

Press Release

Tokyo, January 31st 2017

French Business Awards 2017: showcasing the strength and diversity of French companies in Japan

On the same evening as its traditional New Year's gathering, the CCI France Japon launched the 6th edition of the French Business Awards. This annual competition rewards the best performing companies in 2016. With an increase of 37% in participation compared to last year, 26 nominees were competing for a total of 8 prizes, half of the awards being non-exclusive to members of the Chamber.

The CCI France Japon is pleased to announce the results of this competition. The 2017 laureates are: **Vilmorin-MKS** ("Company of the Year" Award), **Energy Pool Japan** ("SME/Entrepreneur" Award), **Nihon l'Oréal** ("Best Corporate Social Responsibility" Award), **Saft Japan** ("Product or Service of the Year" Award), **Magency** ("French Tech Tokyo" Award), **Mobagel** ("Jury's Special Award"), **Akebono Brake Industry** ("Best Innovation" Award) and **Vinci Airports Japan** ("Best French-Japanese Collaboration" Award).

The jury was composed of the President of the French Chamber of Commerce in Japan, French and Japanese business leaders as well as a French business journalist. They selected among the nominees the most dynamic, innovative and performing companies which grounded their success on the Japanese market.

This 6th edition introduces two new awards: the "Best Innovation" Award, which celebrates outstanding engineering and design, and the "Best French-Japanese Collaboration" Award, rewarding the company who has made best use of both countries' know-how to achieve a remarkable success. Introduced during the 5th edition of the French Business Awards, the "French Tech Tokyo Award" will be granted for the second time now, to the best performing digital start-up with the most global potential in 2015-2016.

Coming from highly diverse industries such as the automobile industry, tech, cosmetics or services, all candidates reflect the strength and polyvalence of French-Japanese business relationships. "*Their success shows the vigor of the Japanese market. This economy still offers wonderful opportunities for innovative and audacious entrepreneurs*", says Bernard Delmas, President of the CCI France Japon.

The French Business Awards 2017 is but one of several future events organized by CCI France Japon for the year of 2017. For the 3rd time in April, "Bonjour France" will paint the Tokyo metropolis with French colors via themed events - Shopping, Gastronomy, Art & Culture and Lifestyle - during the "French Week" at Isetan Shinjuku.



Company of the Year 2017: VILMORIN-MKS

(CEO: Mr. Madoka KOSHIBE)

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.

MoBagel **Jury's Special Award 2017: MOBAGEL**

(CEO: Mr. Che-min CHUNG)

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.



Best SME/Entrepreneur Award 2017: ENERGY POOL JAPAN

(Vice-President, Asia Business Development: Mr. Guillaume FERNET)

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.

L'ORÉAL **Best CSR Award 2017: NIHON L'OREAL**

JAPAN (President and Representative Director: Mr. Jérôme BRUHAT)

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 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.



Product/Service of the Year 2017: SAFT JAPAN

(Director & Sales Engineer: Mr. Thomas EBEL)

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 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.



French Tech Tokyo Award 2017: MAGENCY

(Managing Director: Mr. Steve FURUKUBO)

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 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%.

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Innovation Award 2017: AKEBONO BRAKE INDUSTRY

(Technical Advisor: Mr. Takashi KUDO)

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.



Best French-Japanese Collaboration Award 2017: VINCI AIRPORTS JAPAN

(Co-CEO at Kansai Airports: Mr. Emmanuel MENANTEAU)

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.

About the French Business Awards

This annual competition rewards the best performing member-companies of the CCI France Japon in 2016 (activities, projects, results).

The competition awards prizes in eight 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.

“Jury’s Special Award”: this juried award is bestowed to the jury’s « *coup de cœur* » chosen from the official nominees.

“Best SME/Entrepreneur” Award: this prize is for the best SME or the best entrepreneur in the light of their recent achievements.

“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.

“Best CSR” (Corporate Social Responsibility) Award: this award is granted to the company whose business practices benefit society and environment most.

“Best Innovation” Award: this prize is given to the most innovative company or SME (proven competence in R&D, launch of a revolutionary product or service, leader in a niche market, etc.)

“Best French-Japanese Cooperation” Award: this award is bestowed to the company who has made the best use of both Japanese and French know-how to achieve a remarkable success.

The Jury of the French Business Awards

The jury was composed of 5 members:

- Bernard DELMAS: President of the French Chamber of Commerce and Industry and President of Nihon Michelin Tire
- Jean Michel SERRE: CEO of Orange Japan Co. Ltd
- Atsushi NAKAJIMA: Chairman of the Research Institute of Economy Trade and Industry, IAA (RIETI)
- Yann ROUSSEAU: Japan Bureau Chief of the French business newspaper “Les Échos”
- Armel CAHIERRE: CEO and Founder of B4F (Milleporte.com)

2017 Nominees

26 companies in total were selected on the basis of their applications:

Company of the Year (8 nominees)

- AEROEDGE CO., LTD.
- CLUB MED JAPAN
- DASSAULT SYSTEMES
- ENERGY POOL JAPAN
- NINAPHARM JAPON
- SOPEXA JAPON
- VILMORIN-MKS
- VINCI AIRPORTS JAPAN

Product/Service of the Year (8 nominees)

- AKEBONO BRAKE INDUSTRY
- CORSICA NAPOLEONICA
- INOVA SOFTWARE
- INSTITUTION FOR A GLOBAL SOCIETY (IGS)
- LYUDIA / INGENICO JAPAN
- MARUYASU INDUSTRIES
- SAFT JAPAN
- TES-AMM JAPAN K.K.

Corporate Social Responsibility (3 nominees)

- ACCENTURE JAPAN
- NIHON L'ORÉAL
- SCHNEIDER ELECTRIC

French Tech Tokyo 2017 (7 nominees)

- AGENCY
- MANZANITA
- MOBAGEL
- PIRIKA
- PRISMADD JAPAN
- SECURE IC
- WENOTECH

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About the CCI France Japon

The French Chamber of Commerce and Industry (CCI France Japon) is the first European Chamber in Japan thanks to a wide network of more than 520 members from diverse activity sectors (1/3 being Japanese companies). It is also a worldwide network of 30.000 company members of the 115 French Chambers based in 85 countries. The CCI France Japon is also a member of the European Business Council where 29 sectorial committees are a strong force of lobbying to the Japanese Government.

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: market research, help with setting up new offices, providing canvassing and commercial support, finding partners, lending of equipped offices in Japan, among others.