

News release

June 1, 2021

Ministry of Economy, Trade and Industry (METI)
Japan External Trade Organization (JETRO)

NET ZERO Leaders Summit (Japan Business Conference 2021)

~ Meeting the challenge to achieve carbon neutrality by 2050 through a positive cycle of economic growth and environmental protection ~

Live online from Wednesday, July 28

Dates: July 28 (Wed) – September 10 (Fri)

To register: <http://www.jetro.go.jp/events/jbc/>

The Ministry of Economy, Trade and Industry (METI) and Japan External Trade Organization (JETRO) are pleased to announce the jointly organized “NET ZERO Leaders Summit (Japan Business Conference 2021)” to promote efforts toward green investment and realizing carbon neutrality by 2050. The event will take place from Wednesday, July 28, and will be held online.

The main program of the event will bring together the wisdom and minds of world leaders as together we take up the challenge to achieve a positive cycle of economic growth and environmental protection. The conference will also detail and display Japan’s growth vision and national initiatives toward carbon neutrality by the middle of the 21st Century.



Prior registration is required to attend this event.

Concept and purpose of the summit

In December 2020, the government of Japan formulated the “Green Growth Strategy Through Achieving Carbon Neutrality in 2050” industrial policy, aimed at meeting the challenging goal of achieving carbon neutrality by 2050. The policy is in line with the vision strongly upheld by the administration of Prime Minister Suga Yoshihide and aims to realize a virtuous cycle for the economy and environment.

The online summit “NET ZERO Leaders Summit (Japan Business Conference 2021)” is designed to promote the benefits and attractiveness of green investment in Japan. The main event will feature engaging panel discussions between world-leading figures to combine minds, wisdom, and vision on a global level. Additionally, firms and attendees can interact in the virtual event site using virtual event booths hosted by Japanese firms.

Main attractions

Attendees of the NET ZERO Leaders Summit will be able to experience a variety of attractions at the virtual event site, including panel discussions, visits to virtual corporate booths, and access specialized video content.



(Image of lobby area)



(Image of stage area)

** Actual design may differ from the image*

● Main program

The main program consists of keynote speeches by representatives of Japan’s government, key opinion leaders (KOLs) and CEOs of large corporations that lead the green industry, as well as panel discussions on future trends and issues surrounding the shift to carbon neutrality.*

Streaming will be broadcast live on July 28 and 29, JST, multiple times for different time zones.

** Details of the main program, including the list of keynote speakers, will be announced through upcoming news releases and on the summit's official website.*

● **Presenting the latest green technology by Japanese firms**

The summit will introduce exhibits by Japanese firms and organizations whose advanced green technology and research holds the greatest potential to provide a global contribution to the green industry.

Attendees will be able to view the exhibitors' latest videos, browse materials and communicate in English with all exhibiting companies. The summit will offer an ideal opportunity to explore investment opportunities or business partnerships with leading Japanese firms in the field.*

** A maximum of 50 firms will exhibit. Details of the booths, including the list of exhibiting firms, will be announced through upcoming news releases and on the summit's official website.*

● **Attend with a virtual avatar! Encouraging real-time communication online**

Attendees can use a virtual avatar to navigate through the virtual event site, visit event booths and communicate in real-time with other firms and attendees.

Details of NET ZERO Leaders Summit (Japan Business Conference 2021)*

Organizers: Ministry of Economy, Trade and Industry (METI), Japan External Trade Organization (JETRO)

Event duration: Wednesday July 28, 2021 – Friday September 10, 2021

Event format: Online (prior registration required)

Event agenda:

- Panel discussion by world leaders (main program)
- Interactive sessions between companies and attendees through virtual event booths by Japanese firms

Attendance fee: Free

** The event details above are valid as of June 1, 2021, and are subject to change according to unforeseen circumstances surrounding preparation.*

For event-related inquiries

● NET ZERO Leaders Summit (Japan Business Conference 2021) Office

E-mail: info-visitor@jbc-online.com

For media-related inquiries

- NET ZERO Leaders Summit (Japan Business Conference 2021) PR Office

E-mail: info-media@jbc-online.com