

Outline of Asia Digital Transformation (ADX) Promotion Program

April, 2022

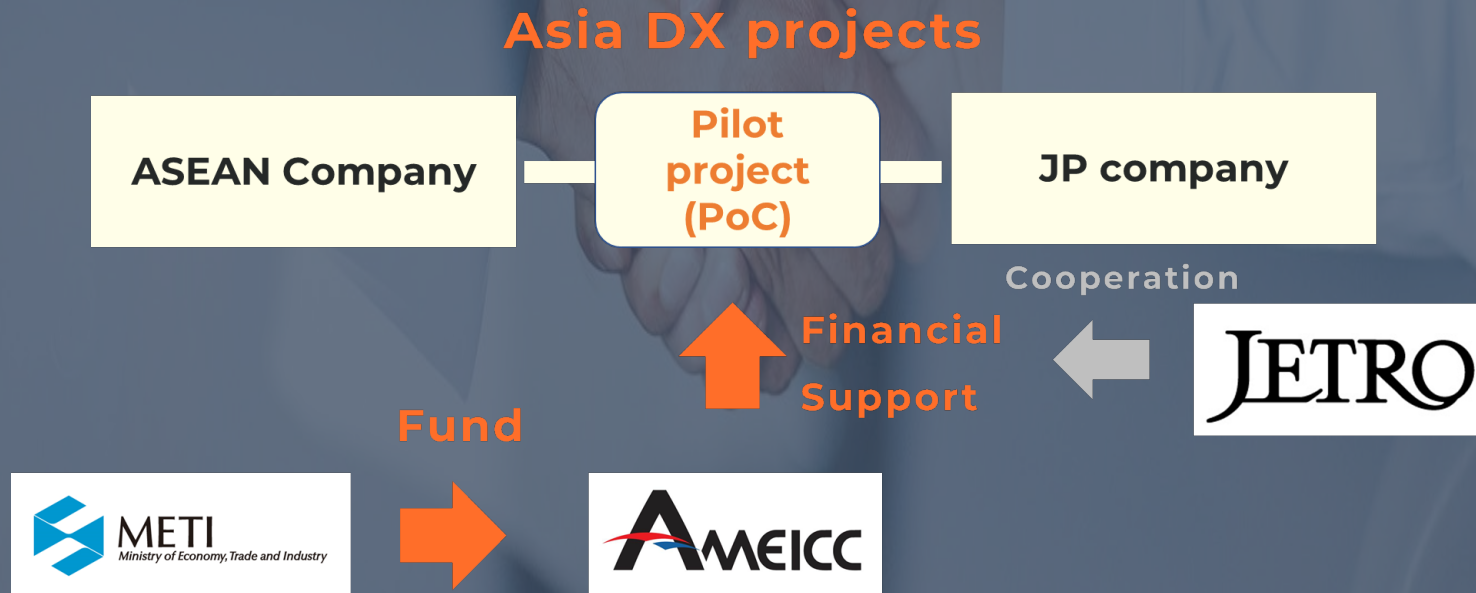
AMEICC Secretariat

Japan External Trade Organization (JETRO)

Asia Digital Transformation(ADX) Promotion Program (Support for Joint Pilot Projects (PoC) between ASEAN and Japan)

This program covers expenses for demonstration projects by ASEAN and Japanese companies jointly to contribute to solving the socio-economic challenges in ASEAN region with innovative technologies such as digital tech.

Through the implementation of the projects, Japanese companies will proactively contribute to further disseminating innovations and to improving a business environment in collaboration with the governments and private sector in the region.



【Target Countries】

10 ASEAN member states

(Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam)

【Industry Fields】 *Any fields can be applied

• Medical/ Healthcare,



• Manufacturing



• Agriculture,

• Carbon Neutral

• Fisheries,



• Smart Cities



• Environment/Energy,

• Supply Chain

• Tourism / Mobility,



etc.

【Project Requirements】

- To specifically identify socio-economic challenges in the country and contribute to solution of them
- To use innovative technologies, such as digital technology
- To identify Japanese company※/ institution as the project partner
- To be expected that the business operation will start or continue early (generally within two years after the completion of the PoC) in the target country or other ASEAN region

※Applications for this program should be made by a Japanese project partner.

※Please contact JETRO office in your country if you want some information for your application.

【Subsidy※¹】

Normal Subsidy	Small and medium companies	maximum 20 million yen, less than one-half of the subsidy-eligible expenses
	Large companies	maximum 10 million yen, less than one-third of the subsidy-eligible expenses
Special Subsidy※ ²	Small and medium companies	maximum 50 million yen, less than one-half of the subsidy-eligible expenses
	Large companies	maximum 50 million yen, less than one-third of the subsidy-eligible expenses

※¹ The maximum amount of subsidy varies depending on the size of the Japanese project partner.

※² Projects which equipment cost exceeds half of the total project cost can be applied to “Special Subsidy”.

【Expenses to be covered】

Expenses of travel, machinery and equipment, furniture and fixtures, consumable supplies, outsourcing, consignment, printing and binding, assistant personnel, etc.

【Number of projects selected】

Approx. 20 projects

【Application Period】

9th May Monday to 30th June Thursday, 2022 (17:00 JST)