



TOHOKU
UNIVERSITY

Tohoku University
Center for Co-Creation Strategy
(International Industry-Academia Collaboration)



Purpose

The Center for Co-Creation Strategy (CCCS) was established in April 2020 with the aim of leading innovation and change toward a sustainable and prosperous society for the future, by interaction of various stakeholders from industry, academia and public organizations etc. Strategically promoting the creation of new social values based on a variety of experiences and knowledge, we will contribute to the development of future leaders in the knowledge-based society.

Main Activities

Accelerating International Industry-Academia Collaboration

Using the JETRO Innovation Desk as a hub, we strengthen international industry-academia collaboration activities.

Promoting the Science Park Project

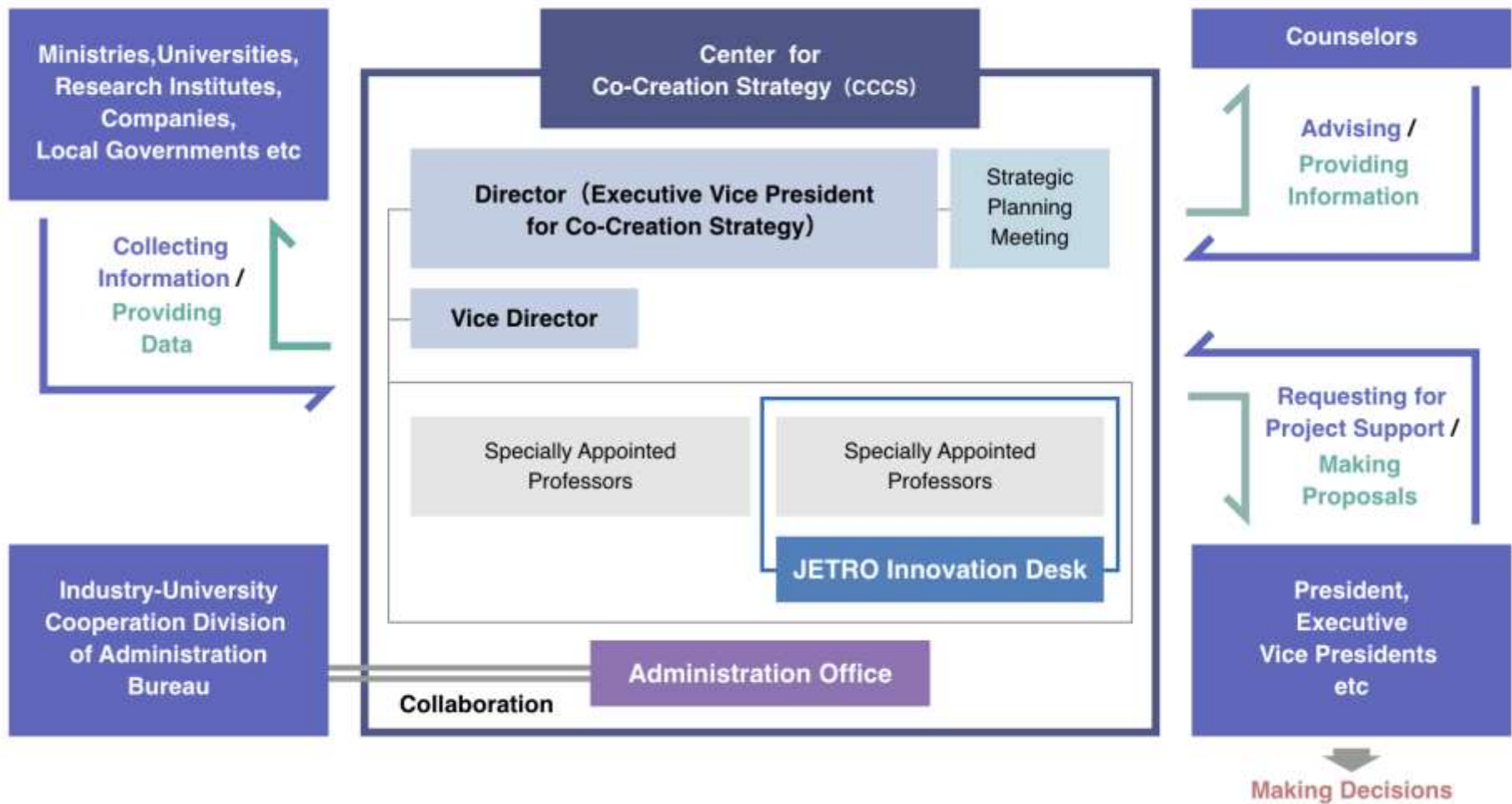
We promote Japan's largest research complex project, which will bring globally competitive private companies, research institutes, universities, and local governments together on the Aobayama Campus' new extension.

Other Co-Creation Projects between Tohoku University and local governments and industry

We handle other co-creation initiatives including Super City Concept between Sendai City and Tohoku University etc.



Organization Chart





Members of CCCS

Members (as of June 2022)

Title	Name	Details
Director	Keiichi SASAKI	EVP (Co-Creation Strategy & Disaster Reconstruction)
Prof. (Management)	Yoshiko NARITA	International Industry-Academia Collaboration
Prof. (Management)	Kenichi YAMADA	Director of Science Park Management
(add. Pos.) Prof. (Management)	Atsuhiko NAKAGAWA	Main: University Hospital
(add. Pos.) Prof. (Management)	Ken ISHIKAWA	Main: Head Office for Open Innovation
(add. Pos.) Prof. (Management)	Hidetoshi NISHIYORI	Main: International Research Institute of Disaster Science
(add. Pos.) Prof. (Management)	Yusuke ABE	Main: Intelligent Information System research center
Asst. Prof. (Management)	Maki SHOJI	International Industry-Academia Collaboration
Prof. (Visiting)	Hiroyuki MIYAMOTO	Tokio Marine & Nichido Fire Insurance, Sales Manager, Sendai
Prof. (Visiting)	Masaya MORI	Executive Officer Deloitte Digital, Director of Deloitte AI Institute
Prof. (Visiting)	Shigeru KASHIWARA	Development Bank of Japan, 3rd Corporate Finances, Councilor
Prof. (Visiting)	Seiji IWAKAWA	Executive Officer at Premier Anti-Aging Co.,Ltd.
Prof. (Visiting)	Sho YAMASHITA	Tohoku University Venture Partners Executive Officer / Managing Director
Prof. (Visiting)	Susumu SAKAKIBARA	Urban Design Works, N.P.O., CEO
Prof. (Visiting)	Tsunemoto KURIYAGAWA	MAKINO MILLING MACHINE CO., LTD., Special Advisor, Fellow

✂In addition, we receive advice from various counselors who are active across many different fields.

About JETRO Innovation Desk (1)

JETRO Innovation Desk (JID)

- Tohoku University and JETRO concluded comprehensive collaboration agreement in 2017.
- JID was established inside of the Tohoku University in June 2020, as the first initiative among Japanese universities.
 - For accelerating international collaborative research, technology transfer, as well as internationalization of university-originated startups, utilizing Tohoku University and JETRO's global network.

JETRO

Japan External Trade Organization



TOHOKU
UNIVERSITY



JETRO's
76 Offices
In 55 Countries

Tohoku University's
250 Institution-Level
Academic Partners

EU-Japan Centre for Industrial Cooperation
Embassies and Consulates
Miyagi Prefecture's Partners in USA, Russia and China etc.
Sendai City's Partners in Finland and Thailand etc.
and more...

(as of June 2021)



Promotion video targeting for foreign companies made by JETRO, Miyagi Pref. & Tohoku Univ.

https://youtu.be/Ycm-7_jx2pE



About JETRO Innovation Desk (2)

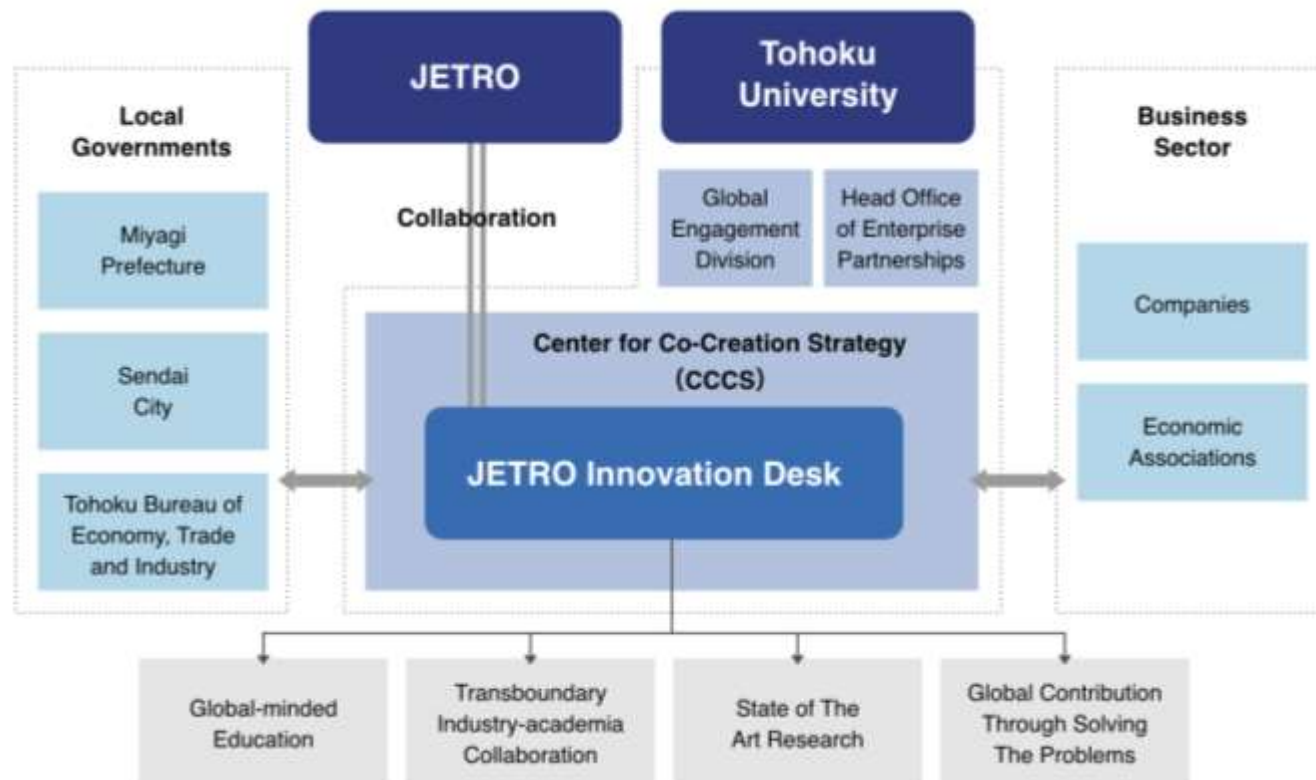
The JETRO Innovation Desk within the Center for Co-Creation Strategy advances **international industry-academia collaboration** in cooperation with internal/external organizations such as Head Office of Enterprise Partnerships of Tohoku University and JETRO etc.

Promoting joint research and technology transfer with overseas institutions

Support for overseas expansion of Tohoku University-originated Startups

Attracting overseas companies and institutions to Tohoku University

Promoting exchange between foreign students and foreign companies





JETRO Innovation Desk (JID) provides relevant information according to the needs of Tohoku University researchers/startups and offers matching opportunities with potential international partners.



JID

Tohoku Univ.
researchers



Overseas
companies



More joint
research projects

Project
Planning
Quality
Management
Development
Analysis
Controlling
Plan
System
Resources
Team
Budget

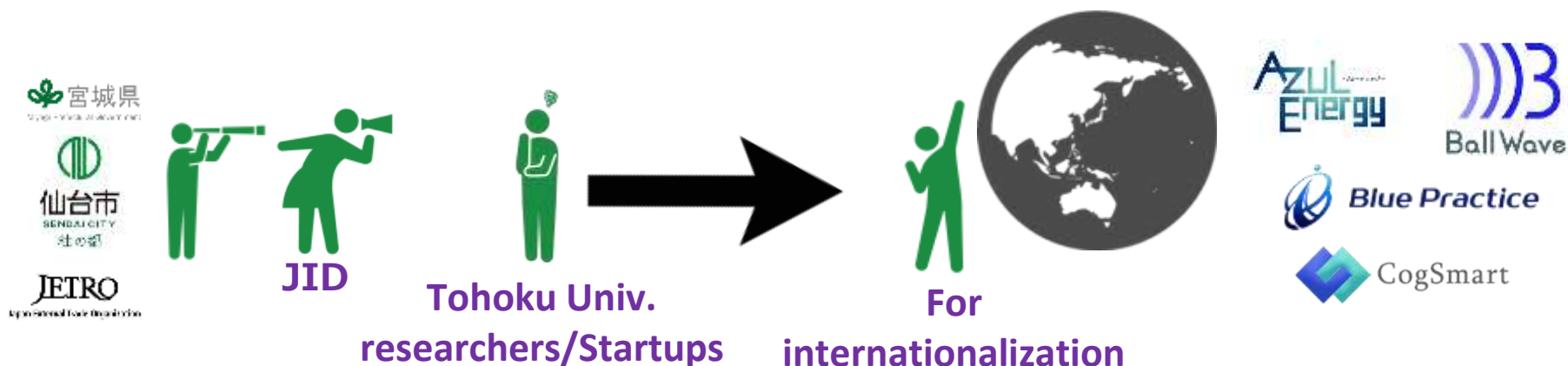


【What we do】

- Arranging meetings for Tohoku University researchers/startups with overseas companies and VCs including global companies.
- Introducing international joint-research programs and overseas research institutions for Tohoku University researchers/startups.
- Offering business/research matching opportunities for Tohoku University researchers/startups.

Internationalization Support for University-Originated Startups

JETRO Innovation Desk (JID) connects university-originated startups with various startup support programs of local governments and JETRO, for business matching opportunities.



【What we do】

- Providing opportunities to attend international trade fairs (including business matching support with companies in target countries)
Ex) MEDICA (Germany), SEMICON West (USA), CES (USA) etc.
- Offering opportunities to participate in the well-known accelerator programs abroad.
Ex) CIC, Berkley SKYDECK etc.
- Co-hosting local accelerator programs for internationalization of startups.
Ex) Tohoku-Israel Startup Global Challenge Program



JETRO Innovation Desk (JID) support foreign direct investment in Sendai city/Miyagi prefecture from overseas companies, leading to collaborative research and locate in the Tohoku University Science Park etc.

Overseas companies considering to invest in Japan



JID



TOHOKU UNIVERSITY



Tohoku University Science Park



More collaborative researches

【What we do】

- Arranging meetings for Tohoku University researchers/startups with overseas companies considering to invest in Japan.
- Providing information about foreign direct investment environment in Sendai, Miyagi, as well as support from local governments etc.



JETRO Innovation Desk (JID) provides opportunities for Tohoku University students to interact with foreign-owned companies.

Foreign-owned companies



JID



Tohoku University Students



Foreign-owned companies



【What we do】

- Co-hosting online exchange event for undergraduate and postgraduate students with global companies (organized by JETRO)
- Co-hosting online networking event for international students and Japanese students with global mindset (organized by JETRO)



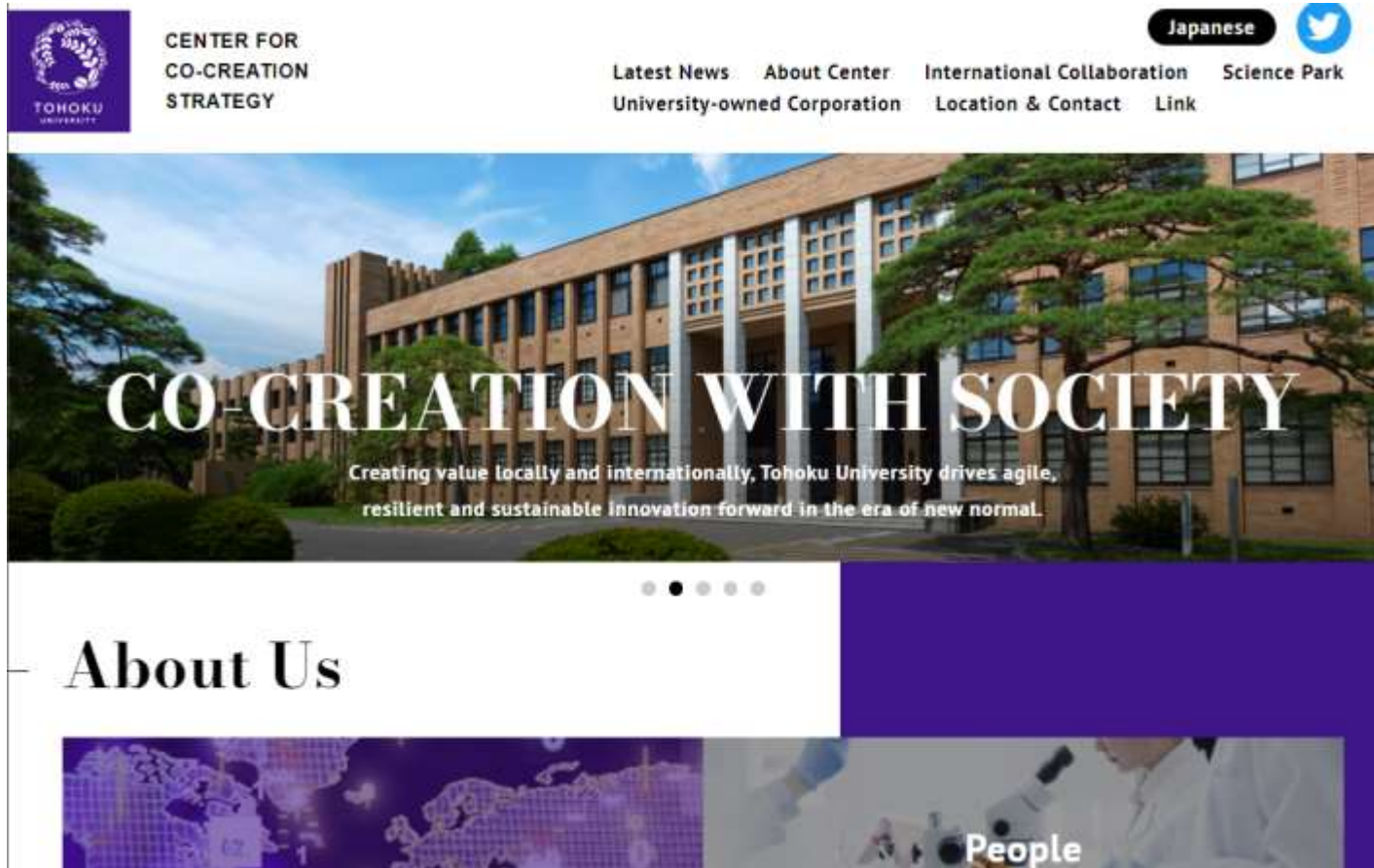
Cooperation for events associated with “Tohoku-Israel Startup Global Challenge Program”
(From left: Courtesy visit from Israeli Ambassador, Greeting speech by EVP Sasaki at kickoff, Visit to the Next-generation Synchrotron Radiation Facility by an Israeli diplomat)



Online lecture by Dr. Nakagawa (TU Hospital) for an accelerator program hosted by German government (2021)

Creating a Promotion video targeting for foreign companies (2020)

Online lecture by Prof. Adschiri (AIMR) for NRW, Germany (2020)



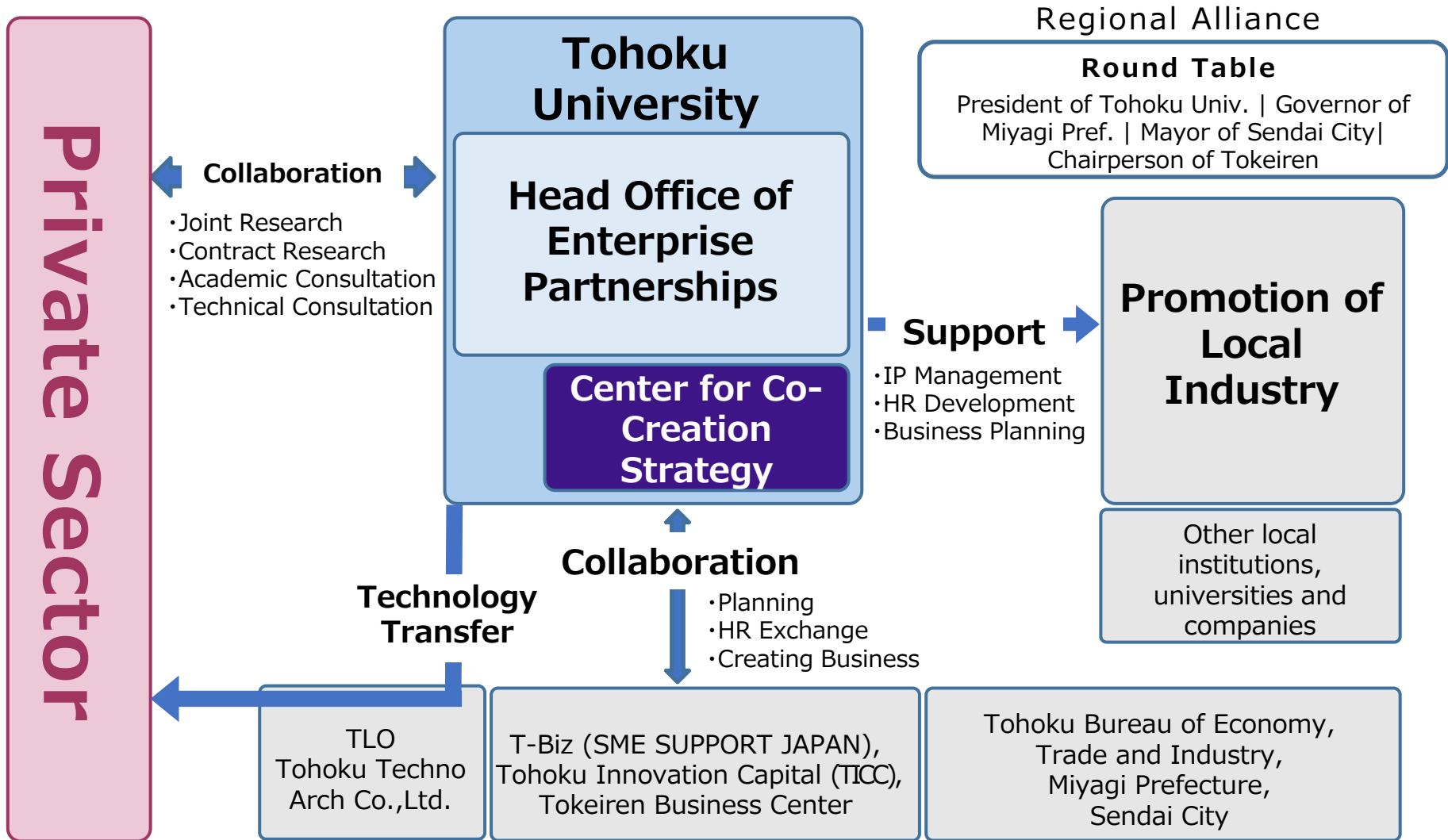
<https://cccs.tohoku.ac.jp/>

✉ co-creation-strategy@grp.tohoku.ac.jp

☎ +81(0)22-217-6044 (Katahira Campus)



(Reference) Industry-University Collaboration Scheme of Tohoku University

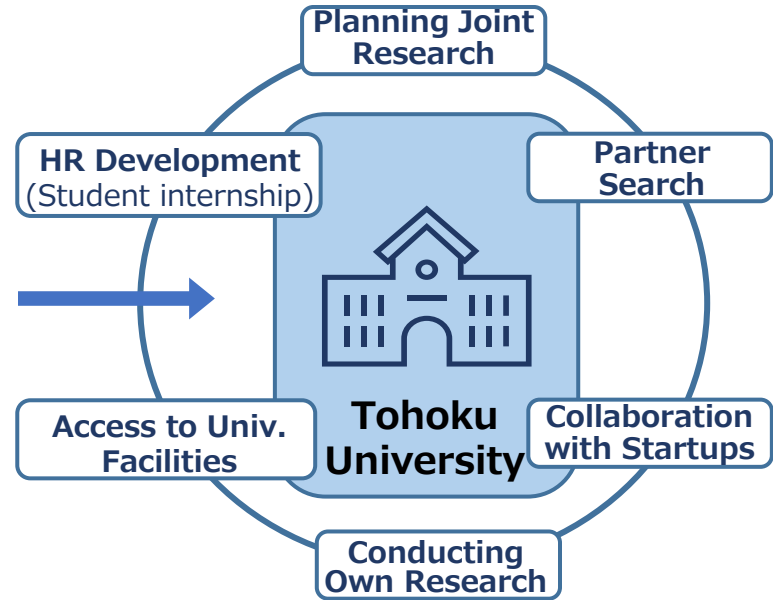


(Reference) Types of Contract with Private Companies

Co-creation Research Center



Collaboration Base for Co-Creation



Joint Research/Sponsored Research/Technical Consultation etc.



Want to conduct joint research with Prof. X

Want to commission a research project

Want to have technical advice from professional(s)

