. It makes remarkable improvement of participants' engagement by 77%, collaboration by 68% and communication by 65%. Participants' satisfaction reaches 98%.

#### **MANZANITA K. K.**

Manzanita is a next-generation digital marketing agency. Advertising most often results in only search traffic, however, we are accountable all the way to revenue.



**MANZANITA**

We use consumer psychology to architect perfect experiences that convert website visitors to customers. We use data science to analyze consumer behavior and build behavioral models. Using these models, we can maximize probability of purchase.

#### **MOBAGEL INC.**

MoBagel's Decanter™ engine is the first AI engine that is designed specifically to cater to the growing needs of IoT and



Big Data. By automating the tedious processes of feature selection and algorithm selection, MoBagel empowers anyone to collect, understand, and drive decisions from IoT data.

Decanter™ can perform deep analytics with minimum human interference, thus reducing the levels of human error and improving overall accuracy. In addition, companies using MoBagel's scalable, cost-effective solution can save up to hundreds of thousands of dollars per year by not having to hire in-house data scientists and analysts.

Presently, MoBagel has already begun working with high profile clients in various IoT fields to realize the value of predictive analytics and artificial intelligence and its application to IoT data.

#### **PIRIKA, INC.**

We aim to solve the global litter problem. We offer Pirika, an anti-litter SNS, and Takanome, an AI-based program that maps and measures litter using visual recognition technology. Our solution is to use the power of technology to generate and analyze litter data so that we can determine which anti-litter efforts actually work.



Pirika allows its users to upload and share with other users pictures of litter that they pick up, and maps the litter data based on those uploads. We also provide free data visualization services through Pirika to evaluate the clean-up efforts of companies and other organizations.

Takanome is an AI-based program that maps and measures litter using visual recognition

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technology, and makes it possible to conduct cost-effective litter research and analysis with consistency over a wide area.

We believe that only with these rich data are we able to address the root cause of litter.

### **PRISMADD JAPAN CO., LTD**

PRISMADD JAPAN produces additively manufactured parts by metal and plastic 3D printing technology. As a joint venture between French and Japanese companies, PRISMADD JAPAN has been through vertical growth by fusion of specialties, new technology of France and specialized knowledge in Japan.



Currently, Additive manufacturing is still new to the industrial use in Japan and the technology is not familiar to most of companies. Thus, our aim is to implement the new manufacturing process to the companies and create innovation. We already delivered prototypes to decades of companies in 2016. Especially, Additive manufacturing is interesting to produce parts with complicated design and high value material in aerospace and defense industries. From 2017, as an aerospace part manufacturer, PRISMADD JAPAN will work with Yamaichi Special Steel to establish quality management system AS9100 and acquire aerospace specification for special processes.

### **SECURE-IC K. K.**



At the age of the Internet of Things and connected elements such as Autonomous cars, securing the hardware and protecting the devices against hacking attempts is becoming critical.

Secure-IC partners with its clients throughout and beyond the integrated circuit design process to provide best-of-breed security expertise, solutions and technologies for embedded systems and connected objects, allowing our customers to stay ahead of the threats.

By establishing long-term relationships with governments, commercial partners and top academia worldwide, Secure-IC is quickly becoming a thought leader in the creation of sustainable embedded technologies that strike the best balance between threat protection and product life-cycle pressures.

As a customer driven organization, our commitment is to maximize digital trust with efficient, high performing solutions that provide competitive advantage and accelerate time-to-market.

Secure-IC delivers an advanced analysis platform and a broad range of IP cores to help you achieve the highest levels of security on any embedded system. We prevent the hack of any secure element, reverse engineering of any embedded system, theft of intellectual property and

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are a partner for maximizing digital trust.

The company has now offices in four different countries: France (HQ), Singapore, Silicon Valley and Japan.

## **WENOTECH CO., LTD.**

# **HIRE**PLANNER

HirePlanner.com is a multilingual cloud-based

recruitment management system designed for emerging and enterprise companies to hire top talents more efficiently. Our recruiting platform supports:

- Business Leaders to have more visibility on the status of their recruiting initiatives and,
- Corporate HR recruiting professionals to streamline and simplify their hiring process.

We automate most of the day to day administrative workload to save time to HR recruiting teams, hire better people, faster, and build a strong talent pipeline ahead of time.

Hireplanner.com is also equipped to keep all HR confidential data secured and protected at all times. By allowing HR departments to work more efficiently, we help organizations reduce their overall recruiting cost and provide a greater candidate experience which will reflect positively on their brand.

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