

NASSCOM AND JETRO TAKE THE MESSAGE OF COCREATION TO NEW JAPANESE CITIES

Conduct three-city roadshow together in Fukuoka, Hiroshima and Yokohama to build partnerships in the IOT space

14th June 2018, New Delhi: As a part of its consistent endeavours to tap new geographies to forge alliances in the digital space, the **National Association of Software and Services Companies (NASSCOM)** in association with the **Japan External Trade Organization (JETRO)**, is conducting a three-city tour of Indian technology companies in Japan next week. In a weeklong roadshow across Fukuoka, Hiroshima and Yokohama, NASSCOM and JETRO will raise awareness about the scope for co-development between the Japanese and Indian industry to leverage each other's strengths in engineering, design and development.

The NASSCOM delegation will also meet municipal governments in the Fukuoka, Hiroshima, Shimane and Yokohama prefectures, to explore opportunities and develop a streamlined platform to foster collaborative efforts. With the support of JETRO and the local Japanese ecosystem, NASSCOM will create a bilateral database of organizations to cultivate collaboration in the future.

Mr. Sujan R. Chinoy, Indian Ambassador to Japan, lauding the efforts said, *"Today, the vibrant Indian IT industry is worth more than US \$150 billion and India has emerged as a hotspot of digital innovation across all sectors. India has huge reserves of youthful and talented IT professionals, while Japan is conventionally strong in hardware and manufacturing technologies. In the IOT era, both countries can combine their relative strengths and take the lead in the global innovation order. Against this backdrop, the visit of the NASSCOM delegation to Japan will strengthen the India-Japan partnership in Digital Innovation and IT."*

Mr. Gagan Sabharwal, Senior Director, Global Trade Development, NASSCOM commented, *"Japan and India are natural allies in the new digital era with their inherent strengths in hardware and software, respectively. With the lines between both merging, it is an opportune time for Japanese and Indian companies to forge partnerships to create cutting-edge solutions and re-establish themselves at a global scale. In partnership with JETRO, we are taking this message to Japanese cities where we have never ventured before. With support from Japanese stakeholders, we will make the Indo-Japanese partnership in digital a cornerstone of our economic relations."*

JETRO strongly encourages Indo-Japanese IT and IoT collaboration with the conviction that it will create a tremendous symbiotic effect and enable development of industries bilaterally. It will also lead to the mutual socioeconomic benefits especially in regional growth, employment creation, and skill development. Last month, NASSCOM in collaboration with JETRO hosted the Hon'ble Minister of Economy Trade & Industry of Japan, Mr. Hiroshige Seko, at the Indian Institute of Management Bangalore (IIMB), where he announced the Japan India start-up hub. Beginning operations later this year, this hub will further channelize investments and promote information exchange and business collaboration in the start-up ecosystems of both countries.

About NASSCOM

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industries in India. NASSCOM is a global trade body with more than 2100 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPO services, e-commerce & web services, engineering services and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs over 3.5 million professionals.

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