



WIT JAPAN & NORTH ASIA 2018

BOOTCAMP

JUNE 28, 2018 @ THE ATTIC 6F, NAGATACHO GRID, TOKYO

Japan, 〒102-0093 Tokyo, Chiyoda, Hirakawacho, 2 Chome-5-3

9:00 am – 10:00 am	Checking in
10:00 am – 10:10 am	<p>Kick Off</p> <p><i>Yeoh Siew Hoon, Founder & Managing Director, WIT</i> <i>Kei Shibata, CEO, Venture Republic</i></p>
10:10 am – 10:30 am	<p>Coffee Chat: Masashi Takahashi, CEO & Co-founder, Voyagin</p> <p><i>Masashi Takahashi, CEO & Co-founder, Voyagin</i> Interviewer: <i>Yeoh Siew Hoon, Founder & Managing Director, WIT</i></p>
10:30 am – 11:00 am	<p>Chasing The Next Better Thing</p> <p>Investors have to keep their eye on the next big thing. What trends are they following, which startups are they watching and which sectors are getting their interest? We get a bird's eye view on the investment landscape.</p> <p><i>Kuan Hsu, Co-founder & General Partner, KK Fund</i> <i>Shi Wei Zhou, Vice President of Investments & Investor Relations, Ctrip</i> <i>Masahiko Honma, General Partner, Incubate Fund</i> Moderator: <i>Kei Shibata, CEO, Venture Republic</i></p>
11:00 am – 11:10 am	<p>Eye on China</p> <p>China is leading the way in mobile innovation. We ask an expert to give us a quick look into happening in the world of travel tech innovation in the world's largest market. Which sectors are hot and where are the opportunities?</p> <p><i>Steven Pang, Vice President, Product, Skyscanner</i></p>
11:10 am – 11:20 am	<p>An Insider's View on JTO's Digital Marketing</p> <p>With inbound tourism soaring to Japan, we get an update on the digital marketing strategy of the Japan National Tourism Organisation.</p> <p><i>Takahisa Kashiwagi, Executive Vice President, JTO</i></p>
11:20 am – 11:40 am	Break
11:40 am – 11:50 am	<p>Eye on Taiwan</p> <p>Change and innovation are happening in this often-overlooked North Asian market. An update on what's new and emerging in startups and travel technology as well as the changing media in influencing traveller behaviour.</p> <p><i>Daniel Cheng, Founder & President, Redefine Tourism Mixer (RTM), Taiwan</i></p>
11:50 am – 12:30 pm	<p>Room For Play & Places: Delivering Japanese Experiences</p> <p>Content is back in vogue as travellers seek out the most relevant information to make the most of their stays. Meet the startups in Japan that are helping foreign travellers have a better experience of Japan.</p> <p><i>Greg Lane, Co-founder & Writer, Fast Train Ltd</i> <i>Yuki Naruse, CEO, On The Trip</i></p>

Takashi Yamada, Founder & CEO, Tableall
Tatsuro Koyama, CFO, Pocket Menu
Hiroyo Koike, Executive Manager, Shibuya City Tourism Association
Claudia Sun, Key Opinion Leader, Linping in Japan
Moderator: **Marissa Trew**, Content & Marketing, WIT

12:30 pm – 12:50 pm

Room For Dreams in Private Accommodation

An update on the private accommodation landscape in Japan and the key opportunities in this fast-growing sector.

Shinichi Tatebayashi, CEO, SQUEEZE, INC
Kenichi Shibata, COO, Venture Republic Inc.

12:50 pm – 1:00 pm

Inspire Action with Instagram, where journeys start

An inside look at the growth of this social platform in inspiring and influencing travellers with some practical tips on how you can leverage Instagram to grow your business

Omi Suzuki, Head of E-Commerce & Travel Vertical, Facebook Japan

1:00 pm – 2:00 pm

Lunch

2:00 pm – 2:20 pm

Coffee Chat: Adam Brownstein, Regional Director, North Asia, Booking.com

An ex-Microsoft employee, Adam Brownstein entered travel when he co-founded Buteeq, a marketing automation software for the hospitality industry, in Seattle. It was acquired by Priceline Group in June 2014 and since then, Brownstein has taken on roles such as managing director APAC for BookingSuite and moved to Tokyo in July 2016 to take on the role of growing North Asia for the brand. This session will track his story from startup to acquired company founder to working within the world's biggest accommodation powerhouse.

Adam Brownstein, Regional Director North Asia, Booking.com
Interviewer: **Yeoh Siew Hoon**, Founder & Managing Director, WIT

2:20 pm – 2:30 pm

Ruled by Passion, Powered By Tech, Part 1: Bobby Healy, CTO, CarTrawler

There's no denying the fact that passion, combined with tech smarts, make for a formidable combination in a startup. Here, tech whiz Bobby Healy peels back the layers on new tech such as AI, machine learning and voice and reveals what's working, what's not, and what could work in travel.

Bobby Healy, Chief Technology Officer, CarTrawler

2:30 pm – 3:00 pm

Ruled By Passion, Powered By Tech, Part 2

Whether it's chatbots, AI or blockchain, these new technologies are being embraced by some startups to make a difference in travel. Meet those who are combining passion and tech to build their dreams.

Akemi Tsunagawa, Founder & CEO, Bespoke Inc.
Daisuke Tanaka, CEO, Youtfit Inc.
Jihwan Kim, Founder & CEO, Alleys Wonderlab
Zhu Lei, Principal Software Architect, iGola
Moderator: **Bobby Healy**, Chief Technology Officer, CarTrawler

3:00 pm – 3:50 pm

WIT Japan & North Asia Startup Pitch, Part 1

Powered by Amadeus

Our annual startup competition features a shortlist of candidates pitching their ideas to

our panel of judges and coaches. Three will go on to pitch live at the Grand Finals the next day and the winner wins a place in the Phocuswright APAC Innovator of the Year programme.

Bobby Healy, Chief Technology Officer, CarTrawler

Kenichi Shibata, COO, Venture Republic Inc.

Kotaro Chiba, Founder, Drone Fund

Kuan Hsu, Co-founder & General Partner, KK Fund

Masaki Hata, Senior Manager, Regional Revitalisation Japan Solution

Mitsuki Matsuda, CEO, GX Incubate Inc.

Wayne Chu, Investment Partner, MindWorks Ventures

Yuko Saito, Vice President Strategic Market Development APAC, Criteo

Chair: **Sebastien Gibergues**, Vice President Online Travel Asia Pacific, Amadeus Travel Channels

4:00 pm – 4:20 pm

Break

4:20 pm – 5:10 pm

WIT Japan & North Asia Startup Pitch, Part 2

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5:10 pm – 5:40 pm

Catching up with WIT Startup Winners Alumni

In this session, we track the progress and journey of the winning startups in our competition, and we ask them about the challenges they faced, the wrong assumptions made, the right manoeuvres taken and the road ahead.

Ian Ishida, Founder, Trippiece

Jason Jee Shen Lee, Founder, Softinn Solutions

Kohei Kawamura, Loco Partners Inc

Moderator: **Yeoh Siew Hoon**, Founder & Managing Director, WIT

5:40 pm – 5:50 pm

Announcement of the finalists for the Grand Finals and Closing

6:30 pm – 8:30 pm

Cocktails

Venue: **Anchor Point**

1F Kaiun Building, 2-6-4 Hirawaka-cho, Chiyoda-ku, Tokyo, Japan

Last updated on June 26th, 2018

Programme is correct at time of publication and is subject to changes.

For more information, please visit

<https://www.witevents.com/ehome/witjapan-northasia2018/#agenda-section>