

Tokyo Metropolitan Government

# WHAT'S UP

Email newsletter vol. 22  
March 29, 2022

Dear Colleagues,

One year has passed since we began issuing What's Up, our email newsletter, to inform you about the initiatives and attractions of Tokyo. We have marked this anniversary by renewing its design from this issue.

Here are today's contents:

1. "Tokyo Tokyo Old meets New"
2. Stand with Ukraine
3. "Global Financial City: Tokyo" Vision 2.0 Promotion Video
4. "Creating future role models"  
Governor Koike's contribution to Eurobiz Japan
5. Tokyo Updates Article

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## "Tokyo Tokyo Old meets New"

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In the renewal of our newsletter, we would like to first introduce the Tokyo Tokyo logo that is used to publicize the attractions of Tokyo to those within and outside Japan.

The combination of Tokyo written in brushstrokes and Tokyo in sans serif font expresses the distinctive features of Tokyo, where traditions dating back to the Edo period 400 years ago coexist alongside the cutting-edge culture of today.

This integration of the old and new is also highlighted by the slogan “Old meets New,” with Tokyo being a dynamic intersection of tradition and cutting-edge culture. Our city is full of attractions that are sure to enchant.

We hope you can find “your Tokyo” on the [Tokyo Tokyo website](#).

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## Stand with Ukraine

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In order to show that the Tokyo stands with Ukraine, the Tokyo Metropolitan Government building is being illuminated in blue and yellow, the colors of the Ukrainian flag.

We have also opened a one-stop consultation desk that provides services to evacuees from Ukraine, Ukrainians residing in Tokyo, and others. Support is given in matters such as providing temporary accommodations and metropolitan housing for the evacuees. Please click [here](#) for an image of the support we are providing.

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## “Global Financial City: Tokyo” Vision 2.0 Promotion Video

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Tokyo is promoting various initiatives to establish Tokyo's presence as a global financial center. A video specifically introducing the efforts the Tokyo Metropolitan Government is taking to realize "Global Financial City: Tokyo" has recently been prepared in three lengths.

We hope you will enjoy them.

- [Promotion Video \(Short version\)](#)
- [Promotion Video \(Mid version\)](#)
- [Promotion Video \(Full version\)](#)

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## Tokyo-London Financial Seminar 2022

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# Tokyo-London Financial Seminar 2022

~ Future Prospects of FinTech ~

The Tokyo-London Financial Seminar, organized jointly by the Tokyo Metropolitan Government and the City of London Corporation, was held on February 15. Under the theme of Future Prospects of FinTech, the seminar opened with remarks by Lord Mayor Vincent Keaveny of the City of London, followed by a keynote speech by Tokyo Vice Governor Miyasaka.

Speeches and presentations were also given by leading Fintech players from Japan and abroad. Please click on the image to see the proceedings.

# “Creating future role models” Governor Koike’s contribution to Eurobiz Japan



The Tokyo Metropolitan Government has been offering the Acceleration Program in Tokyo for Women ([APT Women](#)) since 2017 to female women entrepreneurs.

By providing assistance to women who have a long-term vision for their business and high potential for growth, - such as those who want to expand their business internationally or who are using their business to help find solutions to social issues -APT Women aims to give female entrepreneurs the skills and knowledge they need to succeed, and then serve as role models to others. By letting the world know about their accomplishments, we aim to cultivate momentum for more women to become entrepreneurs.

We hope you enjoy [Governor Koike’s article](#) in Eurobiz Japan, the magazine of the European Business Council in Japan. It gives an overview of the APT Women initiative as well as a few success stories.

## Tokyo Updates Article “A Look into a Society Free of Gender-Based Disparities This International Women’s Day”





Source:Tokyo Updates (iStock.com/Sviatlana Barchan)

Awareness of gender equality has spread, and many are now voicing their support. March 8 was International Women’s Day. As the international situation grows increasingly harsh, the advancement of gender equality for a sustainable tomorrow holds even greater significance.

TOKYO UPDATES is carrying an article on a society free of gender-based disparities. Please click on the image to read this article.

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Please look forward to future issues featuring the latest initiatives taken by the Tokyo Metropolitan Government. We will be more than happy if this information serves as some reference to you in tackling the challenges our cities share in common.

Please check out the social media accounts managed by TMG.



The TMG International PR Team   

**International Affairs Division,  
Office of the Governor for Policy Planning**

8-1 Nishi-Shinjuku 2-chome, Shinjuku-ku, Tokyo 163-8001

Find more information on the [TMG website](#).  
You can view previous issues of WHAT'S UP [here](#).

This mail is sent to colleagues who have exchanged contact details with us in the past.

If you do not wish to receive this newsletter, please inform us by [email](#).

If you would like to have it sent to another email address, or would like to add another email address, please also inform us by [email](#).

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## Tokyo Tokyo Old meets New

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Newsletter のリニューアルに際し、まず最初に世界の皆さまに、東京の魅力を国内外に PR するアイコン “Tokyo Tokyo”を紹介します。

このアイコンの筆文字の Tokyo とゴシック体の Tokyo は、江戸から続く 400 年の伝統と最先端の文化が共存している東京の特色を表現しています。古いものと新しいものが融合している都市の姿を “Old meets New”でも重ねて強調しています。伝統と最先端のカルチャー。その二つがダイナミックに交差する街、東京。東京は皆様をとりこにする魅力であふれています。

TokyoTokyo の [web サイト](#)であなたのお気に入りの東京を見つけてみてください。

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## Stand with Ukraine

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東京都はウクライナとの連帯を示すため、東京都庁舎をウクライナ国旗の色である青と黄色にライトアップしています。

また、ウクライナからの避難民の方と都内在住のウクライナ人の方等からの相談を受け付ける、ワンストップ窓口を設置し対応を行っています。避難民の方々を一時滞在施設に受入れ、都営住宅に入居いただくなどの支援を行っています。支援のイメージは[こちら](#)からご確認ください。



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## 「国際金融都市・東京」 ~Vision 2.0 Promotion Video~

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東京都は国際金融都市としての東京の地位を確立すべく、様々な取組を進めています。この度、国際金融都市・東京の実現に向けた東京都の取組を具体的に紹介した動画を作成しましたので、ご覧ください。

["Global Financial City: Tokyo" Vision 2.0 Promotion Video \(Short ver.\)](#)

["Global Financial City: Tokyo" Vision 2.0 Promotion Video \(Mid ver.\)](#)

["Global Financial City: Tokyo" Vision 2.0 Promotion Video \(Full ver.\)](#)

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## 「Tokyo-London Financial Seminar」

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# Tokyo-London Financial Seminar 2022

～ Future Prospects of FinTech ～

東京都とシティ・オブ・ロンドン・コーポレーションとの共催により、2月15日（火）に「Tokyo-London Financial Seminar」を開催しました。フィンテックの今後の展望をテーマに、シティ・オブ・ロンドン ロード・メイヤーのヴィンセント・キーヴェニー氏の開会挨拶に始まり、宮坂副知事による基調講演、国内外フィンテック関係者による講演等を実施しました。画像をクリックし当日の様子をぜひご覧ください。

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## “未来のロールモデルを創る 東京都は女性ベンチャーを支援” ユーロビズ ジャパン知事寄稿の紹介

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Source: Tokyo Updates (iStock.com/Sviatlana Barchan)

現代では「ジェンダー平等」が広く意識され、多くの方が声を上げるようになってきました。今月8日は「国際女性デー」でした。国際情勢が厳しさを増す中で、持続可能な明日に向けてジェンダー平等を前進させていくことは、ますます重要な意味を持ちます。ジェンダーによるハンディのない社会について考える TOKYO UPDATES の記事をご紹介します。画像をクリックし、記事をお読みください。