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Cabinet Office and Osaka University Host Discussion: Executive Officer Yoshiaki Sakurai Joins Panel on National S&T Strategy

Showcasing an Industry–Academia–Government Collaboration Model Built on Japan-Origin MA-T[®] Oxidation-Control Technology

Earth Corporation (Head Office: Chiyoda-Ku Tokyo; President & CEO: Katsunori Kawabata, hereinafter “Earth”) today announced that Yoshiaki Sakurai, Executive Officer and Head of the MA-T Business Center, participated as a panelist in the “Opinion Exchange Meeting for Science and Technology Policy” held on November 13, 2025, at the Osaka University Nakano Shima Center. The forum was jointly hosted by the Cabinet Office of Japan and Osaka University as part of a nationwide initiative to gather input for Japan’s 7th Science, Technology and Innovation Basic Plan.

During the panel discussion, Mr. Sakurai introduced the Oxidation Control Co-Creation Consortium, a collaborative initiative led by Earth, Osaka University and the Japan MA-T Industry Association. Using this consortium as a case study, he presented an industry–academia–government collaboration model for the social implementation of the Japan-origin oxidation-control technology MA-T[®].

In the panel discussion, industry, government, and academic representatives exchanged views and shared information as follows.

- ◆ methodologies and challenges for scaling up collaborative research and developing consortia to accelerate the societal Implementation of research outcomes
- ◆ building an integrated management framework covering intellectual property, standardization and regulatory compliance;
- ◆ mobilizing private-sector investment from the proof-of-concept (PoC) stage within an all-Japan open-innovation framework.

He submitted a proposal regarding the importance of establishing sustainable competitive advantage in the global market through “Intellectual Property Governance” and “Policy Coordination (or Policy Alignment),” based on these factors.

Commenting on the event, Mr. Sakurai said:

“MA-T[®] is a prime example of how a Japan-origin technology can be brought into society through close collaboration among industry, academia and government.

We believe the reason the Japan MA-T Industrial Association was able to smoothly advance co-creation with 115 companies and universities that member companies shared a common "societal challenge they wanted to solve" through MA-T® technology. Furthermore, due to the broad range of potential applications of MA-T®, the handling of intellectual property is highly sensitive. Therefore, the Industry Association, with the cooperation of Osaka University, will ensure its careful and rigorous management." Building on the discussions at this forum, Earth will continue to deepen its engagement with science and technology policy while reinforcing the value and reliability of MA-T® technology in Japan and worldwide."

Earth will continue working with the Japan MA-T Industry Association, Osaka University and other partners to advance the social implementation and global deployment of MA-T® technology. The company aims to contribute to healthier lives, safer environments and a more sustainable society through solutions in infection control, healthcare and environmental applications.

【About MA-T®】

MA-T® (Matching Transformation System®) is Japan's first advanced oxidation-control technology capable of generating ultra-low levels of reactive radicals only when and where needed, in a stable and controlled manner. This unique mechanism delivers high sterilization and deodorizing performance while maintaining excellent safety.

Since its introduction, MA-T® has been widely adopted across medical and dental care, nursing care, food hygiene, hospitality, airline services and other sectors.

Earth Corporation, in November 2020, established the MA-T Japan Industry Association (MA-T JIA) (<https://matjapan.jp>) as an industry-government-academia collaboration organization to promote the social implementation of MA-T® technology.

The association is actively working on establishing a quality assurance system for technology, conducting joint research and demonstration experiments with various industries, and engaging in activities aimed at developing international standards.

- ◆developing certification systems that ensure proper handling and reliable quality;
- ◆promoting joint research and field verification trials with multiple industries;
- ◆advancing activities aimed at establishing international standards.

Earth has been recognized for its leadership in MA-T innovation, receiving the Prime Minister's Award at the 6th Japan Open Innovation Prize and the Minister for National Resilience Award at the Japan Resilience Awards.

【Contact Information】

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