



# Japan Mobility Show

Japan Mobility Show 2025  
Guide for Startup Future Factory program participants



Japan Automobile Manufacturers Association  
JAPAN MOBILITY SHOW Office





## About JAPAN MOBILITY SHOW



# Japan Mobility Show

01

About JAPAN MOBILITY SHOW

**1954** The first show was held as "All-Japan Auto Show" at Hibiya Park in Tokyo. At that time, the main attention was on commercial vehicles, such as trucks and buses, rather than passenger cars. Since it still wasn't common for ordinary households to own a vehicle, and vehicle displays were rare, there were many visitors.

**1955** 2nd

**1956** 3rd

**1957** 4th

It was a year when the "PR Center" featured automotive design and opened the "Automobile Anything Consultation Office", the show evolved from a place for advertising to a place for business meetings.

**1958** 5th

**1959** 6th

## From 1954

Beginning of history

## From 1960

**1970** Held annually since the 17th show in 1954.  
• For the first time, imported cars participated in the event in earnest.  
• Debuted as an international show.

**1964** 11th  
The "All Japan Motor Show" was renamed to the "Tokyo Motor Show". The Tokyo Olympics accelerated the development of the domestic infrastructure, and a variety of vehicles were introduced to the market.

**1963** 10th

**1962** 9th

**1961** 8th

**1960** 7th

**1971** 18th

**1972** 19th

**1973** 20th

With 20 memorable events, it changed to a biennial event.

**1975** 21st

**1977** 22nd

**1979** 23rd

In the 1970s, Japanese cars began to rapidly gain recognition in the global market, and the Tokyo Motor Show began to attract attention as an international event. Japanese automakers focused on energy-saving technologies and eco-car technologies that comply with exhaust gas regulations, and exhibited fuel-efficiency improvement technologies.

## From 1970

International development

Futuristic concept cars

## From 1980

**1989** 28th

This year, the name of the year was changed to Heisei, the Tokyo Motor Show moved from Harumi, which was the venue for 30 years starting with the sixth show, to Makuhari Messe in Chiba Prefecture. The theme of the 28th show, which was the opening event of the facility, was "Free running. The heart stimulates the Earth". 11

**1987** 27th

**1985** 26th

**1983** 25th

**1981** 24th

**1991** 29th

Theme of "Discovery, New Relationships. People, Cars, and the Earth". The number of visitors exceeded 2 million for the first time in Tokyo Motor Show's history, but by changing the duration to 15 days and extending the opening hours, the visitors themselves were dispersed. Electric vehicles, which were overcoming the challenges, also attracted attention.

**1993** 30th

**1995** 31st

**1997** 32nd

**1999** 33rd

In the 1990s, environmental issues and energy efficiency became the major themes of the Tokyo Motor Show, and eco-friendly vehicles such as hybrid cars and electric cars attracted attention. In 1997, Toyota introduced the Prius, and hybrid cars became more practical, while many automakers entered the eco-car market.

## From 1990

Modernization and environmental friendliness

Evolution of IT technology

## From 2000

**2009** 41st

This was the first time in 10 years that the exhibition was reorganized as a "new comprehensive show," and it was enriched with special participatory and hands-on events with enhanced entertainment, allowing visitors to experience the "Dreams, fun, and splendor of cars".

The 39th event was held on the 50th anniversary of the first All-Japan Auto Show in 1954

**2005** 39th

**2004** 38th

**2003** 37th

**2002** 36th

**2001** 35th

**2000** 34th

# History

**2011** 42nd

The venue was changed from Makuhari to Tokyo Big Sight.

**2013** 43rd

**2015** 44th

**2017** 45th

**2019** 46th

With the utilization of autonomous driving and AI, and an increased focus on next-generation technology, at this time, the concept of car sharing and MaaS (Mobility as a Service) as well as electrification attracted attention, and the future of mobility beyond the framework of the automotive industry began to be discussed.

## From 2010

Digital revolution and autonomous driving

## 2023

Japan Mobility Show

From Tokyo Motor Show to JAPAN MOBILITY SHOW

Launched as a "Co-creation platform" to explore an exciting future

## 2025

Show theme for 2025, 48th  
"A unique opportunity to explore mobility's future!"

Japan  
Mobility  
Show

Japan Mobility Show  
Bizweek

A business event that accelerates business co-creation by matching companies

Meef-up Box



## 2024

Creating the future, a place for making allies





From the 1st in 1954 – 46th in 2019  
**TOKYO MOTOR SHOW**  
"General Automobile Exhibition"



Inheriting the DNA of  
the Tokyo Motor Show

Since: 2023

# Japan Mobility Show

"**Co-creation Platform**"

to explore an Exciting Future

**Co-creation of  
the Future** toward a  
mobility-based society  
Toward a Prosperous  
and Dreamy Mobility  
Society

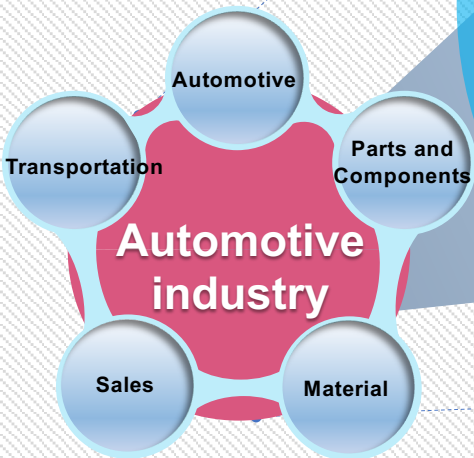
**Appeal of  
Mobility**  
Industry, Function, and  
Experience  
Appealing from  
multiple angles

**New Allies**  
Startups  
Involvement of  
other industries

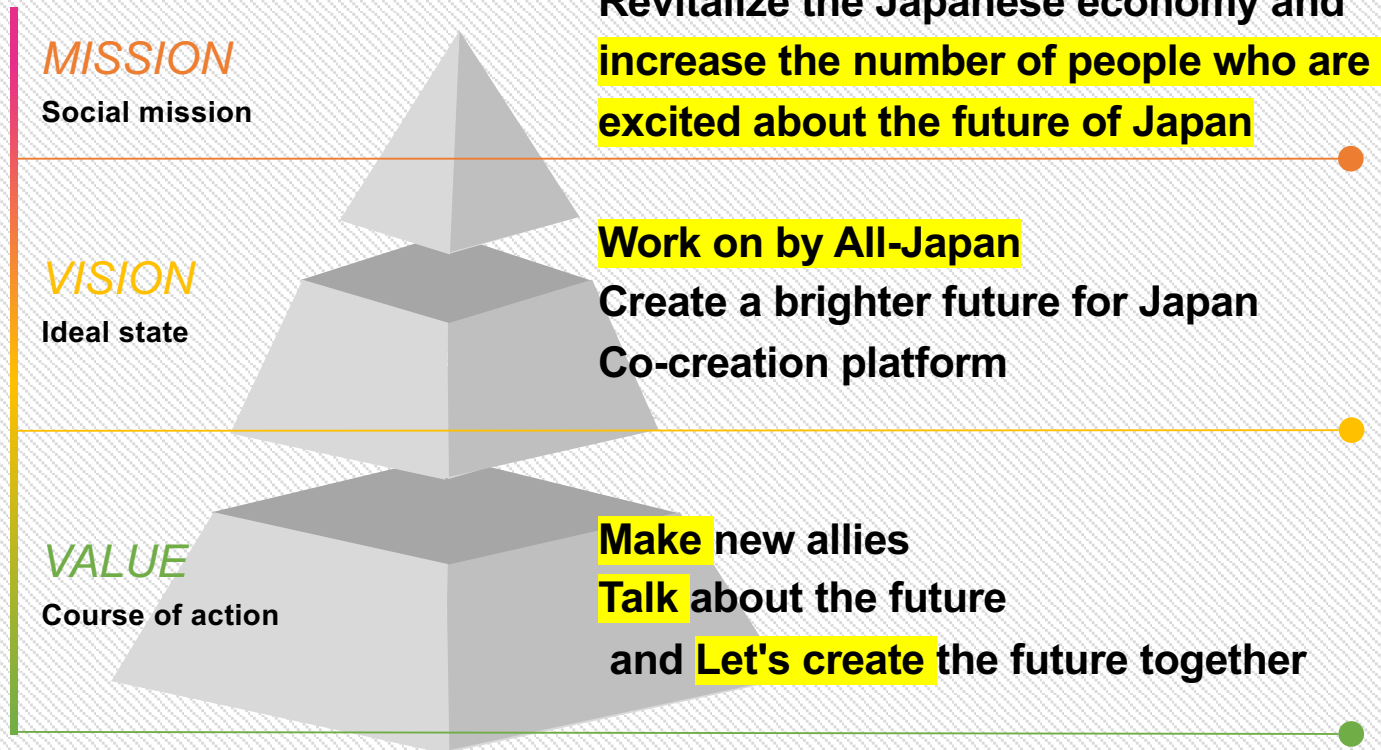


## Expanding the Mobility Industry

Growing the mobility industry  
by all-Japan









## Business event

### Japan Mobility Show Bizweek

A community event that aims to strengthen cooperation between companies in order to build a mobility society

**"Creating the future, a place for making allies"**

#### Target

- 2B: Mobility-related companies
- 2C: Mobility business workers / Those who want to be among the first to feel mobility information

Held alternately

## Showcase event

### Japan Mobility Show

A show event that conveys the future of mobility to consumers and continues the connection between companies at business events

**"A place to look for the excitement of the future"**

#### Target

- 2C: People who want to feel the mobility scene of the future as soon as possible
- 2B: New mobility-related companies to join

Business matching platform

**Meet-up Box**



Business meetings



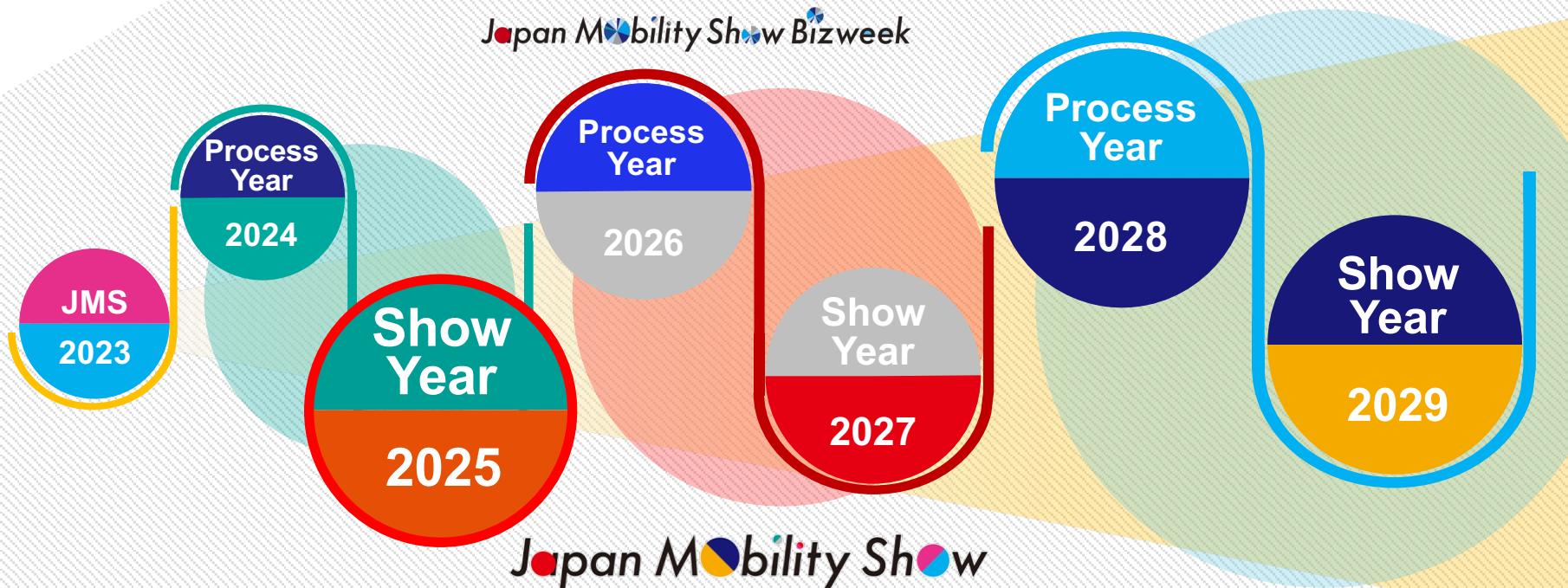
Business co-creation

A gathering place for companies to promote real business co-creation toward the construction of the mobility society of the future



Held every year as a continuous activity that has been packaged for two years

Japan Mobility Show Bizweek







# **JAPAN MOBILITY SHOW**

## **Results of 2023 / 2024**



## Tokyo Future Tour

(Future of Mobility  
Demonstration Show)



## Japan Future Session

(Talk show)



## Startup Future Factory

(Startup companies)



## Motorsports

(Indoor and outdoor)



## e-Motor Sports



## Personal Mobility Ride

(Outdoor)



## "kei" (mini) truck market



Tomica

TAKARA  
TOMY



KidZania

KidZania



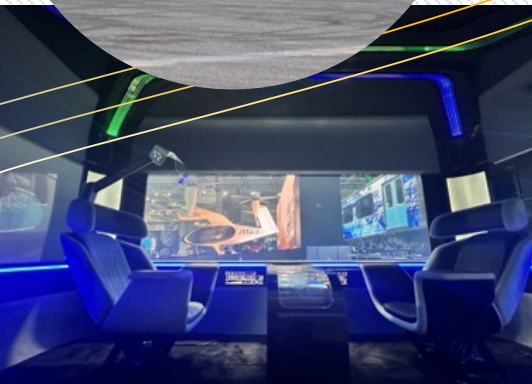


Click here for scenes of 2023 event: <https://2023.japan-mobility-show.com/gallery/>





Click here for scenes of 2023 event: <https://2023.japan-mobility-show.com/gallery/>





## Booth exhibits

by the established company and startups  
Find New Business Partners



## Vehicle Display



## Business Matching

Promotion of corporate  
co-creation



## Meet-up Box

Enabled smooth and  
efficient business  
meetings!



## Future Mobility Forum

Discussions for Our Future



Future Mobility Forum



Japan Mobility Show  
Bizweek 2024



## Japan Mobility Show Bizweek





### Japan Mobility Show


#### 2023 Results

- Period: Thursday, Oct 26 - Sunday, November 5, 2023
- Venue: Tokyo Big Sight

Number of participating companies	Approx. <b>500</b> <small>A record high</small>	Startups Approx. 100	Participation in the organizer projects Approx. 200
Number of visitors	Approx. <b>1.11 million</b> Visitor attributes		
	Men and women under 29 years old 39.1%	Employment ratio 77.5%	New visitor rate 22.4%
		Living in the 23 wards of Tokyo 36.6%	Family/friends 74.2%
			Foreign nationality 4.2%
Media coverage	Approx. <b>23,000</b>	Each media coverage, breakdown TV shows: Approx. 300 Newspapers: Approx. 1,700 articles Web: Approx. 21,000	The number of visitors from press Approx. 10,000
Economic effect	Approx. JPY <b>100</b> billion		
Number of business matches	<b>430</b>		

### Japan Mobility Show Bizweek

#### 2024 Results

- Period: Tuesday, Oct 15 2024 - Friday, October 18
- Venue: Makuhari Messe  Held simultaneously with CEATEC

Number of participating companies	203	Established companies 58	Startups 145
	New companies from sectors such as heavy industry, construction , electricity, IT, information technology, and telecommunications industries also participated		
Number of business matches	Approx. 900 cases	➔	Estimated value by the post-show questionnaire Approx. 2,000
Number of business meetings	Approx. 400	➔	Estimated value by the post-show questionnaire Approx. 1,700
Business collaboration	Approx. 100 in progress (estimated value by questionnaire)		
Media coverage	Approx. 1,400		
	Meet-up Box		
Number of registered companies	Approx. 1,000	Established companies: 450 Startups: 300	
Number of registered businesses	Approx. 2,000	Others: 250 companies and organizations * As of November 2024	



2023: Approx. 23,000

Media coverage

2024: Approx. 1,400

# Japan Mobility Show

# Japan Mobility Show Bizweek



Supplementary)

2023: Covered in various ways, including news reports, information programs, and entertainment

2024: Covered by news report and business programs mainly





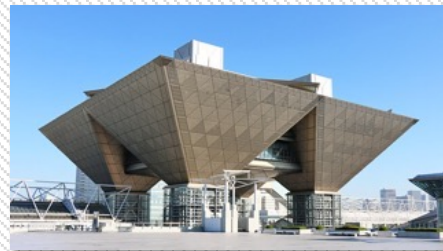
# Outline of JAPAN MOBILITY SHOW 2025



Period: **October 29, 2025** **Wed.** - **November 9, 2025** **Sun.**

Venue: Tokyo Big Sight (East, West, and South Exhibition Halls)

\* All buildings to be used except for halls subject to large-scale repair work (East Hall 1-3)



Date	Day of the week	Opening hours	Name
October 29, 2025	Wed.	8:00 - 18:00	Press Days
October 30, 2025	Thu.	8:00 - 13:00	
		13:30 - 18:00	Official Day (Invitees of the Opening Ceremony, etc.)
October 31, 2025	Fri.	9:00 - 19:00	Special Invitation Day/ Special visit day for those with disability certificate
		13:30 - 19:00	
November 1, 2025	Sat.	Weekdays : 10:00 - 19:00 Saturdays and Holidays: 9:00 - 19:00 Sundays : 9:00 - 18:00	Public Opening Days (Between 9:00 - 10:00 is only for those with special tickets.)
-			
November 9, 2025	Sun.		



# Japan Mobility Show

**A unique opportunity to  
explore mobility's future!**





In addition to the content on display at mobility-related companies' exhibitor stands, visitors will be able to enjoy a wide range of programs inspired by three main themes.

1

Visions of the Future

## #FUTURE

- Theme -  
“The **Future** of Mobility”

Programs will demonstrate how mobility will play a crucial role in the years ahead, offering exciting visions of what to look forward to and fostering co-creation momentum for Japan and the world.

2

Mobility Culture

## #CULTURE

- Theme -  
“The **Appeal** of Mobility”

Programs will focus on the appeal and convenience of different types of mobility including but not limited to road-based mobility, emphasizing the added value they can bring to users.

3

Business Co-Creation Promotion

## #CREATION

- Theme -  
“The **Business** of Mobility”

To help move the Japanese economy forward in a positive and sustainable direction, programs will promote the forging of partnerships and co-creation among businesses that contribute to the advancement of the mobility industry.



A comprehensive event of mobility to be enjoyed by families and children

### #FUTURE



### #CULTURE



### #CREATION



### #KIDS



### #FOOD



### #EXHIBITION







In addition to the conventional sections, we will add the Mobility-related section, which includes IT, information, communications, public transportation, and infrastructure





## Introduction of Participatory Program



As an opportunity to create the future together with more companies and organizations, also to strengthen the connection between the visitors and the exhibitor companies and organizations, the organizer will present a variety of host programs as its role to bridge across the entire venue.

**#FUTURE**

**Tokyo  
Future  
Tour 2** (Tentative)

**#CULTURE**

**Mobility  
Culture  
Area** (Tentative)

**#CREATION**

**Startup  
Future  
Factory**

**#KIDS**

**Out of KidZania**  
in JAPAN MOBILITY SHOW 2025

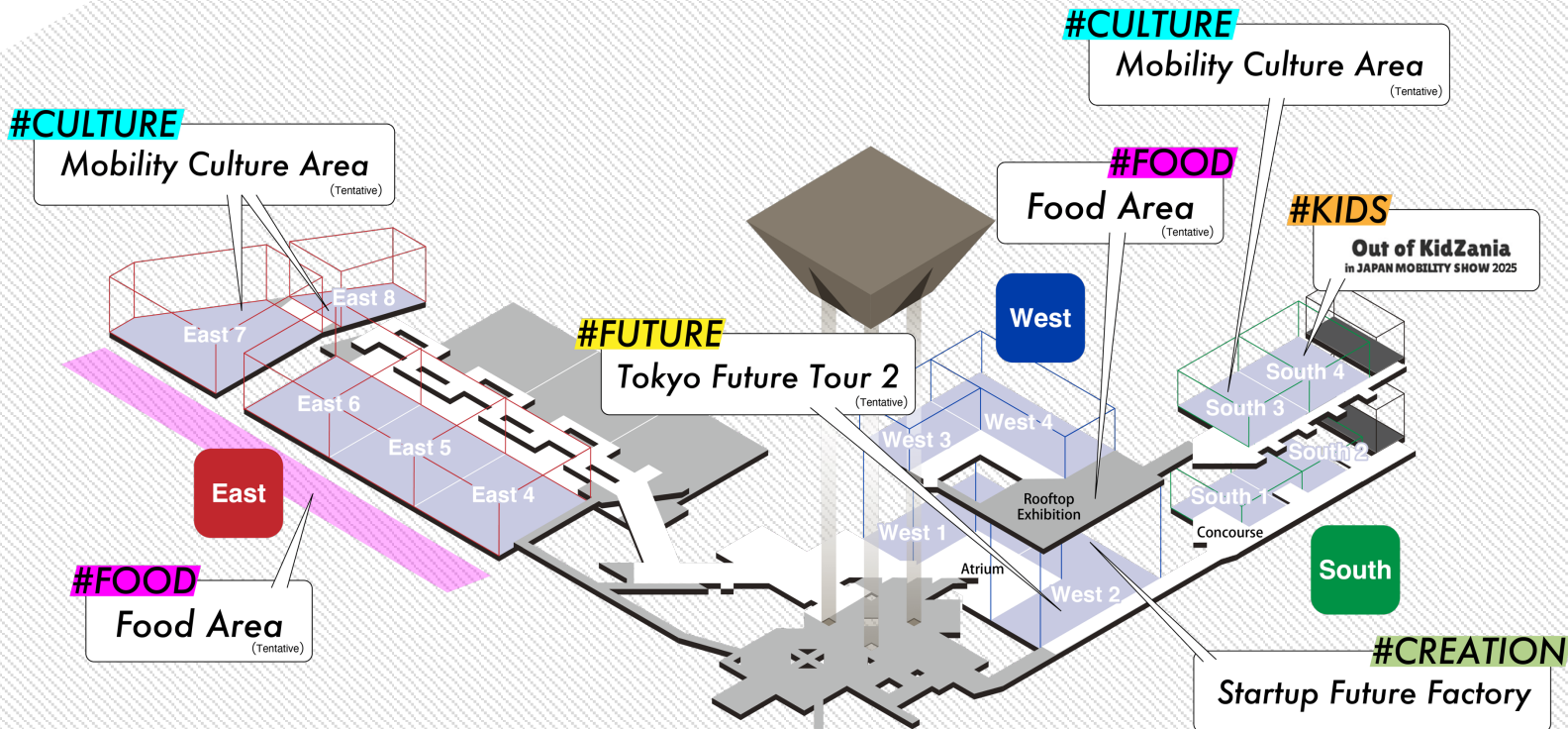
**#FOOD**

**Food Area** (Tentative)



Venue

Host program areas (tentative)





# Startup Future Factory



## Create “Exciting Future”

“We want to create prosperous and inspiring mobility society.”

To promote this desire, in 2025,  
this event is going to gather the startup companies that will lead the future,  
and will create opportunities for business co-creation  
among companies such as operating companies.



## Application① Exhibitor Booths

Toward building the mobility society of the future by solving social issues,  
addressing environmental concerns, and creating added value,  
we are looking for startup companies that will lead the next generation, by setting up 4 important categories.

The program will be charged from 2025,  
and we aim to create an area where players with a high desire to co-create business are able to gather.

Exhibition  
Fee :

**¥ 330,000** (including tax) per booth

### Overview

- Exhibition Schedule: Designated consecutive 4 days during 10/29/2025-11/9/2025
- Exhibition Slots: 100 slots - 150 slots maximum \*50 slots each for 4 days  
3 times of rearrangement
- Exhibition Fee: ¥ 330,000 (including tax) per booth



- Booth Size: Width 3m x Depth 3m x Height 2.7m (approx. 9.0m<sup>2</sup>)
- Application Themes: 4 categories set up \*see next page



Meet-up Box

Business Matching measures also continue!



## Application Themes

What do various technologies and services bring to consumers?

We are looking for applications in four categories below,  
in order to express more clearly for the consumers to understand better.

- 1 Making mobility more enjoyable and more accessible**
- 2 Advancing environmental and economic sustainability**
- 3 Improving systems that support daily life- and work-related activities**
- 4 Finding new pathways for advancing mobility to frontiers “beyond imagination”**





# Making mobility more enjoyable and more accessible

We are looking for startup companies that aim to realize a society where everyone can move around comfortably and further expand freedom of movement through the spread of electric vehicles, automatic driving technology, and charging infrastructure.



## KEYWORD

#Electrification (EV, PHEV, FCEV, etc.)

#New Ways of Transportation

(Electric two-wheeled vehicle,  
Automated delivery robots, etc.)

#Automatic Driving (Level 4, MaaS, etc)

#Sharing Mobility (Car-Sharing, Ride-Sharing, etc.)

#Development of Charging Infrastructure  
(V2X, Wireless Charging, etc.)

#Last Mile Delivery (E-Scooter, Micro-EV, etc.)

#Advanced Maintenance

(Used car Appraisal, Mechanic Matching, etc.)

#DX of Urban Transportation

(AI Signal, Smart Intersection, etc.)

#Mobility Accessibility (Senior, Disabled person MaaS, etc.)

# Optimization of public transportation

(Data linkage, On-Demand Transportation, etc.)

#Smart Parking (Automatic Payment, EV Charging, etc)

#Community Based Mobility

(Sightseeing MaaS, Automatic Driving Vehicle : AMV, etc.)





## Advancing environmental and economic sustainability

We're looking for startup companies that can establish stable supplies of important components such as semiconductors and batteries, promote recycling technology and the circular economy, support Japanese manufacturing, and build a sustainable society and a strong industrial base.



### KEYWORD

- # Advanced Manufacturing (3D Printer, CAD, etc.)
- #Sustainable Mobility (Environmentally friendly materials, Lightweight Technology, etc.)
- #Battery Recycle (Reuse, Circular Economy, etc.)
- # Next Generation Semiconductors (Low Power Consumption, Domestic, etc.)
- #Resource Recycling (3R, CO2 Capture, SAF, etc.)
- # decarbonation, Carbon-Neutral (CO2 Tracking, Non-Fossil Certificate)
- #Local production for local consumption manufacturing (Local economic promotion, Distributed Production, etc.)

- #Smart Factory (Automatic, Labor Saving, Edge AI, etc.)
- #Use of Hydrogen Energy (FCV, Hydrogen Station, etc.)
- # Promotion of Green Infrastructure (Zero Emission Factory, etc.)
- #Biogas Power Generation (methanephase, mini-factory, etc.)
- #Sustainable Energy (Solar power generation, geothermal power generation, etc.)
- #Energy Management System (excess power, energy storage/thermal storage, etc.)





## Improving systems that support daily life- and work-related activities

A startup that aims to solve transportation, logistics, and environmental problems through the use of AI and data, promote the development of autonomous driving and smart cities, and build a more efficient society by realizing safe and sustainable social infrastructure and promoting work style reform.



### KEYWORD

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#Smart City (City OS, Data Linkage, etc.)

#Evolution of MaaS

(On-demand Transportation,

Subscription Transportation, etc.)

# Spread use of automatic driving

(Robot Taxi, AI Operating Management, etc.)

#Logistics DX (Automatic Delivery, Drone Logistics, etc.)

# Optimization of urban transportation

(AI Signal, Traffic jam reduction, etc.)

# Disaster prevention

(emergency power supply, Disaster support, etc.)

#Use of AI, Generative AI

(Automatic Driving, route optimization, etc.)

#IoT/ Sensor Utilization

(Real-time traffic monitoring, Safe Driving Support, etc.)

# Reduction of environmental impact

(carbon-free logistics, electric trucks, etc.)

#Work Style Reform (Remote work, Efficient use of travel time, etc.)

# Solving labor shortages, Labor Productivity Improvement

(Personnel optimization, Risking, etc.)



4

# Finding new pathways for advancing mobility to frontiers “beyond imagination”

We're looking for startup companies that aim to create a future in which travel will become a more enjoyable, comfortable and enriching experience through the evolution of in-car entertainment and enhanced healthcare functions, and to improve the value of travel.



KEYWORD

#Personalized Mobility (SDV, Customized UI, etc.)

# The evolution of in-vehicle entertainment

(5G, metaverse, etc.)

#Comfortable travel space (quiet design, in-vehicle living, etc.)

#Healthcare (health management, relaxation functions, etc.)

#Seamless travel experience (smart keys, facial recognition, etc.)

#Mobility subscription (on-demand cars, subscription services, etc.)

#Evolution of Sightseeing MaaS (region-specific, mobile hotels, etc.)

#Use of digital twin (real-time traffic forecasting, etc.)

# Utilization of IoT and sensors (biometric identification, comfort temperature control, etc.)

# Generated AI (custom driving assist, voice assistant, etc.)

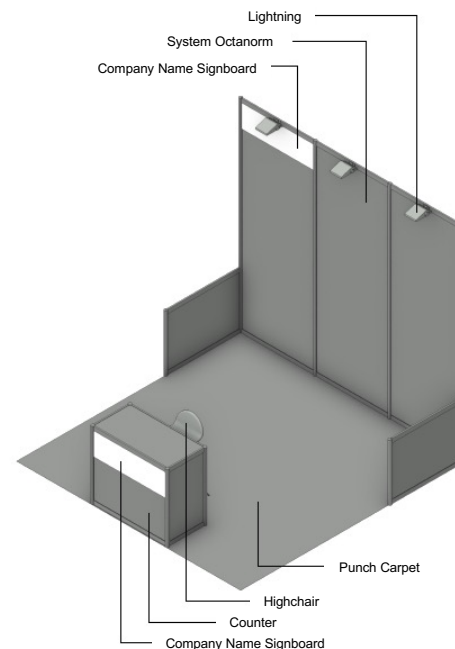
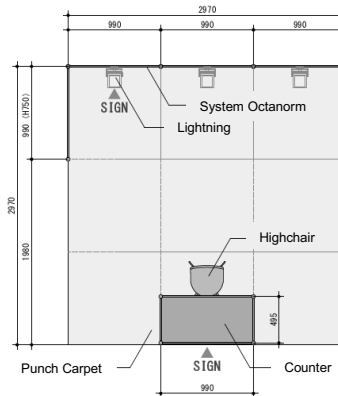


## Exhibitor Booths Image

**Width 3m x Depth 3m x Height 2.7m (approx. 9.0m<sup>2</sup>)**

### ● Equipment included in the basic package

Equipment	Number	Note
System Octanorm	1 set	Exhibit booth foundation construction
Company Name Signboard	2	Company name Exhibit booth title (*text only)
Punch Carpet	1 set	
Highchair	2	approx. Height 700mm
Counter	1	
Power Outlet	1	1.5kw parallel outlet
Internet (Wi-Fi)	1 set	Wi-Fi connection shared by all exhibitors
Lightning	1 set	Installed at the top of the booth



\*Booth design may change while adjustments are being made.

\*Optional plans (charged) are available for equipment and decorations other than the basic package. Details will be provided separately after the exhibitor has been selected.

\*Additional decorations and exhibits are limited.

\* Booth locations will be determined by the secretariat.



## About Exhibition Schedule

Exhibitors are required to exhibit in one of the three terms (4 days)  
The whole exhibition period is 12 days.

10月			11月								
29	30	31	1	2	3	4	5	6	7	8	9
Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Press Day (8:00-18:00)	Press Day (8:00-13:00) Official Day (13:30-19:00)	Special Invitation Day (9:00-19:00) General Public Day (13:30-19:00)	General Public Days (Weekdays 10:00-19:00 / Saturday & Holiday 9:00-19:00 / Sunday 9:00-18:00)								
Term A			Term B			Term C					
10/29/2025 – 11/1/2025			11/2/2025 – 11/5/2025			11/6/2025 – 11/9/2025					
4 days including Press Day, where media exposure is expected. On the other hand, the visitors on Press Day and Official Day are low in number.			Three consecutive holidays when many general consumers are expected to visit, and weekdays when business people are expected to visit.			4 days including the last weekend when the highest number of visitors came at the last JapanMobilityShow2023					



## Seven Effects You Can Expect from Exhibiting at the Stand

### ① Networking

Opportunity to connect with industry experts, investors and other startups

### ② Branding

Opportunity to spread your brand and increase awareness

### ③ Collecting feedback

Get direct feedback from visitors and experts to discover improvements for your products and services

### ④ Investment opportunities

Increased contact with investors and opportunities to raise funds

### ⑤ Market research

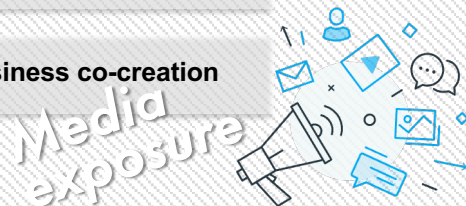
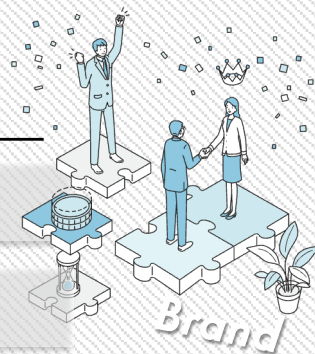
Understand the trends and needs of other startups and competitors

### ⑥ Partnership

Building relationships to explore the potential for business co-creation

### ⑦ Chance of Exposure

Opportunities for publicity and promotional effects from media exposure





## Regulations

**Notes for participation \*Please be sure to check before applying.**

### Exhibit Conditions

- All exhibits must be exhibited during the four-day period of the JAPAN MOBILITY SHOW 2025 (hereinafter referred to as "the Show"), including move-in and move-out days. Exhibitors will not be allowed to set up or take down their booths on days other than those specified.
- Applicants must be able to submit materials (plan, description, applicable photographs, etc.) that provide an outline of the goods/services to be exhibited.
- Applicants must be able to respond in Japanese to the application process and to visitors during the exhibition period.
- Exhibits are limited to products manufactured by the exhibitor. However, products and services manufactured in joint ventures or collaborations with third parties, as well as those manufactured by the Japan Automobile Manufacturers Association, Inc. (hereinafter referred to as the "Secretariat").
- In principle, exhibits that are in violation of Japanese domestic laws and regulations are not permitted. However, this does not apply to reference exhibits.
- Exhibitors are requested to divide their exhibits into areas by themes that are easy for visitors to understand.
- Exhibitors that are in the process of bankruptcy, civil rehabilitation, or corporate reorganization proceedings, or those that have been suspended from current account transactions by financial institutions are not allowed to exhibit.  
The same shall also apply to those deemed by the secretariat to be equivalent to the above.
- Boryokudan (organized crime groups), boryokudan members, persons affiliated with organized crime groups, companies affiliated with organized crime groups, general assemblymen, etc. (collectively referred to as "anti-social forces") (collectively, "Anti-Social Forces") are not allowed to exhibit.
- If an application is made through a proxy (including an organization approved by the secretariat), the secretariat will contact the applicant through the proxy, and the proxy shall be responsible for all matters related to the application.

### Screening

- Exhibitors will be notified of their confirmation after the organizer has reviewed and adjusted the exhibitor application. Screening will be conducted based on the following points, and only those companies that pass the screening will be contacted to confirm their participation.  
Only those companies that pass the screening will be contacted to confirm their participation.
  - Compatibility with the purpose of the exhibition and the theme (social issues to be solved, etc.) / Exhibit content that expands the possibilities for co-creation and collaboration
  - Exhibits that meet the size and weight restrictions of the venue for products and services
  - Exhibits that are appropriate for startups
- We will not be able to respond to any inquiries regarding the status of the examination or the details of the examination, or to any objections to the results of the examination.



## Regulations

### Cancellation of Event

- The Show may be cancelled as a consequence of a natural disaster, infectious disease, act of government, strike, or social instability (hereinafter, collectively referred to as "force majeure events") or unavoidable circumstances such as an insufficient number of exhibitor applications. If the Show is cancelled prior to its opening, the Secretariat will refund exhibitors the balance remaining of the exhibit space rental fees paid by them after deducting all necessary expenses paid or payable by the Secretariat for the planned Show. The Secretariat assumes no financial liability for any reason whatsoever even if cancellation results in loss or damage to exhibitors.

### Cancel Policy

- Cancellation of an exhibition after notification of the decision will not be accepted. In the event of an unavoidable cancellation, the exhibitor will be required to pay 100% of the exhibition fee as a cancellation fee.
- No refunds will be made after payment has been made. In the event of cancellation due to the organizer's reasons, the decision will be made by mutual consultation.

### Personal Information

- The organizer of the Show, the Secretariat, shall use lawful and fair means to collect personal information. The organizer of the JAPAN MOBILITY SHOW 2025 (hereinafter referred to as the "Show"), the organizer of the Show, shall use legal and fair means to acquire personal information.
- The personal information obtained from exhibitors and applications will be used solely for the purpose of facilitating the smooth operation of the show and its various operations, and will not be used for any purpose other than the following. The information will be used jointly by the secretariat and its related parties (including subcontractors and sponsors) only for the purpose of facilitating the operation of the show and various operations organized by the association. The secretariat and its subcontractors and sponsors are obliged to strictly manage personal information.

### Management Responsibility / Liability / Insurance

- Exhibitors are required to apply in advance to the secretariat for a person responsible for the management of their booth. The person responsible for the management of the booth must be present at all work and operations conducted at their booth during the applicable period.
- Exhibitors are responsible for all transportation insurance for all processes (from your company to the exhibition site) related to the transportation of exhibits, etc., and for insurance related to exhibits, etc. during the show period.
- For the entire duration of the Show period, including delivery and removal times, the Secretariat will bear no responsibility for any losses incurred in the event of fire, accident, theft, damage, or other incident. Exhibitors should take necessary precautions, such as locking exhibitor staff rooms and/or covering loss or damage with insurance.
- In the unlikely event of an accident, the exhibitor concerned must file a report with the Secretariat immediately. The matter shall be resolved under the full responsibility of the exhibitor concerned.
- Exhibits and in-stand structures must be installed/ constructed in such a way that they are safe from collapse, falling, or displacement due to an earthquake and do not hinder the evacuation of visitors or fire-fighting activities.



## Regulations

### During Exhibition

- All activities related to exhibits and demonstrations must be conducted in the company's booth. Please take measures to prevent visitors from staying in the aisles.
- Aggressively leading visitors to the booth or giving demonstrations in the space outside the booth or in the aisles is prohibited. Extremely persistent product explanations, etc., may also be considered a nuisance and may be prohibited.
- During busy times such as Saturdays, Sundays, holidays, etc., please operate your booth in such a way as to secure visitor flow lines, guide one-way traffic, and take other measures to prevent congestion.
- If the volume is generated, please keep it to 77 dB (A) or less in accordance with the category exhibition regulations.
- The distribution by exhibitors of printed matter (e.g., catalogs) and promotional materials (including DVDs) is permitted. Whenever other items are distributed, their total retail value must not exceed ¥500 (consumption tax included) per recipient (depending on the item, the Secretariat may request that distribution be suspended). The distribution of carrier bags to visitors is prohibited; in other cases, restrictions apply (see below).  
 ※Restrictions on Carrier Bags: The distribution of carrier bags to visitors is strictly prohibited. However, there are no restrictions on the distribution of carrier bags used to distribute media materials on the Show's official Press Days
- All expenses incurred by the exhibitor are the responsibility of the exhibitor, with the exception of construction work performed by the secretariat. (e.g., carrying in/out of exhibits, displays, demonstrations, setup/removal, waste disposal, lodging, transportation, food and beverage expenses, etc.)
- No engines may be started in the exhibition hall.
- Exhibitors who intend to collect personal information of visitors in their booths without exhibiting their own products or promoting their products and services for the primary purpose of collecting personal information of visitors are prohibited. All exhibitors are also requested to act and respond in a manner that meets the requirements of the Personal Information Protection Law.



## Regulations

### Notes

- Exhibitors may not sublease, sell, transfer, or exchange part or all of their booths, regardless of whether the other party is another exhibitor or a third party.
- Exhibitors are responsible for arranging their own fixtures and fittings for product displays. Exhibitors are requested to apply in advance for electricity, water supply and drainage, internet connection, etc., if necessary.
- Exhibitors and their agents must settle any expenses payable to the secretariat, such as fire fighting equipment (smoke detectors and fire extinguishing equipment), electricity usage fees, water usage fees, communication equipment, etc., in Japanese yen by the designated date.
- Exhibits may be freely contracted for sale. However, immediate sales are strictly prohibited. Exhibitors are also prohibited from displaying the name of the purchaser or the quantity of goods sold.
- Exhibitors may be asked to cooperate in publicizing the Show. We ask for your cooperation in such cases.
- Exhibitors who are considering applying for a patent, utility model, or trademark for exhibited products before filing an application for industrial property rights are requested to contact the General Affairs Division of the Japan Patent Office directly.
- Any disputes between exhibitors and other exhibitors regarding exhibits or advertising related to exhibits, intellectual property rights, or use of booths, as well as any other disputes, shall be resolved between the exhibitors concerned, and the organizer shall not bear any responsibility whatsoever.
- The organizer reserves the right to revoke the participation grant to any exhibitor who violates laws and regulations during the event period, or whose products are deemed inappropriate to be exhibited under socially accepted conventions.
- Exhibitors may be asked to provide company logos, product images, and video data.
- When exhibiting, the name of the company and a part of its activities will be publicized in public relations activities of the Show and the Secretariat as well as in various media such as newspapers, magazines, and the Internet. In addition, we may ask for cooperation from the press and other media in covering the event.
- The content of the event is subject to change without notice.
- If you leave your booth during the exhibition, please be careful not to cause injury to visitors by touching the items you bring. We will not accept responsibility for theft, etc.



## Application① Exhibitor Booths Main Schedule

<b>Applications Start</b>	<b>4/10/2025 Thu.</b>
<b>Online Information Session</b>	<b>4/23/2025 Wed.</b>
<b>Applications Close</b>	<b>5/25/2025 Sun.</b>
The document screening will be conducted from Monday, 5/26/2025 to late June, 2025. Please note that the secretariat may ask you for details of your application during the screening process.	
<b>Exhibitor Announcement</b>	<b>Late June 2025</b>
Cancellation of exhibition after notification of decision will not be accepted. Please check our cancell policy.	
<b>Exhibitor Information Session</b>	<b>Late June 2025</b>
<b>Invoice Sent</b>	<b>Mid July 2025</b>
<b>Payment Due Date</b>	<b>Expected within 21 days from the invoice date</b>
<b>Due Date for Application Forms Submissions</b>	<b>Late August 2025</b>
<b>Exhibition</b>	<b>10/29/2025 Wed. -</b>



## Application② Pitch Contest & Awards

This year's the pitch competition & award will be **divided into two sections**, according to the growth stage of participants.

The number of finalists has also been scaled up to a total of 30 companies, doubling the number of finalists from the previous competition.

We are looking for next-generation start-ups that will pioneer the future with innovative ideas and technologies.

### ① Seed/Early Section

Companies with business ideas but have not started up yet, or companies that have already started a business but plans to monetize it in the future.

**15 companies**  
who passed pre-screening



Doubling the finalists from JMS 2023  
**Total 30 companies**

**Total Prize ¥12 million**

(Grand Prix ¥10 million/ Excellence Award ¥1 million for 2 companies)

### ② Middle/Later Section

Growing companies with profitable businesses or companies on growth trajectories and moving toward expansion.

**15 companies**  
who passed pre-screening

**Presentation opportunities provided in networking programs**

**Companies will be selected based on a rigorous screening process by prominent VC firms and experts in the mobility field.**



## Theme of Application

**The exhibition will be held in the following three themes (for both sections)**

**Preliminary screening will be conducted to determine  
which companies can participate in the final stage at JMS.**

### for Mobility



**- Supporting mobility. Evolving technology and deepening collaboration. -**

### with Mobility



**- Experiences and new mechanisms that expand with mobility. -**

### beyond Mobility



**- Creating possibilities for a society and world that goes beyond mobility. –**



## Theme of Application



**1 for Mobility** - Supporting mobility. Evolving technology and deepening collaboration. -

Startups that will lead to the strengthening and expansion of the mobility industry, such as further sophistication and evolution of the current mobility/mobility industry and strengthening of the supply chain.



**2 with Mobility** - Experiences and new mechanisms that expand with mobility. -

A startup that utilizes the customer network and assets of the current Mobility/Mobility industry to develop services and products that create new added value, leading to the strengthening and expansion of adjacent areas of the mobility industry.



**3 beyond Mobility** - Creating possibilities for a society and world that goes beyond mobility. -

A startup that develops products and services that indirectly contribute to the development of the mobility sector by expanding the concept of the mobility industry and social structure, as well as creating new added value for "society as a whole" that is not limited to mobility.



## Application Requirements

### Application Conditions

- **Unlisted companies, universities, and research institutes with a registered legal entity**
- **Companies, universities, and research institutes that match the theme of application**
- **Companies, universities, and research institutes that are able to participate in the preliminary and final pitches (daily schedule TBD)**
- **The applicant must not be a company that the secretariat deems unsuitable to support, such as a company that conducts a business that is offensive to public order and morals.**
- **Companies that are able to speak Japanese in the pitches.**

\*Participants need to pay their own travel expenses, accommodation costs, shipping costs.

\*Pitch (presentation, Q&A) will be held in Japanese.

### Participation Categories

- **Seed/Early Section : Establishment - Series A**
- **Middle/Later Section : Series B – (However, the company must be unlisted until the final pitch ends.**

\*Please select the section you wish to participate along with your company's growth stage/series when you apply.

\*The definition of the series will be based on the "INITIAL Series (<https://initial.inc/articles/7oUK5qkbYvX4tLeU0VMnwM>)" in the "Speeder Startup Information Research" provided by User Base, Inc.

If there is a discrepancy between the section you applied and your company's growth stage, the secretariat may ask you to change the section.



## Application②Pitch Contest & Awards Coming Schedule

①Apply	②First Screening (Documents)	③Second Screening (Interview)	④Qualifying Pitch	⑤Final Pitch
<b>4/10 Thu</b> <b>5/25 Sun DUE</b>	<b>5/25 Mon</b> <b>6/11 Wed</b>	<b>6/12 Thu</b> <b>6/30 Mon</b>	<b>Late July</b>	<b>During JMS2025</b>
<p>In the designated application form, enter your company information, business information, contact information, etc.</p> <p><small>*If you wish to modify the information you submitted after you applied, please modify in the My Page issued when you complete your application.</small></p>	<p>Based on the submitted documents, the Secretariat will conduct the first screening and determine the companies that pass the first screening.</p>	<p>Requested to explain things applicants could not convey in the submitted documents, to the secretariat during an interview.</p> <p>By the end of June, we will announce the screening results and confirm 60 companies that will be invited to speak at the qualifying pitch.</p> <p><small>*Optional, conducted online *we may not conduct the second screening.</small></p>	<p>Qualifying Pitch (Presentation &amp; Q&amp;A style) will be held at Tokyo Station, Marunouchi area.</p> <p>30 companies that will pitch in the finals will be selected and announced on the spot.</p>	<p>Final Pitch (Presentation &amp; Q&amp;A style) will be held at Tokyo Big-Site.</p> <p>Grand Prix company selected by a panel of prominent VC firms and experts in the mobility field.</p> <p>Scheduled to be held on one of the following days of JMS2025; from 10/29 Wed. to 11/9 Sun, 2025.</p>

Startups  
nationwide

XXX

60  
companies

30  
companies





## Schedule





## Startup Future Factory

1

### Exhibitor Booths

To apply to exhibit, please read the "Guide for Startup Future Factory program participants", access the application form and fill in the required information.

Exhibition Application



Application Form

Contact Details for Exhibition Application

**Startup Future Factory  
Exhibitor Booths Application Office**

[SuFF\\_booth\\_entry@jms2025.com](mailto:SuFF_booth_entry@jms2025.com)

\*We will contact you within 5 business days from the date of your inquiry.  
It may take some time for us to reply depending on the content of your inquiry.

2

### Pitch Contest & Awards

To apply to exhibit, please read the "Guide for Startup Future Factory program participants", access the application form and fill in the required information.

Exhibition Application



Application Form

Contact Details for Exhibition Application

**Startup Future Factory  
Pitch Contest & Awards Application Office**

[SuFF\\_pitch@jms2025.com](mailto:SuFF_pitch@jms2025.com)

\*We will contact you within 5 business days from the date of your inquiry.  
It may take some time for us to reply depending on the content of your inquiry.