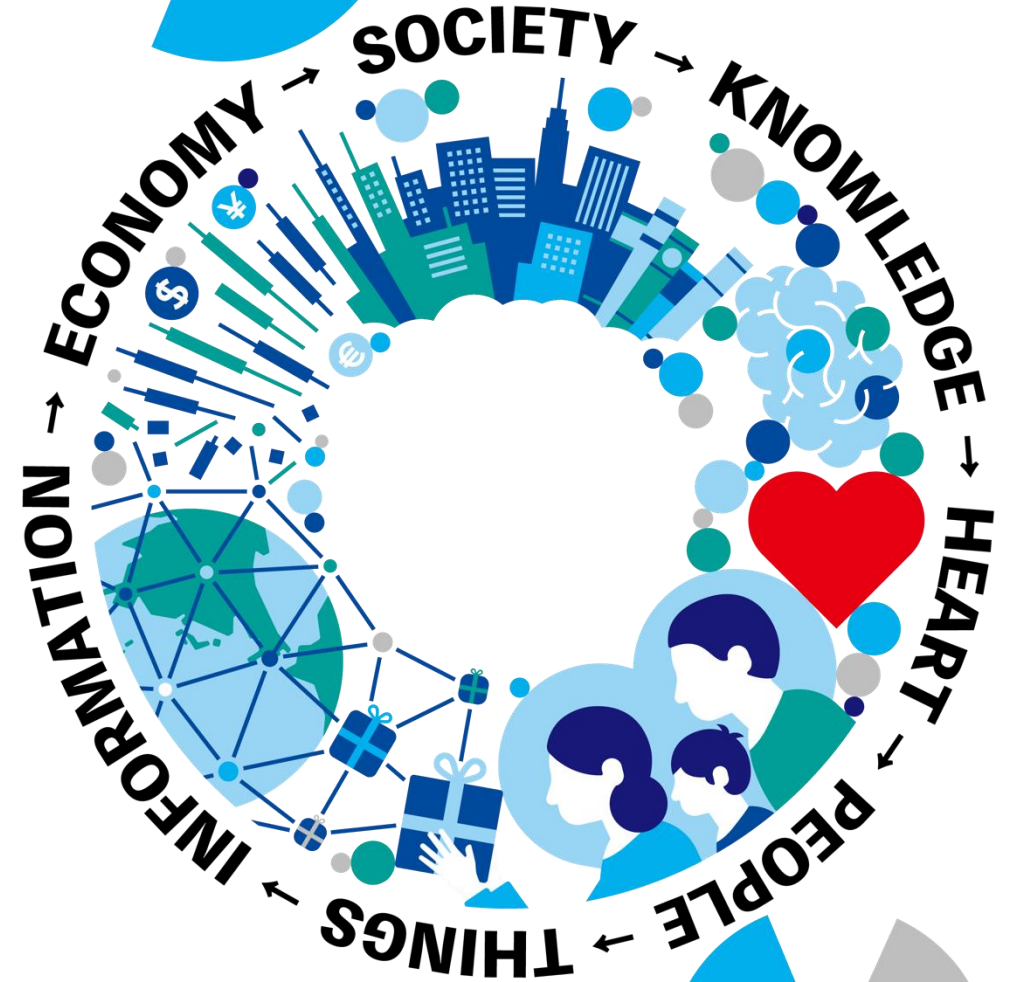


Japan Mobility Show Bizweek 2026

Briefing Session on Event Details

September 18, 2026



The automotive industry contributes to Japan's economy
as a "core industry" spanning a wide range of sectors.

Supporting the maintenance and growth of Japan's domestic industries
through employment, foreign currency earnings, tax revenues, and more.

	Automotive Industry	Position in Japan's Overall Economy
Market Size (Value of Manufacturing Shipments)	Approx. ¥70 trillion	Approx. 10% of GDP (Approx. 20% of the manufacturing sector)
Employment (Number of Workers)	Approx. 5.5 million people	Approx. 10% of total employment
Exports / Foreign Currency Earnings (Trade Surplus)	Approx. ¥20 trillion	Covers most of Japan's ¥25 trillion in resource imports (Japan's overall trade balance: -¥5 trillion)
Tax Revenue (Taxes Paid by Users, Companies, and Workers)	Approx. ¥15 trillion	Approx. 15% of total tax revenue
Economic Ripple Effect (Ripple Effect Across All Industries)	2.5×	Highest among all industries (All-industry average: 1.77×
Capital Investment / R&D	Approx. ¥7.5 trillion (Capital investment: ¥3.3 trillion; R&D: ¥4.3 trillion)	Approx. 30% of the manufacturing sector

A "process year" that creates business connections and
a "show year" that brings to life the excitement of the future

Advancing new partnerships and future-focused co-creation year-round

Business Event

**Japan
Mobility Show Bizweek**

A business event that strengthens corporate collaboration
towards a mobility-based society

A nationwide co-creation platform for shaping the future



Held in
alternating
years

Showcase Event

Japan Mobility Show

A showcase event that brings the future of mobility to consumers
while sustaining connections formed at the business event

A place to discover an inspiring future



Collaborations born in the process year come to life as tangible experiences in the show year.
Building on these achievements, new collaborations intersect, multiply, and expand even further.

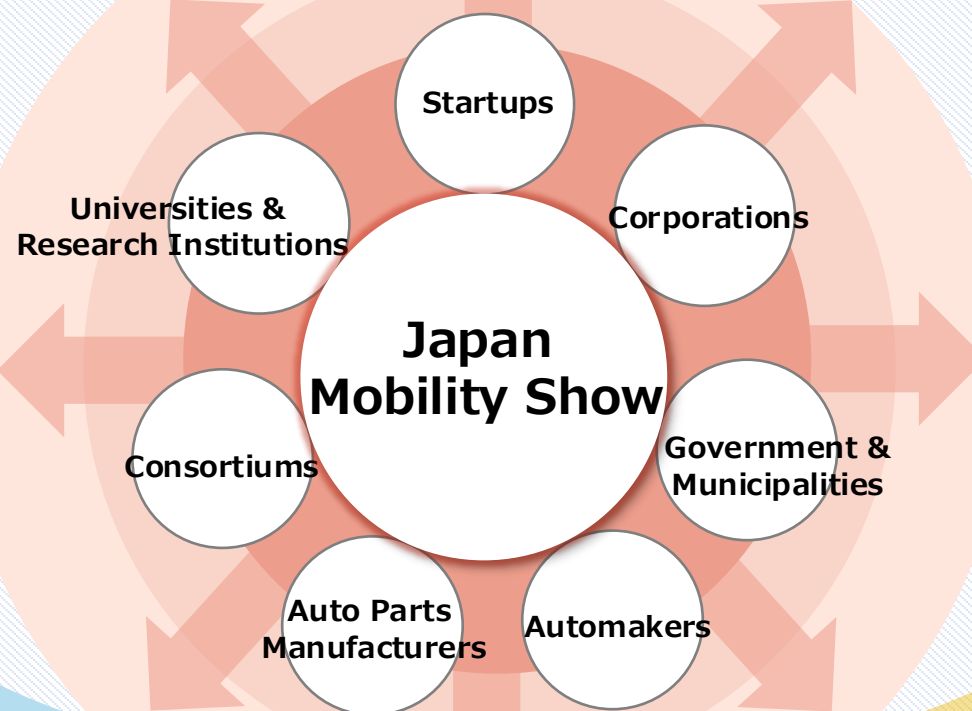
Process Year
Business Event

Japan
Mobility Show Bizweek



Show Year
Showcase Event

Japan Mobility Show



**Strengthening Japan's Core Capabilities and
Driving Real-World Implementation**

Expanding the industries engaged in mobility to solve social challenges and deliver new value to society and people's lives



Co-Creation Results at Japan Mobility Show

Japan Mobility Show
Bizweek 2024 Results

Future Co-Creation Platform
Meet-up Box–Cumulative Results
Aug. 2024-Aug. 2026

Established
Companies

203

Startups

145

Matches

866

Accounts

2,300

Offers

4,800

Japan Mobility Show

Bizweek 2026

10/13  14  15  16  *Makuhari Messe*

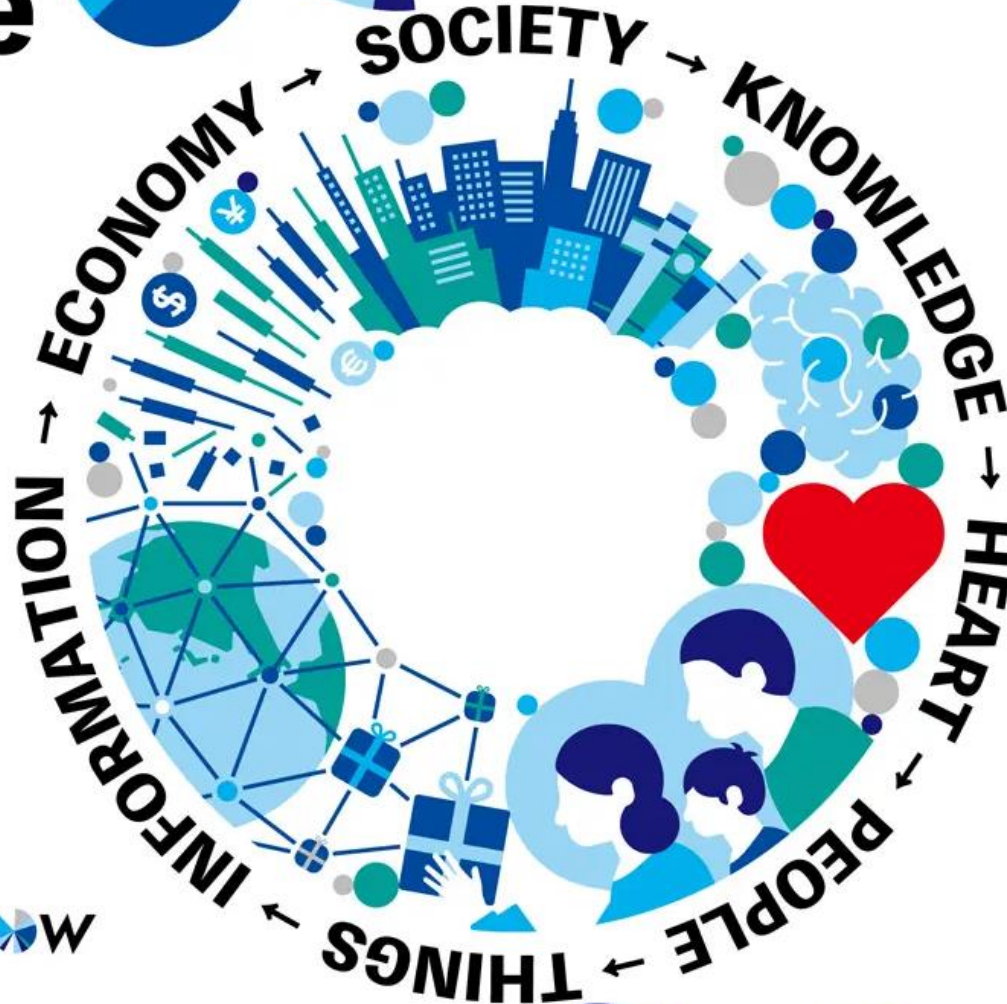
Bringing Diverse Sectors Together to Drive New Collaboration

Same-site event:



Your move moves the world.

Japan Mobility Show
Bizweek 2026



When knowledge moves,
hearts are moved.
When hearts are moved,
people are moved.
And so the economy,
and society, begin to move.

Through each and
every chain reaction,
this world is constantly
reshaping itself.
What drives it forward,
we believe, is expectation,
will, and the courage
to challenge.

Let's move. Let's connect.
Let's move the future towards
what moves us.

Advancing business co-creation across industries through the Seven MOVES



MOVE Knowledge

Advancing learning and collaboration
to expand possibilities



MOVE Heart

Generating emotion and empathy
to inspire the world



MOVE People

Transforming how people
travel, make decisions, and take action



MOVE Things

Revolutionizing the flow of goods
to reshape global circulation



MOVE Information

Connecting data and knowledge
to create value



MOVE Economy

Circulating new value and
sustaining prosperity



MOVE Society

Updating cities and systems to
build up the foundations of society



Overview

Japan Mobility Show Bizweek 2026

Key Programs



**Joint Exhibit by
JAMA Member Companies**



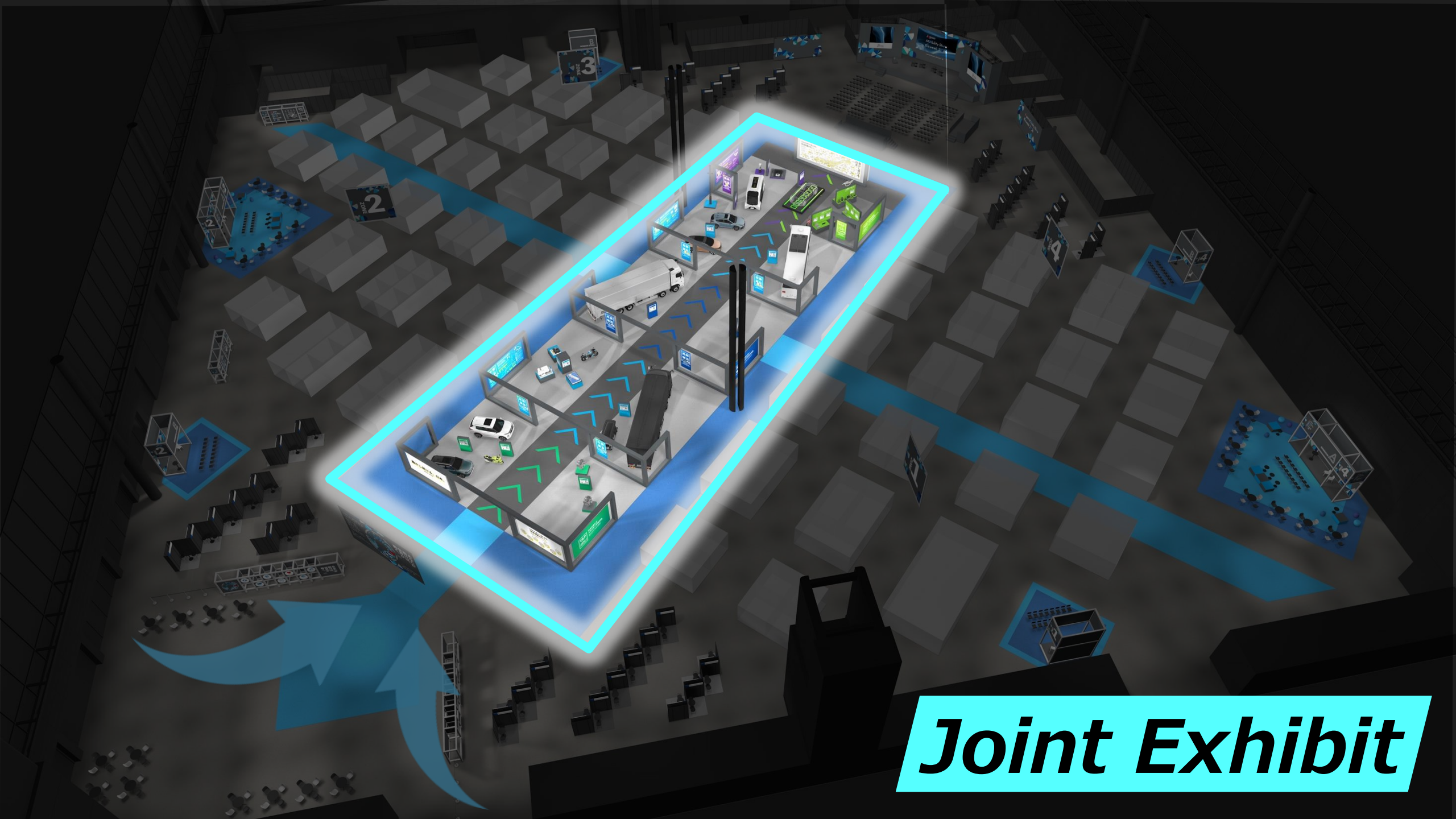
Booths



**Co-Creation Acceleration
Promotion Program**



Future Mobility Forum



Joint Exhibit

Theme:

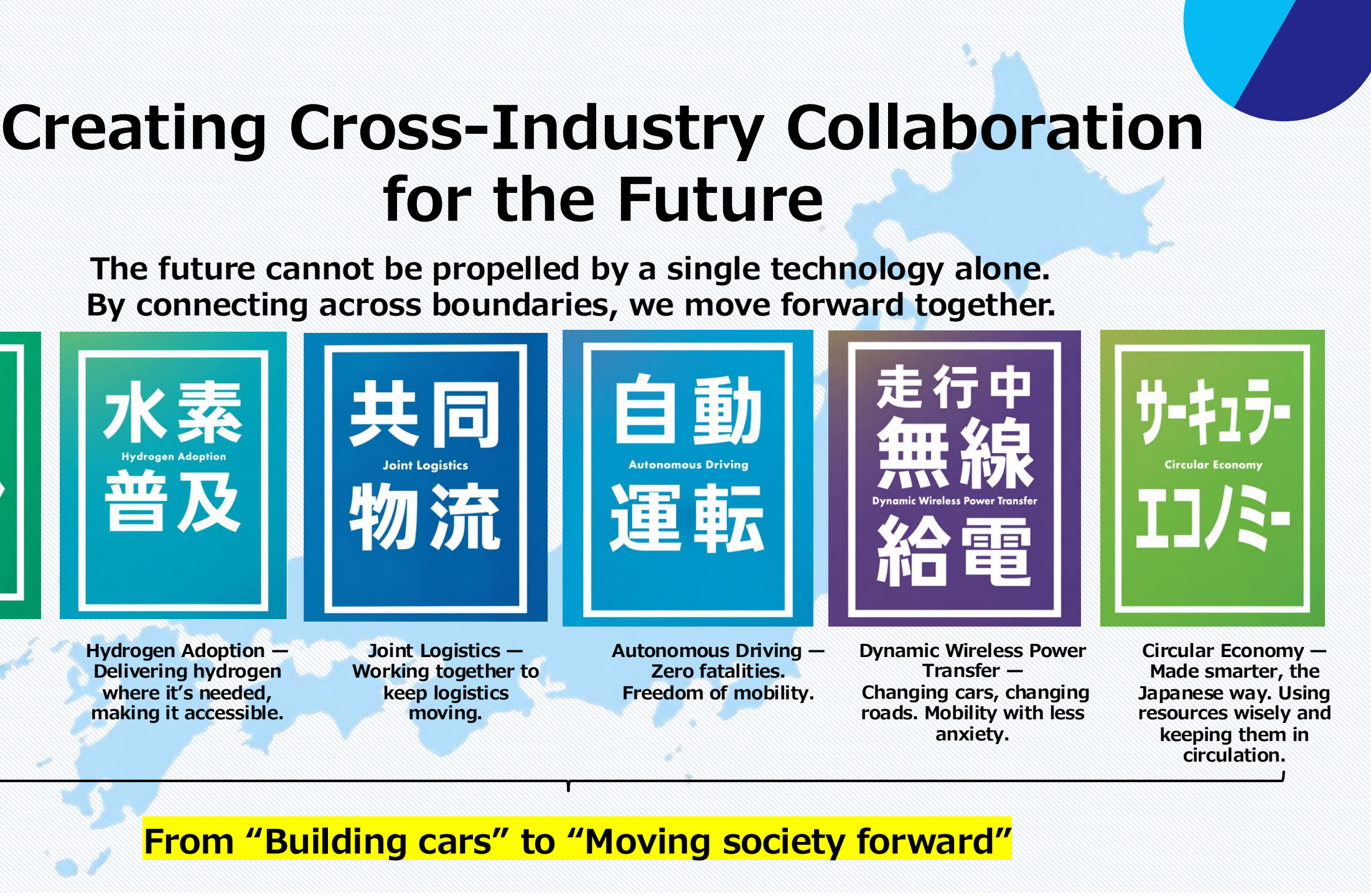
MOVE JAPAN



JAMA Members Come Together
to Showcase Their Visions and
Initiatives for the Future.



Creating Cross-Industry Collaboration for the Future



The future cannot be propelled by a single technology alone.
By connecting across boundaries, we move forward together.



Multi-Pathway —
Diverse choices,
leaving no one
behind.



Hydrogen Adoption —
Delivering hydrogen
where it's needed,
making it accessible.



Joint Logistics —
Working together to
keep logistics
moving.



Autonomous Driving —
Zero fatalities.
Freedom of mobility.

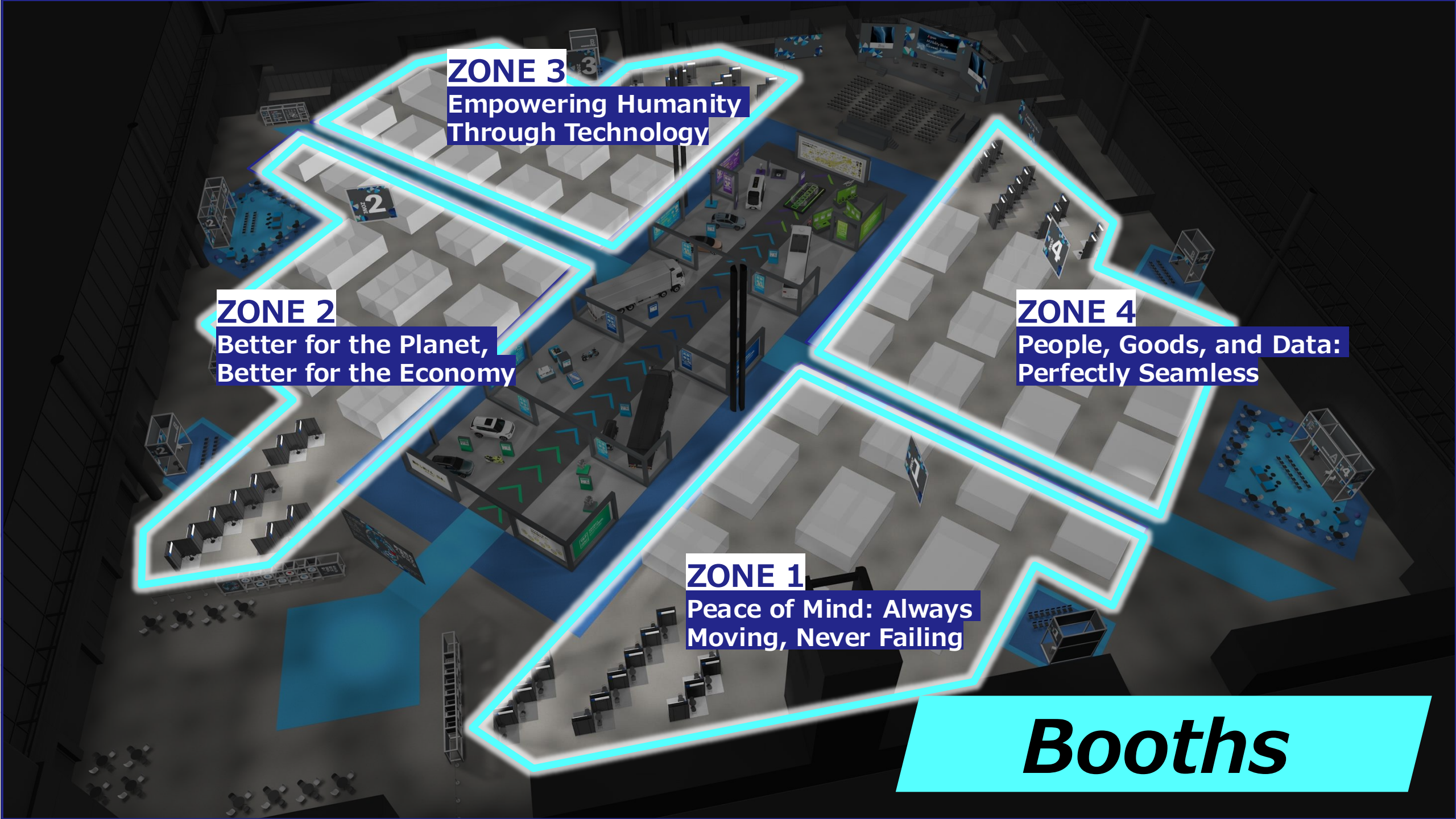


Dynamic Wireless Power
Transfer —
Changing cars, changing
roads. Mobility with less
anxiety.



Circular Economy —
Made smarter, the
Japanese way. Using
resources wisely and
keeping them in
circulation.

From “Building cars” to “Moving society forward”



ZONE 3

Empowering Humanity
Through Technology

ZONE 2

Better for the Planet,
Better for the Economy

ZONE 4

People, Goods, and Data:
Perfectly Seamless

ZONE 1

Peace of Mind: Always
Moving, Never Failing

Booths



Booth Exhibits Across Four ZONEs

ZONE

1

A resilient system that spreads peace of mind.

Towards a society where production and logistics keep moving, sustaining the economy even in emergencies

Towards a society where regulations never become a barrier to economic activity

ZONE

3

With technology, people become even more human.

Towards a society where work is happily shared between people and AI/robots

Towards a society where people of any age can stay vibrant and engaged, true to themselves

ZONE

2

Better for both the environment and the economy.

Towards a society with zero stress on the environmental response, where energy use offers options

Japan: From a resource-importing nation to a resource-circulating leader

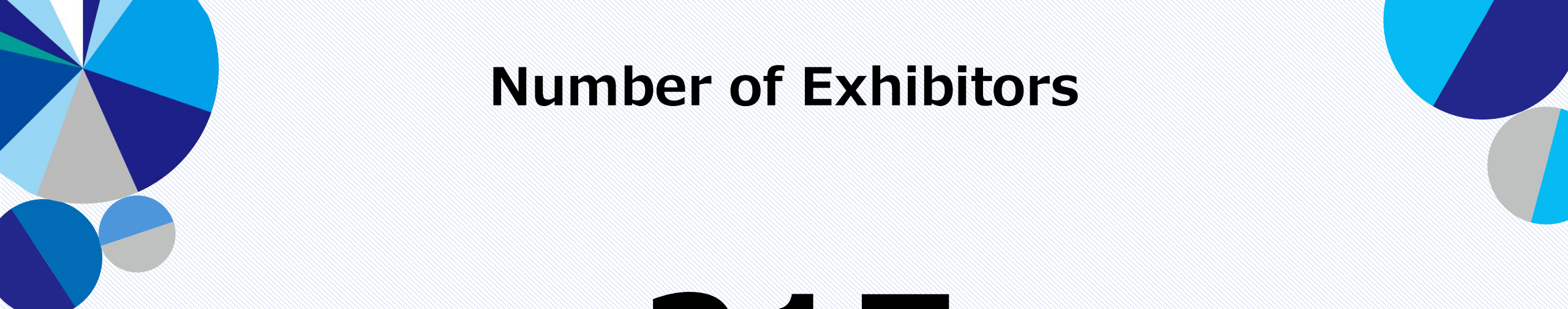
ZONE

4

People, things, and data—all seamlessly connected.

Towards a society where anyone, anywhere, of any age, can move freely as they wish

Towards a society where all the “movement” in the world connects as one, enabling frictionless living



Number of Exhibitors

217

Startups / Universities &
Research Institutions

114

Established Companies

49

Consortiums

20

(5 groups)

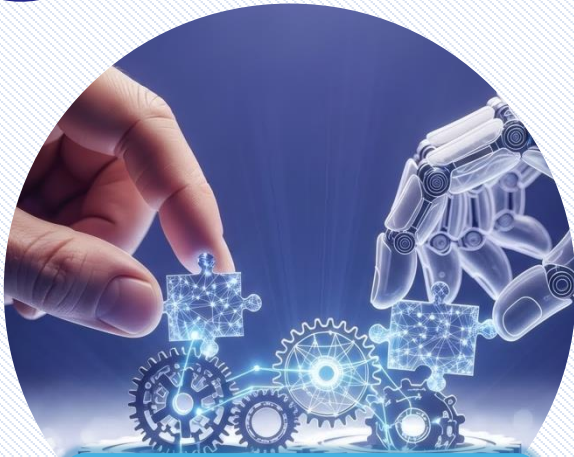
JAPIA

21

JAMA

13

Exhibitors from Across Industry Boundaries



AI & Robotics



Healthcare



Space



Energy

Consortiums

Showcasing co-creation outcomes and processes
to spark the next collaboration

Garraway 0 / F

Garraway 0 / F

STATION Ai Corp.

STATION Ai

Tsuruoka Science Park



Tsuruoka Science Park

Narita International Airport
Corporation



Narita Airport

Connecting Japan to the World

Yokohama Future
Organization

横浜未来機構

YOKOHAMA FUTURE ORGANIZATION

CEATEC AWARD 2026

Mobility Innovation Award | 10 Finalists

Seibii, Inc.



Spectee Inc.



eMotion Fleet
Inc.



OPTIMIND Inc.



everblue
Technologies INC.



LIFEHUB Inc.



ELEMEC Co.,
Ltd.



Virtual Motorsport
Lab Inc.



glafit Inc.



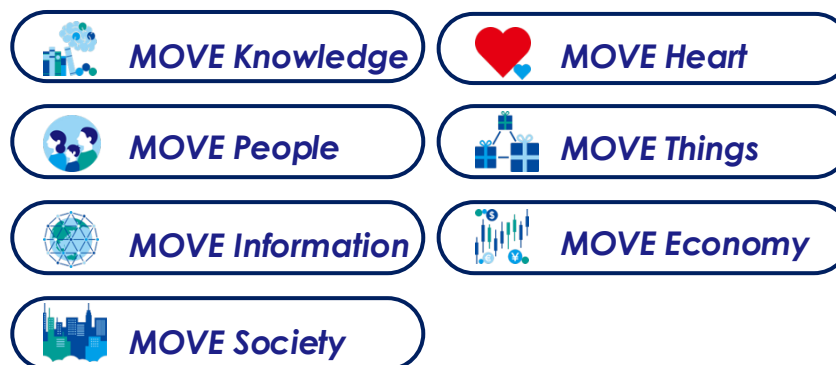
RIDE DESIGN



VENUE MAP

Visitors can move freely between Japan Mobility Show Bizweek and CEATEC, creating more opportunities than ever to connect with new people and ideas.

Each booth displays the “MOVE” challenge it is working on, making exhibitors’ needs and opportunities for collaboration visible to visitors.



Startups / Universities & Research Institutions

Established Companies

Consortiums

JAPIA Member Companies

JAMA Member Companies

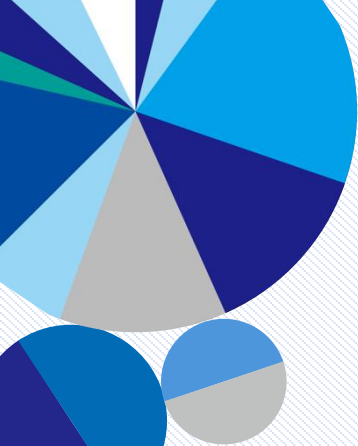


Co-Creation Acceleration Promotion Program

Interactive Programs for Learning & Discovery

supported by **PLUGANDPLAY**





Over the 4-Day Event

Workshops: 6 Programs/12 Sessions

Input Sessions: 16 Topics

Workshop

Reassess strengths and challenges
to clarify your current position.

Hands-on Program

WHY — The need
for co-creation

HOW — The next
move

MAKE — Path to
implementation

Input Session

Learn from experts beyond your industry
and uncover paths to collaboration.

Knowledge-Sharing Programs

By theme (including
core-business growth)

New fields

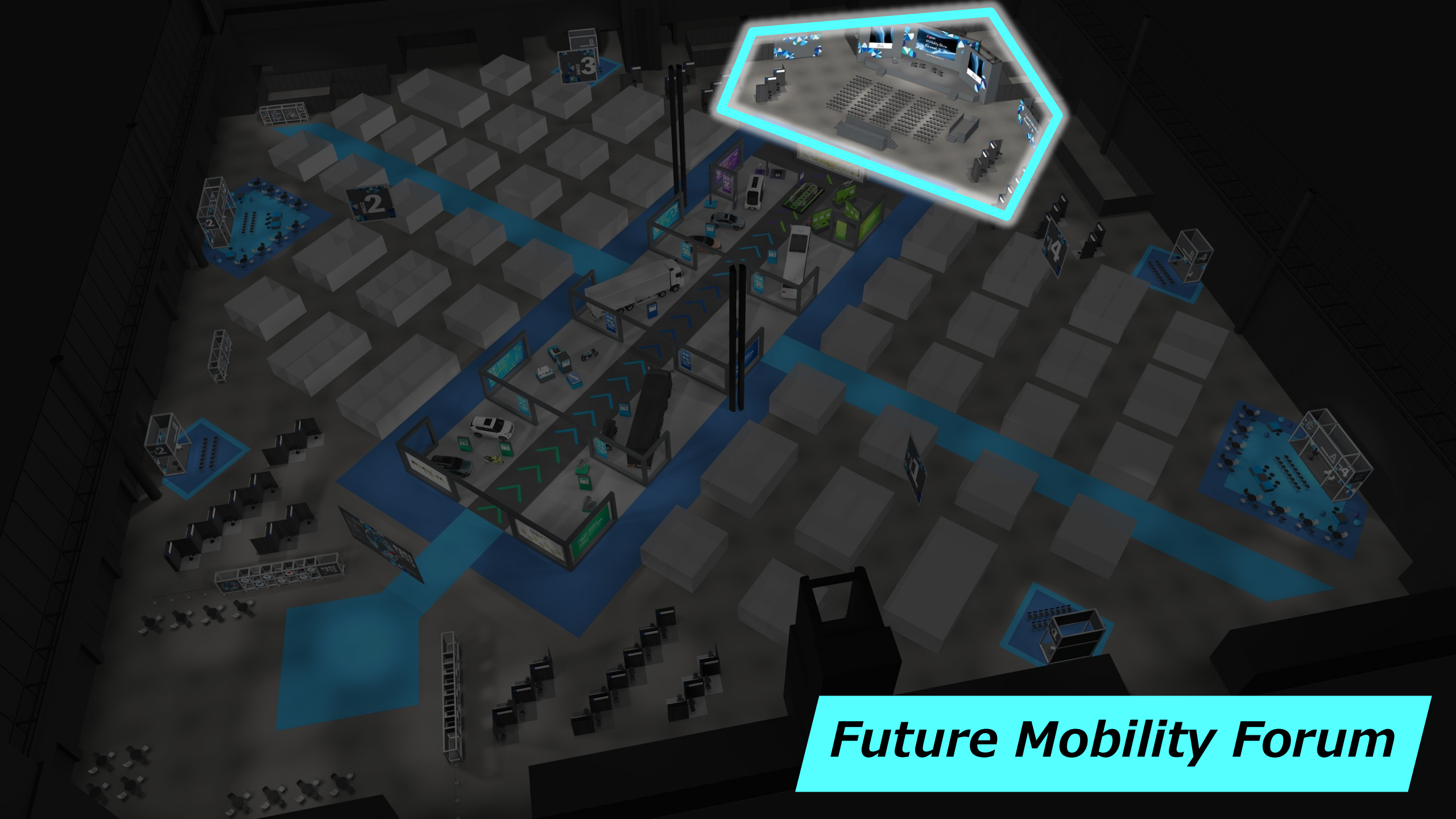
Programs designed to share your company's strengths, challenges, and ambitions—and create connections with potential collaboration partners.

Reverse Pitch

Companies present their needs and challenges to
find partners who can help solve them.

Short Pitch

A 3-minute presentation to showcase your
company's products, business concepts, and
strengths.



Future Mobility Forum

Interactive Discussions Engaging Speakers and Attendees Envisioning the Future of Mobility Across Industries



Future Mobility Forum — Special Session

October 13 (Tue), 11:00-12:00

Title: Creating the Future That Keeps Japan Moving

A discussion on globally competitive industries and how co-creation between established companies and startups can strengthen competitiveness



JAMA
Chairman
Koji SATO



JAMA
Vice Chairman
Toshihiro MIBE



Mujin, Inc.
CEO & Co-Founder
Issei TAKINO



Akari Inc.
President & CEO
Yuki Noro



PIVOT, Inc.
CEO
Norihiko SASAKI

Future Mobility Forum — Business Sessions

10/13 Tue 15:00 - 16:30

Empowering Humanity Through Technology

What will it take to implement AI and robotics as technologies that expand human potential, rather than replace people?



Toshihisa
OKADA



Tetsuya
OGATA



Ivan Espinosa

Moderator
Sayaka Suguro



10/14 Wed 13:00 - 14:30

Better for the Planet, Better for the Economy

How to design the best energy mix for each region and application, and turn decarbonization measures into industrial competitiveness and benefits for consumers?



Nobuyoshi
YAMASAKI



Noriaki
Oba



Masahiro
MORO



Keisuke
KISHIURA

Moderator
Sayaka Suguro



10/15 Thu 13:00 - 14:30

Peace of Mind: Always Moving, Never Failing

How to connect commercial vehicles, logistics data and autonomous driving control to build logistics and transport infrastructure with operational viability under both normal and emergency conditions?



Kenjiro
MURAKAMI



Shinpei
KATO



Naohiro
YAMAGUCHI



Satyakam Arya



Koichi
ITO

Moderator
Sayaka Suguro



10/16 Fri 13:00 - 14:30

People, Goods, and Data: Perfectly Seamless

How to connect safe vehicles, compact mobility, motorcycles and operational data to create a model for regional transport that can be replicated region by region?



Setsuna
SAITO



Tomio
MIWA



Motofumi
SHITARA



Atsushi
OSAKI



Masahiro
INOUE

Moderator
Sayaka Suguro



Other On-Stage Sessions

Oct. 14 (Wed), 11:00–12:00

Company /
Organization

Japan Automobile Manufacturers
Association (JAMA)
Connected Vehicle Committee

Data Moves Society: Using Vehicle Data to Address Tomorrow's Social Challenges

Speakers:

- Tetsuya OYAMADA (JAMA/Chair, Connected Vehicle Committee)
- Yutaka FUKUMORI (JAMA/Chair, Social Implementation Promotion Subcommittee)
- Takeshi TAKEMOTO (JAMA/Chair, Platform Collaboration Subcommittee)
- Kenji MOMOTA (Automotive Journalist)

Oct. 14 (Wed), 15:30–16:30

Company /
Organization

PwC Consulting LLC

Reinventing the Mobility Development & Operations Cycle with Physical AI: An Industrial Architecture Approach

Speakers:

- Masaki HOSOI PwC Consulting LLC/Smart Mobility Integrated Research Institute IX-SBX New Business Co-Partner
- Kenta MUKAI PwC Consulting LLC/Strategy & Partner

Oct. 15 (Thu), 10:30–11:30

Company /
Organization

KODANSHA BECK Co., Ltd.

Tokyo Mobility Conference 2026 with Best Car

Speakers:

- Koji SATO(JAMA/ Chairman)
- Shogo TERASAKI(Kodansha-BECK Co.LTD)

Oct. 15 (Thu), 15:30–16:30

Company /
Organization

Japan Automobile Manufacturers
Association (JAMA) — Next-Generation
Mobility Policy Subcommittee

Mobility Vision 2050 Dialogue: Co-Creating the Future Beyond the Automotive Industry (working title)

Speakers:

- Masafumi KIZU (JAMA/Chair, Next-Generation Mobility Policy Subcommittee)
- Hiroyuki YAMASHITA(JAMA/Leader, WG①, Next-Generation Mobility Policy Subcommittee, Next-Generation Mobility Committee)
- Takashi OZAWA (JAMA/Leader, WG②, Next-Generation Mobility Policy Subcommittee, Next-Generation Mobility Committee)
- Shinichiro YOSHIDA (JAMA/Leader, WG③, Next-Generation Mobility Policy Subcommittee, Next-Generation Mobility Committee)
- Masashi OKADA (Arthur D Little Japan, Inc./Principal)

Oct. 16 (Fri), 11:00–12:00

Company /
Organization

Japan Automobile Manufacturers
Association (JAMA) — Information
Trust Subcommittee

Data Protection and Utilization under the Revised Act on the Protection of Personal Information

Speakers:

- Reo TAKEZAWA (JAMA/Chair, Information Trust Subcommittee)
- Akiko TOMISHIGE (Honda Motor Co., Ltd.)
- Shintaro KOBAYASHI (Nomura Research Institute, Ltd./Partner, Consulting Division)

Oct. 16 (Fri), 15:30–16:30

Company /
Organization

PwC Consulting LLC

Global Development: Turning Chinese Suppliers into a Competitive Advantage

Speakers:

- Ken NAMBO (PwC Consulting LLC/Managing Director)
- Ryota SATO (PwC Consulting LLC/Director)

CEATEC連携ステージ

HB-132

Towards Japan's Future Society

CEATEC
Innovation for All



Koji SATO

Chairman
Japan Automobile Manufacturers
Association



Takashi NIINO

Chairman
Japan Electronics and Information
Technology Industries Association

2026.10.13 **Tue** 13:00~13:45

Makuhari Messe International Conference Hall 2F Convention Hall B (HB)

Business matching platform

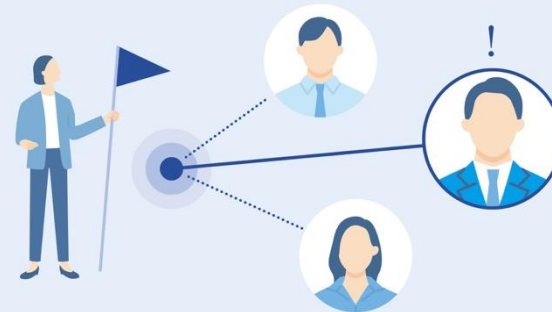
Meet-up Box

Expanding features to further
promote co-creation

Open matching



Challenge-based matching



Enhanced recommendation functionality

Japan Mobility Show Bizweek 2026

Dates

10/13  14  15  16 

Hours

10:00-17:00

Venue

Makuhari Messe International Exhibition
Hall, Halls 2 and 3

Admission

Free of charge

Online pre-registration required

Organizer

JAMA

CEATEC 2026



Information on Press Registration

Please complete your press registration at the press registration counter located at the Makuhari Messe Central Entrance before entering.

As there is no advance registration system, please present two business cards on the day of the event, and a press pass will be issued to you on the spot.

Press Center

Hours

October 13 (Tuesday)-October 16 (Friday), 9:30 AM-6:00 PM

*Ends at 5:00 PM on October 16 only

Location

Makuhari Messe
International Exhibition Hall, Hall 4

Facilities & Services

Workspace
Catering service
Cloakroom service
Reference materials area

Please note that the number of lockers is limited.

