

## Asia's Largest Startup Conference SusHi Tech Tokyo 2025 Brings Top Talent to Japan

SusHi Tech Tokyo 2025, Asia's largest startup conference, brought together ecosystem players from across the world, with startups, investors, corporations, public institutions, and students gathering to see the latest advances in technology at Tokyo Big Sight. 57,000 participants flocked to check out exhibitions and connect with over 600 exhibitors from around the globe.

Held in Tokyo from May 8 to 10, 2025, SusHi Tech Tokyo 2025 aims to be a platform where people from all over the world gather, discuss, and take action to realize sustainable cities through high technology. It is a way to envision the future of cities, spark innovation, and drive action to address humanity's global challenges together.



SusHi Tech Tokyo 2025. (c) Tokyo Metropolitan Government

## ***SusHi Tech Tokyo 2025***

Already highly successful in 2024, this year's conference attracted a plethora of companies and startups who showcased their innovative ideas, ranging from agriculture and AI-driven solutions, to quantum, fintech, sustainability and beyond.

Among the hundreds of inspiring companies presenting, [WeMaintain](#) caught the interest of many businesses. This French scaleup is applying technology to transform traditional maintenance into seamless, data-driven operations. As SusHi Tech Tokyo aims to foster sustainable high city tech for the future, WeMaintain's technology proves what can be done by focusing on the key building blocks of a city: the buildings themselves.

By placing their technology on equipment like lifts and escalators, it can monitor functions to predict maintenance needs, and provide data that allows engineers to see what energy-saving measures can be taken. This could be a gamechanger, as real estate is responsible for 40% of global greenhouse gas emissions worldwide.

CEO Benoit Dupont was thrilled with his solution's reception at the event. "SusHi Tech Tokyo is efficient because you have everybody in the same place. We ran out of business cards on the first day and had to quickly print out new ones!" he noted. "The interest in our solution was overwhelming, such a deep technical understanding of our solution is rarely seen at other events."

In the realm of food tech, another potentially world-changing innovation came from Ryp Labs, which also won a Corporate Partner Prize at the SusHi Tech Challenge 2025 pitch contest.

### **Ryp Labs**

According to figures collected by the United Nations Environment Programme in 2022, 19% of food available to consumers is wasted, a staggering total of 1.05 billion tons. [Ryp Labs](#), a small startup company based near Seattle, Washington in the United States, has developed a method to prolong the shelf life of fruits simply by applying a small sticker, called StixFresh. By placing the adhesives on fruit (either directly or on packaging), the freshness level can be extended by up to two weeks—thereby preventing discard due to spoilage.

CEO and cofounder Moody Soliman said that "it immediately made sense for us to apply to a conference that's focused on tech and sustainable technologies, which is a perfect fit for what we're trying to do. Our technology addresses sustainability, and environmental and social issues, and SusHi Tech 2025 is just a great environment."

In addition to chances for participants to showcase their tech, it was also an important opportunity to network with VCs and investors.

SusHi Tech hosted many stages with a stunning variety of events and talks. 148 sessions and discussions with world-class speakers were held, including innovators like [Audrey Tang \(Taiwan's first Digital Minister\)](#), Kathy Matsui (MPower Partners), Miki Tsusaka (Microsoft Japan) and [Simone Severini \(Amazon Web Services\)](#). [Governor of Tokyo Koike Yuriko](#) also attended the event, expressing how the uncertainties of the current political and economic landscape affect the potential future growth, and the importance of motivated individuals coming together to share knowledge, to overcome that uncertainty.

Visions for the future sprouted in every corner of the vast venue, and visitors had much to see and experience, such as listening to student-driven initiatives or discovering the three Focus On sections dedicated to advancements in AI, quantum and food tech. The chance to operate a large-scale robot at the Future Experience pavilion was a particular draw for many. Bringing in musical performances, virtual fashion, samples of innovative food and drinks showcased how technology can improve and enhance life in all its facets.

### **Save The Date!**

Dates for SusHi Tech Tokyo 2026 have already been announced, and the event will be held from April 27 to 29, 2026, so save the date and be sure to check this [page](#) for updates.

### **Related videos**

Movie 1. [SusHi Tech Tokyo 2025 Highlights](#)

Movie 2. [Ryp Labs](#)

### **About TOKYO UPDATES**

**TOKYO UPDATES** is an online magazine offering fresh insights into Tokyo's latest developments. With contributions from prominent figures, journalists, and independent writers from diverse backgrounds, the platform covers **daily life, leading SDG initiatives, and urban challenges** in Japan's capital.

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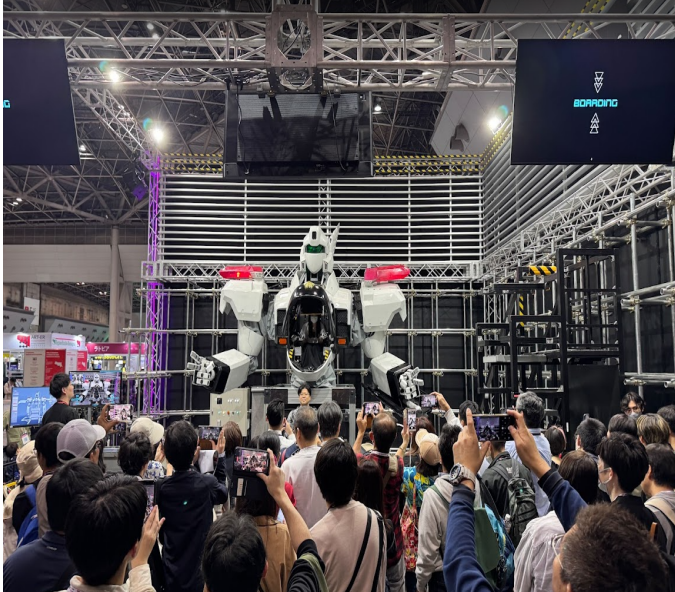
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Benoit Dupont, founder of WeMaintain, shares his company's technology at SusHi Tech Tokyo 2025.  
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Moody Soliman (Ryp Labs CEO and co-founder) smiles while exhibiting at SusHi Tech Tokyo 2025.  
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