

For Immediate Release
Jan 8, 2026

ASUENE Selected for Tokyo Government–Backed Global Program with Cambridge CISL and JETRO

ASUENE Inc. has been selected as one of eight high-potential Japanese startups to participate in the UK course of the X-Hub Tokyo Outbound Programme, a Tokyo Metropolitan Government–led initiative supporting the global expansion of Tokyo-based startups. The programme is jointly delivered by the Tokyo Metropolitan Government, the Japan External Trade Organization (JETRO), and the University of Cambridge Institute for Sustainability Leadership (CISL), and is designed to help startups refine their businesses through engagement with international experts and leading companies.

Through its participation in the programme, ASUENE will validate its business offering in the UK and Nordic markets and engage in ongoing discussions with local companies and investors, further accelerating the global expansion of its decarbonization and sustainability solutions.



Background of Selection

ASUENE is a climate tech company driving decarbonization and ESG transformation for businesses and governments. Its flagship platform, ASUENE, enables organizations to measure, report, and reduce GHG emissions across the entire supply chain, covering Scope 1 to 3. In addition, ASUENE SUPPLY CHAIN provides a centralized cloud-based solution for managing a wide range of supplier-related data, including CSR/ESG and occupational health and safety assessments. Both platforms rank No.1 in Japan by total corporate adoption.

ASUENE's selection for the X-HUB TOKYO OUTBOUND PROGRAM reflects not only its proven track record and deep expertise cultivated in the Japanese market, but also its strong commitment to evolving its services in response to tightening European environmental regulations, including the EU Carbon Border Adjustment Mechanism (CBAM). Through the programme, ASUENE will engage with Europe's advanced sustainability ecosystem to further scale practical, globally aligned decarbonization solutions and accelerate its international expansion.

About the Tokyo Metropolitan Government–Led “X-HUB TOKYO OUTBOUND PROGRAM (UK Course)”

The “X-HUB TOKYO OUTBOUND PROGRAM (UK Course)”, led by the Tokyo Metropolitan Government, is an initiative designed to support the global expansion of Tokyo-based startups. The programme is delivered in collaboration with JETRO and CISL, a leading sustainability institution under the University of Cambridge.

Through its participation in the programme, ASUENE engaged in practical learning across the UK and Nordic regions, gaining firsthand insights through dialogue with local experts, companies, and investors. The programme provided hands-on exposure to the business requirements, communication approaches, and international standards expected in overseas markets.

In addition to an intensive course based at the University of Cambridge, the programme also included participation in Slush, one of Europe's largest startup events. This comprehensive structure supports startups consistently, from validating their business models to building international networks.



Scene from a pitch event held in London as part of the programme

Programme Activities

ASUENE participated in the UK course from November 6 to 14, 2025, based at the CISL headquarters within the University of Cambridge. During the programme, the company joined intensive workshops on sustainability leadership and business growth, engaged in one-on-one mentoring with industry experts to refine its business model and pitch, and presented its solutions to investors and corporate stakeholders.

From November 17 to 21, ASUENE took part in Slush 2025 in Helsinki, Finland, one of Europe's largest startup events. The company presented at a side event co-hosted by the University of Helsinki and CISL, pitched in the SusHi Tech Tokyo session at the event "Scaling Startups from Japan to the World," organized by the City of Kyoto and Plug and Play, and participated in investor matchmaking sessions hosted by Business Finland.

ASUENE Company Profile

ASUENE Inc. is a leading Climate Tech company in Japan with the mission of "Changing the world for the next generation". We provide "ASUENE", a carbon accounting platform to

measure, report and reduce carbon emissions of companies and we contribute to the net zero society.

Company name: ASUENE Inc.

Representative: Founder, CEO Kohei Nishiwada

Date of establishment: October, 2019

Headquarters: WeWork, KDX Toranomon 1Chome Building 4F, 1-10-5 Toranomon, Minato-Ku

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