

**Press Release**  
Tokyo, April 8, 2021

## The French Business Awards 2021 showcase and reward the efforts and successes of French companies in Japan

The CCI France Japon held the 10<sup>th</sup> edition of its French Business. This year, 17 companies of various industries and sectors were in competition for 4 awards, which showcase and reward the efforts and successes of companies in Japan.

The CCI France Japon is pleased to announce the results of this competition. The 2021 laureates are: **GURUNAVI**. (“*Company of the Year*” Award), **AIRSTAR** (“*Product or Service of the Year*” Award), **PASSOT** (“*Product or Service of the Year*” Award), **SPACE BD** (“*French Tech Tokyo*” Award), and **ID JAPAN** (“*Jury special award*”),

The jury was composed of the Chairman of the CCI France Japon, and French and Japanese business leaders. They selected among the nominees the most dynamic, innovative and performing companies with grounded success on the Japanese market.

All 17 companies were a testimony of the diversity, the strength and the polyvalence of French and Japanese businesses. Highly diverse industries were showcased this year; among them automotive, tech, cosmetics and services.

### Company of the year 2021: **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.

**Product / Service of the Year 2021: 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



**Product / Service of the Year 2021: 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.



**French Tech Tokyo : 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.



### Special Jury Award 2021: 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.



### About the French Business Awards

This annual competition rewards the best performing member-companies of the CCI France Japon in 2020 (activities, projects, results).

The competition awards prizes in seven categories:

**“Company of the Year” Award:** this award rewards an outstanding company that has shown excellent performance and achievements in all aspects of its organization.

**“Product/Service of the Year” Award:** this award distinguishes the most innovative, original and/or successful service or product developed and marketed in or for Japan.

**“French Tech Tokyo” Award:** this prize rewards the digital start-up displaying the highest potential of growth, outstanding originality in their project as well as the most forward-thinking and innovative ideas.

**“Special Jury” Award:** this prize is for the best entrepreneur in the light of his/her recent achievements

### The Jury of the French Business Awards

- Armel CAHIERRE: President of the CCI France Japon, CEO and Founder of B4F (Milleporte.com);
- Davy LE DOUSSAL: Board member of the CCI France Japon, Counsel at TMI Associates;
- Atsushi NAKAJIMA: Chairman of the Research Institute of Economy Trade and Industry, IAA (RIETI);
- Cyrille DUPONT: President and CEO of Thales Japan K.K.
- Yann Rousseau: Japan Bureau Chief, Les Echos Tokyo office
- Frederic Nouel: President French Tech Tokyo
- Jerome Chouhan: President and CEO, Godiva Japan

### 2021 Nominees

17 companies in total were nominated on the basis of their applications:

#### Company of the Year (8 nominees)

- ALTAVIA JAPAN K.K.
- CIEL TERRE JAPAN CO., LTD.
- DANONE JAPAN
- GRUNBERGER DIAMONDS JAPAN
- GURUNAVI Inc., NKB Inc. , CITABRIA, Chefs of the Blue
- ID Japan K.K.
- L'OCCITANE JAPON K.K.
- SANOFI K.K.

**Product/Service of the Year (7 nominees)**

- AIRSTAR JAPAN K.K.
- BUREAU VERITAS JAPAN CO.,LTD.
- CLEDASIE JAPAN K.K.
- LECTRA JAPAN LTD
- MECA AERO CONSULTING
- PASSOT CO., LTD
- THE EXECUTIVE CENTRE

**French Tech Tokyo 2021 (2 nominees)**

- HITOTOKI TRAVEL
- SPACE BD INC.

**About the CCI France Japon (French Chamber of Commerce and Industry in Japan)**

The French Chamber of Commerce and Industry in Japan is the first European Chamber in Japan thanks to a wide network of more than 600 member companies from various sectors (one-third being Japanese companies).

The French Chamber of Commerce and Industry in Japan is also part of a worldwide network of 36,000 companies, members of 126 French Chambers based in 95 countries.

The Chamber is a **business club**: more than **100 events are organized every year**, giving direct access to business and influence networks. The Chamber's publications provide an original and informative point of view on the Japanese market. The Chamber's employment and training service is a professional tool to hire and train teams in Japan. And last but not least, the business and start-up support service helps French companies with market research, setting up new offices, providing canvassing and commercial support, finding partners, lending of equipped offices in Japan, among others.