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Press release

Japan Electronics and Information Technology Industries Association

**Launch of Web-based Matching Service for Members and Startups
To share information through JEITA members-only website to accelerate
co-creation and partnership**

The Japan Electronics and Information Technology Industries Association (JEITA) announces its launching into operation today of a web-based matching service on its members-only website, as a new ecosystem to accelerate open communication connecting its members and startups. This initiative is a part of JEITA's ongoing activity to foster co-creation and collaboration between member companies and startups through mutual engagement, with a view to achieving Society 5.0.

For JEITA members engaged in open innovation to strengthen their existing businesses or exploring new businesses, startups with excellent technologies and solutions can be important partners. On the other hand, through collaboration with JEITA members, startups will have opportunities to expand their businesses and access to JEITA members' business resources.

The matching website accepts entries from startups recommended by our partner organizations, as well as startups that have won JEITA Venture Awards and startups that are participating in CEATEC. The startups can register their lines of businesses and technological domains, type of businesses and industries that they wish to contact, and advantages that are expected to be generated by entering into collaboration with them. JEITA members can register information on their business domains and technologies with a potential for collaboration with startups, and utilize the website while envisioning business partnership and collaboration that can translate into the mutual prosperity of businesses.

By launching this website, JEITA aims to contribute to the development of open innovation and the prosperity of businesses by inviting more startups to sign up to the service so as to facilitate co-creation and partnership with JEITA members that play the core role in the digital industry producing electronic parts and devices, electronic equipment and IT solutions. Updated information on the development of this initiative will be announced from time to time.

【Press contacts】

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