



Mitsubishi Research Institute

UNLOCKING JAPAN'S POTENTIAL WITH COMPANIES FROM AROUND THE WORLD

For a variety of societal issues, Japan is one of the first countries to address them head on—a societal issue leader of sorts. With mainstays over the decades, like disaster prevention, Japan can bring its proven technologies to the world, and for issues that have cropped up relatively recently, like power grid balancing, Japan can serve as a stage for promising technologies from abroad. Whether the past or present, Mitsubishi Research Institute has been at the crux of resolving Japan's societal issues.

Founded in 1970, on the centennial anniversary of the Mitsubishi Group, Mitsubishi Research Institute, Inc. (MRI) is one of Japan's leading think tanks and a globally-oriented policy consultant with a unique approach to co-creating value in society. MRI provides proof of concept services for the public and private sectors, including healthcare, human resources, sustainability, energy, artificial intelligence (AI), and frontier technologies.

"Japan, and the world, has many societal issues it needs to overcome. Success will come down to how well businesses and governments implement new systems, and our solutions make that possible," says MRI's president, Kenji Yabuta. Yabuta also emphasises the role of subsidiary Mitsubishi Research Institute DCS, founded the same year, which specialises in system integration.

MRI's work has centered on two main business areas. In the first, research and consulting, it has forged a close relationship with the national government

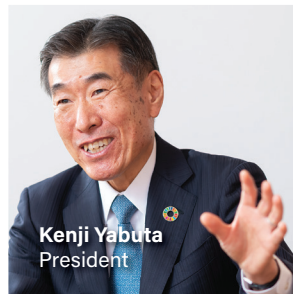
through decades of support for policymaking with strengths in quantitative data analysis. Group company DCS has led the second, IT services, for half a century with a focus on financial institutions.

Yabuta is now leading the effort to forge a third focused on public and private sector digital transformation. For example, MRI is activating Japan's regional economies to combat the effects of population shrinkage by implementing local digital currencies using blockchain technology.

Meanwhile, through collaborating with US and European firms in joint ventures, MRI is fortifying energy forecasting initiatives to help Japan achieve carbon neutrality. Unique technologies, says Yabuta, will be key, and MRI has the credentials, experience, and knowledge – for example, of Japan's energy regulations – to help foreign companies launch their technologies in Japan.

Alternatively, MRI can support foreign governments and investment promotion agencies (IPAs) to effectively attract Japanese capital and technologies. The firm is focused on the Middle East and Asia, providing clients with support for crafting policies and introducing the new solutions required. Its local offices are also building platforms that connect the public and private sectors to address societal issues through business.

MRI envisions a sustainable and prosperous future for the world, and Yabuta believes that MRI and foreign companies together can lead the way. "I look forward to more companies setting their sights on projects in Japan, to collaborate with us and unlock Japan's potential. It's an excellent place to invest."



Kenji Yabuta
President