

The Tokyo One-Stop Business Establishment Center is a one-stop consultation service center that helps its users complete the necessary procedures for establishing a company. In April 2018, the TOSBEC Shibuya Satellite Center moved to a new location, making it even easier to use the service. Many non-Japanese people show up for a consultation. Today, we talked with a non-Japanese female entrepreneur, Ms. Dannie Xu.

user relay interview.....



I began to think about starting my own business because of the *ryokan* inn in Ibusuki with which I worked with as a consultant.

I joined a consulting company and was assigned to Kyushu after completed my internship. There, I was responsible for providing consultations for SMEs to solve their issues and problems, and it was the case of a traditional Japanese inn (*ryokan*) in Ibusuki that especially stuck in my mind. Ibusuki is a renowned hot springs area, richly endowed with nature and equipped with a variety of leisure and recreational facilities. And yet the inn was experiencing a decrease in the number of guests and suffering financial difficulties.

A community having difficulties because they don't know how to utilize their great tourism resources—you see that everywhere in rural Japan. I started to wonder if I could leverage the wide-ranging resources that exist in rural areas and contribute in any way to bringing new energy to such regions and the people who live there, and that's how I started to think about setting up my own business.

I want to contribute to regional revitalization through the development of sports tourism for children in China.

I began attending a startup school on Sundays while still working for the consulting company, and I found myself gradually getting preoccupied with developing business ideas for getting my business started. I figured balancing work and study under such circumstances would be difficult, so I got up my nerve to leave the company. This was in April of 2017.

From that point on I became immersed in creating and examining new business ideas day after day. I entered numerous business idea competitions as well. One of them was the competition hosted by Shibaura Institute of Technology in March 2018 where I received an award from a co-host of the competition. I was also selected for the accelerator program where I was able to demonstrate my business model.



Dannie Xu,
Founder & CEO, GACO Co., Ltd.

Profile: Originally from Guangdong Province, came to Japan at the age of 18 after graduating from high school in 2014. Entered Kyushu University after studying at a Japanese-language school, majoring in Economics.

While in Kyushu, studied at Singapore Management University for a year as an exchange student. Joined a Japanese consulting company after graduating from Kyushu University. Became interested in revitalization business for rural areas and left the company in 2017 aiming to start her own business. Established GACO Co., Ltd. in August 2018.

The theme of the model was the development of sports tourism to 1) offer children in China an opportunity to “experience the Japanese way of sports coaching that focuses on both having fun and improving athletic ability at the same time” and 2) support local governments working on regional revitalization to “acquire new tourism resources.” The positive reaction I got in the competition gave me the confidence to start my own business, so I decided to begin the procedures for establishing a company.

Consultants gave me thorough and easy-to-understand explanations about some difficult Japanese expressions.

I first visited the One-Stop Center in June, and I was amazed at how it's possible, as the name suggests, to perform all the necessary procedures to start a company in one location. It's a cumbersome process even for Japanese people, so the bar was set even higher for me who is Chinese obviously, and even more so as I made the articles of incorporation on my own without having an expert do it for me. However, the consultants at the Center were so helpful and checked all my documents carefully and gave me advice on what was missing and what some Japanese expressions meant in a thorough and easy-to-understand manner. I was able to complete the procedures with very few problems, and I'm really grateful to them for that.



Quick advice

Even though I talked with them in Japanese, consultations in English are also available, making it easier for non-Japanese people who are not fluent in Japanese to visit them for advice. They give you a thorough explanation about the entire process of establishing a company in an easy-to-understand manner, so non-Japanese can use the Center's service with no worry.

Join “Tokyo Business Startup Seminar”! **Participation FREE!**

【Tokyo One-Stop Business Establishment Center】

Address: ARK Mori Building, JETRO 7F, 1-12-32, Akasaka, Minato-ku, Tokyo

Telephone: 03-3582-8352 FAX: 03-5561-4123

URL: <https://www.seisakukikaku.metro.tokyo.jp/onestop/english/top/>