

The Tokyo One-Stop Business Establishment Center provides consultation service to assist with the procedures necessary for business establishment. Satellite centers opened in Marunouchi and Shibuya in 2017, making it easier for people to use the service. Today, we talked with Mr. Hiroyuki Aiba, the 5,000th user of the Center since its opening in April 2015.

## user relay interview.....

5000 a glance



**Some people dismissed me as unworthy of their attention simply because I didn't run my business as a corporation.**

The first thing I embarked on as a sole proprietor was leveraging my career experience and working as an advisor for energy companies. At the same time, I wanted my job as a business training instructor to be the pillar of my business. Even though I had many ideas about training content and the management of training programs, I had no experience as an actual instructor, so I started by registering with several major training companies and working as an instructor on a contract base.

Then, after gaining about a year of experience as an instructor, I drew up my own proposals for training programs, focusing on risk management and business improvement, and started presenting them directly to private companies and governmental/municipal organizations. It turns out that they were ignored by almost everyone. (laughs) It was the public sector, however, that did take an interest in some of the proposals.

Fortunately, my training programs were received favorably, and I wanted to expand the scope of the business more aggressively. There were cases, however, where I was denied participation in a project because my business didn't have corporate status. That's why I slowly started to consider incorporation, but it took a while to actually put it into action because of my preconception that the procedures would be cumbersome.

**Then I heard about the Tokyo One-Stop Business Establishment Center and decided to incorporate my business.**

I first visited the Tokyo Startup Station (Tokyo Metropolitan Small and Medium Enterprise Support Center) without any serious expectations. I'd hoped maybe I could find a mentor there, because I heard that they provide consultation for anything that has to do with starting a business. That's when I found out about the Tokyo One-Stop Business Establishment Center.



**Hiroyuki Aiba, CEO, Fairlakes Co., Ltd.**



**Profile:** Born in 1966, Mr. Aiba worked in engineering and raw material procurement, mainly for foreign-affiliated companies in the energy sector, and worked for their US parent companies as well. He assumed the presidency of the Japanese subsidiary of PETRONAS in Malaysia in 2011. His

growing desire to run a business freely on his own terms brought him to the decision to go out on his own. He started his business as a sole proprietor in 2015, and established Fairlakes Co., Ltd., in April 2018.

They provide visitors with comprehensive, one-stop consultation services to help carry out all the necessary paperwork required to establish a business. Also, the consultations are free.

So I thought, "Why not?" and wasted no time to visit them to hear what they had to say.

When I arrived, I saw an array of booths set up according to the steps for incorporation, such as certification of articles of incorporation, registration and taxes/insurance. Their consultation system was so well-organized and easy to follow that a person like me, with no knowledge of incorporation, could understand the process really well. For the first visit, I went no further than collecting materials to take back home and decided that I would come back after I cleared up my thoughts toward incorporating my business.

**I was able to complete the corporate registration in one week because I got to get all the paperwork done in one-stop.**

My plan was to establish a company by the end of April in 2018, but I was so pressed by day-to-day work that I was unable to revisit the Center until April 6. At the Center, the consultant in charge of the certification of articles of incorporation flipped through the calendar and said to me, "April 13 is *Taian* (the luckiest day in the six-day Buddhist calendar), so let's obtain the certification on that day and get ready for the registration." I asked the consultant, worriedly, "But then we only have a week, don't we?" The consultant smiled and said, "No problem." That response made me feel reassured. In fact, the registration procedures went very smoothly, thanks to the practical advice from the consultant, and the registration was completed on April 13. I'm grateful that even though I knew nothing at all about the procedures and was filled with anxiety, I was able to do it thanks to the advice from the One-Stop Center.



### Quick advice

Before visiting the Center, I collected information about incorporation procedures on the Internet myself. It turned out there were many things I learned about for the first time during the actual process and things I didn't know that could be simplified. The consultants were experts in their respective fields and well-versed in those things, which was helpful.

Join "Tokyo Business Startup Seminar"! **Participation FREE!**

**【Tokyo One-Stop Business Establishment Center】**

Address: ARK Mori Building, JETRO 7F, 1-12-32, Akasaka, Minato-ku, Tokyo

Telephone: 03-3582-8352 FAX: 03-5561-4123

URL: <https://www.seisakukikaku.metro.tokyo.jp/onestop/english/top/>