The highlights of new results from Belle shown at ICHEP2006 are summarized in the beginning of the talk, emphasizing the importance of accumulating a much larger integrated luminosity. A proposal to build a super B factory at KEK with a peak luminosity of $8\times10^{35}\mathrm{cm}^{-2}\mathrm{s}^{-1}$ is then explained. The main physics goal of the Super B factory is to study b → s and tau → μ transitions with unprecedented precisions. A clean $\mathrm{e}^+\mathrm{e}^-$ environment provides various unique measurements that cannot be carried out in other experiments such as those at LHC. The status and a prospect for the proposal are also explained.