## Webinar

## The Japanese Fintech Market:

## Japan’s Road Towards Open Banking

## Thursday, December 17th, 2020

##  6:00 p.m. EST - 7:00 p.m. EST

The U.S. Commercial Service in Japan will host a one-hour webinar on Japan’s fintech market. During the webinar, U.S. companies will learn about opportunities and trends in Japan’s financial services sector and review key aspects of Japan’s fintech law. Topics include:

* Overview, trends, and opportunities in the Japanese fintech industry sector.
* The Japanese fintech law and open banking.

**Overview**

Japan is the world’s third largest economy after the United States and China, and the only Asian representative of the G7.  According to the “Global Financial Center Index (GFCI 28)” published by the Z/Yen Partners in collaboration with the China Development Institute in September 2020, Tokyo ranked as the fourth largest global financial center after New York, London and Shanghai.

Within the Japanese financial services market, the financial technology - “fintech” - segment shows especially strong growth potential for U.S. firms.  According to the “FinTech Market 2019” published by the Yano Research Institute, the market size for fintech-related businesses in 2018 was approximately USD1.9 billion (JPY214.5 billion). The market is expected to grow to over USD10 billion (JPY1,210 billion) by 2022.

**Featured Speakers**

**Ms. Eriko Nonaka** is Secretary-General of the Fintech Association of Japan. Before her appointment at the FAJ, Ms. Nonaka held a position at MUFG, Japan’s largest commercial bank, for eight years and worked at SoftBank.

**Mr. Yuki Kishi** is the Director of the Fintech Association of Japan (FAJ). The FAJ comprises approximately 400 fintech businesses, fosters innovation, and promotes the Fintech ecosystem in Japan and abroad. Mr. Kishi is also Director of Fintech at Plug and Play Japan, responsible for the accelerator program and business development operation. Before joining Plug and Play Japan, Mr. Kishi was Assistant Vice President at Deutsche Bank Group in Japan.

**Registration Link:**

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=1QDY>

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