

# Fostering Entrepreneurs from the Tohoku Region Who Take on Global Challenges by Maintaining Profitability and Philanthropy



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## Situation

Sendai City has recognised that a new drive for economic growth is required to promote the sustainable development of the regional economy as a part of reconstruction efforts after the 2011 Great East Japan Earthquake. The city is designated as a special zone for social innovation to work on diverse measures for supporting business startups

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## Action

- Enlightenment/development/support of social entrepreneurship  
Tohoku social innovation network hub establishment project  
This project enhances the opportunities for social entrepreneurship through individual intensive support for social entrepreneurs selected from the Tohoku region.
- Sendai City Entrepreneur Support Centre Assista  
In order to improve the incentives for business startups and increase the continuation rate thereafter, the Centre provides various seminars on the knowledge necessary for business startups and hosts events to make connections between entrepreneurs.
- Development of fast-growing venture/core entrepreneurs
  - TOHOKU GROWTH Accelerator  
This project enlists entrepreneurs who are willing to grow, provides support for business growth such as making opportunity to raise funds and cooperate with major companies.
- Promotion of attraction of foreign human resources for business startups  
Startup Visa  
For foreign nationals who launch a business in Sendai City, the eligibility requirements for the Business Manager status of residence are relaxed under certain conditions in order to reduce business startup risk.

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## Impact

- The rate of new business creation became the highest in Japan in 2014 (based on the Economic Census for Business Frame)
  - The first broad acceleration program in Japan is implemented in Sendai City.
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