

# Sendai-Finland Wellbeing Center Business Innovation International Unit

Sendai Finland Wellbeing Center (FWBC) is a Sendai-based nonprofit organization that promotes businesses between Finland and Japan. Various stakeholders from the City of Sendai and Finland have been collaborating at the FWBC to create high-value-added welfare products and services to promote independent living for the elderly, as well as to develop a wider range of innovative collaborations, including health, wellbeing, lifestyle, ICT, and foods and consumer goods, to promote a better quality of life for all generations.

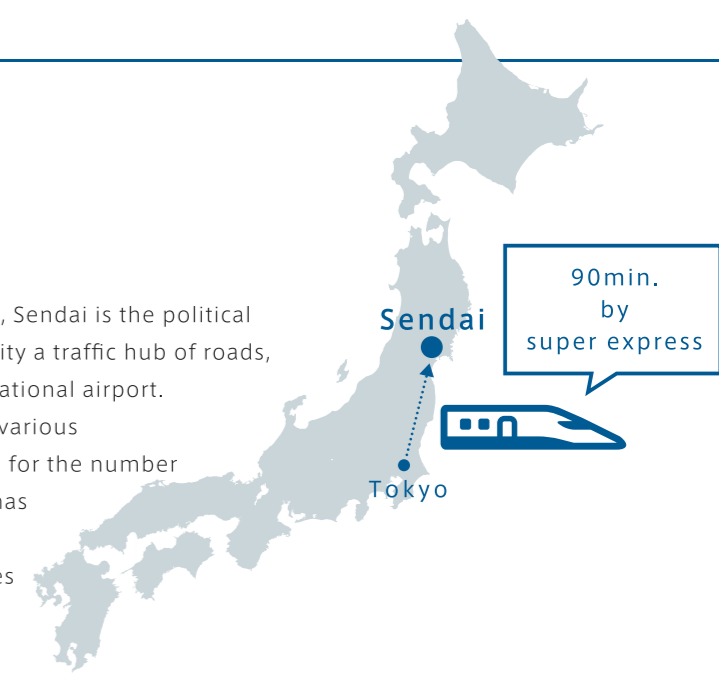
## International Collaboration

The FWBC's aim is to bring together the various partners and to encourage their collaboration to achieve optimal and innovative results for each stakeholder. Through our established local network with the academia, research, business, and public fields in the Sendai area, we provide tailor-made support to our international collaboration partners. Our long-term cooperation with Finland and Thailand will make your operations in Sendai much smoother. The FWBC works as a facilitator to create opportunities for success.



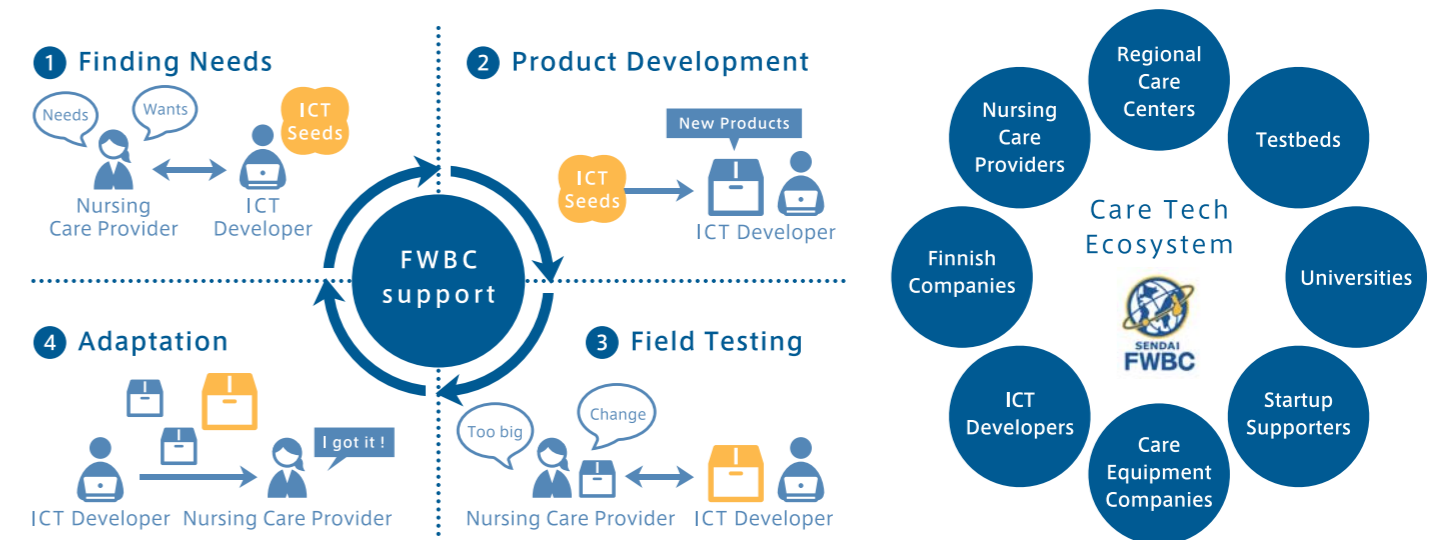
## About Sendai-City

COMPACT BUT BIG ENOUGH: With a population of one million, Sendai is the political and economic center of Japan's Tohoku region, making this city a traffic hub of roads, railways, and easily accessible ports. It also features an international airport. Most of the city's functions are closely located, which makes various collaborations easier. Sendai is ranked as one of the top cities for the number of new businesses/startups created per year in Japan. It also has excellent high-tech talent from academia and industry. As a result, this is the perfect place for SMEs to start businesses and meet the right people.



## Care Tech

With our established local health/nursing care industry network, the FWBC also aims to create a health and welfare industry cluster that collaborates with a wide range of stakeholders. Through our CareTech ecosystem, we encourage and support manufacturers and service providers to develop products and services that drive efficient nursing care work, facility management, and efforts to make the lives of the elderly easier, happier, and more enjoyable.



## Sendai-Finland Wellbeing Center Services

### Development Consulting

We offer consultation services for the development of new products and services upon request.



### Testbeds

We provide companies with opportunities for field testing during the process of developing new products and services.



### Incubation

We lend project rooms to entrepreneurs, companies, and universities performing business activities in the Sendai area.



### Trade Support

We provide hands-on support for trade with companies in Finland and Thailand.



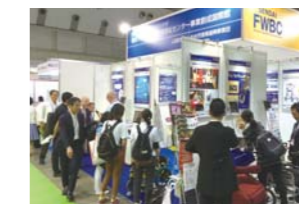
### Business-to-Business (B2B) Matching

We introduce potential and suitable new partners to expand both businesses.



### Trade Fair

We participate in a Tokyo B2B trade fair every year with companies from the Sendai area and Finland.



### Co-Design Space

We introduce the products we have supported in our showroom so that visitors can try the displayed products.





## Sendai City Industrial Promotion Organization

The Sendai City Industrial Promotion Organization, which operates the FWBC, offers general and comprehensive assistance with new business startups, management restructuring, academia/industry collaboration, the support of information technology, and the internationalization of small and medium-sized companies in Sendai.

Support menu | Consulting Service / Assistance with a New Business / Collaboration / Seminars / Information Service

1-3-1, Chuo, Aoba-ku, Sendai-City, Miyagi-Prefecture 980-6107

Phone 81-22-724-1212 Fax 81-22-715-8205

URL <http://www.siip.city.sendai.jp> Email [shiencenter@siip.city.sendai.jp](mailto:shiencenter@siip.city.sendai.jp)

## Sendai Finland Wellbeing Center

(Established and managed by the Sendai City Industrial Promotion Organization)

3-24-1, Mizunomori, Aoba-ku, Sendai-City, Miyagi-Prefecture 981-0962


Phone 81-22-303-2666 Fax 81-22-303-2667


URL <http://sendai.fwbc.jp/en/> Email [rdunit@sendai.fwbc.jp](mailto:rdunit@sendai.fwbc.jp)


 [www.facebook.com/SFWBC](http://www.facebook.com/SFWBC)

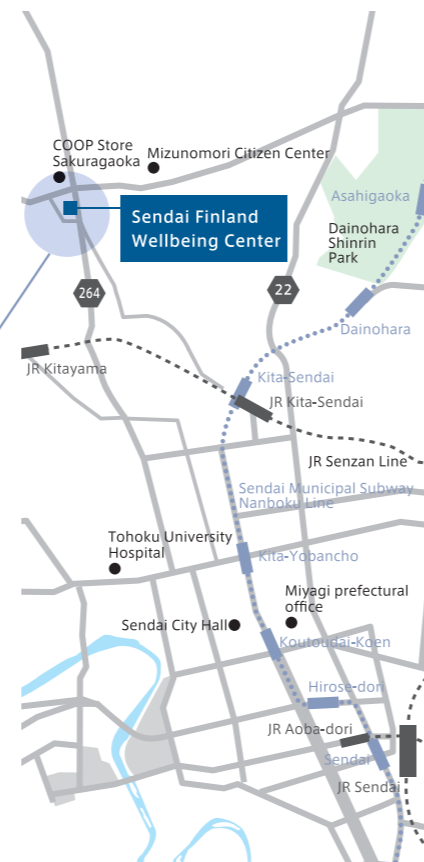


## Access from Sendai- Station

 Taxi Approximately 20 minutes  
About 2,000 yen

 Credit cards are not always accepted for the payment of fares.  
Please check with the driver before getting into the taxi.

 Bus Take a bus from line 900, 901, 904, 905, 923, 925, 926,  
or 800 at bus stop # 13 (bus pool of Sendai Station West Exit).  
Get off at the bus stop, Takimichi-iriguchi.  
FWBC is a three-minute walk from the bus stop.



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