



## **Business case from The Trade Council in Tokyo**

### **The Embassy in Tokyo assists Sparrow Quantum with opening the Japanese market**

While Japan is home to 39 of the world's most innovative companies, there are many challenges for foreign SME's trying to establish business contact with Japanese hi-tech companies and research centres including universities and research institutes.

An example is Sparrow Quantum. During their efforts to evaluate the market in Japan for quantum technology services, they encountered a number of difficulties, as few market and research reports are available in English. Sparrow Quantum recognised this early on and decided to reach out to the Embassy.

The embassy's tech advisor, Akiko Kamigori, set up meetings to open doors to Japanese key players and stakeholders and helped Sparrow Quantum gain a more detailed view and understanding of the quantum technology market in Japan.

The Embassy also assisted Sparrow Quantum with promotion of its services in Japan. The company recognised that getting access to the right people is challenging and that in Japan, a foreign start-up company needs contacts to be able to open doors.

Through the Embassy's extensive network and influence in Japan, our team organised a seminar in Tokyo, securing approximately 170 participants, giving Sparrow Quantum an opportunity to network with relevant key players and stakeholders in the industry, including Japanese government officials, large industry players and highly regarded professors from the academic world.

### **About Sparrow Quantum A/S**

Sparrow Quantum A/S is a privately held company that develops and commercializes single-photon light sources and photonic quantum technology components, e.g. one of application examples is quantum cryptography, based on research and patents developed in the Niels Bohr Institute Quantum Photonics Lab. The Niels Bohr Institute's Quantum Photonics Lab, headed by Professor Peter Lodahl, is part of the Danish Center for Quantum Innovation, Qubiz, funded by Innovation Fund Denmark – a national large scale investment in quantum technologies

28.08.2018