

## Introduction to the 19 nominees

### 5th edition of the French Business Awards

January, 28th 2016

#### **COMPANY OF THE YEAR**

##### **DATAWORDS JAPAN K.K.**



Datawords has developed unique know-how and expertise in adapting and deploying the international web strategies of worldwide brands and making them meaningful on a local level, enabling brands to accelerate their international expansion.

In Japan, we have been supporting for over 10 years the subsidiaries of major European and international brands in their web actions and interactions in Japanese, on the internet, including e-business and social media activities.

Since the opening of our Tokyo office in 2013, our expertise is also of interest to the major Japanese luxury and cosmetics brands that already operate internationally and are seeking to expand overseas. This qualitative service is new to Japanese companies and quickly growing and gathering attention.

##### **HORIBA, LTD.**



The HORIBA Group provides instruments and systems for R&D and quality control measurements, contributing to preservation of global environment. We supply emission gas analyzers to regulators and carmakers, to help keep the air clean and free of gas emission. We also provide ambient monitors for carbon dioxide, the major cause of global warming.

Horiba's close relationship with France began when we acquired ABX in Montpellier in 1996 and Jobin Yvon in Longjumeau in 1997. Since then, it has made R&D and capital investments. The number of employees in France has doubled in 15 years.

In 2015, the Chairman and CEO Atsushi Horiba received the insignia of Doctor Honoris Causa from Montpellier University for his contributions in the business world and efforts in support of education. Horiba helped the Languedoc-Roussillon Region and Kyoto Prefecture enter into a friendship alliance.

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sopexa

#### **SOPEXA JAPON K. K.**

Settled in Japan since 1967, Sopexa is the only French communication agency 100% “food & drink”. The agency supports companies and inter-branch structures from any origin in the strategic definition and the implementation of their communication, but also in the promotion of their products and brands. In 2015, the turnover increased by 20%. 37 000 consumers were reached by our BtoC events (sales promotion excluded) with a high level of engagement on social media (3 persons like, share or comment every second!).

The success of the agency comes above all from the social project of the company and from a strategy centered on people. Every employee’s personality, culture and values nourish the creativity and the impact of our action. In 2015, we have invested in our teams by creating new support positions within the commercial team and by increasing the training programs.

#### **THALES JAPAN K.K.**



THALES

THALES, global operator in the fields of defense, security, space, civil aviation and ground transport has been present in Japan for more than 45 years. Since 2013, THALES has demonstrated its capacity to further develop French-Japanese relations by entering 4 major sectors in Japan.

- Scientific: the Japanese research institute RIKEN (RIKEN Spring-S Center) awarded Thales with a contract for the development and installation of two intense laser beam lines of 500 terawatts each. The Full integration of the system has been accomplished in December 2015.
- Civil aviation: 50% of JAL aircraft in service are equipped with Thales IFE system. Japan Airline's new 787-9 which entered in service in December 2014 is equipped with the latest generation Android based AVANT In-flight entertainment system.
- Defense: THALES is a long-standing partner and supplier of Defense systems delivering security solutions to ensure the highest level of protection for Japan Ground Self-Defense Force (vehicles), Japan Maritime Self-Defense Force (sonar systems, radars and submarine optronics mast), Japan Air Self-Defense Force, (avionics and communication systems).
- Railway Signaling: THALES has been selected by the East Japan Railway Company, known as JR East, to design a C8TC system for the Joban line, in the Tokyo Metropolitan Area.

## **PRODUCT/SERVICE OF THE YEAR**

**arkadin**<sup>®</sup>  
COLLABORATION SERVICES

an NTT Communications Company

### **ARKADIN JAPAN CO., LTD.**

Arkadin provides a suite of market-leading audio/web/video conferencing and Unified Communications solutions enabling enjoyable collaboration experiences that are essential to success in a digitally connected global workplace.

As part of the CCIFJ Business Awards for Product – Service of the year, Arkadin is delighted to share the continuous developments and successes of its innovative web conferencing solution called “ArkadinAnywhere”. ArkadinAnywhere is designed in France and adopted by clients across more than 30 countries. In Japan, it is also distributed through the NTT Communication brand “Arcstar Audio Conferencing”. Arkadin is confident this solution will drive even greater momentum among businesses of any size that need a simple all-inclusive solution, and that is easy to deploy with minimum training for fast adoption and a high ROI.



**Ticket**  
**Restaurant**<sup>®</sup>

### **EDENRED JAPAN (BARCLAY VOUCHERS CO., LTD)**

Edenred is the world leader in corporate prepaid services. Formerly a division of Accor, a global hotel chain, Edenred became independently listed on the NYSE Euronext Paris stock exchange in July 2010. The company, Barclay Vouchers Co., Ltd., founded in 1987, has been the Japanese subsidiary of Edenred since its acquisition in 2012.

Edenred a B2B service provider offering several solutions in Japan, the most significant being Ticket Restaurant<sup>®</sup> (hereafter “TR”). TR is an employee benefit aimed at simplifying the provision of a lunch benefit by employers to their employees. Accepted in a large network of affiliated restaurants and convenience stores, these vouchers allow their users to benefit from a significant and tax-exempt additional acquisitive power for a restricted but very basic and useful purpose: to pay for their meals. This is why TR has such a high usage rate (>99%) and is so popular among its users.

In order to further develop and achieve a double-digit growth, in August 2013, Edenred took a strategic decision based on a very precise marketing analysis: to transform our operations through digital – meaning launching a card payment solution together with web and mobile app services, a solution we decided to call Ticket Restaurant<sup>®</sup> Touch (hereafter “TRT”), to be launched together with NTT-Docomo and Fujitsu-FIP, in April 2016.

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## **JAPANEXPERIENCE – VIVRE LE JAPON**

Over the last few years the travel industry has seen a shift in customers moving away from traditional to experiential tourism and responsible travel, benefiting the local community without environmental impact.

Japan Experience saw a gap in the market, by replacing the traditional chain process of a travel company by providing customers with direct contact with their hosts in Japan, the Travel Angels.

We wanted to provide guides who are travelers' "friends in Japan", allowing them to have personal and bespoke trips, resulting in once in an ultimate travel experience and life long memories.

Through our Travel Angels, customers gain an authentic experience: immersing themselves into the local community, culture and experiencing how people in Japan go about their daily lives.

Our unique service has proved very successful in the market, with our Travel Angels welcoming 8,000 international travelers in 2015.

## **LINKERS CO., LTD**



Linkers is the one-stop matching service for large manufacturing companies to find the best technical partners/suppliers in Japan.

We are the only company that has contracts with over 1,300 coordinators all over Japan. These coordinators are working in over 300 industrial support organizations and official institutions.

Through this Linkers's unique network, we introduce our clients to the best partners in many Japanese small to medium sized enterprises that have superb technologies within two months.

More than 100 leading companies from various industries have used Linkers matching service in our first year in business. Our success matching rate, the ratio of our clients who successfully found 2-3 appropriate companies and made some contracts with them in 1-2 months of searching through Linkers, is more than 90%.

## **PIERRE FABRE JAPON CO., LTD.**



Pierre Fabre is a French Pharmaceutical Group with activities covering the whole spectrum from Health to Beauty. With a global turnover of almost 2108 million euros and 10,000 employees worldwide, Pierre Fabre has a global footprint with 55% of its sales achieved outside France.

In Japan, Pierre Fabre started its activities back in 1986 and consequently will celebrate, this year, the 30th Anniversary of its presence in this market. It is structured around two legal Japanese

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entities including a joint venture 50:50 with local cosmetic giant Shiseido. Main businesses & activities for Pierre Fabre in Japan are:

- Prescription drugs in the field of Anti-Cancer, Anti-Depression and Dermatology distributed via local partnership with key Japanese pharmaceutical companies;
- Skin Care for Sensitive Skin with brand AVENE distributed in Drugstores and GMS;
- Professional Hair Care Brand RENE FURTERER distributed in Salons and Department stores;
- Research and Development activities in the field of dermo-cosmetics for Japan and the Asia-Pacific Region.

## **CORPORATE SOCIAL RESPONSIBILITY (CSR) AWARD**



### **AXA LIFE INSURANCE CO., LTD**

As a part of diversity management, AXA Life Japan promotes employment of persons with different abilities (PwD), empowerment of women and transformation of work style as its business strategy. Notably, initiatives on employment of PwD are highly evaluated as an advanced system among AXA group companies.

Our surveys found that employees working with PwD have better understanding of value of promoting diversity and empathize in inclusion of minorities. They also show positive attitude toward initiatives on challenges for building employee-friendly work style.

They get involve in CSR activities by working closely with the PwD and that tends to develop their trust and pride toward the company.

That fact proves employment of PwD brings non-financial value to the company.

## **BEST SME/ENTREPRENEUR AWARD**



### **ALLDONET CO., LTD**

Alldonet is a leading provider of innovative cloud services designed to optimize operations in industrial fields, and to support the development of new IoT products. Alldonet services are based on AMON (Alldonet MONitoring engine), a proprietary technology for cloud and embedded systems. AMON can be easily adapted to the unique needs and processes of each customer,

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facilitating the transition from legacy processes to cloud-based IoT-powered operations. Alldonet Co.,Ltd. was founded four years ago in Japan. Following a rapid growth in local sales, it is now working on expanding its sales to Europe and Asia.



### **CYEST CORPORATION**

Since 2013, the mission of Cyest Corporation is to facilitate the business relations between Japan and the rest of the world. Our tailor-made service offering includes: realization of personalized studies, partners matching, referral, optimization, trainings and high-level managers placements.

Our speakers' portfolio gathers around 2500 experts. Most of them are bilingual (English-Japanese) and boast of a long experience in the leadership of multinationals in Japan and/or at an international level.

### **LUMISCAPHE K. K.**



Lumiscaphe is a software publisher that provides solutions built around the concept of the digital aspect mockup (DAM). Starting from a traditional CAD digital mockup, this concept is produced through a process that consists of applying colors and materials in order to obtain realistic 3D objects.

These objects can then be used in immersive and stereoscopic systems including CAVE-type systems, in portals, in 3D configurators, in offline systems, on mobile devices, etc.

Additionally, Lumiscaphe invests a minimum of 20% of its turnover in research and development, which allows the development of a new software version each year. This is extremely important with regard to the growing awareness of the major advantages provided by 3D digital tools in the industrial world, in particular in Japan where industry remains an important sector of activity.

## **FRENCH TECH TOKYO AWARD**

### **ANIWAA**



Aniwaa delivers relevant 3D printing knowledge. Its mission is to process the world's 3D printing data and deliver actionable knowledge.

Aniwaa builds the most comprehensive and reliable 3D printing knowledge base. It collects detailed specs, gather factual information and curate reviews about products encompassing the entire 3D printing ecosystem. Its comparison engines provide an easy access to this knowledge, so our users can find relevant information when they need it.

Aniwaa offers advertising solutions designed to help brands engage with our qualified audience, and we provide consulting services to help companies leverage the 3D printing technology.

Aniwaa already works with more than 70 partners worldwide. In Japan it collaborates with a design research lab at Tokyo Institute of Technology, and with a very successful local company founded 10 years ago by a Franco-Japanese team.

### **CITYZEN GROUP JAPAN**



Cityzen Sciences is a French company that specializes in smart fabrics conception and development. Fabrics are embedded with micro-sensors enabling the monitor of the wearer's temperature, heart rate, speed, location, and acceleration.

Cityzen Sciences's mission is to ensure the success of our partners and clients in the development of smart fabric products tailored to their needs, their products and their values.

Combining technological advances and a crosscutting vision of uses, Cityzen innovates in the field of data-collection and management through integrated solutions involving sensors, smart devices, and data management.

Cityzen Sciences's first developments are focused on sports, well-being and health. However it aims to access to other markets such as the automotive sector or the geotextiles, by integrating sensors in any kind of textile in order to monitor relevant data corresponding to these specific fields.

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## **GIROPTIC**



After 6 years of research and development and 4 generations of products, GIROPTIC has developed and patented a unique real-time image fusion process from multiple sensors: the 360 Virtual Sensor Technology. On May 20th 2014, GIROPTIC launched a Kickstarter campaign to fund its first consumer product: the GIROPTIC 360cam. In 45 days, the startup raised over \$1.4 million, thus becoming France's largest crowdfunding campaign. On the Japanese market, GIROPTIC count 15% of its customers (around 800 units ordered) revealing a real interest for the technology.

GIROPTIC paves the way to a new 360° era, for consumers and professionals, where photos and videos won't be limited to a single frame. The GIROPTIC 360cam forever changes the way we capture and experience life around us. Up. Down. All around.

## **LOCARISE K. K.**



Locarise offers a service of shoppers' behavior analytics thanks to connected devices installed in the stores. Sensors collect Wi-Fi and Bluetooth signals from smartphones in order to measure the traffic, the number of bystanders, the fidelity, the length of stay in the shop and the geographic origin of the visitors. Locarise also provides mobiles and web-based tools for retail commercial teams. They are meant to measure the efficiency of their merchandizing, rostering and marketing, in order to optimize their strategies. Locarise's solutions have already found some clients among the CCI France Japon's members.

## **NEXT LEVEL JAPAN K. K.**



Next Level is a young consultancy firm specialized in business development. Its core expertise includes software, connected health and mobile lifestyle (among others). It was established in April 2010 by Stéphane Zadounaïsky, a French entrepreneur specialized of electronic and computer mobile products.

Next level offers a wide range of services to its clients, mainly French, willing to maximize their sales within the Japan-South Korea zone. Next Level supports them with the representation, the development of distribution channels, the project management, to the commercial accommodation and online presence management.

Next Level's references portfolio includes prestigious companies like Wlthings (smartwatches and other connected objects), Capsule Technologies (connection of hospital's medical devices with

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the patients files), or Mensia Technologies (development environment and brain waves exploration applications).

## **PIJIN K. K.**

## **QR Translator**

Created in 2011, Pijin is the company behind the QR Translator. Its objective is to knock off language and communication barriers. The solution is simple: thanks to the QR code and NFC tags usage, the user can immediately translate a content into his/her own language thanks to a smartphone. The use of QR Translator does not require any specific application, only a code scanner. This solutions helps reducing the cost and the space dedicated to multilingual contents. It answers the increasing demand for translated contents and data for foreign travelers.

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