

# Plug and Play LA Partners with Japan In Project to Foster Innovation and Global Expansion

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**Plug and Play LA, a global innovation platform, has teamed up with the Japanese government and the Japan External Trade Organization (JETRO) to accelerate the global expansion of Japanese startups. The partnership aims to leverage Los Angeles' vibrant tech ecosystem to support these innovative companies and foster cross-border collaboration.**

The collaboration kicked off with an exclusive event hosted at the residence of Kenko Sone, Consul General of Japan. The event showcased the potential of Japanese startups and highlighted the strong ties between Japan and Los Angeles.

“Los Angeles has a long-standing relationship with Japan, and we are committed to fostering innovation and economic growth,” said Stephen Cheung, President and CEO of the Los Angeles Economic Development Corporation (LAEDC) and WTCLA. “Japanese companies have made significant contributions to our city, and we are excited to welcome the next generation of Japanese startups to our ecosystem.”

Plug and Play's partnership with JETRO aligns with Japan's ambitious 5-Year Plan to scale its tech sector internationally. By providing mentorship, strategic connections, and access to a dynamic community, Plug and Play's program empowers Japanese startups to thrive in the competitive global market.

The event featured presentations from six promising Japanese startups, including TopoLogic, Panalyt, and Omakase, who showcased their innovative solutions in areas such as AI, data analytics, and digital services.

This collaboration between Plug and Play, JETRO, and the Japanese government reinforces the strong bond between Japan and Los Angeles. By leveraging the resources and expertise of both countries, this partnership will drive innovation, create jobs, and foster economic growth.