



Introduction of FAJ

Fintech Association of Japan

Self introduction



Tomomichi Takao

Engaged in the IT/financial sector for about 10 years.

- ✓ History :
 - ✓ DeNA as a legal counsel
 - ✓ Daiwa Securities IPO Department
- ✓ Currently :
 - ✓ Director, Chief Legal Officer in a crowdlending fintech startup (Funds, Inc.)
 - ✓ Serving as a Managing Director for **Fintech Association of Japan**
 - ✓ Qualified : Attorney at law(Bengoshi)

About us

History

Started from a Meetup to support the expansion of the Fintech ecosystem centered around Japan, now in its 9th term.

2014

FINTECH MEETUP



Started from casual meetups

2015

FINTECH ASSOCIATION



Incorporated with the support of startups and large corporations.

Mission

To continuously generate innovation and realize a prosperous society, we aim to create an ecosystem where new financial services are born and nurtured.

Principles

We aim to advance the sustainable and healthy development of the domestic and international financial industry through the establishment of a financial transaction environment that includes legal frameworks.

Board Members/Auditor/Secretariat

■ 15 Board Members

Chairperson	Takashi Okita (Founder CEO, Nudge Inc.)
Vice-Chair	Yasuhiro Kimura (Director, free Inc.)
Vice-Chair	Takafumi Ochiai (Head of Policy Research Institution, Senior Partner, Atsumi & Sakai)
Managing Director	Noriaki Yoshikawa (Executive officer/VP of Public Policy / Public Relations, Mercari Inc.)
Managing Director	Yuki Kishi (CFO, Sustainable Lab Inc)
Managing Director	Jimyeong Yu (CEO, paild, inc.)
Managing Director	Shuichi Takeda (Executive Vice President and CSO, OLTA, Inc.)
Managing Director	Tomomichi Takao (Director, CLO,Funds, Inc.)
Director	Yuko Kawai (Deputy President, The Bank of Kochi Ltd)
Director	Kenjiro Nishii (Executive Officer, Seven Bank, Ltd.)
Director	Chang Li (VP, Fintech/Insurtech, Plug and Play Japan)
Director	Jumpei Miwa (Senior Expert, Product Management Office, Recruit Co., Ltd.)
Director	Hirokuni Onozawa (Executive Officer Group Head, GMO Aozora Net Bank, Ltd)
Director	Kazuki Komura (CEO, Siibo Securities Co., Ltd)
Director	Kenichi Saito (Senior Director, Sozo Ventures)

■ Auditor & Secretariat

Auditor	Hiroyuki Totake (Partner, Link partner)
Auditor	Fumiaki Sano (Partner, KATAOKA & KOBAYASHI LPC)
Auditor	Atsushi Goshima (Director,KPMG AZSA LLC)
Secretary General	Toru Oda (Fintech Association of Japan)



Startup Members

130 Fintech ventures are participating, each engaged in various businesses. (as of Jan 31, 2024)

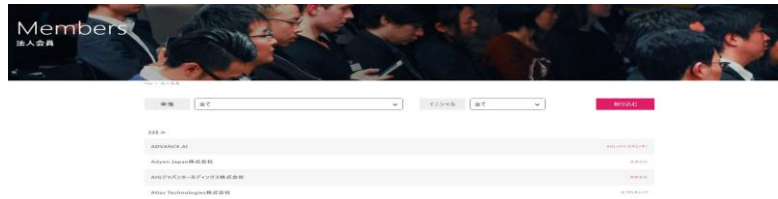


▼ List of Startup Members



Enterprise Members

A total of 330 companies are participating, including major Japanese corporations. (as of Jan 31, 2024)



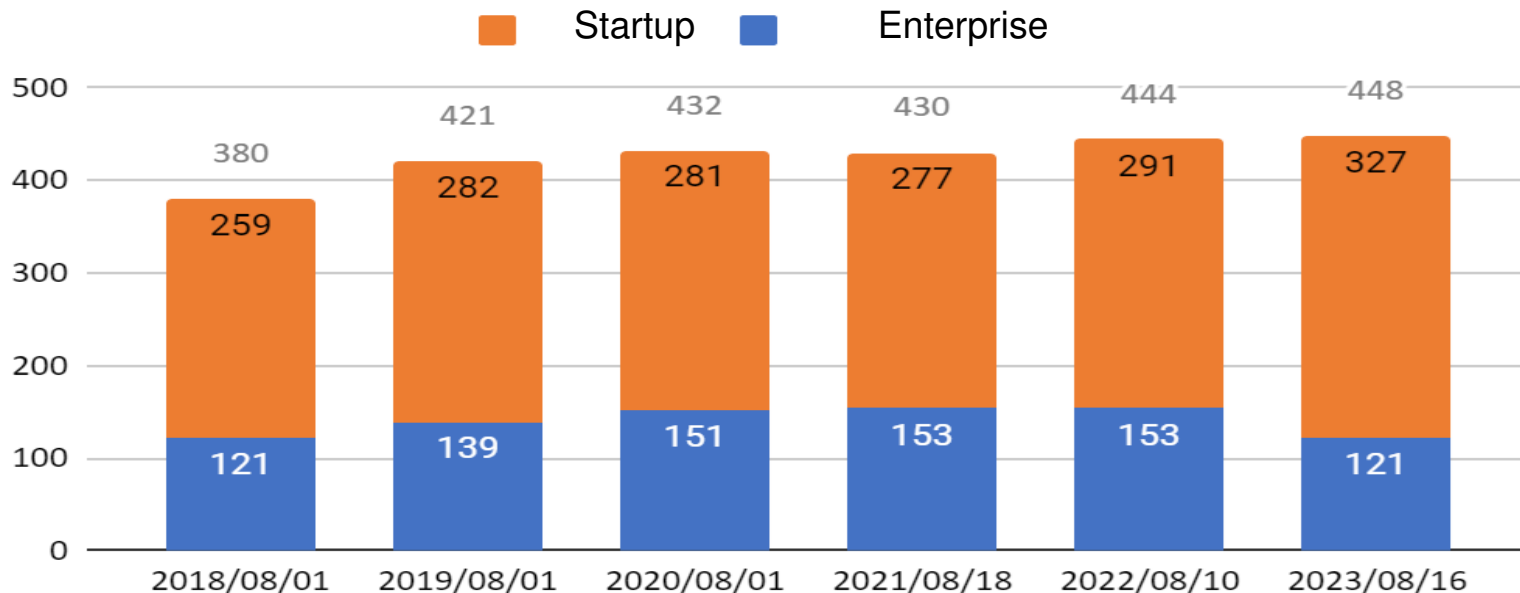
▼ List of Enterprise Members



Number of Membership

New

Stabled at around 450 companies at the end of the 8th term



Subcommittee

Subcommittee (needed basis)

**Study sessions held with 9 subcommittees, each focusing on a different business sector or theme
(in person/ on-line/ hybrid)**

No	分科会名	概要
1	Alternative Finance	Discuss the future of new funding services for small businesses and startups.
2	Venture Debt	Discuss debt funding services and related regulations for venture companies.
3	Insurance	Examine the latest trends in InsurTech and Embedded Insurance, as well as the regulatory framework for the insurance industry.
4	Payments/ Transfers	Discuss the trends in money transfer and payment businesses, as well as policies and laws, involving a wide range of stakeholders including regulatory authorities.
5	Securities/ Asset Management	Explore the practical implementation and regulatory framework of technology-driven securities and asset management services.
6	Sustainability/ Diversity	Promote and discuss the spread of ESG investment, green and sustainable finance, and impact investment. Also emphasize the importance of diversity.
7	Security	Enhancing collaboration with other organizations, providing members with security-related information, and discussing new governance, supervision, and regulatory approaches using data and technology.
8	Open Innovation	Sharing methods of new business models and technologies between startups and corporates to create new businesses.
9	Data/ AI	Discussing rules and schemes to promote the circulation and utilization of data exchanged through APIs and other means.

Venture Debt

Member in Charge



Tomomichi Takao

Managing Director, Fintech Association of Japan
Director/CLO, Funds Inc.

Kazuki Komura

Director, Fintech Association of Japan
CEO, Siiibo Securities Co., Ltd



In recent years, there has been a growing focus on debt funding services and related regulations for venture companies, among the various means of debt financing. We will discuss the characteristics of these services, such as the issuance of bonds with collateral, non-bank bond laws, and business growth support rights.

We will also explore the schemes based on characteristics such as the granting of new share subscription rights and relatively high cost levels, as well as the future prospects and latest trends of financial institutions and servicers that are increasingly entering the market. Additionally, we will provide a platform for stakeholders to exchange opinions on the challenges faced by practitioners.

In October 2021, the "Lending Subcommittee" was renamed to the "Lending and Credit Subcommittee." In January 2024, it was further renamed to the "Venture Debt Subcommittee."

Securities/ Asset Management

Member in Charge



Tomomichi Takao

Managing Director, Fintech Association of Japan
Director/CLO, Funds Inc.

Kenichi Saito

Director, Fintech Association of Japan
Senior Director, Sozo Ventures



We will address the practical aspects and regulations of securities and asset management services that leverage technology, including investment crowdfunding, robo-advisors, and security tokens. In addition, we will actively make policy recommendations for the advancement of asset management and the provision of growth funding to startups, in line with the proposed Asset Management Nation Building Plan aimed at achieving a positive cycle of growth and distribution. We will also provide opportunities for industry stakeholders and stakeholders to exchange opinions.

In January 2024, the "Capital Markets Subcommittee" was renamed to the "Securities /Asset Management Subcommittee".

Alternative Finance

Member in Charge



Yasuhiro Kimura

Vice-Chair, Fintech Association of Japan
Director, free Inc.

Shuichi Takeda

Managing Director, Fintech Association of Japan
Executive Vice President and CSO, OLTA Inc.



We will discuss new funding services for SMBs and startups that complement traditional financial institutions' lending. Topics include online factoring, future receivables factoring (*RBF), **BPSP for inter-corporate payments, and donation-based crowdfunding. These services are not directly covered by existing financial regulations. We aim to facilitate stakeholder discussions on their future prospects and industry trends. Collaborating with OFA for online factoring and seeking industry-wide opinion gathering for other services.

*RBF= Revenue-Based Financing

** BPSP= Business Payments Solution Provider

***OFA= Online Factoring Association

In January 2024, the lending and credit subcommittee partially integrated its functions and renamed itself from the "Online Factoring Subcommittee" to the "Alternative Finance Subcommittee".

Insurance

Member in Charge



Jumpei Miwa

Director, Fintech Association of Japan
Senior Expert, Product Management Office, Recruit Co., Ltd.

Chang Li

Director, Fintech Association of Japan
VP, Fintech/Insurtech, Plug and Play Japan



We will delve into discussions on various topics, including innovations in the insurance industry driven by "InsurTech" and the latest trends in Embedded Insurance, as well as regulations related to insurance. Additionally, we will explore a wide range of themes such as Big Data, AI, and customer UX experience. We aim to provide a platform for stakeholders to exchange opinions on these topics.

Payments/ Transfers

Member in Charge



Noriaki Yoshikawa

Managing Director, Fintech Association of Japan
Executive officer/
VP of Public Policy / Public Relations, Mercari Inc.

Jimyeong Yu

Managing Director, Fintech Association of Japan
CEO, paid, Inc.



We will provide a platform for diverse participants, including authorities, experts, and businesses, to discuss businesses, services, policies, and laws related to payments and transfers. Through discussions with participants, we will actively work towards amending laws and policies that are obstacles to the introduction of new services.

In October 2021, we integrated the "Money Transfer Subcommittee" and the "Cashless Subcommittee."

Sustainability/ Diversity

Member in Charge



Yuki Kishi

Managing Director, Fintech Association of Japan
CFO, Sustainable Lab Inc

Chang Li

Director, Fintech Association of Japan
VP, Fintech/Insurtech, Plug and Play Japan



We will hold discussions and study sessions with various stakeholders to promote the spread of ESG investment, green and sustainable finance, and impact investment. We will provide overseas ESG and sustainability information to member companies and collaborate with other industry organizations and regulatory agencies. We also emphasize the importance of "diversity" along with environmental sustainability, focusing on gender and racial diversity. Considering the increasing hiring of foreigners in startups, we will deepen discussions to promote the utilization of diverse talents.

In January 2024, the "ESG and Sustainability Subcommittee" was renamed to the "Sustainability /Diversity Subcommittee."

Security

Member in Charge



Takafumi Ochiai

Vice-Chair, Fintech Association of Japan
Head of Policy Research Institution, Senior Partner,
Atsumi & Sakai

We have reorganized and separated the API and Security Subcommittee, establishing a new specialized subcommittee called the Security Subcommittee. This subcommittee aims to consider security-related matters, promote the sharing and analysis of security-related information, and improve the safety of fintech services. Additionally, the activities of the Regtech/Suptech Subcommittee, which focus on technical responses to regulations, have been integrated into this subcommittee since 2024.

We will strengthen the provision of security-related information to member companies, enhance collaboration with other industry organizations (such as security-related organizations and self-regulatory bodies in various industries), and improve information sharing on security matters. We will also discuss new governance approaches and the use of technology in supervision and regulatory compliance, collaborating with stakeholders such as startups and regulatory authorities.

In January 2024, we integrated the “Security Subcommittee” and the “Regtech/Suptech Subcommittee”.

Open Innovation

Member in Charge



Hirokuni Onozawa

Director, Fintech Association of Japan
Executive Officer Group Head, GMO Aozora Net Bank, Ltd

Kenichi Saito

Director, Fintech Association of Japan
Senior Director, Sozo Ventures



We will focus on methods for startups and corporates to share new business models and technologies and create new businesses. We will also share information on specific projects and initiatives, providing participants with opportunities to learn best practices. By bringing together different perspectives and specialized knowledge, we aim to create a more open communication environment and a lively forum for exchanging ideas, fostering more effective innovation.

In January 2024, the "Open Innovation Study Group" was reorganized into a subcommittee.

Data/ AI

Member in Charge



Takafumi Ochiai

Vice-Chair, Fintech Association of Japan
Head of Policy Research Institution, Senior Partner,
Atsumi & Sakai

Yasuhiro Kimura

Vice-Chair, Fintech Association of Japan
Director, free Inc.



We will discuss the rules and schemes necessary to promote the circulation and utilization of data exchanged through APIs and other means. Topics such as information legislation including the Personal Information Protection Law and distribution schemes such as information banks will be of interest.

The Data Distribution Subcommittee was reorganized from the “API and Security Subcommittee” in the fall of 2020. In January 2024, it was renamed to the “Data /AI Subcommittee”.

Other Activities

Business matching among members

Members can use our business matching service with member companies or affiliated organizations up to three times per month.

※ Provide us matching preferences through a form.



Once we receive confirmation from the other party, we will connect you via email.

If you are interested, please contact the secretariat for more information.

Collaboration with major organizations



Meetup with FSA

Networking events with the Financial Services Agency (FSA) more than ten times in the past. These events included social gatherings with 24 FSA officials, including the director-general.



< Most Recent Event >

- Date and Time: December 4, 2023 (Monday) 17:00 - 20:00
- Venue: KABUTOONE 4th Floor Hall
- Participation Fee: Free for Fintech Association members, paid for invited guests

<Agenda for the Day>

- Opening Remarks: Mr. Teruhisa Kurita, Commissioner of the Financial Services Agency
- Presentation: Mr. Mamoru Yanase, Director-General of the Comprehensive Policy Bureau, Financial Services Agency
- Introduction of Fintech Association Directors: Mr. Takafumi Okita, Chairman of the Board of Directors, Fintech Association
- Presentation: Mr. Seiko Tsuchimoto, President and CEO of Heiwa Real Estate Co., Ltd.
- Networking Reception

Collaboration with international financial cities

Collaboration with three international financial cities, Tokyo, Fukuoka, and Osaka, to conduct financial training and networking events with our members.



2020, participated in the Tokyo Consortium.

2021, we signed a Memorandum of Understanding (MoU) with Fukuoka Prefecture.



2021, signed a MoU with both Osaka Prefecture and Osaka City. 2023, Osaka desk was opened.

International collaboration

Collaboration with 43 organizations overseas, including Fintech associations, foreign embassies, foreign governments, and JETRO, focusing primarily on Asia.

No.	開催年	組織名	国名	種別
1	2017/11	African Network for JETRO	AF	研究会
2	2017/11	Association of Banks of Thailand (ABOT)	TH	研究会
3	2017/11	Bank Association of Myanmar (BAM)	MY	研究会
4	2018/3	Association of Banks Association (ABA)	TH	研究会
5	2018/8	Thai Fintech Association (TFA)	TH	研究会
6	2018/10	Asia Fintech Association (AFA)	TH	研究会
7	2018/10	Banking Union Finance Association (BUFA)	TH	研究会
8	2018/11	Asian Association for Development of Financial Technologies (AADFT)	TH	研究会
9	2018/11	Fintech Association of Thailand (FAT)	TH	研究会
10	2018/10	Fintech Myanmar Association (Fintech My)	MY	研究会
11	2018/11	Asia Pacific Fintech Network	APAC	-
12	2018/11	JETRO	JP	研究会
13	2018/11	Fintech Association of Thailand (FAT)	TH	研究会
14	2018/11	Mongolia Fintech Association (MFA)	MY	研究会
15	2018/11	Cambodian Fintech Association (CFA)	TH	研究会
16	2018/11	Fintech My	TH	研究会
17	2018/11	Fintech and Blockchain Association of Thailand (FBAT)	TH	研究会
18	2018/11	Association of Asian Chambers of Commerce & Industry (AACCI)	TH	研究会
19	2018/11	JETRO	JP	研究会
20	2018/11	ASEAN Fintech Association (AFA)	TH	研究会
21	2018/11	Asian Fintech Association Network	TH	研究会
22	2018/11	Fintech Association of Sri Lanka	TH	研究会
23	2018/11	Cambodia Fintech Association (CFA)	TH	研究会
24	2018/11	Fintech Myanmar (FM)	TH	研究会
25	2018/11	Fintech My	TH	研究会
26	2018/11	Fintech My	TH	研究会
27	2018/11	JETRO	JP	研究会
28	2018/11	Fintech My	TH	研究会
29	2018/11	Fintech My	TH	研究会
30	2018/11	JETRO	JP	研究会
31	2018/11	Fintech My	TH	研究会
32	2018/11	Fintech My	TH	研究会
33	2018/11	Fintech My	TH	研究会
34	2018/11	JETRO	JP	研究会
35	2018/11	Fintech My	TH	研究会
36	2018/11	Fintech My	TH	研究会
37	2018/11	Fintech My	TH	研究会
38	2018/11	Fintech My	TH	研究会
39	2018/11	Fintech My	TH	研究会



Thank you