

Mr. Nobuhiko Matsumoto
Director, Assentia Holdings
Board member, Life breeze Inc.

Nobuhiko started a business expanding franchises to SMEs in Japan in the 1990s and is currently engaged in franchising Japanese businesses globally at Assentia Holdings.

They began full-scale activities in Africa at TICAD7 alongside ABE Initiative students.

Focusing on agriculture support and laundry services that address social issues in Africa, They are a “Business design firm” that builds and expands business models utilizing Japanese companies' intellectual property.