**Event Name**

**Region Link Rivals Expo#002**

**Event Date**

**Sunday, December 1, 2024**

**Venue**

**iU Professional University of Information and Management for Innovation**

1-10-5 Oshiage, Sumida-ku, Tokyo

**Organizer**

**Regional Web3 Collaboration Association (RWCA)** (Region Link Executive Office)

**Expected Number of Participants**

Approximately 1,000

(Participant breakdown: 50% junior and high school students, local government officials, companies, startups, university students, and working professionals)

**Participating Municipalities**

20 regions from across Japan

(14 new municipalities in addition to those from the previous event)

**Event Overview**

Region Link Rivals Expo#002 is an event centered around regional co-creation, bringing together municipalities, companies, educational institutions, students, and working professionals from across the country to propose solutions for regional issues. Particularly, the event promotes the proposal of new approaches that utilize Web3 and digital technologies for regional revitalization, aiming to harness the unique strengths and resources of each region to drive project development.

**Event Objectives**

•**Regional Co-creation**: Strengthening inter-regional cooperation to seek new approaches to solving issues faced by municipalities and companies together.

•**Networking**: Offering opportunities for cross-regional and cross-industry interactions to foster new partnerships and business opportunities.

•**Innovation**: Encouraging the application of digital and Web3 technologies to propose innovative solutions to regional issues.

**Detailed Event Program**

**09:30 - 10:00: Opening Session**

•Greeting from the organizer

•Explanation of the event’s objectives

•Introduction to previous success stories of Region Link

•The theme for this event: “The Future of Regional Co-creation and Web3 Technologies”

**10:00 - 11:00: Lecture-style Session (Municipal Presentations)**

•Each municipality presents on regional issues and proposed solutions.

•**Examples of presentations**: Depopulation challenges, industrial revitalization projects, tourism recovery strategies.

•**Participating municipalities**: Cities like Obihiro (Hokkaido), Jinseki Kogen (Hiroshima Prefecture), and Nammoku (Gunma Prefecture) among others.

**11:00 - 12:00: Sponsor Company Presentations**

•Presentations on regional economic initiatives and Web3 technology applications.

•**Example sponsors**: Blockchain development firms, local financial institutions, tourism industry companies.

•Q&A session after the presentations.

**12:00 - 13:00: Lunch Time**

•Relaxed lunch break utilizing food trucks on campus.

•Meals featuring local specialties are provided.

•Networking spaces set up to encourage interaction among participants.

**13:00 - 14:00: Business Contest Presentation**

•Presentations of business ideas proposed by municipalities, students, and companies.

•**Participants**: High school and university students, startup companies, municipal representatives.

•Judges include municipal representatives, company executives, and investors.

•Audience votes will also be reflected in the selection of the grand prize winner.

**14:00 - 15:00: Panel Discussion 1**

•**Theme**: “The Role of Digital Technology in Solving Regional Issues”

•Panelists include municipal officials, company representatives, academic experts, and student representatives.

•Discussion on real-world applications and future prospects of digital and blockchain technologies in solving regional challenges.

**15:00 - 15:30: Coffee Break**

•Participants are free to visit the expo zone and explore the booths of municipalities and companies.

•Participants can gain close-up insights into local initiatives and proposals.

**15:30 - 16:30: Panel Discussion 2**

•**Theme**: “Regional Revitalization and Approaches to a Sustainable Society”

•Discussion on building sustainable economic development models and ecosystems for regions.

•Panelists include social entrepreneurs and company representatives leading sustainable business efforts.

**16:30 - 17:00: Expo Zone Tour**

•Participants can freely explore the expo zone, visiting booths set up by municipalities and companies, to learn about their concrete initiatives and proposals for regional development.

•Opportunities for direct interaction with municipalities and businesses, facilitating potential partnerships for regional growth.

**17:00 - 17:30: Awards Session**

•Announcement of the business contest results.

•Evaluation by judges, followed by the announcement of the grand prize, excellence award, and innovation award.

•Winning participants will receive support for executing their regional issue-solving projects.

**17:30 - 18:00: Closing Session**

•Summary of the event and discussion on future plans.

•Introduction to the next step for regional issue resolution, including the announcement of Region Link Rivals Expo#003 scheduled for the following year.

**18:00 - 19:30: Networking Time**

•**Venue**: Outdoor space at iU University’s schoolyard called “Linked Kitchen.”

•Networking event in a relaxed setting featuring food trucks serving local specialties.

•Designed to foster natural interaction, this space offers participants opportunities to develop future projects and partnerships.

**Other Programs**

•**Fieldwork Program**: A practical program following the expo where participants will apply the knowledge gained and work to solve issues in various regions through fieldwork.

•**Work Program**: An online program designed to further refine the ideas and solutions presented at the expo.

•**VIP Networking Event**: A pre-event networking gathering for municipalities, companies, and experts held the night before the main event.

**Expected Outcomes of the Event**

1.Discovery of concrete solutions to regional challenges.

2.Establishment of new projects through collaboration between municipalities, companies, and students.

3.Sustained networking and business partnerships between event participants.

4.Promotion of the use and application of digital technologies and Web3 innovations for regional revitalization.