



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 satellite centers in Shibuya and Marunouchi.

This time, we interviewed two entrepreneurs who established a company during Covid-19 to provide bespoke sustainability-focused programs to international companies planning business events and travels in Japan.



User

Relay Interview



The idea of setting up a company came when we were having a small party online.

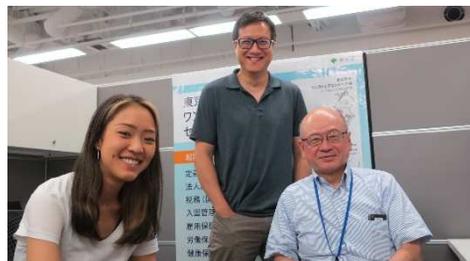
In May, our close friends setup a small online party since we haven't seen each other for a long time due to the pandemic. Yoshida san also joined the call. While we were having many interesting conversations, Yoshida san and I started talking about how the travel industry has been negatively impacted by the pandemic, and discussed setting up a new business to make a difference and positive contributions to the World. (Mr Wong)

In my previous role, I was responsible for planning and managing exclusive travel programs for highly affluent foreign visitors. As I was rediscovering the beauty of Japan, I became more and more passionate to support our unique Japanese culture, and help visitors to enjoy a more meaningful and sustainable journey in Japan. As soon as I learned that Benjamin has the same aspiration, we instantly said to each other "Let's start our own company!". (Ms. Yoshida)

The center was closed due to the corona pandemic. We started consultation on Zoom.

As soon as Yoshida san and I agreed to establish a new company, we started working on our business plan. Over the course of a month, we decided on our business model, and we are enthusiastic to offer our inbound MICE customers a more meaningful and sustainable experience in Japan. (Mr. Wong)

Neither of us knew how to set up a company in Tokyo. When I googled "Company establishment", I was surprised to find so many organizations offering their services. I thought consultation service offered by the Tokyo government should be the most reliable, so I contacted Tokyo One-Stop Business Establishment Center (TOSBEC). (Ms. Yoshida) However the center was closed due to the pandemic situation. We heard they could consult over Zoom, which is an application for online conferences. It was important for us that they provided services in English. (Mr. Wong)



Tricolage, Inc.

Representative Director and CEO **Benjamin Wong** (Left)

Profile / Benjamin is an Australian of Hong Kong descent. He has worked in the investment banking and asset management for over 20 years. His passion for travelling saw him leaving footprint in over 50 countries, and he decided to follow his heart and start a new life in the travel industry. After learning industry know-how as Head of Commercial and Finance in a boutique hospitality consultancy, he established Tricolage, Inc. in July 2020 with co-founder Fumiko Yoshida.

Director and COO **Fumiko Yoshida**

Profile / After visiting many countries around the world during her college years, Fumiko started working in a large multinational Indian IT company as a new graduate. She then joined a Tokyo-based boutique hospitality company helping highly affluent travelers visiting Japan as a project manager, and planned family vacations all the way up to produce and manage large scale events for luxury brands with up to 250 international guests. She decided to establish a company with Benjamin to take a new approach to event and travel that will also make positive contributions to the environment and to local communities.

Specialists helped us with advices which were practical and easy to understand.

Specialists as small and medium-sized enterprise (SME) consultant who we talked over the Zoom call gave us very practical advices which were easy to understand. Many of them were friendly and taught us electronic registration, subsidies, and other information we didn't know. That was very helpful. (Ms. Yoshida)

From the first contact to the registration it took less than 2 weeks. It was possible to register in this speed because of this center. (Mr. Wong)



Quick Advice

If you don't speak good Japanese, TOSBEC is the place you can get help without worry. Also it is free to use as much as you want, so the advantage in using the center is big. They have good services, and I recommend you to make a visit to try their consultation.

Join "Tokyo Business Startup Seminar"! **Participation FREE!**

[Tokyo One-Stop Business Establishment Center]

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