

# 世界最大級のテックイベントLEAPからみる グローバルビジネストレンドやAIの最前線

IDEAPOST株式会社  
ISIT特別研究員  
平山 雄太



## 本日のアジェンダ

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1. 自己紹介(2分)
2. Introduction-世の中で起きている構造的な変化 (13分)
3. サウジアラビアのテックイベントから見るAIやデジタル化の各国の取り組み (13分)
4. 私のサウジアラビアでの失敗談からみる私たちが生成AIとどう向き合うか (12分)
5. まとめ (5分)



# 会社概要 / 代表者プロフィール

【会社概要】 IDEAPOST株式会社は、社会課題の解決をビジネスを通して解決する事を目的に、新規ビジネスの企画や、各種アイデアの実現に向け伴走型支援を行う。

【設立】 2016年4月 【資本金】300万円 【役員数】4名

【代表者】 平山 雄太（代表取締役社長）



## 【代表者 略歴】

立命館アジア太平洋大学（APU）、九州大学大学院経済学府産業マネジメント専攻（QBS）卒。2016年2月に退職。同年5月にIDEAPOST株式会社設立後、地域活性化や海外スタートアップ支援等を中心に活動。2019年2月より世界経済フォーラム第四次産業革命日本センターにてG20 Global Smart Cities Allianceの立ち上げに従事。2023年6月同法人の解消に伴い、7月よりIDEAPOST株式会社代表に復帰し、スタートアップ支援やオープンイノベーション実現に向けた業務を再開。

## 【2024年度の公職等】

つくば市顧問 / 一般社団法人つくばスマートシティ協議会代表理事  
大阪公立大学特任教授 / 名古屋大学客員准教授 / 九州大学客員准教授  
公益財団法人九州先端科学技術研究所特別研究員  
福岡地域戦略推進協議会シニアフェロー/アドバイザー

## これまでの活動実績など（直近3年程度を掲載）

### 【執筆/掲載】

- ・2020年2月：公益財団法人都市計画協会発行の新都市（令和2年2月号）にて、土屋俊博氏と共著で「G20 Global Smart Cities Allianceの取り組みについて」を寄稿
- ・2021年4月：世界経済フォーラムのAgenda Blogに「Japan's smart city initiatives will play key role in its digitisation and economic revival」を寄稿。本記事が米Forbes.comの記事として転載される。  
<https://www.forbes.com/sites/worldeconomicforum/2021/04/05/japans-smart-city-initiatives-will-play-key-role-in-its-digitization-and-economic-revival/>
- ・2021年8月：ぎょうせい発行の地方財務（2021年8月号, No.806）にて落合孝文氏・東博暢氏と共著で「地方自治体でのデジタル化に  
あたっての考え方」を寄稿
- ・2022年2月：デジタル臨時行政調査会作業部会（第3回）に於いて「Dig Onceポリシーと道路管理の状況について」報告
- ・2022年4月：医学書院発行の公衆衛生（Vol86）にて藤田卓仙氏と共に「スマートシティ構想の課題と今後のあるべき姿」を寄稿
- ・2022年9月：Forbes Japan発行のムック本Future of Citiesにて、インタビュー記事「世界の都市と共にスマートシティのルールを作る  
日本がリードする、グローバルアライアンスの進路」が掲載される。（p17-19）
- ・2022年12月：公益財団法人都市計画協会発行の新都市（令和4年12月号）にて、「G20 Global Smart Cities Allianceの現在地  
-国内と海外事例を踏まえて-」を寄稿
- ・2023年10月：公益財団法人都市計画協会発行の新都市（令和5年10月号）にて、「官民連携セッションを開催して」を寄稿
- ・2024年9月：Building Open Contracting Pathways to Japan を寄稿  
<https://www.open-contracting.org/2024/09/19/building-open-contracting-pathways-to-japan/>

### 【発表/受賞/国際会議】

- ・2021年11月：G20 Global Smart Cities Allianceの活動が、Smart City Expo World CongressにてGovernance & Economy Awardを受賞
- 2022年6月：World Economic Forum Urban Transformation Summit開催
- 2022年7月：U20(Jakarta) Side Event パネリスト参加
- 2022年10月：UCLG World Congress パネリスト参加
- 2023年2月：City Tech Tokyo「Global City Leader's Panel Discussion」セッションオーナー/モデレーター
- 2023年3月：G7 都市大臣会合 官民ハイレベルラウンドテーブルを国交省様と共催で開催
- 2023年10月：日韓スマートシティシンポジウム スピーカー参加
- 2024年2月：サウジアラビアのテックイベント「LEAP」にスピーカー参加
- 2024年5月：Sushi Tech Tokyoにて2セッションのモデレータを務める





## The GSC Offers Unparalleled Business Support

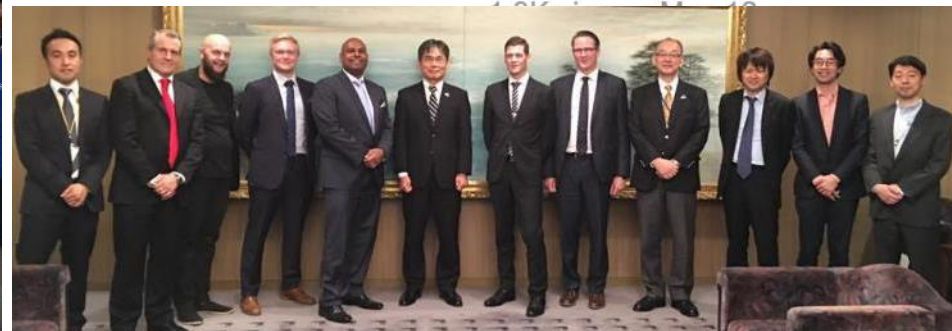
Get everything right the first time by consulting the GSC. They're here to help you with everything you need from answering questions to assist with tougher tasks that require more dedicated support. For example, if you think you qualify for the Startup Visa, they can help to guide you through the application process. Staff members at the GSC can also assist you in some of the daily concerns you might have when living in Japan like renting a home or office space or opening a Japanese bank account. Fukuoka city even has a Memorandum of Understanding with various countries and regions around the world, including Finland (Helsinki), Estonia (Tallinn), Taiwan (Taipei), and the USA (San Francisco). These connections allow you to gain insight into the bigger picture and help to link you with new areas within the global startup community. Basically, the GSC and its expert staff will allow you to do more than you ever thought possible. Don't hesitate to stop by and see just how important they can be to founding your business. Working with the GSC will give you more time to focus on the work you enjoy and give you the peace of mind knowing



平山雄太、訪米  
2.8K views · M



週末の雑談。なるひら。







***HIRAI Pitch* in 名古屋**





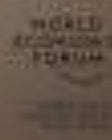
# G20 Global Smart Cities Alliance



G20  
Global  
Smart Cities  
Alliance

**Launch of the G20 Global Smart Cities Alliance on Technology Governance**

October 9th, 2019, Asia Smart City Week, Yokohama, Japan

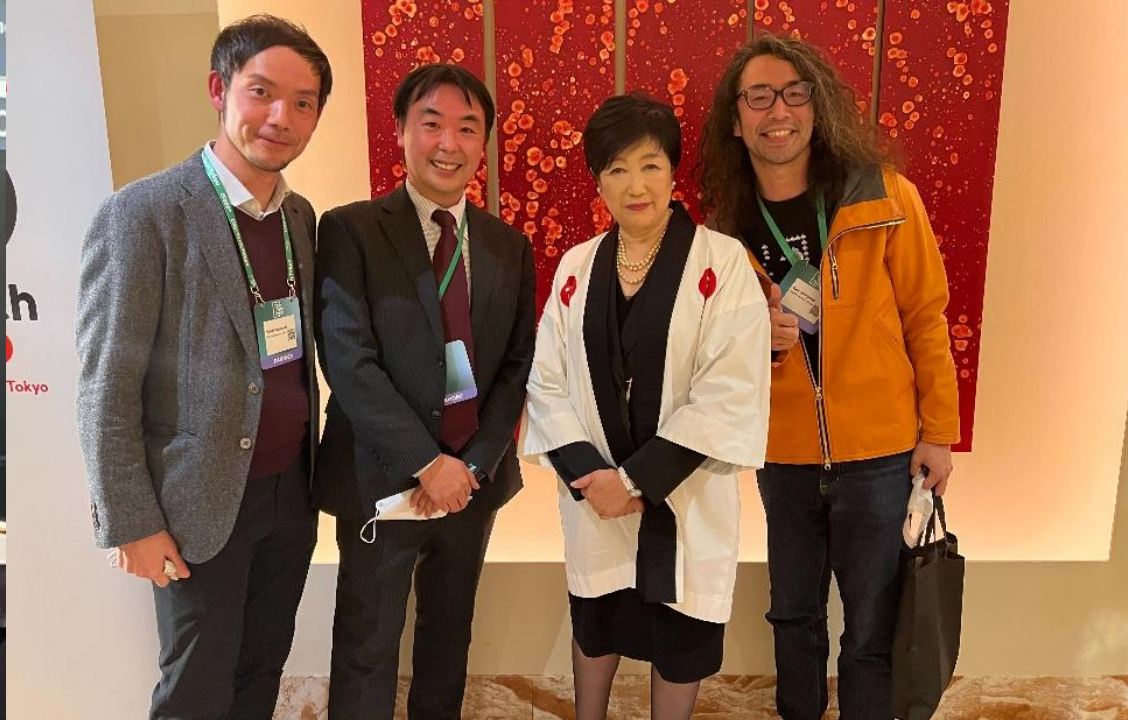


G20  
2019  
JAPAN







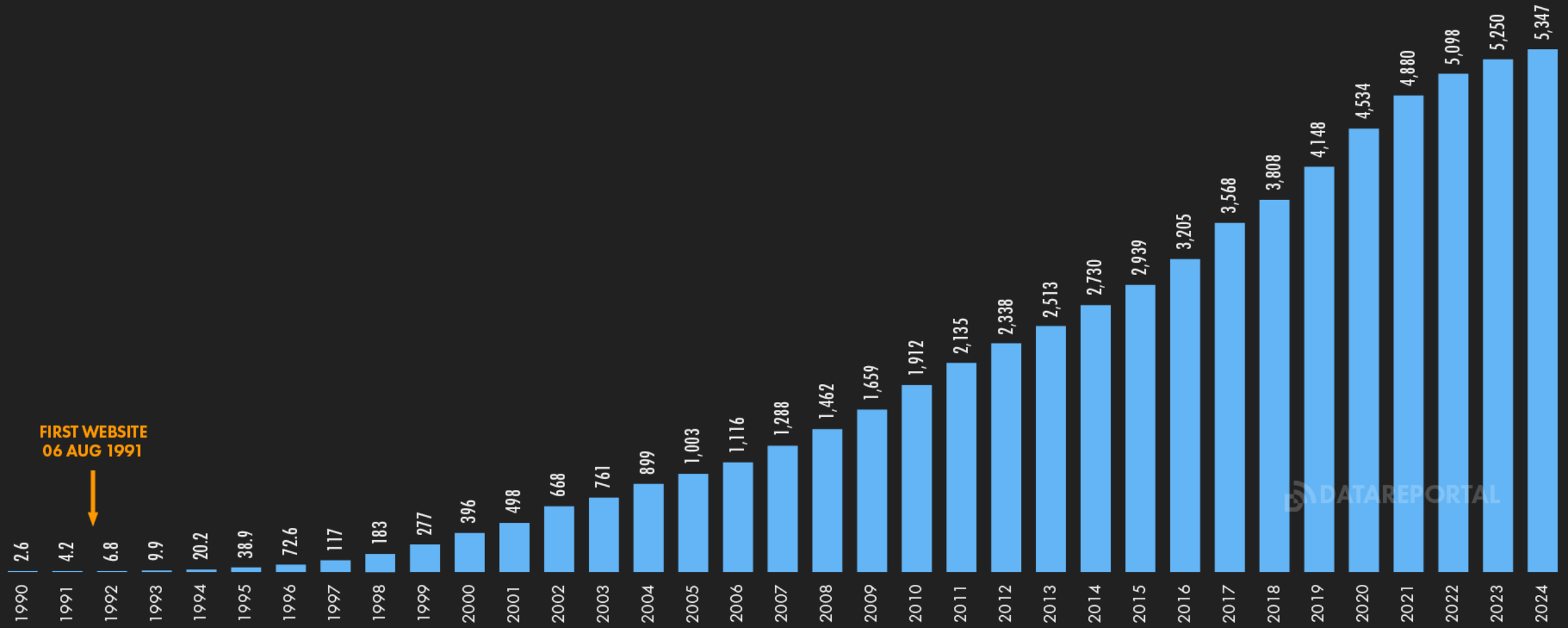


世の中で起きている構造的な変化

JAN  
2024

# INTERNET USE TIMELINE

NUMBER OF INDIVIDUALS USING THE INTERNET OVER TIME (IN MILLIONS)

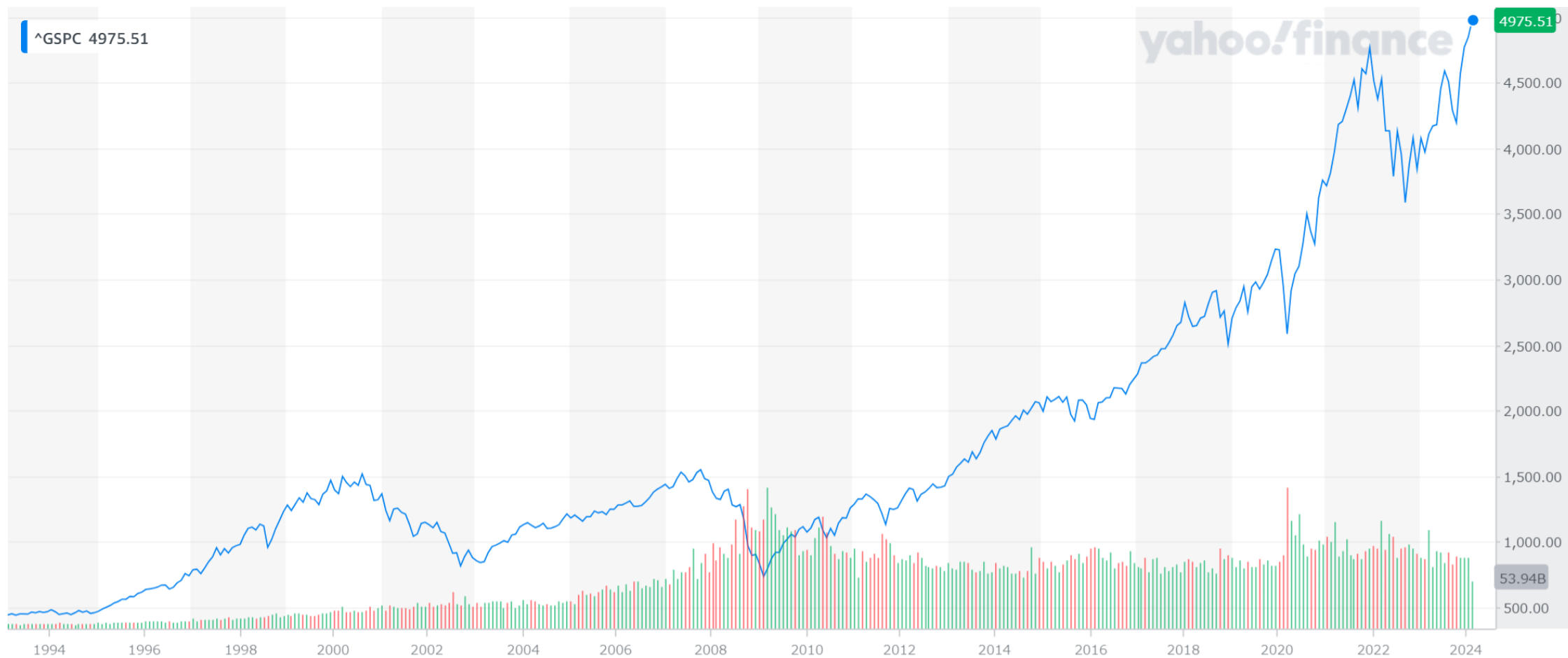


FIRST WEBSITE  
06 AUG 1991





# S&P 500 の株価推移

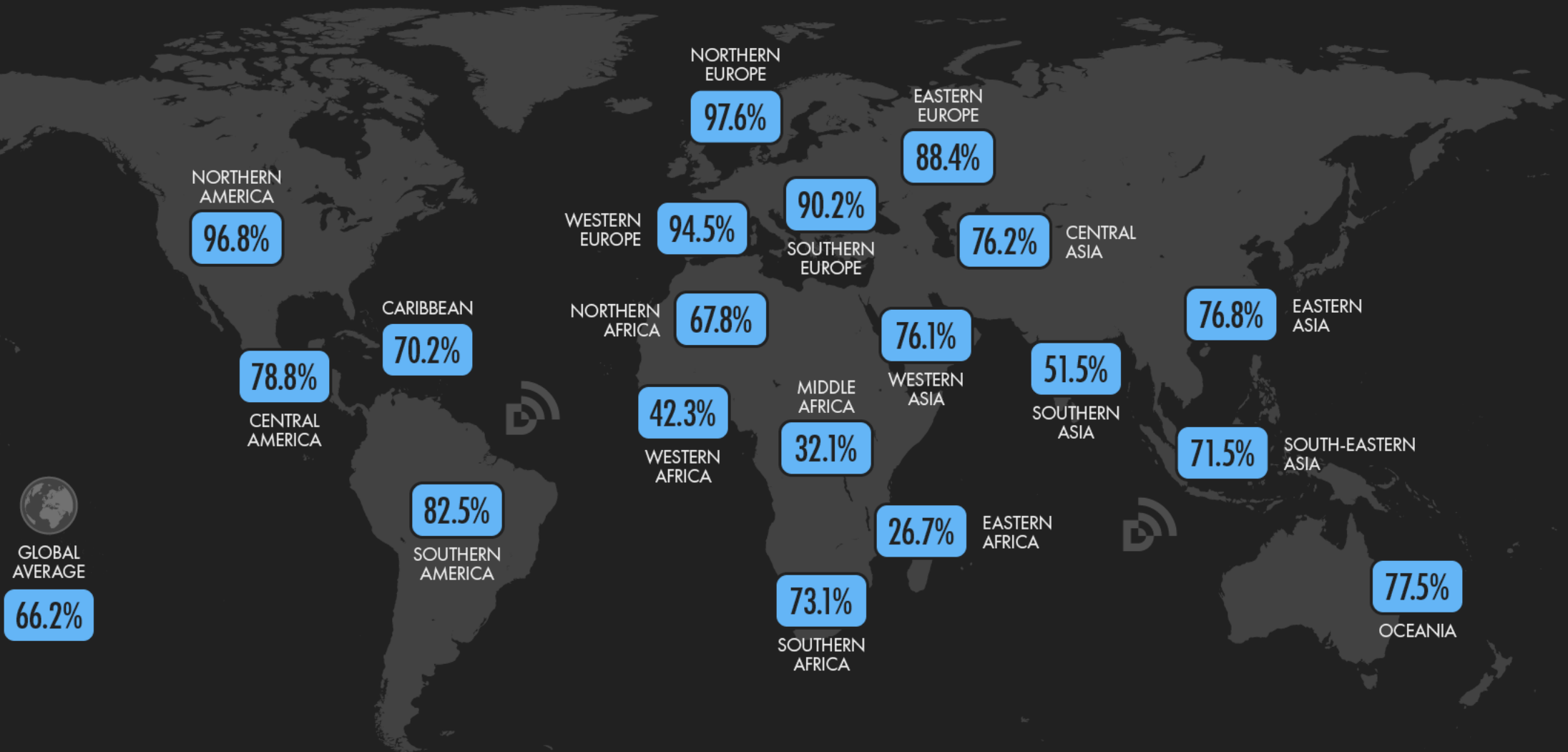


出典 : <https://yhoo.it/3kFXcYt>

JAN  
2024

# INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOScheme. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

**we  
are  
social**

**<> Meltwater**

## UNCONNECTED POPULATIONS

COUNTRIES AND TERRITORIES WITH THE LARGEST UNCONNECTED POPULATIONS AND THE LOWEST LEVELS OF INTERNET ADOPTION



## ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED INDIVIDUALS	% OF POP. OFFLINE
01	INDIA	683,707,000	47.6%
02	CHINA	336,416,000	23.6%
03	PAKISTAN	131,801,000	54.3%
04	NIGERIA	123,428,000	54.5%
05	ETHIOPIA	103,290,000	80.6%
06	BANGLADESH	96,473,000	55.5%
07	INDONESIA	93,401,000	33.5%
08	DEM. REP. OF THE CONGO	75,612,000	72.8%
09	TANZANIA	46,600,000	68.1%
10	UGANDA	35,946,000	73.0%

## RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED INDIVIDUALS
233	NORTH KOREA <sup>1</sup>	>99.9%	[BLOCKED]
232	CENTRAL AFRICAN REPUBLIC	89.4%	5,210,000
231	BURUNDI	88.7%	11,901,000
230	SOUTH SUDAN	87.9%	9,823,000
229	NIGER	83.1%	23,016,000
228	YEMEN	82.3%	28,666,000
227	AFGHANISTAN	81.6%	34,927,000
226	ETHIOPIA	80.6%	103,290,000
225	BURKINA FASO	80.1%	18,853,000
224	MADAGASCAR	79.4%	24,373,000

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES IN THE "% OF POP. OFFLINE" COLUMN REPRESENT THE PERCENTAGE OF THE POPULATION THAT DOES NOT YET USE THE INTERNET. ABSOLUTE VALUES HAVE BEEN ROUNDED TO THE NEAREST THOUSAND. (1) THE INTERNET (AT LEAST AS THE REST OF THE WORLD KNOWS IT) REMAINS BLOCKED FOR EVERYDAY CITIZENS IN NORTH KOREA. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).



# S&P 500 の株価推移

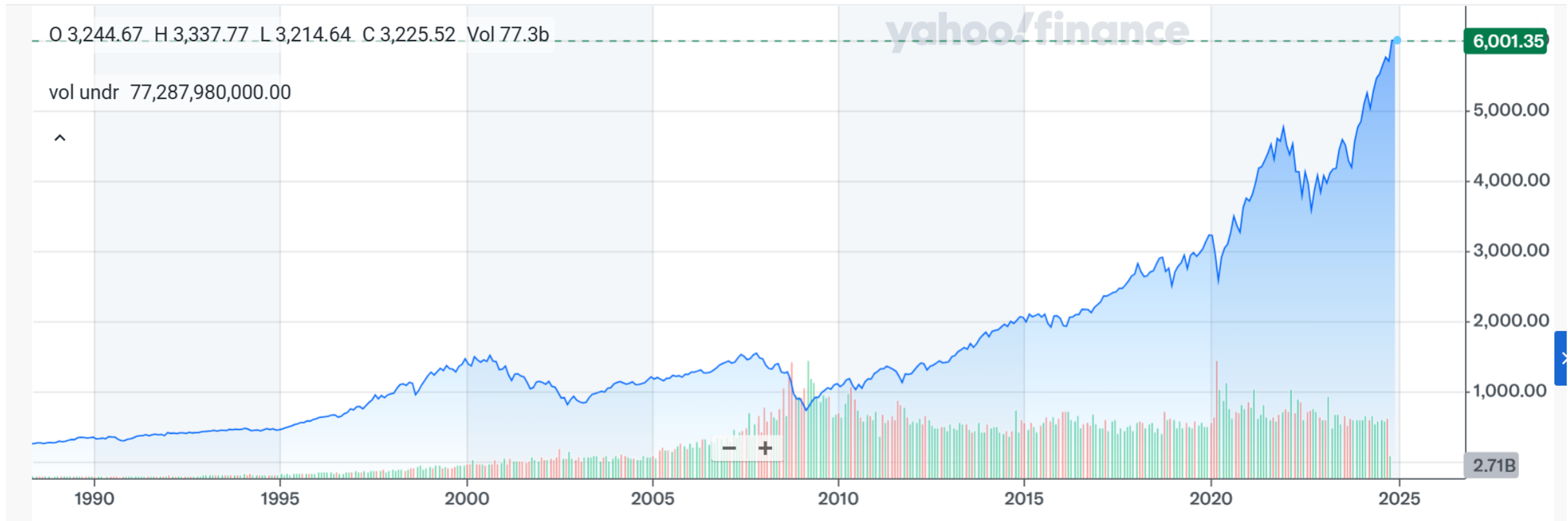
S&P 500 (^GSPC) ☆

SNP - SNP Real Time Price. Currency in USD

6,001.35 +5.81 (+0.10%)

At close: 04:59PM EST

→ Comparison ≡ Indicators 📢 Corporate Events 📊 Mountain ▾ ✎







# 時価総額ランキングの推移（30年）

## 平成元年 世界時価総額ランキング

順位	企業名	時価総額 (億ドル)	国名
1	NTT	1,638.6	日本
2	日本興業銀行	715.9	日本
3	住友銀行	695.9	日本
4	富士銀行	670.8	日本
5	第一勧業銀行	660.9	日本
6	IBM	646.5	米国
7	三菱銀行	592.7	日本
8	エクソン	549.2	米国
9	東京電力	544.6	日本
10	ロイヤル・ダッチ・シェル	543.6	英国
11	トヨタ自動車	541.7	日本
12	GE	493.6	米国
13	三和銀行	492.9	日本
14	野村證券	444.4	日本
15	新日本製鐵	414.8	日本
16	AT&T	381.2	米国
17	日立製作所	358.2	日本
18	松下電器	357.0	日本
19	フィリップ・モリス	321.4	米国
20	東芝	309.1	日本

## 平成30年 世界時価総額ランキング

順位	企業名	時価総額 (億ドル)	国名
1	アップル	9,409.5	米国
2	アマゾン・ドット・コム	8,800.6	米国
3	アルファベット	8,336.6	米国
4	マイクロソフト	8,158.4	米国
5	フェイスブック	6,092.5	米国
6	バークシャー・ハサウェイ	4,925.0	米国
7	アリババグループ・ホールディング	4,795.8	中国
8	テンセント・ホールディングス	4,557.3	中国
9	JPモルガン・チェース	3,740.0	米国
10	エクソン・モービル	3,446.5	米国
11	ジョンソン・エンド・ジョンソン	3,375.5	米国
12	ビザ	3,143.8	米国
13	バンク・オブ・アメリカ	3,016.8	米国
14	ロイヤル・ダッチ・シェル	2,899.7	英国
15	中国工商銀行	2,870.7	中国
16	サムスン電子	2,842.8	韓国
17	ウェルズ・ファーゴ	2,735.4	米国
18	ウォルマート	2,598.5	米国
19	中国建設銀行	2,502.8	中国
20	ネスレ	2,455.2	スイス

21	関西電力	308.9	日本
22	日本長期信用銀行	308.5	日本
23	東海銀行	305.4	日本
24	三井銀行	296.9	日本
25	メルク	275.2	米国
26	日産自動車	269.8	日本
27	三菱重工業	266.5	日本
28	デュポン	260.8	米国
29	GM	252.5	米国
30	三菱信託銀行	246.7	日本
31	BT	242.9	英国
32	ベル・サウス	241.7	米国
33	BP	241.5	英国
34	フォード・モーター	239.3	米国
35	アモコ	229.3	米国
36	東京銀行	224.6	日本
37	中部電力	219.7	日本
38	住友信託銀行	218.7	日本
39	コカ・コーラ	215.0	米国
40	ウォルマート	214.9	米国
41	三菱地所	214.5	日本
42	川崎製鉄	213.0	日本
43	モービル	211.5	米国
44	東京ガス	211.3	日本
45	東京海上火災保険	209.1	日本
46	NKK	201.5	日本
47	アルコ	196.3	米国
48	日本電気	196.1	日本
49	大和証券	191.1	日本
50	旭硝子	190.5	日本

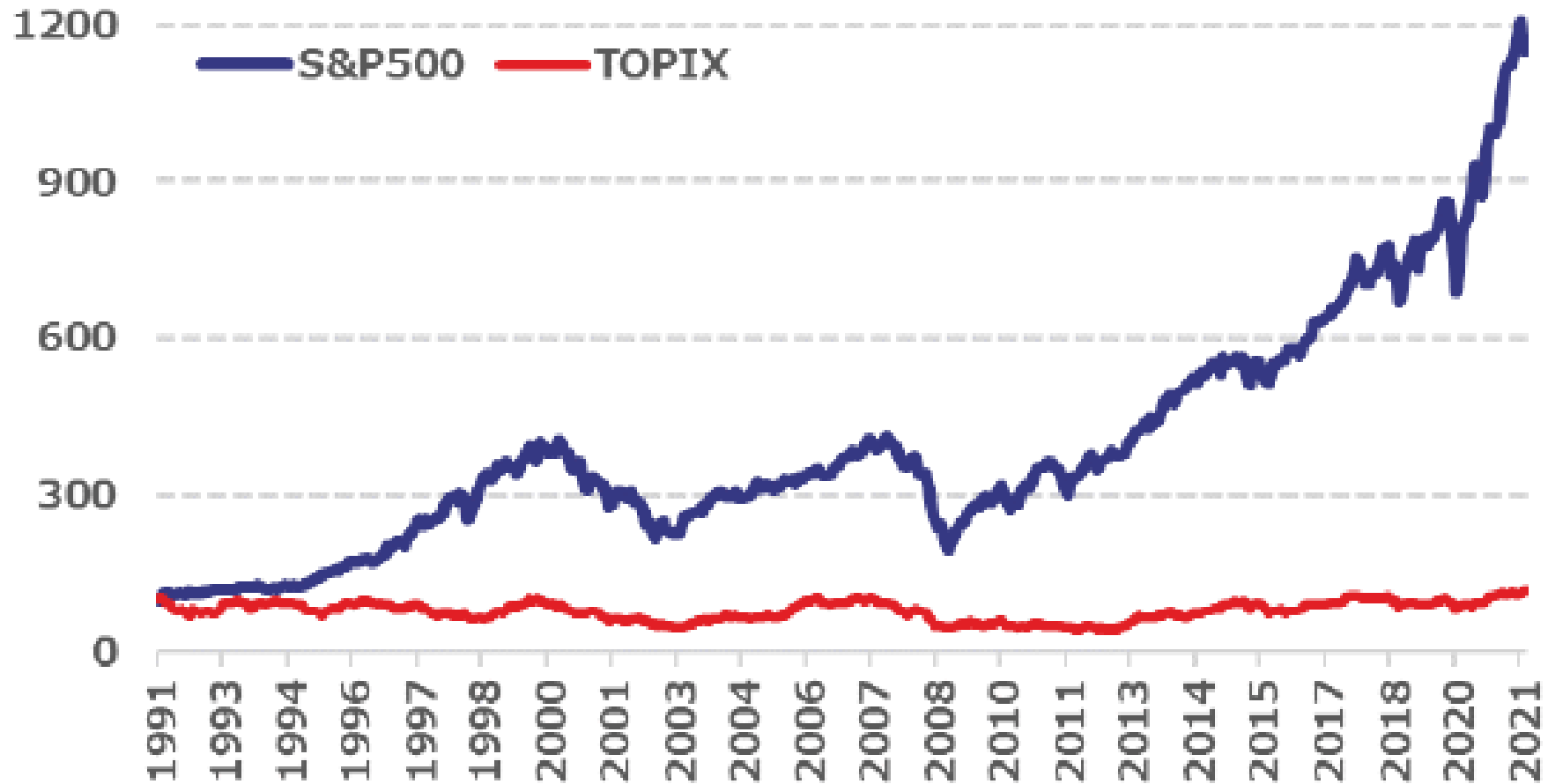
出所:米ビジネスウィーク誌(1989年7月17日号)  
[THE BUSINESS WEEK GLOBAL1000]

21	ユナイテッドヘルス・グループ	2,431.0	米国
22	インテル	2,419.0	米国
23	アンハイザー・ブッシュ・インベプ	2,372.0	ベルギー
24	シェブロン	2,336.5	米国
25	ホーム・デポ	2,335.4	米国
26	ファイザー	2,183.6	米国
27	マスターカード	2,166.3	米国
28	ベライゾン・コミュニケーションズ	2,091.6	米国
29	ボーイング	2,043.8	米国
30	ロシュ・ホールディング	2,014.9	スイス
31	台湾・セミコンダクター・ マニュファクチャリング	2,013.2	台湾
32	ベトロチャイナ	1,983.5	中国
33	P&G	1,978.5	米国
34	シスコ・システムズ	1,975.7	米国
35	トヨタ自動車	1,939.8	日本
36	オラクル	1,939.3	米国
37	コカ・コーラ	1,925.8	米国
38	ノバルティス	1,921.9	スイス
39	AT&T	1,911.9	米国
40	HSBC・ホールディングス	1,873.8	英国
41	チャイナ・モバイル	1,786.7	香港
42	LVMH モエ・ヘネシー・ルイ・ヴィトン	1,747.8	フランス
43	シティグループ	1,742.0	米国
44	中国農業銀行	1,693.0	中国
45	メルク	1,682.0	米国
46	ウォルト・ディズニー	1,661.6	米国
47	ペプシコ	1,641.5	米国
48	中国平安保険	1,637.7	中国
49	トタル	1,611.3	フランス
50	ネットフリックス	1,572.2	米国

\*7月20日時点。各種データを基に本誌編集部作成



## Indexの推移/日米比較



<https://www.youtube.com/watch?v=Sq1QZB5baNw>



# LEAP

Feb 6-9, 2023  
Riyadh Front Expo Centre  
Saudi Arabia

## POST EVENT REPORT

"Jaw-dropping, spectacular,  
massive and mind blowing!" - **Forbes**

Co-organised by:



In support of:



onegiantleap.com  
#LEAP24



# RECAP ON LEAP 2023

## Contents

- p3 LEAP in Numbers
- p4 A Closer Look
- p5 Global Exposure
- p6 Speaker Recap
- p8 Conference Overview
- p9 Announcements at LEAP
- p10 Discover the Expo
- p11 Rocket Fuel Competition Recap
- p12 LEAP Sessions
- p13 Investors at LEAP
- p14 DeepFest Overview
- p15 DeepFest Speakers
- p16 Thank You to our Sponsors and Partners
- p17 Contact Us

The second edition of LEAP was the most attended tech event in the world.

**LEAP received an attendance of over 172,000 across four days.**

Discover the event highlights throughout this post-show report. In 2023, LEAP was co-located with the inaugural DeepFest which served as the event's dedicated AI track.

LEAP in and tap into the limitless potential of tech to build a positive future.

**Watch the LEAP 2023 highlights on YouTube**





# LEAP IN NUMBERS

**172,000+** attendance including powerful tech buyers



**1,026+**

powerhouse VCs, private equity firms and investors

**12%**  
international attendees



**741+**

cross-industry speakers

**450+**  
startups



The curiosity and enthusiasm of the participants and numerous technology providers at the event probably exceeded even some of the tech conferences here in the United States.

- Gitanjali Rao, Time's Kid of the Year 2020 and Forbes 30 Under 30



countries represented by exhibitors and attendees

**183+**

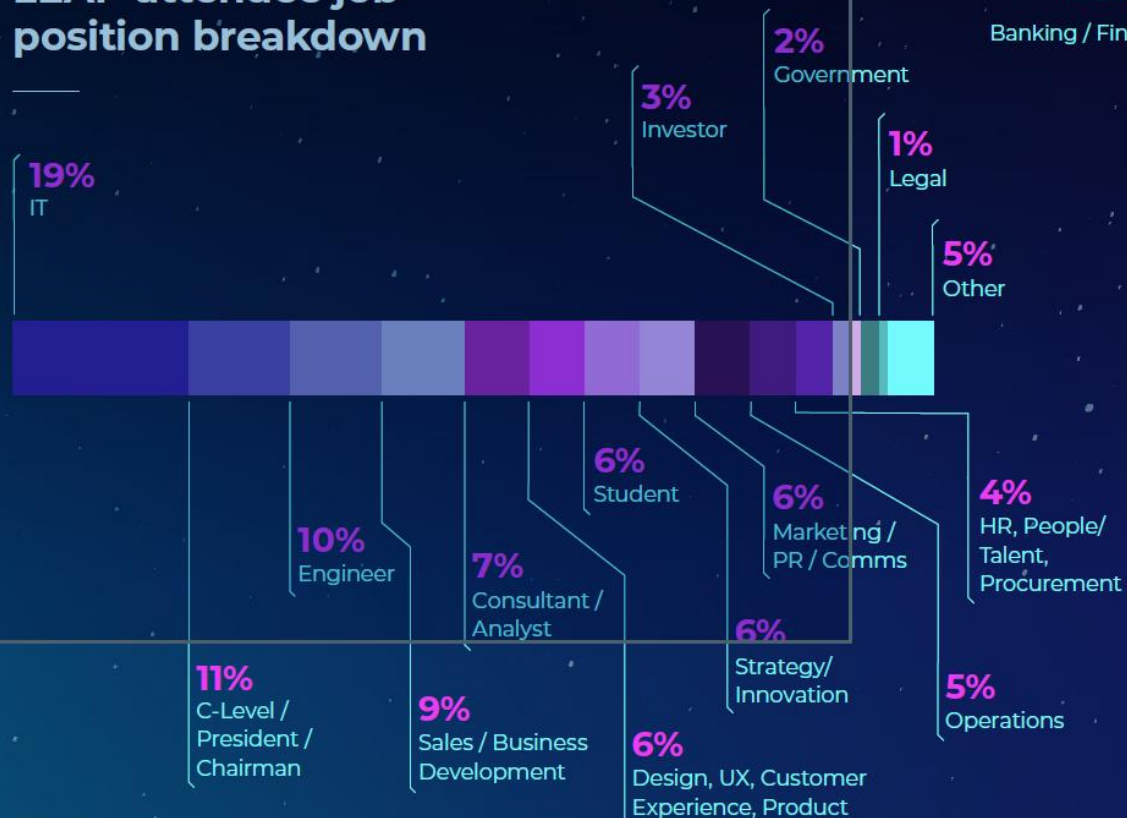
**7 stages & 15 tracks**





# A CLOSER LOOK

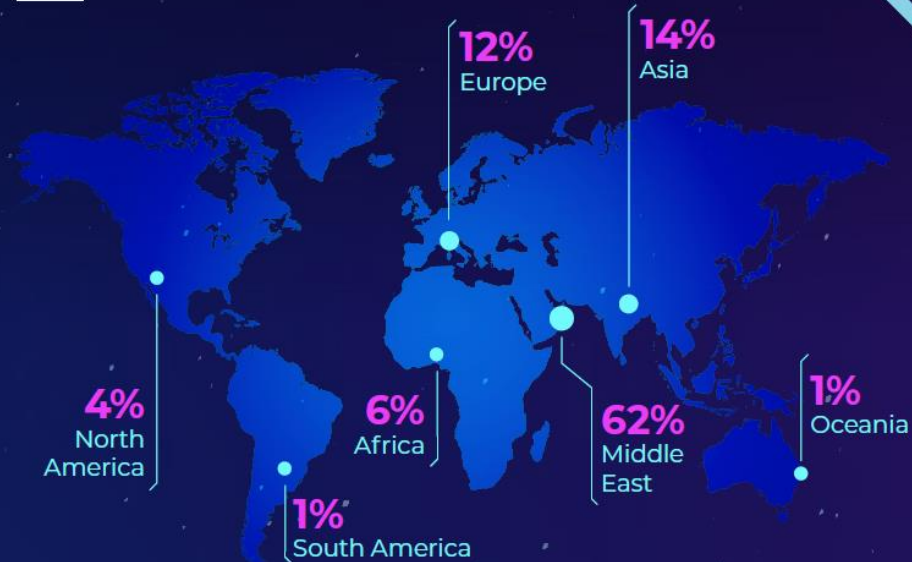
## LEAP attendee job position breakdown



## Attendee industry breakdown



## International visitors flying to LEAP



# GLOBAL EXPOSURE

**12.02 billion**

online readership of articles  
featuring LEAP

**40.3+ million**

online views of articles featuring LEAP

**234+**

nationalities registered

**18,289+**

Pieces of global media  
and press coverage

**The Saudis are incredible hosts.  
I felt so completely comfortable here.**

- Cassie Kozyrkov  
Chief Decision Scientist at Google



## Featured in:

**Forbes**

**FASTCOMPANY**  
MIDDLE EAST

**Entrepreneur**  
MIDDLE EAST

**WIRED**

**Bloomberg**

**Gulf Business**

**Daily Mail**

**REUTERS**

**VICE**

**CNN**

**Mashable**

**ميناتك**  
MENATECH

**msn**

**CNBC**  
عربية

**CHINADAILY** 中国新闻网  
COM.CN

**South China Morning Post**

**THE TIMES OF INDIA**

**THE FINTECH TIMES**

## Media highlights:

**Forbes**

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**REUTERS**

[READ ARTICLE](#)

**WIRED**

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**South China Morning Post**

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**FASTCOMPANY**  
MIDDLE EAST

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**Entrepreneur**  
MIDDLE EAST

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**العربية**  
alarabiya

[READ ARTICLE](#)

**Arabian  
Business**

[READ ARTICLE](#)



# SPEAKER RECAP



**will.i.am**  
Futurist, tech entrepreneur, CEO of FYI



**Thierry Henry**  
Football legend



**HE Abdullah A. Alswaha**  
Minister of Comms & IT (MCT), Kingdom of Saudi Arabia



**Citanjali Rao**  
TIME Kid of the Year 2020



**Susan Kilrain**  
NASA Astronaut (ret.)



**Charles Puyol**  
Football Legend



**Sean Garnier**  
Influencer, world champion freestyle football, CEO of Urban Ball



**Adam Boulton**  
British Journalist (former ITV)



**Daisy McAndrew**  
British Journalist (former BBC)



**John Lee**  
CEO of Hong Kong SAR



**Kam Ghaffarian**  
Founder and CEO, IBX and Executive Chairman, Axiom Space



**Sol Rashidi**  
Chief Analytics Officer, Estée Lauder Companies



**Baroness Karen Brady CBE**  
Vice Chairman, West Ham United Football Club



**Amin H. Nasser**  
President & Chief Executive Officer, Aramco



**Dr. Sian Proctor**  
SpaceX astronaut and 1st black woman to be a Mission Pilot



**Steven Bartlett**  
Founder, Social Chain



**Martin Wezowski**  
Chief Futurist & Head of The Future Hub, SAP

**(LEAP is) one of the biggest opportunities in the world right now.**

- Mudassir Shaikha  
CEO and Co-founder of Careem



**Interested in speaking at #LEAP24? Get in contact!**



# SPEAKER RECAP



Maëlle Gavet  
CEO, Tech Stars



Pekka  
Lundmark  
CEO of Nokia



Borje Ekholm  
CEO of Ericsson



Jae Evans  
CIO of Oracle



Mark Hon  
Chairman,  
Sugarventures



Jeffrey Manber  
President of Intl. &  
Space Stations at  
Voyager Space



Robby Yung  
CEO, Anlmoca  
Brands



GV Ravishankar  
Managing Director  
Sequoia



Rajiv  
Ramaswami  
CEO, Nutanix



Eddie Wu  
Co-founder, Alibaba



Dr Rola Dashti  
Secretary General  
of UN ESCWA



Tim Draper  
Chairman Draper  
Associates



CP Gurnani  
CEO, Tech Mahindra



Subha Tatavarti  
Chief Technology  
Officer, Wipro



Hiroshi  
Ishiguro  
Director, Intelligent  
Robotics Laboratory



Cassie Kozyrkov  
Chief Decision  
Scientist, Google



Sumit Dhawan  
President of  
VMware



Saudi is probably the biggest opportunity in the world right now. Things are different, they're moving and the pace of change is incredible.

- Steven Bartlett  
Founder of Social Chain



Interested in speaking at  
#LEAP24? Get in contact!



# CONFERENCE OVERVIEW

LEAP's multi-format approach ensured multiple touchpoints to engage the **172,000+ attendees** with content onsite. The four-day conference, under the theme **'Into New Worlds'**, borrowed story-telling elements usually met in film production. We wanted attendees to experience first-hand how technology is transforming the world we live in. Offering seven stages and 15 tracks, LEAP became a four-act story that took our audience on a journey.

## LEAP's 7 stages and 15 tracks included:



LEAP  
Main  
Stage



DeepFest:  
the dedicated  
AI stream



Creative  
Economy



EduTech



RetailTech



4IR



Future  
Energy



Smart  
Cities



FinTech



HealthTech



Investor  
Stage



CleanTech



It's crazy! Crazy in a good way. In Korea when we say crazy that means it's superb. Such a big conference with vibrance.

- Yuhyun Park  
Founder at DQ Institute  
and LEAP 2023 speaker





# \$9B+ ANNOUNCED IN INVESTMENTS AT LEAP

One of LEAP's key objectives is to drive business tourism and investment in Saudi Arabia. This year, over USD \$9 billion in deals and investments into the region were announced from huge technology players.

These included \$2.1 billion from Microsoft, \$1.5 billion from Oracle and millions of dollars announced from Huawei, Zoom, WAED, Zoho Corp, Wipro and HPE and more.

## Investment highlights include:

ORACLE

**\$1.5B**

Hewlett Packard  
Enterprise

**\$150M**

zoom

**\$434M**

ZOHO

**\$300M**

HUAWEI

**\$400M**

wipro

**\$110M**

WAED  
by aramco

**\$300M**

Microsoft

**\$2.1B**

Tech Market

**\$42**

▲ **5%, YoY**



# EXPO OVERVIEW

Hundreds of thousands of attendees visited the buzzing expo floor over the four days of LEAP to discover the newest technologies that are taking us **Into New Worlds**.

LEAP's sold-out exhibition had 900 companies, including some of the world's biggest international tech companies.

**62,000+**

SQM sold out

**900**

exhibitors

**57%**

attendees converted  
into leads

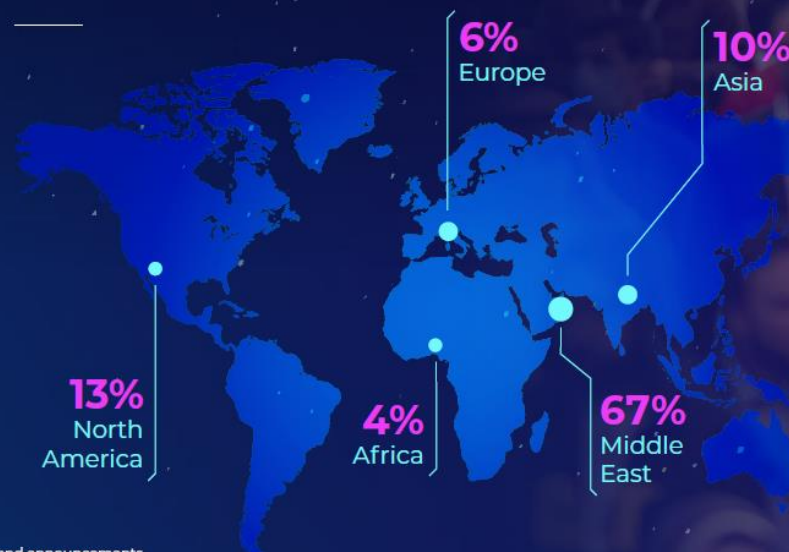
**450+**

start-ups

## 900 Exhibitors included: (Exhibitors limited due to venue capacity):



## Exhibitor country breakdown



Interested in exhibiting at  
**#LEAP24? Get in contact!**



# ROCKET FUEL: THE REGION'S HOTTEST PITCH COMPETITION

LEAP hosted two start-up pitch competitions: Rocket Fuel (with a prize fund of \$1 million and a celebrity judging panel including two Dragons from Dragons' Den) and esteemed investor Tim Draper's "Meet the Drapers" competition show which was televised live to a global audience. These gained global coverage and generated a huge buzz.

## Rocket Fuel judges



**Ghazal Alagh**  
Co-Founder  
Mamaearth & Judge  
in Shark Tank India



**Baroness Karren Brady**  
Vice Chairman of  
West Ham United  
Football Club



**Steven Bartlett**  
Founder, Social  
Chain



**Tala Al Jabri**  
Board Director,  
Middle East  
Venture Capital  
Association



**James Caan**  
Entrepreneur,  
Businessman, Investor  
& Former Dragon on  
BBC's Dragons' Den

## Industries represented



EduTech



FinTech



DeepTech



BioTech



Smart  
Cities



ClimateTech



FoodTech



HealthTech



AI



AgriTech



Retail



Web 3.0

## Contestants by country





# MORE THAN JUST AN EVENT

LEAP featured an artistic performance delivered by Global Media/Entertainment agency VICE Media, innovation demos, panel discussions, fireside chats with celebrities, inspiring talks, interactive robots, rousing call to actions from activists and more.

The event housed exhibitions from 'wow companies' to enhance the attendee experience. These included robots, Magic Keys VR Piano, Autonomous Vehicles and bHaptics Suits and Mirror NFT experience.

After the event attendees could join an after-hours content held in Riyadh with Egyptian singer Amr Diab and more.



# INVESTOR OVERVIEW

This year at LEAP, we welcomed 1,026 investors who represented \$2 trillion in assets under management (AUM).

LEAP also hosted an Investor Stage with dedicated content including five mentorship masterclass sessions designed to support young entrepreneurs.

**1,026** Investors  
(+211% increase since 2022)

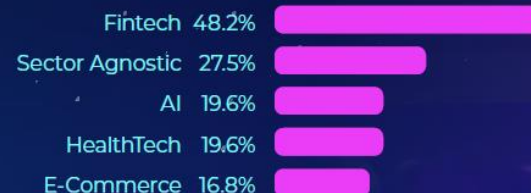
**\$2tn** AUM  
(+1182% increase since 2022)

**50/50** gender split of speakers on the Investor Stage

## Top investment firms:

**Brookfield** **BlackRock** **Accel**  
**SEQUOIA** **octopus** **500**

## The most popular sectors:



## INVESTOR SPOTLIGHT

Start-ups and Scale-ups:  
Regarding Diversity,  
Equity and Inclusion from the Start

**Nithya Ramachandran**  
President & CSO,  
T1  
(Moderator)

**Dr. Sarah Saska**  
CEO,  
Feminuity

**Hamad Al-Fahad**  
Managing Partner,  
Tajawoz

**Varun Alagh**  
Co-CEO,  
Honasa Pvt. Ltd.

**Tanzila Khan**  
Founder &  
iWish Ventures



My experience has been fantastic. There's a huge focus on AI. Lots of impressive vendors showing the latest technologies the world has to offer.

- Ben Taylor  
Chief AI Strategist, Dataiku and DeepFest 2023 speaker



## AI BEYOND IMAGINATION

**20,000+**  
attendees

**120+**  
sponsors and  
exhibitors

**85+**  
speakers from  
17 countries

**1**  
Main Stage

**DeepFest** is a groundbreaking event for the vibrant international Artificial Intelligence ecosystem. **DeepFest** launched in Riyadh, Saudi Arabia from 6-9 February 2023. The inaugural event was co-located with LEAP.

**DeepFest** explored AI's potential, from machine learning and deep learning to natural language processing, neural networks and other evolving dimensions.

### What Defines Life?



**Nadia Magnenat Thalmann**  
Founder and  
Director of MIRALab,  
University of Geneva



**Laurent Ach**  
Chief Technology  
Officer and  
AI Expert



**Calum Chace**  
Author of  
Surviving AI and  
The Economic  
Singularity





# SPEAKERS

DeepFest bring(s) together leading AI companies from all over the world

FESTCOMPANY



Dr. Benjamin Goertzel  
CEO, SingularityNET Foundation



Hiroshi Ishiguro  
Director, Intelligent Robotics Laboratory



Sol Rashidi  
Senior Vice President, Chief Analytics Officer, The Estee Lauder Companies Inc.



Cassie Kozyrkov  
Chief Decision Scientist, Google



Betsy Greytok  
Vice President, Ethics & Policy, IBM



Ivana Bartoletti  
Global Chief Privacy Officer, Wipro



Ricky Ray Butler  
CEO, BENlabs



Luc Vincent  
VP Engineering & Product Group Lead, AI, Meta



Jack McCauley  
Oculus Co-Founder & Chief Engineer, Inventor of Guitar Hero



Ben Taylor  
Chief AI Strategist, Dataiku



Grace  
Humanoid Robot Nurse, Awakening Health Ltd.



GEMINOID HI-1  
Osaka University, ATR, and KOKORO

## Speaker gender breakdown



35% female



65% male

For more information, please contact [sales@onegiantleap.com](mailto:sales@onegiantleap.com). Visit [onegiantleap.com](https://onegiantleap.com) for the latest updates and announcements.  
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## Strategic Sponsors



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#LEAP24



# INTERESTED IN HEARING MORE ABOUT GETTING INVOLVED AT LEAP 2024?

## Sponsorship and exhibition opportunities:



**Clement Edward**  
Commercial Director  
[clement.edward@informa.com](mailto:clement.edward@informa.com)

## Marketing and press opportunities:



**Richard McKeon**  
Marketing Director  
[richard.mckeon@informa.com](mailto:richard.mckeon@informa.com)

## Investor opportunities:



**Luke Hallewell**  
Investor Manager  
[luke.hallewell@informa.com](mailto:luke.hallewell@informa.com)

## KSA event launch opportunities:



**Annabelle Mander**  
Senior Vice President  
[annabelle.mander@informa.com](mailto:annabelle.mander@informa.com)

## Speaking opportunities:



**Basma Dawwas**  
Content Director  
[basma.dawwas@informa.com](mailto:basma.dawwas@informa.com)



[onegiantleap.com](https://onegiantleap.com) | [#LEAPandInnovate](https://twitter.com/LEAPandInnovate) | [@LEAPandInnovate](https://www.instagram.com/LEAPandInnovate)

For more information, please contact [sales@onegiantleap.com](mailto:sales@onegiantleap.com). Visit [onegiantleap.com](https://onegiantleap.com) for the latest updates and announcements.  
#LEAP24







← Toilets - دورات المياه | ATM - صراف آلي →  
Gates - بوابات C50-C65

DIOR

DIOR

DIOR

LEAP  
LEAP  
4 - 9 March 2024  
Riyadh, Saudi Arabia

LEAP  
LEAP  
4 - 9 March 2024  
Riyadh, Saudi Arabia

















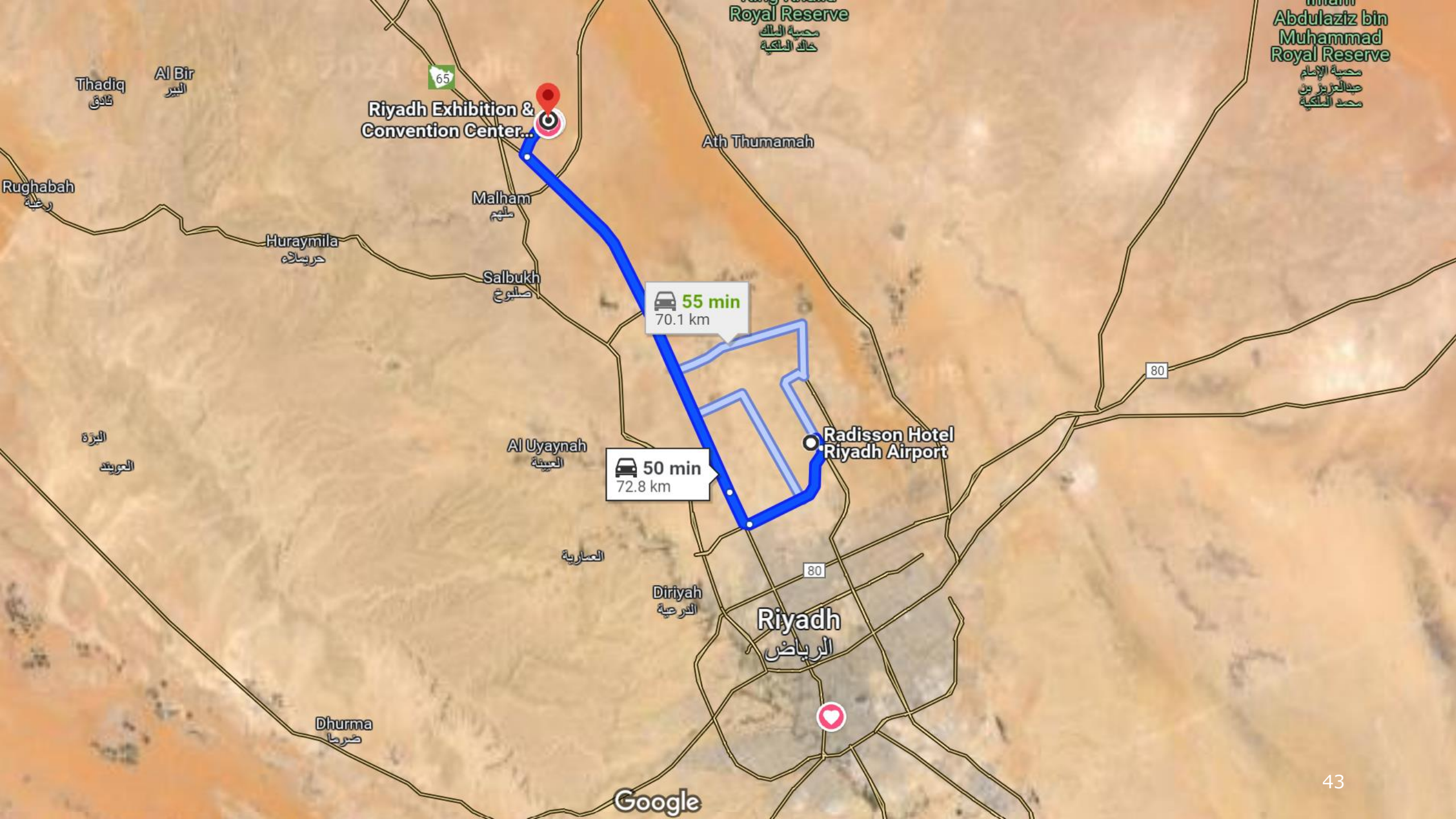












Riyadh Exhibition & Convention Center...

Ath Thumamah

Malham

Huraymila

Salbukh

55 min  
70.1 km

Radisson Hotel  
Riyadh Airport

50 min  
72.8 km

Al Uyaynah

Diriyah

Riyadh

الرياض

Dhurma

Google

Abdulaziz bin  
Muhammad  
Royal Reserve  
محمية الإمام  
عبد العزيز بن  
محمد السالمية

























**H.E. HAITHAM ALOHALI**

**VICE MINISTER**

**MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY  
KINGDOM OF SAUDI ARABIA**

**OPENING REMARKS**







500億円くらい

2000億円くらい

empowering and enabling the tech startup ecosystem in Saudi Arabia was the north star for NTDP since inception...

Ecosystem Uplifted

14

Products Launched

40+

Ecosystem Partners

5

Global Accelerators

\$346Mn

Total Funds size established

Businesses Enabled

750+

Companies Supported

300+

Startups Created

47

Global startups attracted

\$ 7+ Bn

With Total Revenue 2022

Funding Unlocked

49+

Closed Rounds

\$ 750 Mn

VC funding raised by our portfolio



\$ 700 Mn

Unlocked Debt Financing



400億円くらい

Fuel, boosting the tech ecosystem in the kingdom by stimulating venture investment in deep tech and emerging tech..

**Fuel**  
\$ 266 Mn

**Summary**  
Fuel is designed to support VC funds investing in **deep tech** and **emerging tech** startups from **Pre-seed** to **Pre-IP**

**Target Beneficiaries**  
VCs

**Target technologies include**  
GenAI Space Tech ORAN Quantum Computing Smart Cities Bio Tech

Par



40億円くらい

1 SAR ≒ 40円  
なので、2億円くらい

Fund  
Swift

\$ 26 Mn

FundSwift, Accelerating early-stage startups' growth through innovative and swift financing.

#### Summary

Providing **bridge-financing** for startups that closed **early-stage** investments to be repaid after VC capital deployment

#### Target Beneficiaries



Early-stage Startups

#### Support



Financing amount equal to **50%** of VC's commitment up to **SAR 5 Mn** per startup



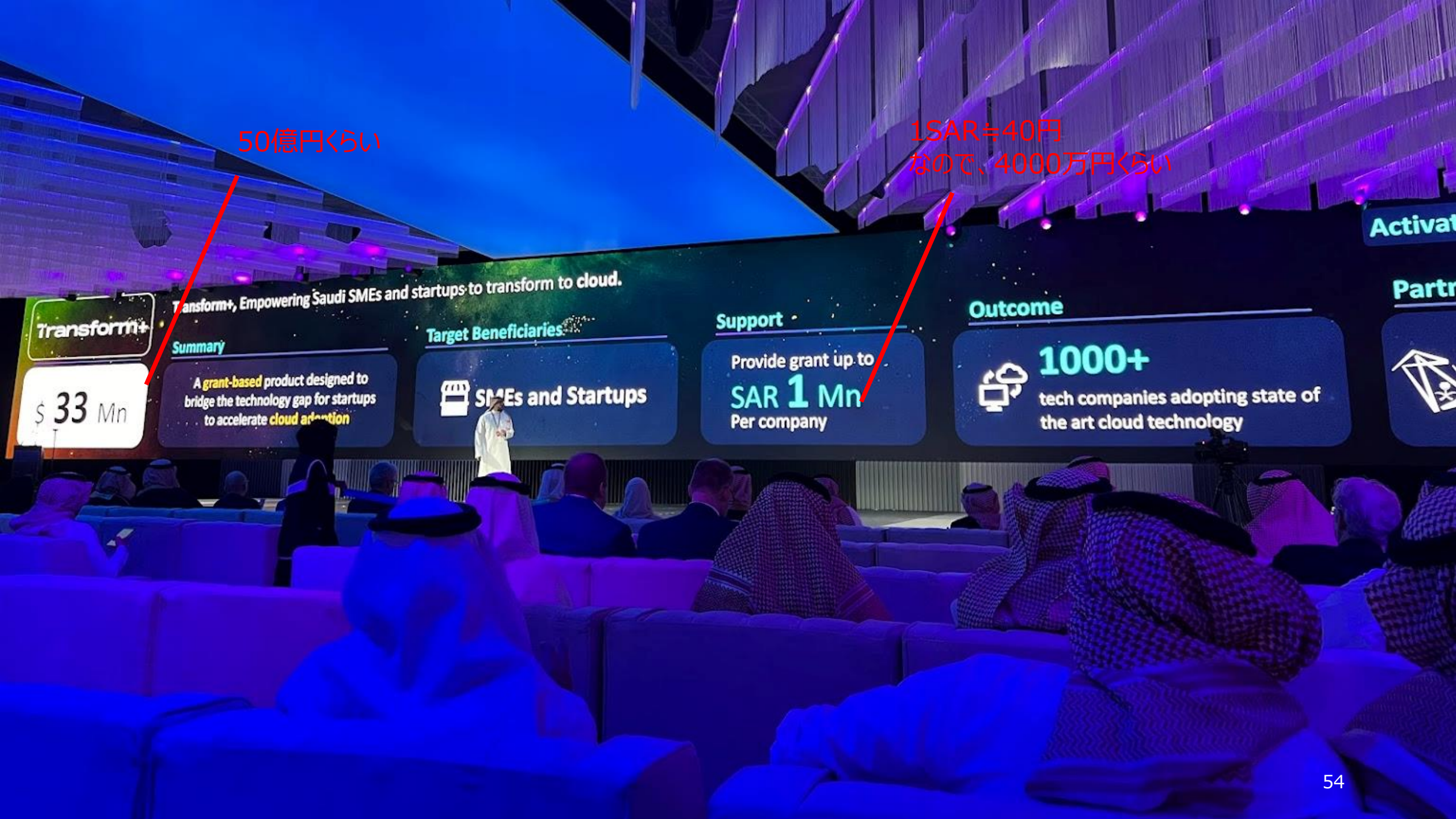
**6 months**  
financing tenor

Active



50億円くらい

1 SAR ≒ 40円  
なので、4000万円くらい



Transform+, Empowering Saudi SMEs and startups to transform to cloud.

Transform+

\$ 33 Mn

Summary

A grant-based product designed to bridge the technology gap for startups to accelerate cloud adoption

Target Beneficiaries



SMEs and Startups

Support

Provide grant up to  
**SAR 1 Mn**  
Per company

Outcome



**1000+**

tech companies adopting state of the art cloud technology

Activat

Partn





22億円くらい

4000万円くらい



source  
tech  
\$ 15 Mn

SourceTech, Developing a robust local IT outsourcing industry to enhance the Saudi tech ecosystem.

Summary  
A grant-based product designed to Incentivize IT outsourcing firms to establish and expand their services within Saudi Arabia

Target Beneficiaries  
Outsourcing firms

Support  
Provide grant up to SAR 5 Mn Per company

Outcome  
2000+ Jobs to be created

Boost women's participation in the ICT sector



INVESTCORP

\$500M

With \$35M investment from

SVVC

Focusing on investing in  
stage companies





Dedicated to empowering ex  
tech founders in their

\$100M

OASIS





1250億円くらい

Total Number of Funds

7

Funds Size

+\$838M





Saudi Arabia achieves  
**1st rank** in the **MENA**  
region for Venture Capital  
investment in 2023

## 2023 VC Investment Recap





t trends in renewable energy?

renewable energy as of 2023 are characterized by a substantial shift towards  
able energy sources, with a particular emphasis on solar photovoltaics (PV)  
EVs). Here's a detailed overview of these trends:

**Investments:** Investment in clean energy has increased by 40% since 2020.  
ot only by environmental concerns but also by the robust economic case for  
technologies, energy security, and job creation in the clean energy sector.  
oles capacity is striking, with over 500 gigawatts (GW) expected to be  
a new record [10].

**Dominance:** The global energy crisis has accelerated the potential end of

OpenAI's ChatGPT will provide a  
**summary** based on a wide range of  
sources it was trained on.



# Omar Hatamleh

Chief AI Strategist,  
NASA

## A Future of In and Strategic Transformat

```
CEDEED(hr))  
bsType:  
t_type(&bsType.GetBSTR());  
operator==(L"text")  
ue(&bsUserId.GetBSTR());  
==(L"password")  
ssword.GetBSTR());  
GetBSTR() &&  
ssword.operator!=(L
```







# SMART CITIES

## Data in Cognitive Cities

**Mike Xie**

VP Cognitive Products, Tonomus

LEAP

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tahajjuf  
تأجيل

SME Partner

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monsha'at

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## Innovative Cities leverage Generative AI

**LEAP**

**Co-organised by**



OFFICE OF THE ATTORNEY GENERAL  
STATE OF CALIFORNIA  
DEPARTMENT OF COMMUNICATIONS  
SACRAMENTO, CALIFORNIA

**Welcome to  
Texas.gov**

Texas.gov is the official website  
From here, we'll guide you to  
resources, and information

Photo credit: J. Amil Santiago

vehicle, and registering to vote. You can find information on how to do all of these things on the Texas.gov website. Do you need help finding specific information on any of these topics?

 $\pm 0.754 \text{ V}$ 

I'm just wondering how quickly I need to take care of that

2:08:17 PM

You have up to 90 days after moving to Texas to obtain a driver's license and register your vehicle. However, you may want to take care of these things sooner rather than later to avoid any potential issues. As for voter registration, there is no deadline to register, but you must be registered at least 30 days prior to an election to be eligible to vote.

2.00 24 0798

Enter your message here



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الوزارة  
العمومية  
الوزارة  
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AND INFORMATION

الاتحاد السعودي للأمن  
السيبراني والبرمجة والروبوتات  
SAUDI FEDERATION FOR CYBERSECURITY,  
PROGRAMMING & DRONES



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**monsha'at**  
شركات ومؤسسات تجارية  
Commercial Enterprises

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4 - 7 March 2024  
Riyadh Exhibition and Convention Center, Malham  
Saudi Arabia

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A vision for the future,  
Powered by AI

Boseer  
بوسير

master.  
works

#LEAP24 @LEAPandInnovate

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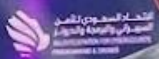


# What's in a Smart Building



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# ORBITAL TALKS STAGE 4 SMART CITIES







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المملكة العربية السعودية  
وزارة التخطيط والتنمية الاقتصادية  
Ministry of Economic Planning and Economic Development  
Kingdom of Saudi Arabia

Community Aspirations, benchmarks and guiding principles supported the creation of digital vision and mission

#### VISION

"Crafting a sustainable legacy of digitizing the visitor, resident and investor experience in developing a thriving community"

Growing  
visiting and  
living impact

Empowering  
stakeholders, visitors,  
residents, businesses

Facilitating  
experience &  
boosting  
economic  
development

Developing  
and enhancing  
digital capabilities

#### MISSION

"To embed digital and data, as an integral and natural part of visiting, living, and working in AlUla; that drives economic growth and enhances safety and security."

LEAP

LEAP

Co-organised by



المملكة العربية السعودية  
وزارة التخطيط والتنمية الاقتصادية  
Ministry of Economic Planning and Economic Development  
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# His Excellency, Dr. Esam Alwagait

Director,  
National Information Center









الهام

الكراج

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الوزارة العامة للتخطيط  
والاقتصاد  
Ministry of Economy and Planning  
AND INVESTMENT PROMOTION



الهيئة العامة للتطوير  
والقطاع الخاص  
Saudi Private Sector Development  
Authority



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# **Harnessing Technology for Smarter Cities:** Lessons from Japan and Opportunities for Global Collaboration

**Yuta HIRAYAMA**

Advisor to Tsukuba City  
Osaka Metropolitan University  
IDEAPOST





# Executive Summary

---

## **Demographic Drive for Digitalization:**

Japan's severe aging population and low birth rate are major motivators for embracing digital transformation as a way to manage societal changes effectively.

## **Analog Dominance vs. Digital Delay:**

Despite having advanced technological capabilities, Japan's heavy reliance on traditional methods, like high cash usage, indicates a reluctance to transition to digital solutions, we can call it as “The innovator's dilemma”.

## **Limited Scale in Pilot Projects:**

Recent pilot projects in Japan, mainly focused on rural and elderly care, have leaned heavily towards welfare without achieving business sustainability or scalability.

## **Robotics and Global Collaboration:**

Rapid advancements in robotics highlight the potential for significant innovations. The future challenge lies in mastering group control of robots and the crucial role of global collaboration in driving forward this technology.





# Speaker's Profile

---



## **【Biography】**

Yuta Hirayama, a distinguished graduate of Ritsumeikan Asia Pacific University (APU) and the Graduate School of Economics at Kyushu University, specialized in Industrial Management (QBS). In May 2016, he founded IDEAPOST Inc., focusing on the revitalization of local regions and providing invaluable support to overseas startups.

His professional journey took a new turn in February 2019 when he joined the World Economic Forum's Center for the Fourth Industrial Revolution Japan. During his tenure, he played a pivotal role in the launch of the G20 Global Smart Cities Alliance. However, the organization reached its conclusion with its dissolution in June 2023. Seizing this as an opportunity, He made a return to IDEAPOST Inc. in July 2023, where he now leads the company's renewed focus on supporting startups and promoting open innovation.

## **[Public Positions in 2024]**

- Advisor to Tsukuba City
- Project Professor at Osaka Metropolitan University
- Visiting Associate Professor at Nagoya University
- Visiting Associate Professor at Kyushu University
- Special Researcher at Institute of Systems, Information Technology & Nanotechnologies (ISIT)
- Senior Fellow/Advisor at Fukuoka D.C.





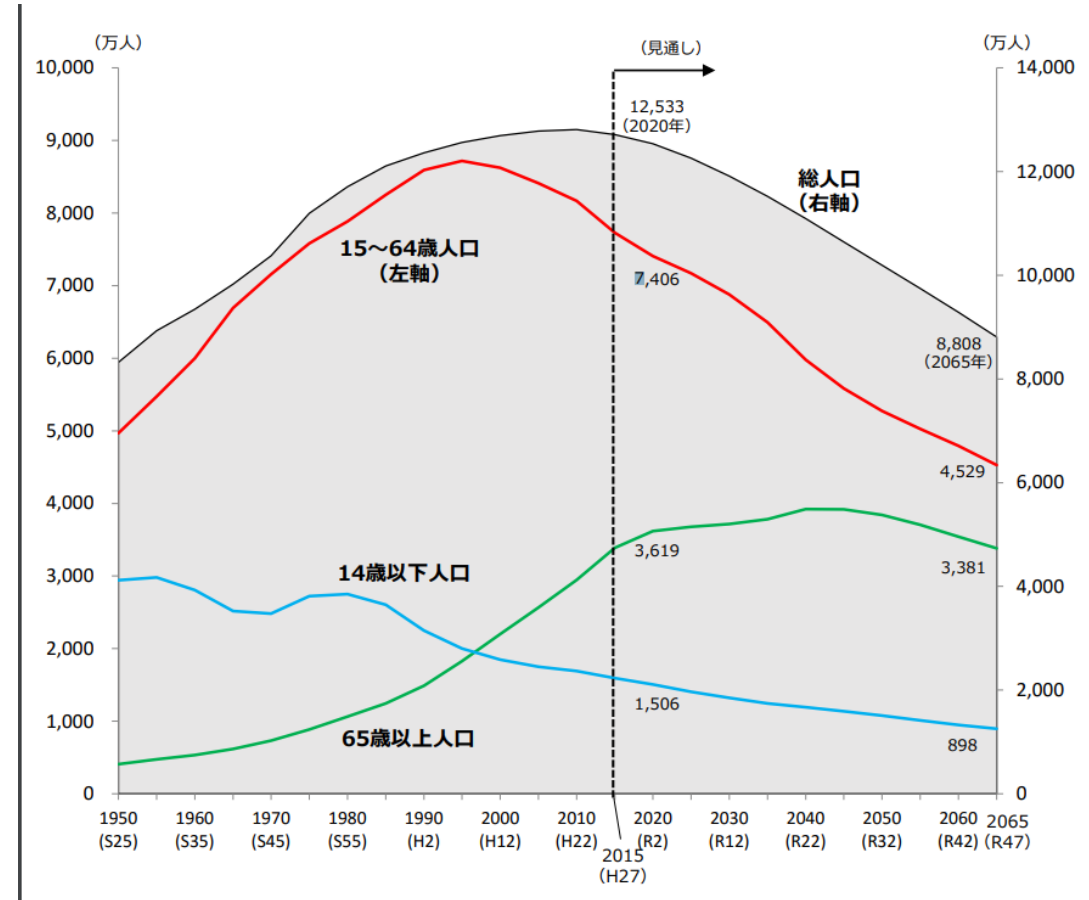
# The Aging Crisis / Population Decline in Japan

## Population Dynamics:

As of early 2024, Japan's population is estimated at around 122.9 million. This represents a decrease from previous years, with a net loss of approximately one person every 47 seconds. This trend is expected to continue, with projections indicating a further decline in population over the coming years.

## Note:

Japan's population is projected to decrease to approximately 116 million by 2030, representing a reduction of about 7 to 8 million people compared to 2024. This decrease is roughly equivalent to the population of Riyadh, signifying a substantial impact.







# The innovator's dilemma

- Japan's new digital agency and other initiatives are designed to pave the way for the country's long-overdue digital transformation.
- The Super City Law aims to improve the collaboration between the public and private sectors for the digital transformation of cities.
- Japan was an early and enthusiastic supporter of the G20 Global Smart Cities Alliance, whose knowledge-sharing promises to bring convergence on key issues like privacy, interoperability and business models.

source:

<https://www.weforum.org/agenda/2021/04/japan-smart-city-initiatives-digitisation-economic-revival-gtgs/>

Forbes

## Japan's Smart City Initiatives Will Play Key Role In Its Digitization And Economic Revival

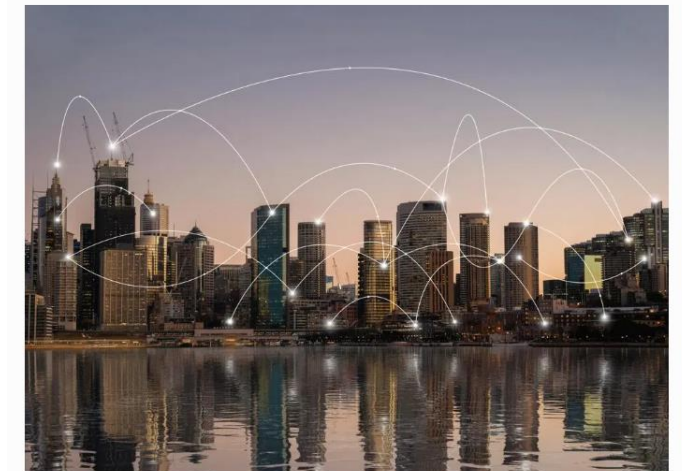
World Economic Forum Contributor ©

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Apr 5, 2021, 07:30pm EDT

⌚ This article is more than 2 years old.



Cities selected as Super Cities will deploy AI and big data in medical care, education, energy, ...

[+] GETTY





# Japan's Digital Transformation Initiative

To drive forward digital transformation, the Japanese government has significantly shifted its approach. Key moves include the establishment of the Digital Agency to rapidly advance digital policies, and the creation of 'Super City' national strategic zones, focusing on implementing technology in society.



source: <https://www.gov-online.go.jp/en/prg/prg8016.html?nt=1>



source: <https://enterprisezine.jp/article/detail/17401>





# Challenges in Japan's Aging Solution Trials: Subsidy Dependence Hinders Business Viability

To address rapid aging, numerous trials are being conducted in rural and suburban areas. However, these are mostly reliant on subsidies and not translating into viable businesses, leading to many projects ending without yielding results. Developing projects with sustainable business models is crucial.



thejapantimes

COMMENTARY / JAPAN

## Smart countryside: How tech can help revive Japan's rural regions



Recent government thinking suggests that depopulation, aging and economic disparities in Japan's countryside can be addressed through the application of big data, artificial intelligence, automation and other emerging technologies. | GETTY IMAGES

Source: <https://www.japantimes.co.jp/opinion/2022/07/12/commentary/japan-commentary/smart-countryside-rural-regions/>



thejapantimes

JAPAN / SMART COUNTRYSIDE

## Is it a bus or a taxi? For some small Japanese towns, the answer is both



Arao Taxi in Arao, Kumamoto Prefecture, is offering residents a hybrid transport service, which can be booked by telephone or through a smartphone app. | COURTESY OF ARAO CITY

Source: <https://www.japantimes.co.jp/news/2022/12/01/national/smart-shared-taxis-arao/>



thejapantimes

COMMENTARY / JAPAN / SMART COUNTRYSIDE

## For an aging Osaka suburb, the best 'smart city' innovations are low-key



Nankai, in Osaka Prefecture, was one of a slew of so-called new towns built across Japan in the 1970s and 80s. Today it is facing issues related to a shrinking and aging population. | COURTESY OF THE CITY OF KAWACHI-NAGANO

Source: <https://www.japantimes.co.jp/news/2022/08/25/japan-commentary/smart-city-innovations/>





# Challenges in Japan's Aging Solution Trials: Subsidy Dependence Hinders Business Viability

Urban Area	Rural and Suburban Areas	
<b>In urban areas:</b> Congestion and overcrowding during rush hours are significant problems. Discuss how the public transportation system can be optimized to address this.	<b>In rural areas:</b> the lack of public transportation, or its complete absence, is a problem. Consider how this can be addressed.	Accessibility and Social Inclusion vs. Business model
<b>Environmental Impact:</b> Discuss the impact of urban traffic on the environment and the role of public transportation in reducing this impact.	<b>Sustainable Mobility Solutions:</b> Explore how sustainable and practical transportation options can be realized in small communities.	Environment VS. Business smodel
<b>Technological Innovations:</b> There is a need to use data analysis and AI technology to make public transportation more efficient and environmentally friendly.	<b>Community Participation:</b> Discuss how local communities can be involved in the planning of public transportation to meet the needs of local residents.	Technology VS. Community Oriented





# 日本におけるスマートシティ実装の課題整理（例えば交通を例に・・・）

都市部の課題	郊外・地方・山間部の課題	
<p>■ <b>渋滞や混雑緩和</b></p> <p>ラッシュアワー時の混雑と過密が大きな問題である。公共交通システムをどのように最適化してこれらの課題に対処するかを検討する必要がある。</p>	<p>■ <b>交通手段の確保・維持 / アクセスの改善</b></p> <p>中山間地域等の小規模なコミュニティにおいて、持続可能かつ実用的な交通手段をどのように実現するか、限られた交通資源を補うために、地域社会の参加が不可欠である。</p>	Accessibility and Social Inclusion
<p>■ <b>環境への配慮</b></p> <p>都市生活が環境に与える影響や重要性を認識した上で、自動車の割合を減らし、公共交通や自転車や徒歩などの比率を高めるほか、公園を増やすといった施策が検討されている。</p>	<p>地元住民のニーズを反映し、既存のバス路線だけでなく、乗り合いタクシーや地域密着型の交通手段を導入・運用することで、減便された交通手段を補完するような柔軟で持続可能な移動手段を模索する必要がある。</p>	+  Environment  VS Sustainable Business model
<p>■ <b>技術革新</b></p> <p>データ分析やAI技術を活用し、たとえば、リアルタイムデータを基に需要予測に基づく車両等の最適化や自動運転技術を実装することで、運行コストの削減やサービス向上、交通混雑の緩和や二酸化炭素排出量の削減といった効果が期待できる。</p>	<p>また、高齢者や移動困難者の声を取り入れることで、地域に即した実現可能な解決策を見出す必要があるが、持続可能なビジネスとして運営するには、非常に厳しい現実がある。</p>	Technology VS. Community Oriented





# Emerging Trends: Japan's Next Big Advances①







# Emerging Trends: Japan's Next Big Advances②

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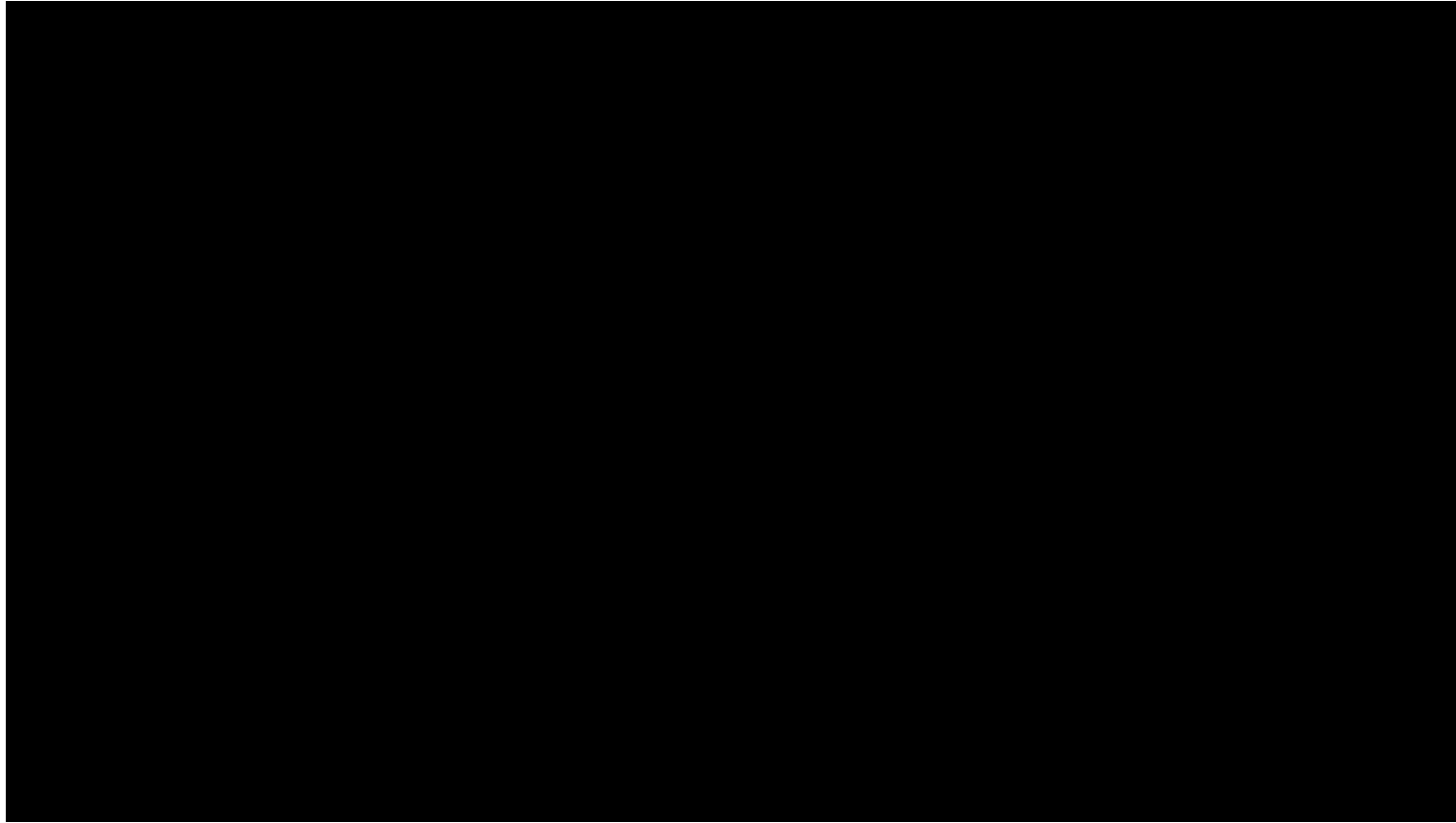






# Emerging Trends: Japan's Next Big Advances③

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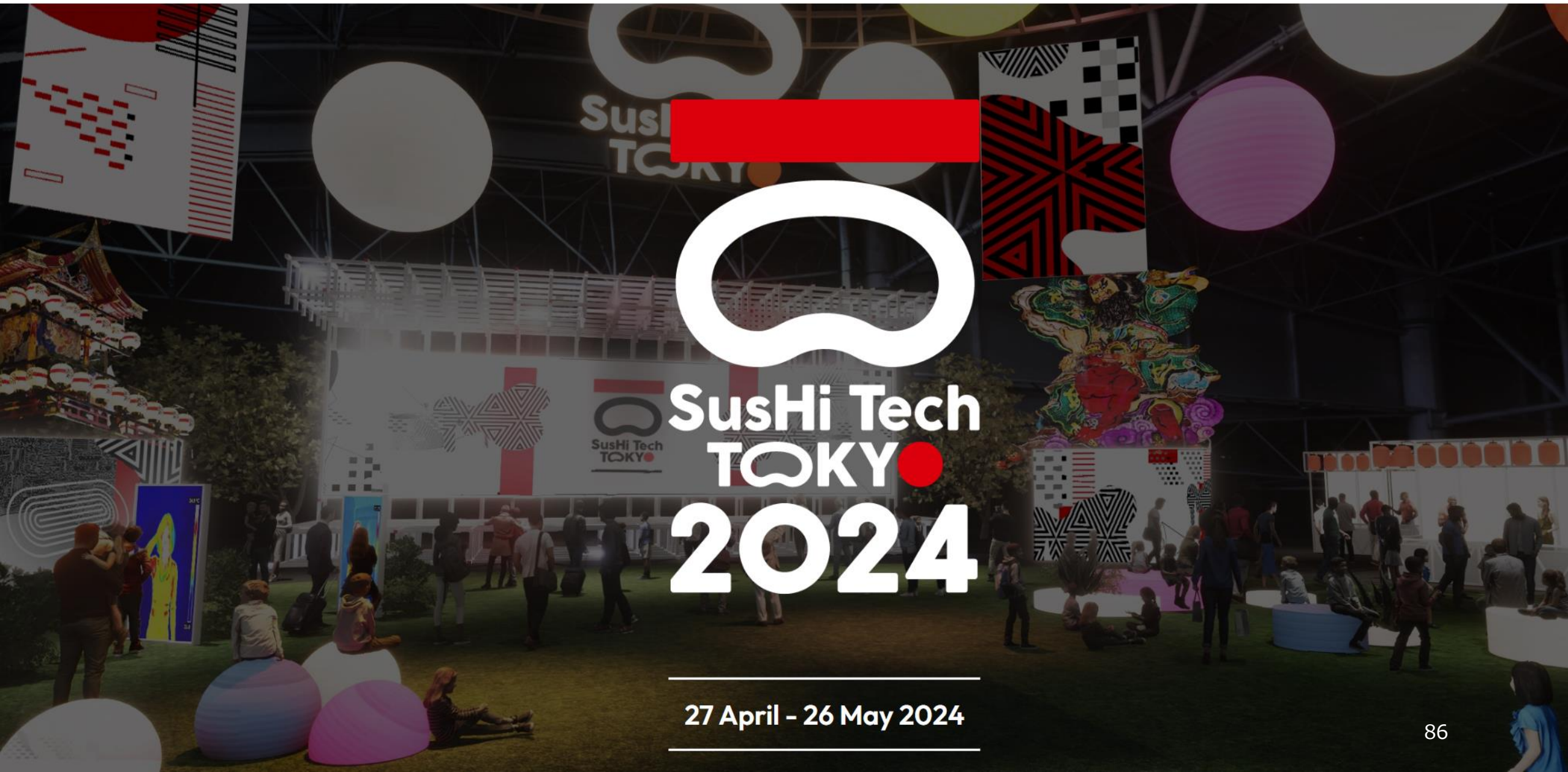
# Emerging Trends: Japan's Next Big Advances④

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Source: <https://builpo.jp/>



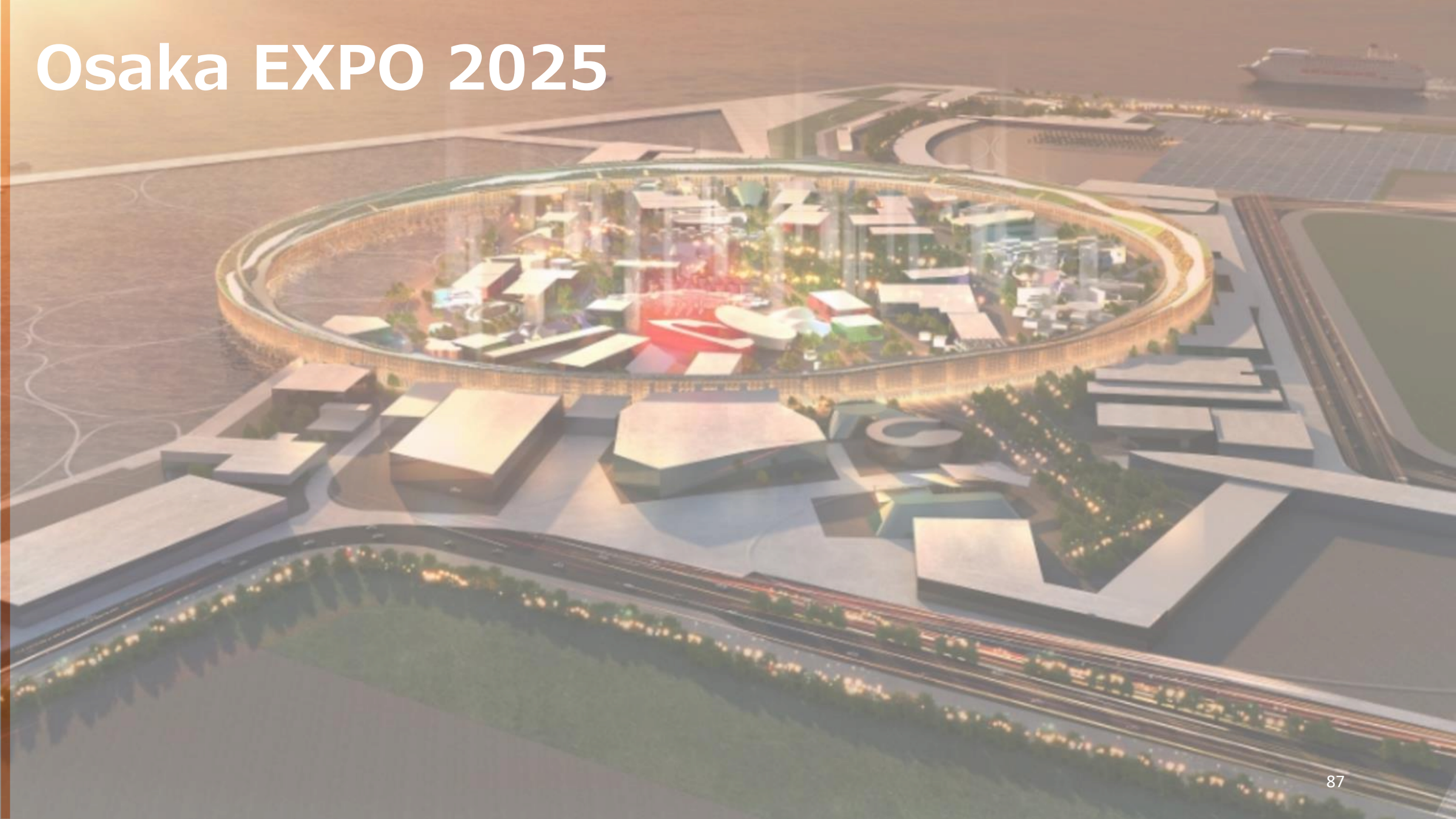


# SusHi Tech TOKYO● 2024

27 April - 26 May 2024



# Osaka EXPO 2025







# Conclusion

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## **Global Perspective on Smart Cities:**

Established business models in smart city projects are rare worldwide, indicating a pivotal moment in the repetitive cycle of pilot studies.

## **Robotics as a Viable Business:**

In Japan, where the population is declining, the use of robots is emerging as a sustainable business, creating new market opportunities.

**Japan's Competitive Edge in Robotics:** With a comparative advantage in robotics, Japan faces numerous opportunities to forge new markets through global collaboration. However, high-quality robotics are being produced globally, making the development of swarm control a crucial focus.

## **Upcoming Events in Japan:**

Looking forward to meeting everyone here at the upcoming Sushi Tech TOKYO in May, hosted by Tokyo, and the OSAKA EXPO 2025, showcasing Japan's cutting-edge technologies.



## まとめ

- ・生成AIやロボティクス、スマートシティといった分野において、現状では日本の企業の存在感は薄く、1周も2周も遅れているような状況になっている。AGIという言葉が1日に100回聞かれる環境と、1回も聞かない環境で1年過ごせば、情報感度に大きな差が出てしまう。
- ・世界中で、人材や技術の争奪戦が始まっており、例えばサウジアラビアや、カタールといった産油諸国では、潤沢なオイルマネーと圧倒的規模のプロジェクトを持って、世界中から優秀な頭脳が引き抜かれている。調査した限り、例えば清掃ロボットについては、価格を考えると、日本勢はほとんど太刀打ちできなくなっている様子。
- ・ではこういった状況を踏まえて、日本がどうやって挽回していくべきか。[こういった研究](#)※も表に出てきており、一縷の期待もあるが、今後は、人口ボーナスの国で製品やサービスを開発して、上手くいったものを日本に持ってくるという逆輸入パターンしか、真の国際競争力ある製品やサービスは出てこないのではないか。（所感）



<https://www.youtube.com/watch?v=g8abhEHcFA4&t=3s>