

Key Take-Away: Although Tokyo ranks highest for the size of its market, it does not effectively capitalize on its size by providing adequate access for women entrepreneurs where it ranks last.

Tokyo

Overall Score: 34.4 out of 100. To compare, top-placed New York City had a score of 62.9

Overall Rank: 39th out of 50 cities measured

Areas of Strength

On the dimensions measured, Tokyo does particularly well on the size of its market, women's capital base and attitudes and expectations for and by women entrepreneurs, including high scores for:

- ✓ Gross Metro Product (GMP)
- ✓ City population
- ✓ Paid paternity leave
- ✓ Paid maternity leave
- ✓ Policy for "nondiscrimination based on gender in hiring"
- ✓ Presence of city and/or national level policy advocacy organization specifically for women's equality issues

Areas to Improve

- Tokyo's culture around women and education not only inhibits the skills and talent that women can accumulate to scale a business, it also limits mentors and visible role models
- Although Tokyo ranks highest for the size of its market, it does not effectively capitalize on its market size by providing adequate access for women entrepreneurs where it ranks last

Key Recommendations

- Develop policies that help level the playing field for women owned businesses to win government contracts
- Work with women owned businesses to become certified suppliers
- Work with media outlets to highlight women entrepreneurs in the media
- Work with the business associations to encourage more women representation in the boardroom and in leadership positions at business associations
- Work with local women entrepreneurship groups to host networking and training events for women entrepreneurs in Tokyo
- Work with policy makers on promoting and investing in education for women

Recent Positive Developments:

- ✓ The current Governor of Tokyo, Yuriko KOIKE, is female; one of a few prominent female Japanese politicians in the past she was a Minister of Defense and a member of the Lower House of the Diet from 1993 to 2016
- ✓ In September 2017 the Tokyo Metropolitan Government launched a start-up accelerator aimed at supporting female entrepreneurship through mentorship and training. The programme is called APT Women (東京都女性ベンチャー成長促進事業)
- ✓ In the July 2017 election for Tokyo's metropolitan assembly, a record-breaking 36 women were elected (out of a total possible 127 seats)