



The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service desk to help completing necessary procedures for establishing a company. The national government and Tokyo Metropolitan Government jointly operate this center. In addition to Akasaka, there are also satellite centers in Shibuya and Marunouchi.

This time, we interviewed Emi Watanabe and Eina Nagamoto, who used to work at the same underwear manufacturer and by chance had an opportunity to start a business together.



Relay Interview 

On New Year's Day, I suddenly wanted to try something new, so I asked her, "Hey, how about we start a new company together?"

On New Year's Day this year, it somehow occurred to me that I want to try something new, looking ahead to my future life. So, what do I do? I gave it a thought and it just came up, "I'll start a new business." It sounds like a wish that just popped out from my head, but it wasn't something I hadn't thought of at all. While changing job twice, I had been planning and designing a wide range of innerwear products such as design focused, functional product, licensed brands etc. During that career, I established relationships with factories, material stores, and customers as well. I had a feeling that I can manage a new business with my experience and relationships. The content of business will be the same as what I was doing at that time.

My good old friend, Ms. Nagamoto, was sitting next to my desk. She is my good partner who can draw patterns. I asked her, "Hey, how about we start a new company together?" She seemed surprised at first but immediately responded me with an "YES!".

Of course, I was the one who came up with the idea so I did all the incorporation procedures.

There were lots of booths lined up and seemed a bit troublesome.

That was my first impression of Tokyo One-Stop Business Establishment Center.

I didn't know what to do or how to do for setting up a company, so I started from a scratch. I searched online and first consulted by phone the startup/entrepreneur support department of the ward office, and they introduced me to "Industry Support Center" of the ward. However, when I first visited the place, unfortunately, inquiry counter was closed and was told that I had to wait for 2-3 weeks even if I made a reservation, due to COVID-19 pandemic.



ETOE Co., Ltd. Representative Director Ms. Emi Watanabe (photo on left)

Profile / After attending to two schools at the same time, a fashion-related junior college and a design institute, she got a job at an underwear manufacturer and started her career as an underwear designer. While undergoing two career changes, she gained experience as a designer for underwear, room wear, and innerwear, etc. In April 2020, she established ETOE Co., Ltd. in partnership with Ms. Eina Nagamoto (photo on right) who had worked at the same company. Now she proposes a wide range of product plans centering on innerwear from junior to senior and maternity.

I asked the staff of the ward if there is any other way, and that is when they introduced me to Tokyo One-Stop Business Establishment Center. I first visited the center at the end of February. When I entered the room, I was surprised to see so many booths lined up. Even more amazingly, the booths were set up for each procedure necessary for incorporation of the company. I felt, for just a moment, depressed for it seemed a bit troublesome.

They corrected in very thorough detail the Articles of the Corporation that I prepared, which was very helpful.

First, a SME management consultant taught me about the articles of incorporation and various necessary procedures for registering a new company. As I have little knowledge about registration, I was really relieved that they explained very carefully and simple so that I can understand. On my second visit, they corrected in very thorough detail the Articles of the Corporation that I prepared, which was very helpful. All the consultant at other booths such as registration, tax matters, and social insurance etc. were kind, their explanations were easy to understand, and I understood clearly what to do next. It was also helpful to communicate by email, exchanging detailed confirmations etc. My first impression changed completely. I now feel that I was able to proceed with the procedure quickly because the booths are functionally separated. Anyways, I am very thankful.



Quick Advice

You will need to prepare various documents to set up a company. To be honest, it is very troublesome. But, you will get more attached to the company by doing the procedures by yourself. With the help of Tokyo One-Stop Business Establishment Center, it is not that difficult as you think. Trust me, I'm talking from experience.

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.investtokyo.metro.tokyo.lg.jp/en/support/onestop/>