

For Immediate Release
Sep 11, 2025

ASUENE Meets with the Lord Mayor of the City of London to Deepen Global Climate-Tech Collaboration

ASUENE Inc. held a meeting with the Lord Mayor of the City of London, the representative of London's financial district, on September 8, 2025, at Tokyo Innovation Base. This dialogue was realized as part of the ongoing collaboration framework between the Tokyo Metropolitan Government and the City of London. As a globally expanding climate-tech company, ASUENE exchanged views on its decarbonization solutions and explored opportunities for strengthening international partnerships.



(From left, third) Takehiro Watase, ASUENE CPO (to his right) The Lord Mayor of the City of London

Background and Key Discussions of the Meeting

In recent years, climate action and the promotion of green finance have become global imperatives, requiring stronger international collaboration between cities and corporations. The

Tokyo Metropolitan Government concluded a Memorandum of Understanding (MoU) with the City of London in 2017 to enhance cooperation in the financial sector. Following the revision of this MoU—aimed at further strengthening ties between the two cities and advancing initiatives for financial innovation and expanded Japan–UK investment—ASUENE participated in this meeting with the Lord Mayor.

ASUENE provides an all-in-one decarbonization and sustainability services, including “ASUENE,” a carbon accounting platform for measuring, reducing, and reporting GHG emissions. ASUENE, as No.1 platform in Japan and Asia with over 30,000 companies adopting its solutions, is driving decarbonization across industries from manufacturing to financial services. Furthermore, ASUENE supports global supply chain decarbonization for major multinational corporations and, through its U.S.-based subsidiary NZero acquired in May 2025, delivers AI-powered energy management for state-owned facilities—strengthening its international presence.

Through the dialogue with the Lord Mayor, ASUENE positioned itself as a startup bridging Tokyo and London, contributing to the advancement of international financial cities while exploring opportunities for global collaboration spanning Asia, the U.S., and Europe.



The Lord Mayor of the City of London holding an in-depth discussion with ASUENE CPO, Takehiro Watase

About the Lord Mayor of the City of London

The Lord Mayor is the head of the City of London, an approximately three-square-kilometer district in central London that represents one of the world's leading financial centers. This prestigious office dates back to the Middle Ages, with each term lasting one year. The current 696th Lord Mayor, Alastair King, plays a central role in advancing international financial cooperation and strengthening intercity partnerships.

In December 2017, the Tokyo Metropolitan Government and the City of London Corporation signed a Memorandum of Understanding (MoU) on exchange and cooperation. Since then, the two cities have reinforced their collaboration through joint initiatives such as co-hosted seminars on green finance and fintech development. During his current visit to Tokyo, the Lord Mayor also toured Tokyo's startup support hub, Tokyo Innovation Base, where he expressed his intention to further deepen cooperation with the Tokyo Metropolitan Government.

Meeting Overview

Date and Time: September 8, 2025 (Monday), 11:30 a.m.

Venue: Tokyo Innovation Base (TIB)

Participants:

- The 696th Lord Mayor of the City of London, Alastair King
- Keiichi Yoshimura, Director General of Startup Strategy Promotion Headquarters, Tokyo Metropolitan Government
- Yuzo Kano, Representative Director, bitFlyer Holdings, Inc.
- Takehiro Watase, Senior Executive Officer CPO, ASUENE Inc.

ASUENE Company Profile

ASUENE Inc. is a leading Climate Tech company in Japan with the mission of "Changing the world for the next generation". We provide "ASUENE", a carbon accounting platform to measure, report and reduce carbon emissions of companies and we contribute to the net zero society.

Company name: ASUENE Inc.

Representative: Founder, CEO & COO Kohei Nishiwada

Date of establishment: October, 2019

Headquarters: WeWork, KDX Toranomon 1Chome Building 4F, 1-10-5 Toranomon, Minato-Ku

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