

enechain Corporation announces partnership with Hakuhold Inc. and Mitsui &Co., Ltd. to promote energy business of “Sei-katsu-sha–Driven Smart Cities”

~ Entering B2C domain to achieve the corporate mission, “Create a society in which anybody can Freely buy and sell energy” ~

Tokyo—November 13, 2020—enechain Corporation (“enechain,” HQ: Shibuya-ku, Tokyo, CEO: Ryo Nozawa), a Tokyo-based energy brokerage firm, today announced a partnership with Hakuhold Inc. (“Hakuhold,” HQ: Minato-ku, Tokyo, President & CEO: Masayuki Mizushima) and Mitsui & Co., Ltd. (“Mitsui”, Head Office: Tokyo, President & CEO: Tatsuo Yasunaga) in the energy sector of “Sei-katsu-sha–Driven Smart Cities”, which Hakuhold and Mitsui have jointly promoted.

“Sei-katsu-sha–Driven Smart Cities” is a joint project by MIRAI Business Division, a new business developing unit at Hakuhold, and Energy Solutions Business Unit at Mitsui. The project aims to create a next-generation & sustainable model of smart cities, by encouraging “Sei-katsu-sha” (meaning “citizens” in English) to proactively engage in community development.

enechain will collaborate with Hakuhold and Mitsui to launch a new service called “shibuya good energy”, as a part of a community-oriented platform “shibuya good pass”.

Through this partnership, enechain will enter into the B2C domain of the energy sector.

Overview of “shibuya good energy”

“shibuya good energy” is an environmentally friendly renewable energy service, which has become popular in recent years. By switching to “shibuya good energy,” every community member will be able to use environmentally friendly renewable energy and to donate to local social activities etc. via electricity bills. Hakuhold, Mitsui, and enechain will also start reverse auctions to support the joint purchase of electricity by local communities.

To conduct the reverse auctions, enechain will leverage its unique expertise on energy matching services based on B2B brokerage services and a strong customer base with over 100 energy companies in Japan and abroad.

Purpose of Partnership

Under its mission of “create a society in which anybody can freely buy and sell energy”, enechain currently provides B2B brokerage services in the energy sector.



Entry into the B2C domain is a critical step to fulfil enechain's mission, from the standpoint of encouraging not only our current corporate customers but also end-users to freely buy and sell energy.

About "Sei-katsu-sha-Driven Smart Cities™" (i.e., a smart city where "Sei-katsu-sha" play a central role)

"Sei-katsu-sha-Driven Smart Cities" is the joint community development project announced in September 2020 with a focus on "sei-katsu-sha" (meaning "citizens" in English) by Hakuodo and Mitsui. Through new urban services that realize the cities and lifestyles that sei-katsu-sha seek and creative urban planning in which sei-katsu-sha play a central role, both companies aim to create a next-generation model for sustainable smart cities."

*"Sei-katsu-sha-Driven Smart Cities™" is under trademark registration.

About enechain Corporation

enechain is a start-up company aiming to build the very first energy trading platform with high liquidity in Japan.

enechain is a market leader of B2B brokerage services in the energy sector, holding the top market share in the Japanese power market. enechain brokered 60% of total electricity futures trades (70% of block trades) of the Tokyo Commodity Exchange in the first half of CY2020 (January-June 2020). Moreover, enechain actively develops its business in global—it played a key role by brokering the first deal of European Energy Exchange's Japan power clearing service.

- Company Name: enechain Corporation
- Headquarters: 6-35-3 Jingumae, Shibuya-ku, Tokyo
- CEO: Ryo Nozawa
- Establishment Date: July 2019
- Core Businesses: Brokerage services of energy including electricity, crude gas/LNG, etc.
- URL: <https://www.enechain.co.jp>

Media contact:

enechain Corporation

broking-desk@enechain.co.jp