



東京都

The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service for the various procedures necessary to establish a company. It is jointly operated by Japan's national government and the Tokyo Metropolitan Government, and has satellite centers in Akasaka, Shibuya and Marunouchi. This Newsletter features an interview with Mr. Ko Wilson Kien Ho, from the Netherlands. He has developed a smartphone application that supports waste separation to tackle the global issues of the effective disposal of plastic products and to improve recycling rates. He established a company aiming to popularize the app in Japan.



## Relay Interview .....



### It was my dream to come to Japan, a leading country in robotics.

I've wanted to come to Japan since I was a student. It is a leading country in the robotics field. In fact, I once applied for an internship in Japan, but that unfortunately didn't work out due to personal reasons

However, whilst participating in the Amazon Picking Challenge in 2016, I met employees of Preferred Networks (PFN), Japan. Later, they offered me an opportunity to work for their company, so, in 2017, I came to Japan.

After working at PFN for about three years, mainly in charge of picking robot development, I was invited to join my friend's company (Suzume) as CTO (Chief Technology Officer). As I've always had the ambition to someday establish my own company, I decided to accept the offer. I believed that I should take on new challenges, especially those where I can leverage my skills and knowledge.

### I found out about TOSBEC by searching for "how to register a company in Tokyo".

At Suzume, I worked on the development of a smartphone application, that mainly used AI, to support plastic waste separation. Based on photos taken with a smartphone camera, the app classifies plastic products by type and then informs users whether they comply with the recycling regulations of the local authority, how to separate the products, and any required pre-treatment before discarding.

I then decided to become independent from Suzume and establish a new company focusing on the business development of this application.

However, I had no idea how to set up a company in Japan or what was required. So, I searched "how to register a company in Tokyo" and found an article introducing TOSBEC. Hoping for consultation services, I decided to send an email to TOSBEC.

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**Reconnai Founder**  
Mr. Wilson Kien Ho Ko

#### Profile/

He is from the Netherlands. In 2016, after completing graduate school, he joined DelftRobotics (currently, Fizyr) in the Netherlands as a robotics software engineer



In the same year, he won the Amazon Picking Challenge, a contest in which robots compete in sorting tasks. In 2017, he joined Preferred Networks Inc. in Japan. In 2021, he joined Suzume inc., his friend's company, as CTO. In November 2021, to focus on developing the smartphone application business that he'd been working on at Suzume, he founded Reconnai.

### The registration process went smoothly and without any problems, thanks to TOSBEC's support

I received a reply from TOSBEC. When I called them, they advised me that procedures would be more efficient if I attended the center in person, so I visited in early October.

Firstly, I was grateful to be able to consult in English. Establishing a Japanese company requires numerous complicated procedures regarding legal, tax, immigration, and insurance matters. So, if you don't have a good understanding of Japanese and other relevant expertise, procedures cannot proceed smoothly. This is even more so for foreigners.

However, with the support of TOSBEC, the registration process went smoothly and without any problems. When I asked questions, they explained everything clearly and concisely. It took less than a month from my first visit to company registration. This was a speed that I had not expected, so I really appreciated the support.



#### My Advice

It is important to have a clear idea of what kind of company you want to set up in advance. It's also necessary to acquire as much information as possible on the establishment of a Japanese company. This knowledge will come in handy during the registration process and after the company is established.

#### 【Tokyo One-Stop Business Establishment Center】

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