

“Financial Start-up Support Program”

Application Overview

Purpose of Program

The Japanese government is working in unison to achieve its goal of transforming Japan into an international financial centre. As part of this effort, this program, run by the Japan Financial Services Agency (JFSA), will be implemented to provide foreign nationals and financial businesses with start-up cost rebates, and one-stop professional support (all in native English) that covers everything from incorporation, immigration, payroll, tax and legal advisory to relocation and get-your-life-started in Japan support for those executives that relocate from abroad.

Who Can Apply

Individuals or companies who are planning to perform regulated financial services in Japan and have not yet obtained the necessary financial license(s) to do so (“Applicants”). The following four (4) financial services licenses governed by the Financial Instruments and Exchange Act of Japan (FIEA) must be pursued in order to qualify for this program:

1. Investment Advisory and Agency Business (also known as the “IAA License”); (Article 28(3) of FIEA).
2. Investment Management Business (formerly known as the Discretionary Investment Management (“DIM”) License); (Article 28(4) of FIEA).
3. Type-I Financial Instruments Business that is conducted for professional investors and in which the securities handled are certain securities such as beneficiary certificates of foreign investment trusts and foreign investment securities (Article 28(1) of FIEA).
4. Type II Financial Instruments Business in any of the following 3 cases:
 - a. when selling a beneficial certificate of an investment trust or a fund established by itself (Article 28(2)(i) of FIEA).
 - b. when selling a partnership-type fund (collective investment scheme interests) managed by a group company of the applicant to professional investors (Article 28(2)(ii) of the FIEA).
 - c. when conducting, what is referred to as a “Deemed Type-II Financial Instruments Business” operated by an Asset Management Company of an

Investment Corporation or an operator of an Investment Management Business for Qualified Investors (Article 196(2) of the Act on Investment Trusts and Investment Corporations and Article 29-5(2) of the FIEA).

Successful Applicants must also meet ONE of the below conditions:

(1) Have a parent company or ultimate parent company conducting the same financial services as the Applicant intends to perform in Japan. If there is not a straight-line relationship, we would need to review.

OR

(2) Hire someone in Japan or appoint someone as a director to the Japan entity with experience working outside of Japan within an asset management firm that was licensed to do the same type of financial services as the Applicant intends to pursue in Japan. This person must take on a significant role in running the Japan business.

These parties may also apply:

5. Those who conduct business via notification (not registration) in either of the following categories:
 - a. Specially Permitted Business for Foreign Investors, etc. (SPBFI) (Article 63-9 of FIEA).
 - b. Specially Permitted Business during Transition Period (SPBTP) (Article 3-3 of the Supplementary Provisions of FIEA).

All applicants must as meet the following requirements:

- a. No violation of laws and regulations.
- b. No delinquent tax payments.
- c. No violations of contracts with public institutions, etc.
- d. No threats to public safety and welfare.
- e. Do not engage in political, religious, or electoral activities as a business purpose.

- f. The applicant does not fall under the category of a crime syndicate, nor does any representative, officer, employee, or other member of a corporation fall under the category of a crime syndicate member.
- g. There are no facts in the past business or other circumstances that make the applicant unsuitable for the program.

What the Program Offers

weConnect Japan (JFSA official subcontractor) and its affiliate partners will provide a range of services, all in English, to support setup in Japan:

1. Initial Set-up Support

- a. Incorporation
- b. Financial License Application
- c. Bank Account Opening
- d. Visa Applications (Including acquisition of residency status for family members)
- e. Recruitment of a Compliance Officer

2. Ongoing Support

- a. Livelihood Support
 - Immigration
 - Finding and moving into a residence
 - Introducing Schools and Hospitals etc.
- b. Corporate Compliance Support
 - Other services required for financial business start-up:
 - Accounting
 - Tax Compliance
 - Payroll and Benefits Advisory
 - HR Compliance and Advisory
 - Labor Law Advisory
 - Corporate Secretarial Support
 - Business Consulting

Service Costs Support

Only the costs and fees for services listed in the **1. Initial Set-up Support** section above are eligible for reimbursement.

Key Points for Cost Reimbursement Qualification:

- A. You **MUST** be eligible for FMEO's English registration (see section "Who can apply") to be reimbursed.
- B. You must receive a certificate and identifying number for your regulated financial services in Japan by March 31, 2025.
- C. Upon submission of invoices to JFSA for reimbursable services (up to 20 million yen per company), 70% of the total amount of approved invoices shall be reimbursed.
- D. Up to JPY 20M can be qualified for reimbursement, however a maximum of JPY 14M in cash will be ultimately paid out to successful applicants. The ultimate amount received by the applicant will be equal to 70% of the total **Initial Set-up Support** costs submitted for reimbursement. For example, if you submitted JPY 10M in Initial Set-up Support costs, you could receive JPY 7M in cash back.
- E. Set-up costs will only be eligible for rebate starting from the date in which the program application is approved. Costs incurred prior to this approval date are not eligible for reimbursement.
- F. Payment proof will need to be provided. When you receive services from weConnect Japan (JFSA official subcontractor) you will not need to provide payment proof.
- G. There is a limited government budget to support this program so the earlier you complete the registration, the better.
- H. Consumption tax and actual expenses such as the stamp fee, seal preparation fee, association admission fee, and annual membership fee will not be reimbursed.
- I. Expenses covered by grants and/or subsidies provided by national and local governments etc. other than this program will not be eligible for reimbursement.

How to Apply

To initiate your application to the Financial Start-up Support Program, please follow these simple steps:

- 1. Express Your Interest:** Fill out the [initial contact form](#) with your details. This step is vital as it helps us understand your interest in establishing a financial services business in Japan.

- 2. Initial Interview:** Upon reviewing your information, weConnect Japan, will arrange an interview with you. This call serves as the first touchpoint to comprehend your business plan, objectives, and discuss the specifics of the program. The interview aims to identify if your intended business activities in Japan fall within the requirements outlined in the **Who Can Apply** section above. Any questions you have will also be addressed during this call.

- 3. Submit Your Application:** After the interview, we will send you a draft application form with your particulars filled in for your confirmation. Once confirmed, we will put you in touch with the appropriate point of contact at the Japan Financial Services Agency.

- 4. Support Throughout the Process:** We are committed to providing continuous support. weConnect Japan will remain a key point of contact throughout the application process, offering advice and experience from helping over 2,000 companies set up in Japan to facilitating introductions to a network of legal, recruitment, relocation, and IT service providers. We want your setup experience to be as headache-free as possible.

Fill out this form to get started: [Application Start](#)

Key Points for Application:

- A. Your financial license must be awarded between April 1, 2024 and March 31, 2025.
- B. You must meet the requirements in the “Who Can Apply” section above.
- C. The reimbursable costs must not be subjected to any other public subsidies or grants.
- D. Upon completion of any application, the JFSA and weConnect Japan may ask for an interview or feedback with regards to the barriers faced when establishing an office in Japan and what support or actions were needed to overcome them.

Overall Key Notes:

- A. The program may be terminated before March 31, 2025 depending on budget constraints.

B. If the applicant wishes to continue receiving support from weConnect Japan or weConnect Japan's network of legal, recruitment, relocation, livelihood, or IT partners after this program ends you will be required to bear the full costs of such support.

Contact

For any inquiries about the program or application process you can reach out to fsaprogram@weconnect.co (weConnect)

See more information here (weConnect):

<https://weconnect.co/japan/japan-subsidy-program/>

(weConnect Japan is the official subcontractor of the Japan Financial Services Agency)