



人とくるまのテクノロジー展 2024 YOKOHAMA
Automotive Engineering Exposition 2024 YOKOHAMA

RESULT REPORT

Co-Create!

未来をともに創りだそう

5/22^{WED} 23^{THU} 24^{FRI}

PACIFICO Yokohama

ONLINE STAGE 1 5/15^{WED} - 6/5^{WED}

Introduction

The 31th JSAE Automotive Engineering Exposition 2024 YOKOHAMA took place for three days

From Wednesday, May 22 to Friday, May 24, 2024.

This year, 590 companies exhibited in 1,378 booths,

We were pleased to have 75,972 visitors over the three-day period.

This report describes the results of the exposition based on the answers to questionnaires
by visitors and exhibitors.

These results will be used to make subsequent expositions even more successful.

Thank you for supporting the Automotive Engineering Exposition,
and we look forward to your continued support in the future.

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SUMMARY REPORT

Exhibition Name	AUTOMOTIVE ENGINEERING EXPOSITION 2024 YOKOHAMA
Dates	Wednesday, May 22, through Friday, May 24, 2024 Wednesday & Thursday 10:00 - 18:00 Friday 09:00 - 16:00
Venue	PACIFICO Yokohama Exhibiton Hall / NORTH
Organizer	Society of Automotive Engineers of Japan, Inc. (JSAE)
Under the Auspice of	Yokohama city
Supported by	Automobile Business Association of Japan / Flat Glass Manufacturers Association of Japan / Information Processing Society of Japan / Japan Aluminium Association / Japan Auto-Body Industries Association Inc. / Japan Auto Parts Industries Association / Japan Automobile Manufacturers Association, Inc. / Japan Automobile Research Institute / Japan Automobile Transport Technology Association / Japan Automotive Machinery and Tool Manufacturers Association / Japan Automotive Service Equipment Association / Japan Automotive Software Platform and Architecture / Japan Internal Combustion Engine Federation / Japan Lubricating Oil Societies / Petroleum Association of Japan / The Institute of Electrical Engineers of Japan / The Iron and Steel Institute of Japan / The Japan Automobile Tyre Manufacturers Association, Inc. / The Japan Federation of Engineering Societies / The Japan Institute of Light Metals / The Japan Magnesium Association / The Japan Petroleum Institute / The Japanese Society for Artificial Intelligence / The Japan Society of Mechanical Engineers / The Society of Instrument and Control Engineers / The Society of Materials Science, Japan
Attendees	Attendees consist of engineers, researchers, from the automobile, electronic, test & measurement equipment, information & software, logistics & transportation industries as well as educational & research institutes.




Exhibition Scale

Number of Exhibitors **590** 499 (2023)
 Number of Booths **1,378** 1,115 (2023)

Registrations

75,972
 63,810 (2023)

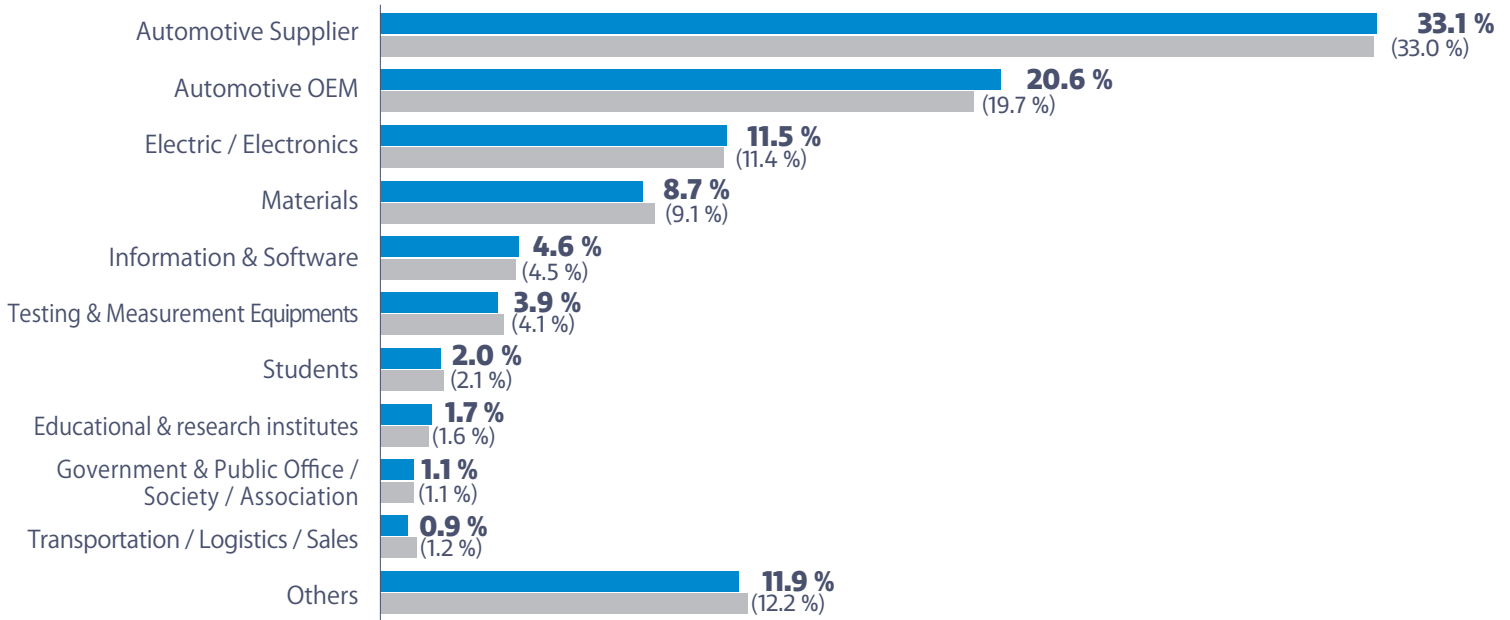
Breakdown of Visitors by Date

Date	Weather	Registrations	Registrations (2023)
Wednesday, May 22		21,203	17,757
Thursday, May 23		24,561	20,890
Friday, May 24		30,208	25,163
Total		75,972	63,810

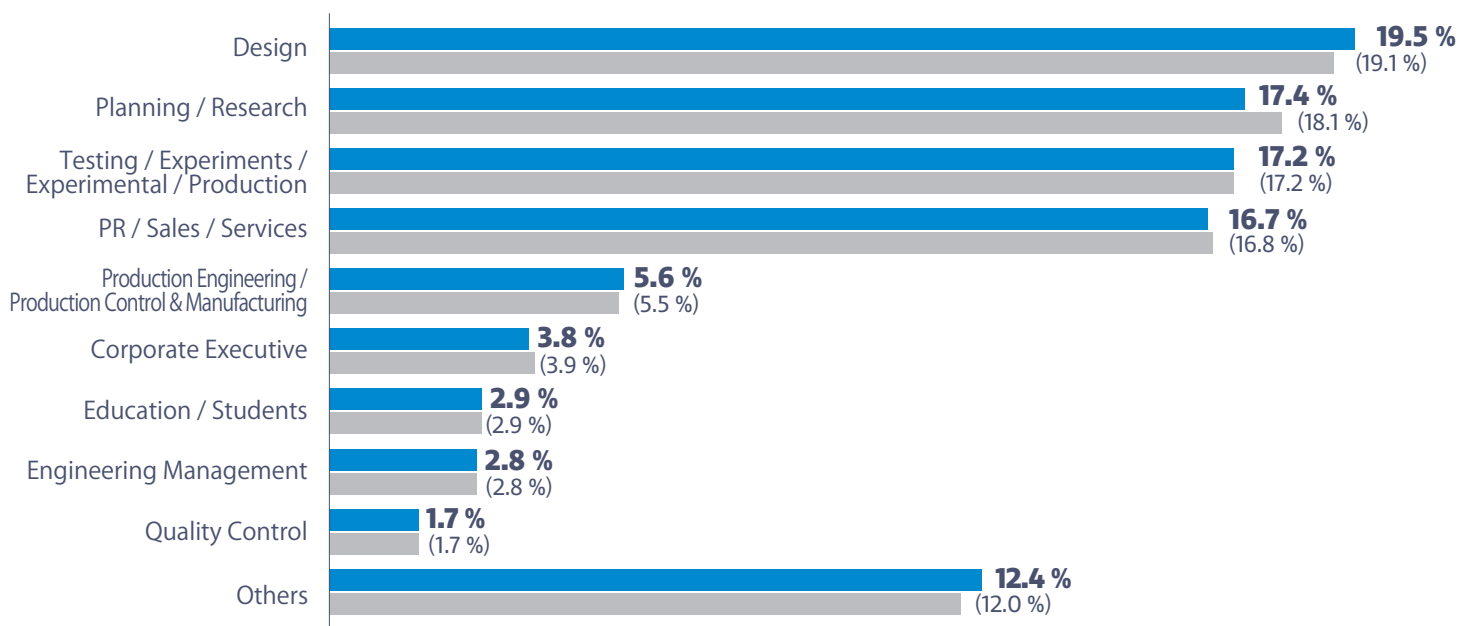
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Business Category



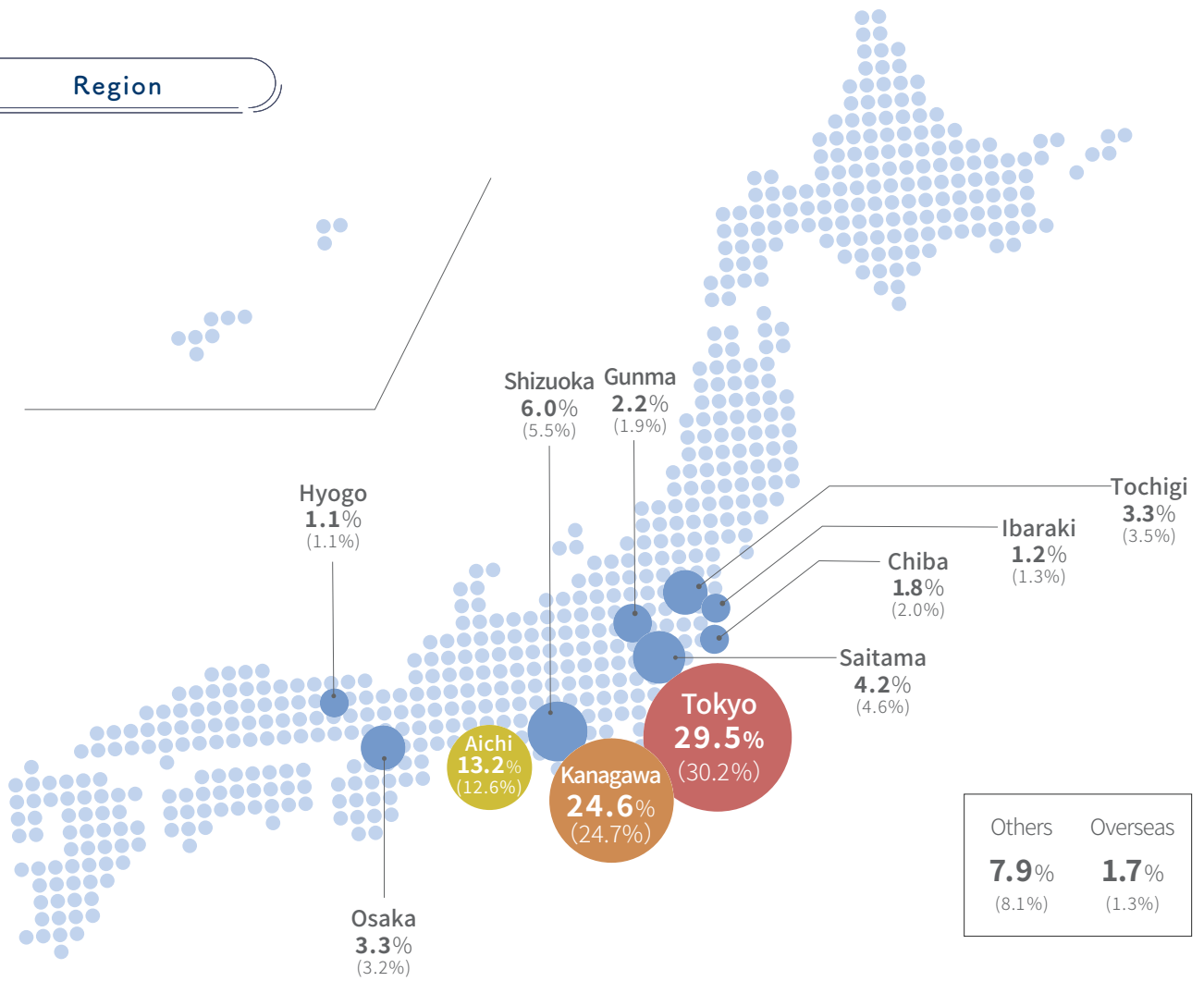
Job Category



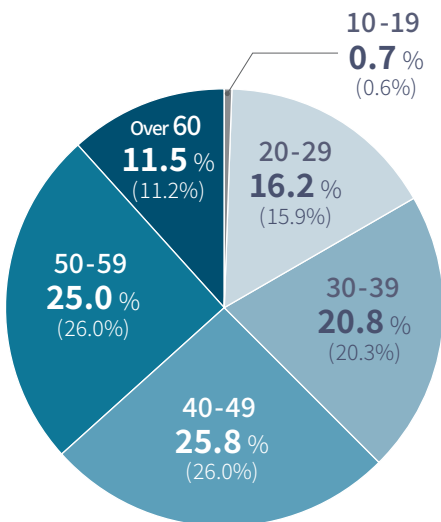
VISITOR DATA

*() figures for 2023

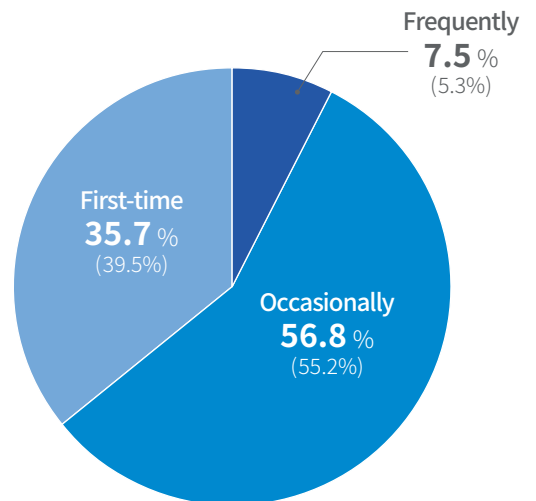
Region



Age



Frequency of Visits



VISITORS' VOICE

Questionnaire Results

3,017 people answered the survey.

Likelihood of attending the next exposition



Positive comments were received from many visitors.

VISITORS' VOICE

In 2024, the addition of the North hall to complement the exhibition hall expanded the scale of the exposition and made a big impression. Up until last year, the press of people at the exposition made it difficult to have unhurried conversations. However, this year, despite the large number of visitors, it was possible to talk more easily to the exhibitor representatives in the booths. I look forward to coming next year as well.



This year, the Annual Spring Congress also made use of the North hall, which made it easier to come and go as a participant. As it was difficult to take part in the Annual Spring Congress while seeing everything at the exposition in a single day, I think I will have to split my visit over two days next year.



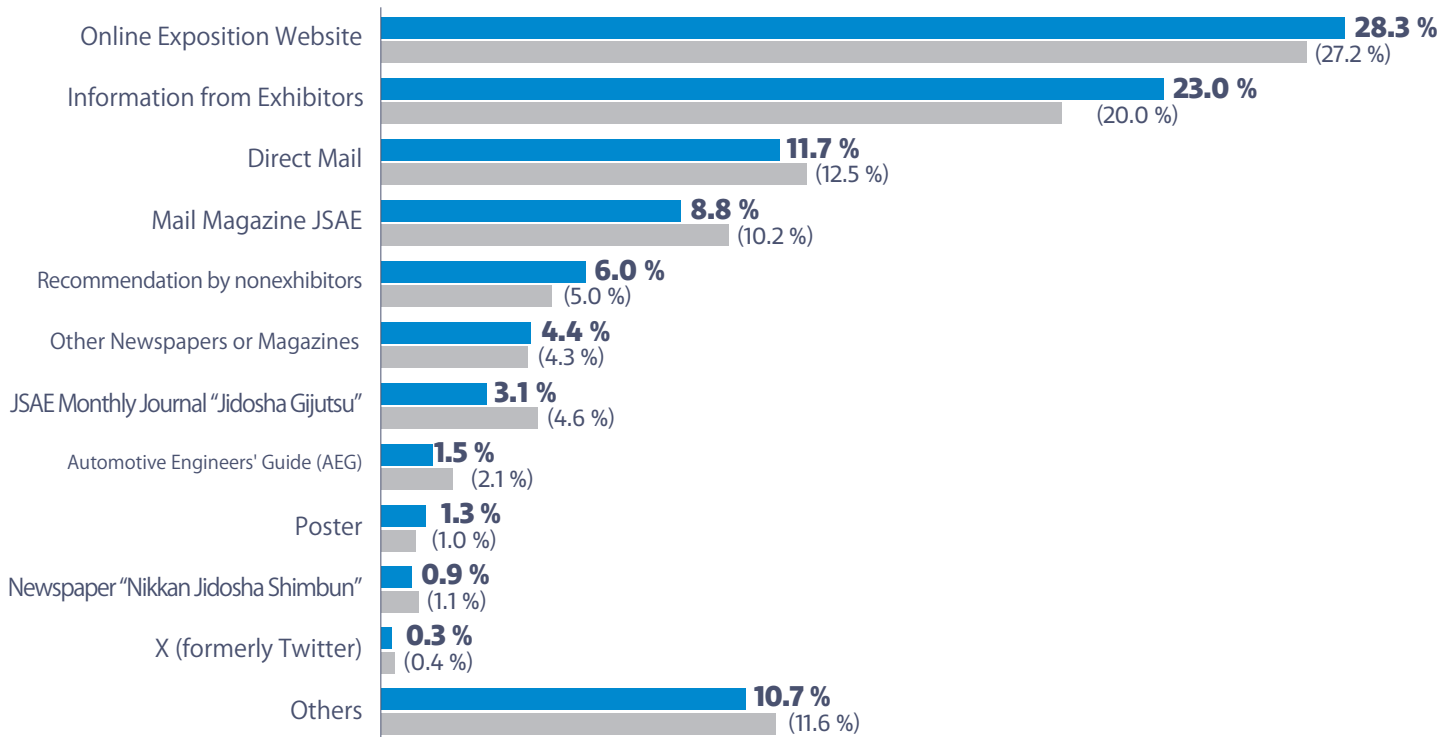
This year's exposition, I was extremely interested in AI technologies. I used the online exposition to identify booths exhibiting AI-related technologies before visiting them onsite. Despite the large number of visitors and the fact I couldn't get to every booth I wanted, I learned a lot about AI. I look forward to coming next year as well.



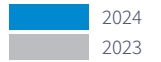
* () figures for 2023



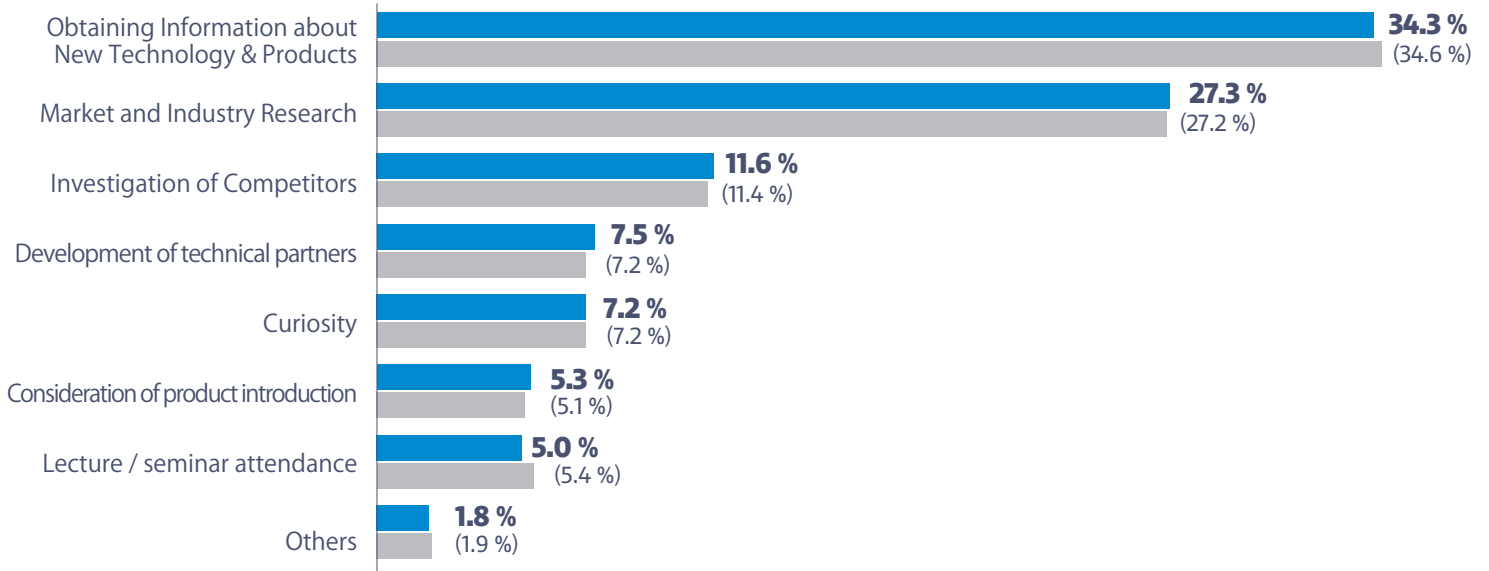
How Visitors Knew about the Exposition



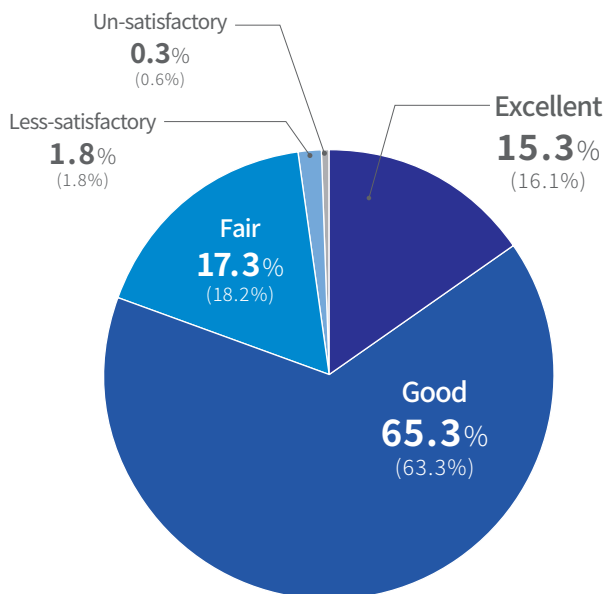
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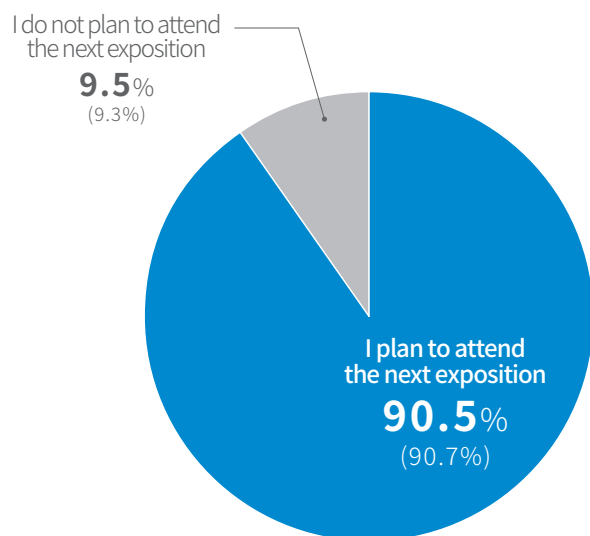
Purpose of Visit



Satisfaction with Visit



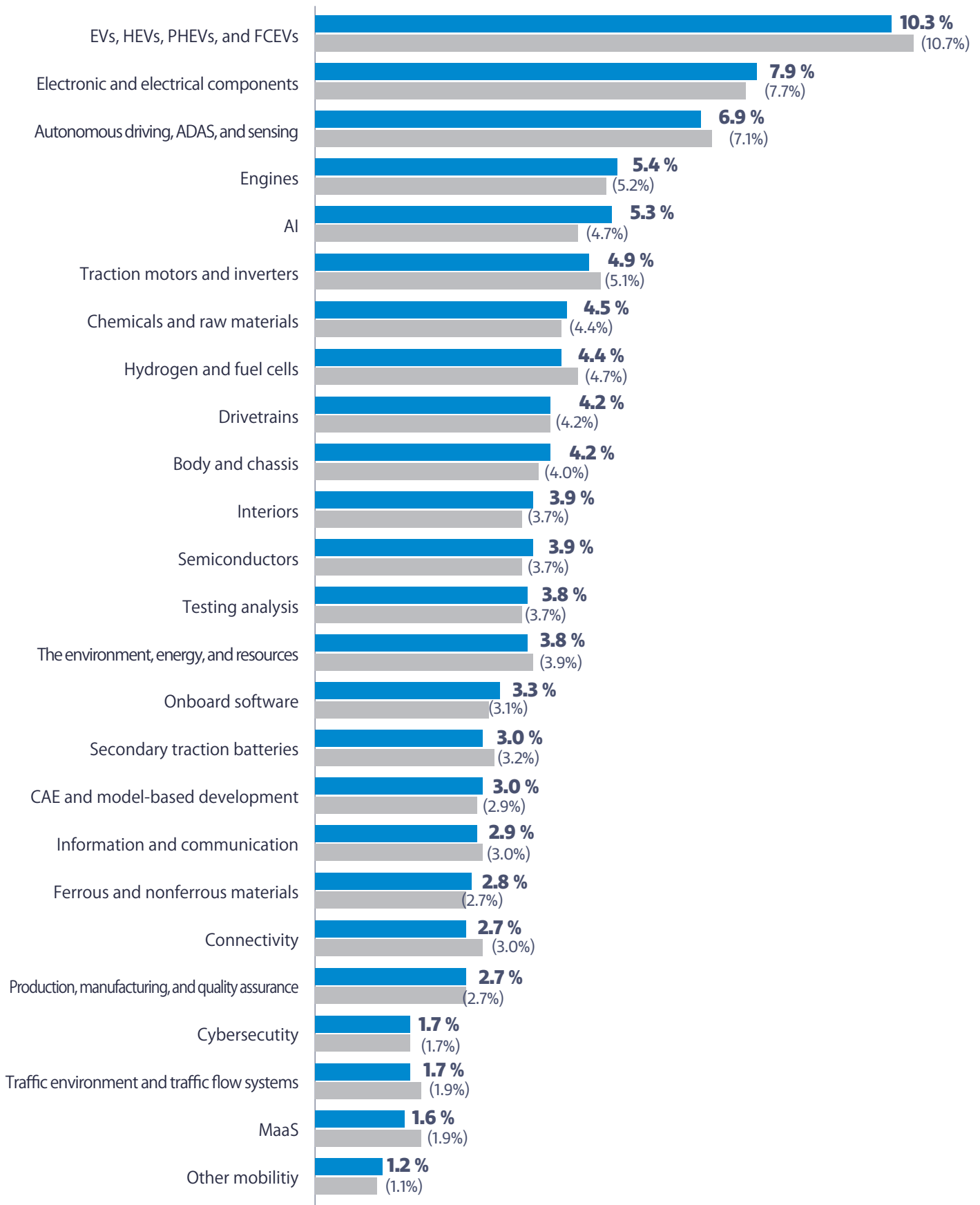
Likelihood of attending the next exposition



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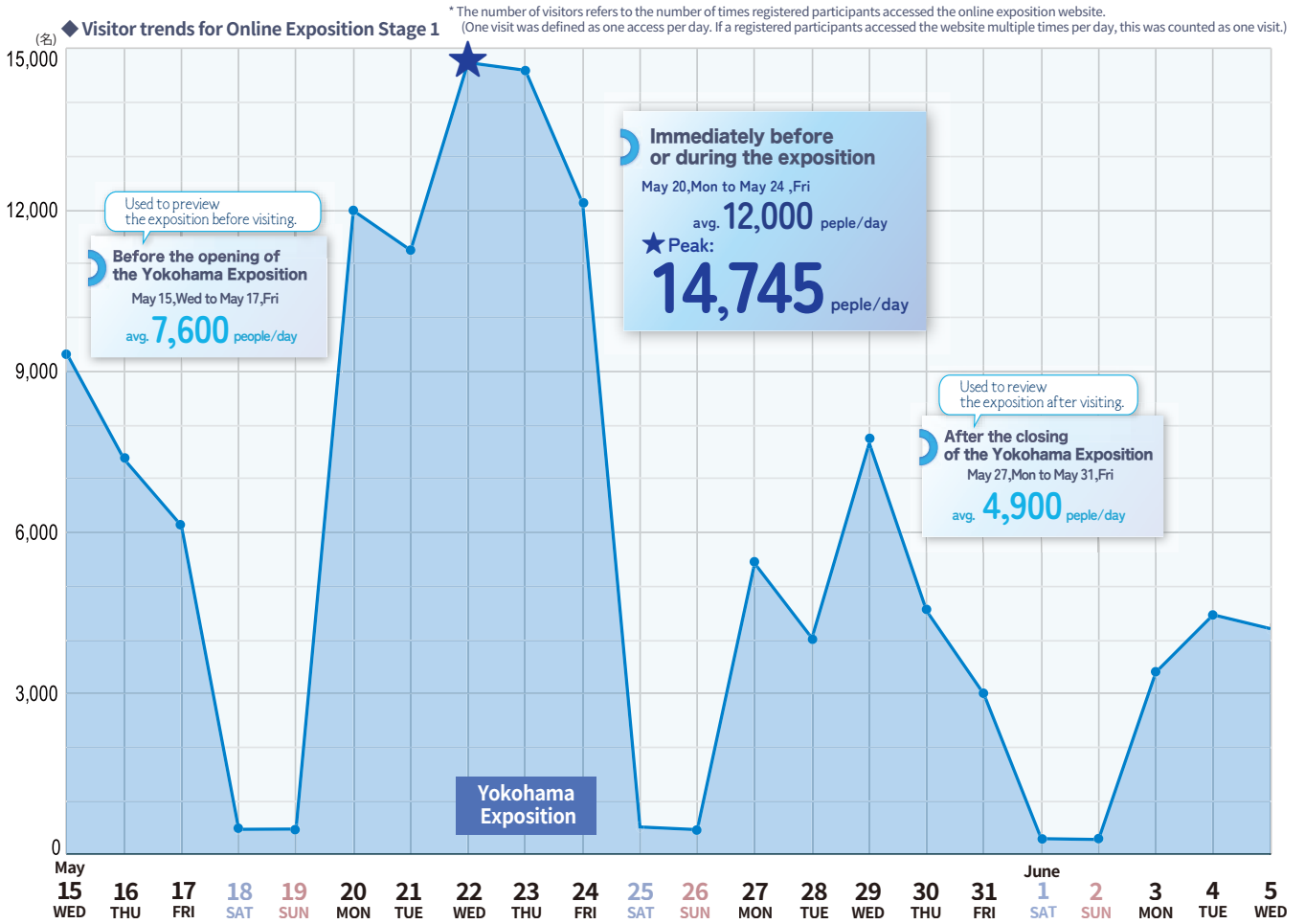


Exhibition Categories of Interest



Status of utilization regarding online exhibitions

Visitors to the Yokohama exhibition used online exhibits for preliminary research before attending and for follow-up check s after attending.



 **User's Review** Visitor comments using online exhibition and digital map



I felt that there was more information disclosed than last year. This year, I confirmed the exhibition contents in advance online and used the actual exposition to talk with the exhibitors. I hope that more companies will enhance their online content in the future.



I'm glad that I grasped the outline of the exposition to some extent before coming. I was able to prepare what I wanted to ask before reaching the venue and make efficient use of my time. I intend to do the same before coming next year as well.



The digital map registration method was easy to understand. It was useful to have an efficient route to all my target exhibits that I could study in advance. Companies that introduced the details of their exhibits in the online exposition were easy to select as candidates for an in-person visit.



The function to add items to the visit list was convenient. The tool made it easy to create a list of interesting companies. Being able to make and create a list of visit notes at the venue helped me prepare and create my report faster because I could paste these notes straight into Excel.



I used a digital map to navigate the exhibition hall. Additionally, since some exhibits couldn't be fully viewed in detail on-site, it was great to be able to check the missed information online later.



I used the online exposition to see if I had missed any exhibits when I visited the venue. In addition, it was very useful to be able to make notes about my conversations with people in the booth that could be pasted straight into my company report.

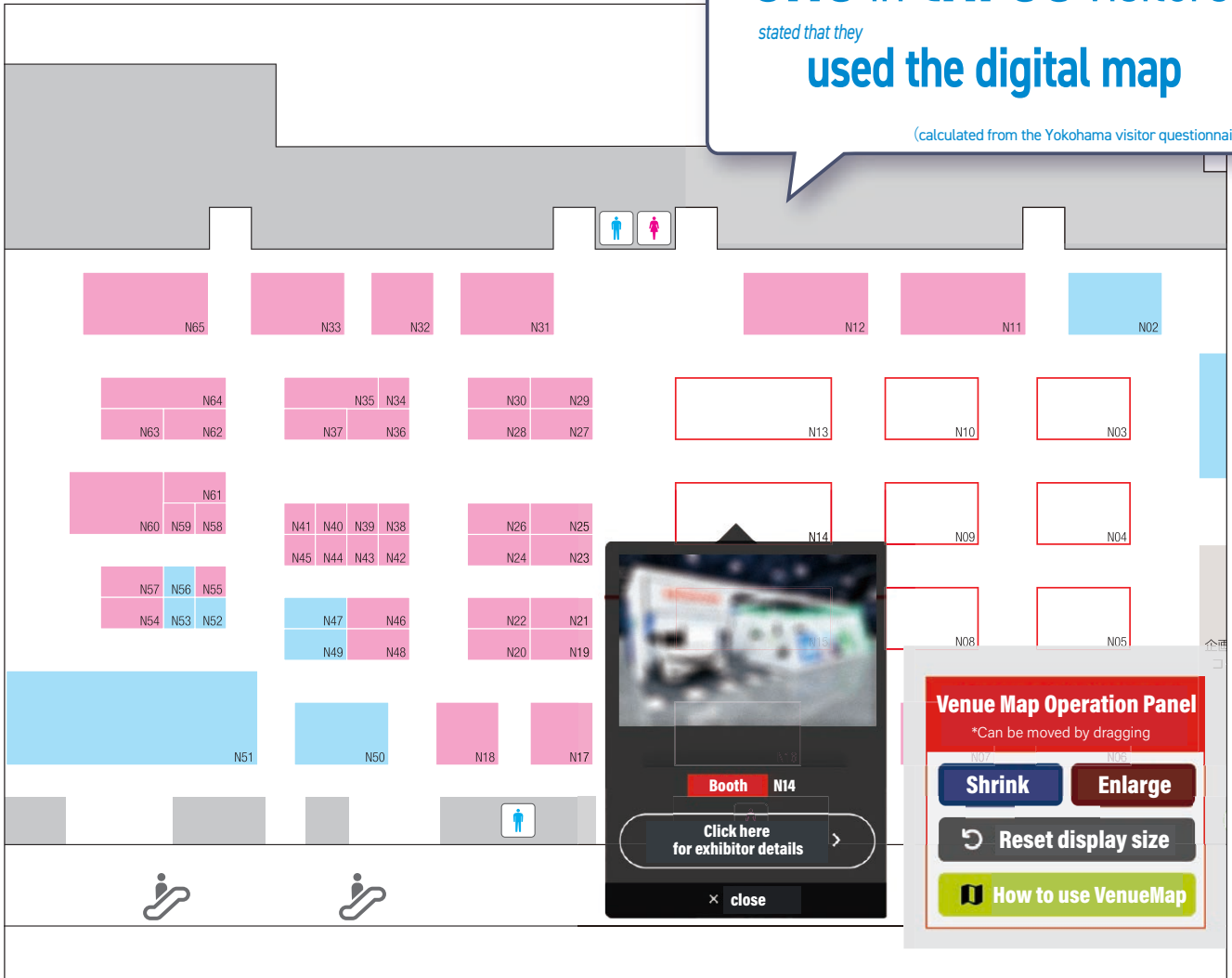
Status of Utilization: Digital Map

Digital map function

Approximately

one in three visitors
stated that they
used the digital map

(calculated from the Yokohama visitor questionnaire.)



A large proportion of visitors used this function.  

Percentage of pinned exhibition booths:

95.2% of total

(total exhibitor accounts: 611 companies)

Average number of pinned booths:

267 pins per exhibitor
10 pins per user

Which exhibits left the best impression in the general exhibits?

Answer Ranking

No.1	FCEVs
No.2	BEVs
No.3	Decorative films
No.4	Carbon neutrality
No.5	Vehicle Exhibits

3D printers
 Actual vehicle cut models
 Aluminum castings
 Assistance devices
 Autonomous driving technologies
 Battery packs
 Biofuels
 Clutches
 Coating transference
 Connectors
 Development software
 Dissimilar joining
 eAxle
 Engines
 Generators
 Head-up displays
 High-pressure hydrogen tanks
 High-resolution ADB
 High-speed cameras
 Hot stamping
 IC tags
 In-wheel motors
 Infrared cameras

Inverters
 Lightweight wiring
 Molding
 Motors
 Nap boxes
 Next-generation highly functional seats
 Next-generation instrument panels
 Next-generation mobility
 Onboard lighting
 Plant-derived material products
 Power supply from motorcycles
 Raindrop removing AI
 Recycled plastics
 Refrigerants
 Remote sensing
 Self-lubricating rubber
 Sensors
 Storage batteries
 Testing tools
 Truck
 VR technologies
 White bodies
 Wireless power supply units

Which themes and products would visitors like exhibitors to show in future exhibitions?

Answer Ranking

- No.1** BEVs
- No.2** Onboard software
- No.3** Carbon neutrality
- No.4** Semiconductors
- No.5** Autonomous driving technologies

- 3D printers
- Batteries
- Bike
- CAE
- Calibration parts
- Chemical catalysts
- Chemicals
- Chinese BEV manufacturers
- Coatings
- Communication
- Cutting edge testing tools
- Cutting processes
- eAxle
- Engines
- European vehicle manufacturers
- FCVs
- Film processing
- Generative AI
- Gigacasting
- Hands-on exhibits
- Hydrogen tanks
- Infrastructure
- Internal combustion engines
- Inverters
- Lightweight EVs
- Lithium-ion batteries
- Lubricants
- Measurement automation
- Millimeter-wave radar
- Motors
- New energy
- Next-generation mobility
- Noise removal
- Non-Japanese part manufacturers
- Research institutes
- Safety
- Sensors
- Sheet
- Shipping by sea
- Solar panels
- Space technology
- Start-up
- Tire
- Truck EV technologies
- Wireless power supply
- Wiring harnesses

*in alphabetical order

EXHIBITORS' VOICE

Questionnaire Results

263 company answered the survey below.

Likelihood of exhibiting at the next exposition



Positive comments were received from many exhibitors.



EXHIBITORS' VOICE

This year, the addition of the NORTH hall led to an increase in both exhibitors and visitors, and helped to expand the scale of the exposition. Although this had some negative impacts, such as increasing the time to go to and from the exhibition hall and congestion in the venues at peak times, our company benefitted even more from this year's exposition, including meeting new customers. It was a very satisfactory three days.



We felt that a wide range of visitors came to the exposition, from students to veteran engineers.

A large number of people from design and purchasing functions of automakers visited our booth and showed great interest in our exhibits.

Many people had visited the online exposition in advance and were already well-informed, which helped to make communication easier.



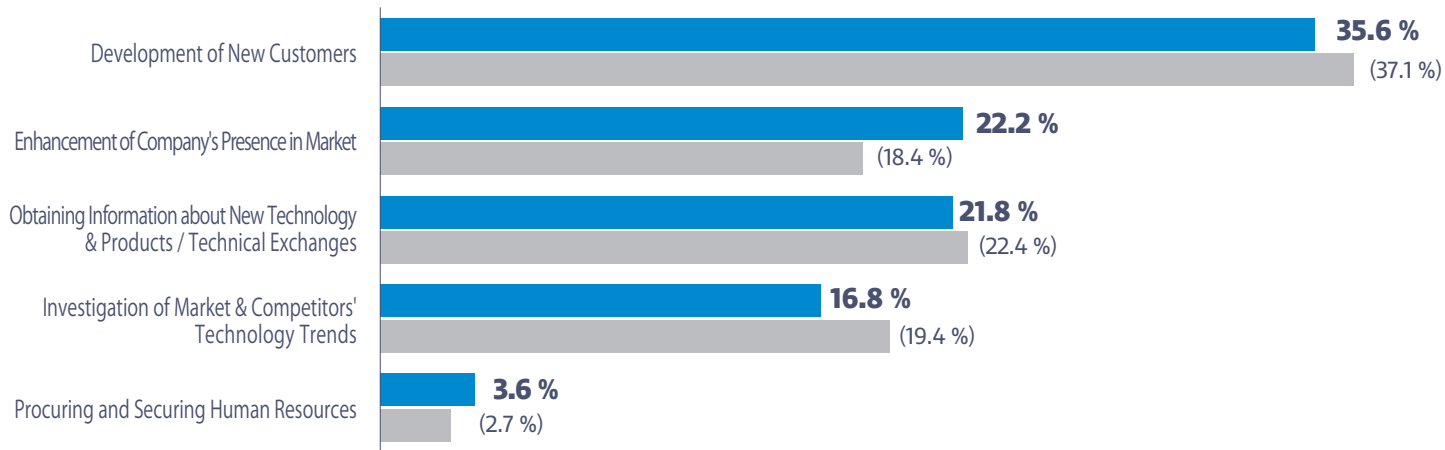
One of the attractions of the exposition is the wide range of exhibits, extending from materials from key parts, materials to testing equipment, centered on automakers. Our company handles software for development, and we were able to make contact with people in charge of prototyping and testing. Every year, we benefit from participating in the exposition. In the future, we plan to release solutions that incorporate AI, and we look forward to seeing people's reactions.



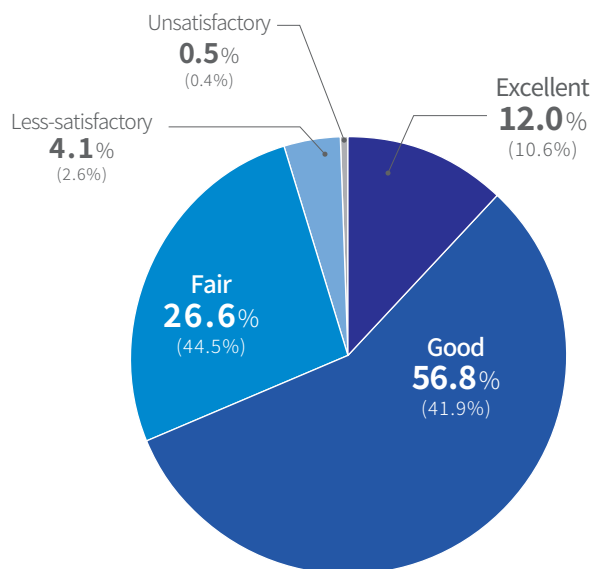
*() figures for 2023



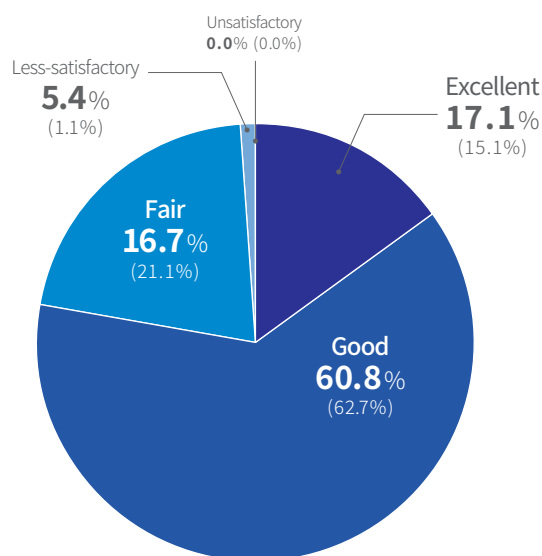
Purpose of Exhibit



Satisfaction with Exhibit

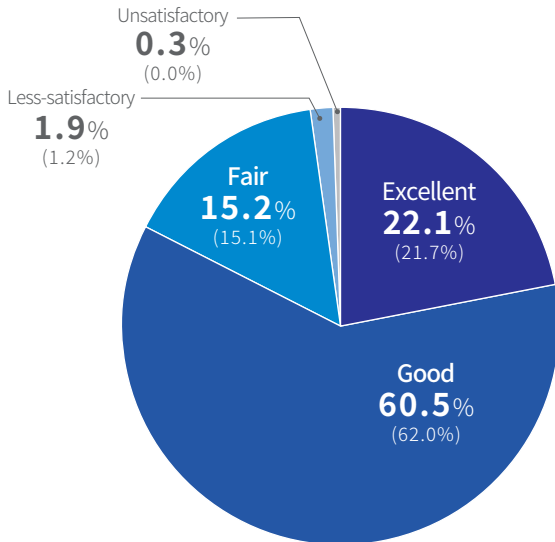


Impression of Visitors

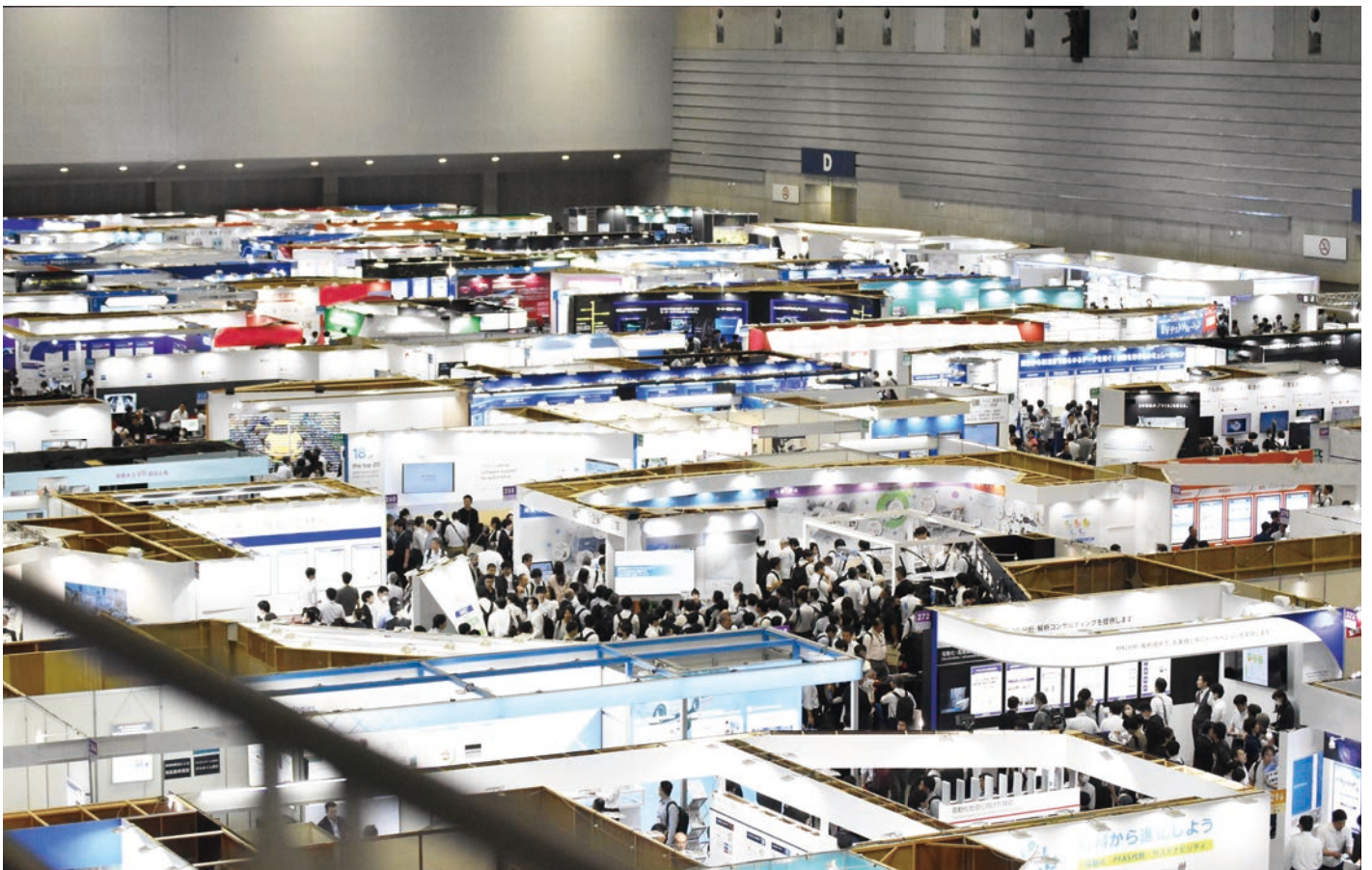
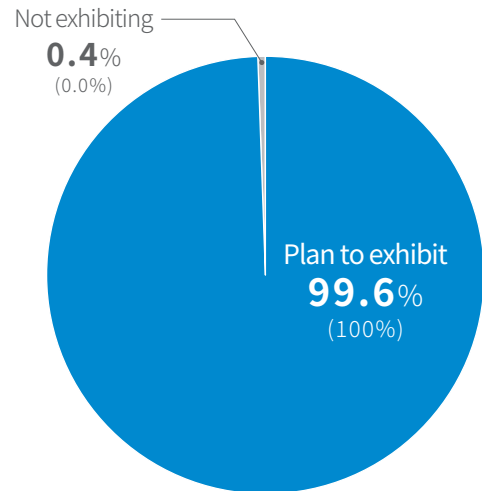


*() figures for 2023

Comprehensive Evaluation



Likelihood of exhibiting at the next exposition



JSAE YOKOHAMA BEST 30

The visitors selected the exhibitors that made the biggest impression.

6,486 votes were received from the visitors. 5,688 (2023)

1	Toyota Motor Corporation	16	Murata Manufacturing Co., Ltd.
2	Honda Motor Co., Ltd.	17	Toyota Boshoku Co., Ltd.
3	DENSO Corp.	18	Asahi Kasei Corp.
4	Nissan Motor Co., Ltd.	19	Hino Motors Ltd.
5	AISIN CORPORATION	20	Toray Industries, Inc.
6	Hitachi Astemo, Ltd.	21	Mitsui Chemicals, Inc.
7	Mazda Motor Corporation	22	RYOBI Ltd.
8	Suzuki Motor Corp.	23	AGC Inc.
9	YAMAHA MOTOR Co., Ltd.	24	Mitsubishi Chemical Corp.
10	TOYODA GOSEI Co., Ltd.	25	Aica Kogyo Co., Ltd.
11	Bosch Corp.	26	Sumitomo Chemical Co., Ltd.
12	ISUZU MOTORS LIMITED	27	Mitsubishi Motors Co., Ltd.
13	TOYOTA AUTO BODY Co., Ltd.	28	SUBARU Co., Ltd.
14	Nippon Steel Corp.	29	HORIBA Ltd.
15	TOKAI RIKA Co., Ltd.	30	ONO SOKKI Co., Ltd.

Other Exhibitors of Interest

KANEKA Corp.
YAZAKI Corp.
NHK spring Co., Ltd.
Continental Automotive
ANALOG DEVICES K.K.
Daikin Industries, Ltd.
MORIROKU GROUP
KEYENCE Corp.
MEIDENSHA Corp.
Proterial Ltd.



Exhibitor Awards for Outstanding Contribution

As a token of its deep gratitude, the JSAE awarded certificates of thanks to exhibitors who have made a valuable contribution to the successful running of the exposition.

List of Winners of Outstanding Contribution Award at the Automotive Engineering Exposition 2024 Yokohama



AB Dynamics G.K.



AGC Inc.



ATESTEO Japan K.K.



ATSENSE Inc.



DELTA KOGYO Co., Ltd.



DITECT Corp.



GTR TEC Corp.



HIROSE ELECTRIC Co., Ltd.



HONDA TSUSHIN KOGYO Co., Ltd.



Japan Radio Co., Ltd.



KANOMAX JAPAN Inc.



NACHI-FUJIKOSHI Corp.



OTICS Corp.



Pulstec Industrial Co., Ltd.

*in alphabetical order

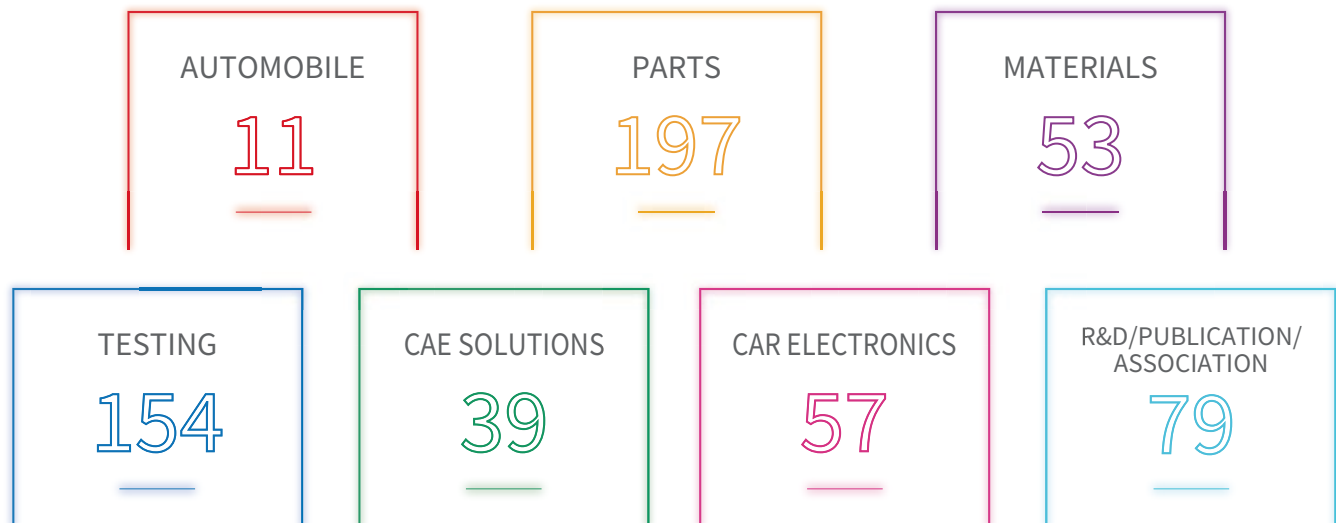
Awarding
Criteria

Exhibitors who have participated in the exposition 15 times, or have exhibited across a total of 50 booths.

EXHIBITORS LIST ≡

THE NUMBER OF EXHIBITORS / **590 exhibitors**

THE NUMBER OF EXHIBIT BOOTHS / **1,378 booths**



AUTOMOBILE

Hino Motors, Ltd.	Baotou Tianhe Magnetics Technology Co., Ltd.	Fuji Electronics Industries Co., Ltd.
Honda Motor Co., Ltd.	Biko Industry Co., Ltd.	● SEIKOH GIKEN
ISUZU MOTORS LIMITED	BORGWARNER	FUJIKURA COMPOSITES Inc.
Mazda Motor Corporation	Bosch Corp.	● Nitto Denko Corporation
Mitsubishi Motors Co., Ltd.	Brose Japan Ltd.	FUKOKU Co., Ltd.
Nissan Motor Co., Ltd.	Continental Automotive	Fukui Byora Co., Ltd.
SUBARU Corp.	CPE ELECTRONICS Co., Ltd.	FURUKAWA ELECTRIC Co., Ltd.
Suzuki Motor Corp.	Daidometal Co., Ltd.	FUTABA INDUSTRIAL Co., Ltd.
TOYOTA AUTO BODY Co., Ltd.	DAIICHI JITSUGYO Co., Ltd.	Gestamp AutoTech Japan Co., Ltd.
Toyota Motor Corp.	DaikyoNishikawa Corp.	GLOBETECH Inc.
YAMAHA MOTOR Co., Ltd.	Daitron Co., Ltd.	GMB Corp.
	Dana Japan, Ltd.	GSI Creos Corp.

PARTS

A2Mac 1 Japan Ltd.	Delfingen Japan K.K.	HAMAMATSU PHOTONICS K.K.
AAM	DELTA KOGYO Co., Ltd.	HASHIBA INTERNATIONAL Inc.
Advanex Inc.	DENSHIJIKI INDUSTRY Co., Ltd.	HEISHIN Ltd.
AICHI STEEL CORPORATION	DENSO Corp.	HIROSE ELECTRIC Co., Ltd.
AISAN INDUSTRY Co., Ltd.	Earth-Panda Advance Magnetic Material Co., Ltd.	Hitachi Astemo, Ltd.
AISIN Corporation	Elephantech Inc.	HKS Co., Ltd.
ALTIA Co., Ltd.	Elmos Japan K.K.	HKT Corp.
Amsted Automotive Group	Elringklinger Marusan Co., Ltd.	HONDA TSUSHIN KOGYO Co., Ltd.
Analys Research Corp.	EXEDY Corp.	HOTTY POLYMER Co., Ltd.
● Chuo Kogaku Shuppan Co., Ltd.	● Dynax Corporation	I-PEX Inc.
Aomi Precision Co., Ltd.	F.C.C. Co., Ltd.	ICHIKOH INDUSTRIES Ltd.
Asahi Forge Corp.	FALTEC Co., Ltd.	igus K.K.
ASAHI RUBBER Inc.	Focuslight Technologies Inc.	IJTT Co., Ltd.
ASANO LABORATORIES Co., Ltd.	FORVIA (HELLA Japan)	IKUYO Co., Ltd.
	FORVIA Faurecia	IRISO Electronics Co., Ltd.

Alphabetical order in each category.

* The "●" mark indicates a joint exhibitor or a group exhibitor.

EXHIBITORS LIST ≡

IWATA BOLT Co., Ltd.	MinebeaMitsumi Inc.	● IBUKI Inc.
iwis mobility systems Japan K.K.	Mitsuboshi MFG Co., Ltd.	SHINE-ETSU DENSO Co., Ltd.
JATCO Ltd	MIZUNO TEKKOSHO Co., Ltd.	SINO-JAPAN ELECTRIC HEATER Co., Ltd.
JLMAG RARE-EARTH JAPAN Co., Ltd.	MORIROKU GROUP	SJM Co., Ltd.
JMC Corp.	Morpho, Inc.	SMK Corp.
JOMESA Japan K.K.	Musashi Engineering Inc.	SMT Japan
JTEKT CORPORATION	NACHI-FUJIKOSHI Corp.	SPAL Japan K.K.
Kaminashi Inc.	Naka Liquid Control Co., Ltd.	SPC ELECTRONICS CORPORATION
KASAI KOGYO Co., Ltd.	Namitei Co., Ltd.	SUGIURA SEISAKUSHO Co., Ltd.
KATO SEISAKUSHO Co., Ltd.	NHK spring Co., Ltd.	Sumitomo Electric Industries Ltd.
KAUTEX JAPAN Corp.	NIHON PLAST Co., Ltd.	Sumitomo Heavy Industries Ltd.
KEEPER Co., Ltd.	Nihon Spindle Manufacturing Co., Ltd.	● Nihon Spindle Manufacturing Co., Ltd.
KEIHIN SEIMITSU KOGYO Co., Ltd.	Nippon Light Metal Group	● Topia Co., Ltd.
KEL Corp.	Nippon POP Rivets and Fasteners Ltd.	SWCC Corp.
KEYENCE Corp.	Nippon Seiki Co., Ltd.	Taiho Kogyo Co., Ltd.
Kimura Foundry Co., Ltd.	NIPPON SOSEY KOGYO Co., Ltd.	TAIYO MANUFACTURING Co., Ltd.
Knorr-Bremse Commercial Vehicle Systems Japan Ltd.	Nippon Tanshi Co., Ltd.	Takagi Seiko Corp.
KOITO MANUFACTURING Co., Ltd.	Nissan Manufacturing Co., Ltd.	Takayanagi Co., Ltd.
KOIWAI Co., Ltd.	NITTOSEIKO Co., Ltd.	TBK Co., Ltd.
● AOKI Manufacturing Co., Ltd.	NIX, Inc.	TE Connectivity
● Dasai Co., Ltd.	NOK Corp.	TODA RACING Co., Ltd.
Kurashiki Kako Co., Ltd.	NPR-RIKEN Corp.	TOKAI RIKA Co., Ltd.
kurimoto Co., Ltd.	NSK Ltd.	TOKOROZAWA ALLOY FOUNDRY Co., Ltd.
Kuwahara Casting Corporation	NTN Corp.	Tokyo R&D Co., Ltd.
Leaner Technologies Inc.	Oetiker Japan Co., Ltd.	TOP Co., Ltd.
Linamar Japan Inc.	OGAWA INDUSTRY Corp.	TOYODA GOSEI Co., Ltd.
Magna International Japan Inc.	Origin Co., Ltd.	TOYOTA BOSHOKU Corp.
MAHLE Group	Osaka Forming Co., Ltd.	TPR Co., Ltd.
Manufacturing Support Center Shimosuwa	OTICS Corp.	TRIS Inc.
● Kyoshin Seiko Co.,Ltd.	Panasonic Industry Co., Ltd.	Tsubakimoto Chain Co.
● CERIOTEC Co.,Ltd.	PROFIL Japan	UNIVANCE Corp.
● Yamato Denki Ind Co.,Ltd.	RHYTHM Co., Ltd.	Valeo Japan Co., Ltd.
● Ings Shinano Co.,Ltd.	Rollax Japan	VicOne Inc.
● NAGANO HIDAKA Co.,Ltd.	RYOBI Ltd.	Victrex Japan Inc.
● SRIC Corporation	Saint-Gobain K.K.	Vitesco Technologies Japan K.K.
● ITO PARTS INDUSTRY Co.,Ltd.	SANEI Industries Co., Ltd.	Wieland
MarkLines Co., Ltd.	Sango Co., Ltd.	Witzenmann Japan K.K.
Martinrea	SANJO MACHINE WORKS, Ltd.	Yamada Manufacturing Co., Ltd.
Marubeni Ele-Next Co., Ltd.	SASAKI Inc.	YANAGAWA SEIKI Co., Ltd.
MATSUI UNIVERSAL JOINT CORPRATION	Sawakyu Industries Co., Ltd.	YAZAKI Corp.
Matsumoto Kosan Co., Ltd.	Schaeffler Japan Co., Ltd.	YOSHIKAWA Engineering Inc.
MD Electronics	Sensata Technologies Japan Ltd.	MATERIALS
METALART Corp.	SHENZHEN HOVERBIRD ELECTRONICS TECHNOLOGY Co., Ltd.	AGC Inc.
MICRO FASTENERS Co., Ltd.	SHIGERU Co., Ltd.	Aica Kogyo Co., Ltd.

ARKEMA / Bostik	Toray Industries, Inc.	GAFS Co., Ltd.
Asahi Kasei Corp.	TOYO DRILUBE Co., Ltd.	● Blueke Co., Ltd.
Bax Inc.	UACJ Corp.	Gailogic Corp.
CARBON FLY Inc.	UNITIKA Ltd.	GTR TEC Corp.
Covestro Japan Ltd.	VisasQ Inc.	Haraseisakusyo Co., Ltd.
Daikin Industries, Ltd.	Zeon Corp.	HBK-Hottinger Brüel & Kjær
DELO Industrial Adhesives & APPEX Corp.	TESTING	HEAD acoustics Japan K.K.
DJK Corp.	4Assist Inc.	HORIBA, Ltd.
DuPont Japan K.K.	A&D Co., Ltd.	Humanetics Innovative Solutions Japan K.K.
Eastman Chemical Japan Co., Ltd.	● BEST INSTRUMENTS CO., Ltd.	iASYS Technology Solutions K.K.
H.E.F DURFERRIT JAPAN Co., Ltd.	AB Dynamics G.K.	IAV Co., Ltd.
● TS Nanocoat corp.	ADVANTEST Corp.	IDIADA AUTOMOTIVE TECHNOLOGY S.A.
● TS Gunma Co., Ltd.	Ametek Co., Ltd.	IMV Corp.
HAGATAYA Co., Ltd.	● Ametek Co., Ltd. ATLAS	Intrepid Control Systems Japan K.K.
Haltermann Carless Japan	● Ametek Co., Ltd. CREAFORM	IR System Co., Ltd.
HellermannTyton Co., Ltd.	APL Automotive Japan K.K.	ITACCESS Co., Ltd.
Henkel Japan Ltd.	aptpod Inc.	ITK Engineering Japan Inc.
Hoganas Japan K.K.	AR BROWN Co., Ltd.	Japan Automobile Research Institute
Idemitsu Kosan Co., Ltd.	ASAM Japan G.K.	Japan Laser Corp.
KANEKA Corp.	ATESTEO Japan K.K.	Japan Probe Co., Ltd.
KINYOSHA Co., Ltd.	ATI Worldwide LLC	Japan Quality Assurance Organization
KOBELCO GROUP	ATSENSE Inc.	Japan Radio Co., Ltd.
KURARAY Co., Ltd.	Automax Co., Ltd.	JASTI Co., Ltd.
KYORITSU ELEX Co., Ltd.	AutoTechnicJapan Co., Ltd.	JFE TECHNO-RESEARCH Corp.
LINTEC Corp.	AVL JAPAN K.K.	KANOMAX JAPAN Inc.
MATSUO SANGYO Co., Ltd.	Bruker Japan K.K.	KATO TECH Co., Ltd.
Metco Joining & Cladding	bryka international Inc.	KEN AUTOMATION Inc.
Microwave Absorbers Inc.	Catec Inc.	KEYCOM Corp.
Midori Auto Leather Co., Ltd.	Chemitox Inc.	Keysight Technologies Japan K.K.
Mitsubishi Chemical Corp.	Comet Technologies Japan K.K.	KIKUSUI ELECTRONICS Corp.
Mitsui Chemicals Inc.	DEWEJapan Co., Ltd.	Kistler Japan G.K.
Nippon Steel Corp.	DIRECT Corp.	KOBUNSHI KEIKI Co., Ltd.
NISSAN ARC, Ltd.	dSPACE Japan K.K.	KOKUSAI Co., Ltd.
Oerlikon Japan Co., Ltd.	DTS INSIGHT Corp.	KOZO KEIKAKU ENGINEERING Inc.
Polyplastics -Evonik Corp.	e-OHTAMA Ltd.	KYOWA ELECTRONIC INSTRUMENTS Co., Ltd.
Proterial Ltd.	Easy-Measure Co., Ltd.	Laser Measurement Corp.
RIKEN TECHNOS Corp.	Enable Inc.	LaVision
SABIC	ETAS K.K.	● MARUBUN
San Fang Chemical Industry Co., Ltd.	EVIDENT Corp.	Leader Electronics Corp.
SEKISUI CHEMICAL Co., Ltd.	FEV Japan Co., Ltd.	Marubeni Information Systems Corp.
Sumitomo Chemical Co., Ltd.	FIT Pacific Inc.	● Witz Corporation
Sunwa Trading Corp.	FT TECHNO Co., Ltd.	Marubun Corp.
ThreeBond Co., Ltd.	FUJI KEISOKU SYSTEM Co., Ltd.	MATSUI Corp.
TODA KOGYO Corp.	Fuji Technical Research Inc.	Matsusada Precision Inc.
TOPPAN Co., Ltd.	fukuda Co., Ltd.	Maximator Fluid Technologies Ltd.

EXHIBITORS LIST

MEIDENSHA Corp.	SINFONIA TECHNOLOGY Co., Ltd.	● Volume Graphics Co., Ltd.
MEIJI ELECTRIC INDUSTRIES Co., Ltd.	SPI ENGINEERING Co., Ltd.	IDAJ Co., Ltd.
● Comet Technologies Japan K.K.	STRINGO Co., Ltd.	Integral Technology Co., Ltd.
● Anton Paar Japan K.K.	Sumika Chemical Analysis Service Ltd.	Integration Technology Co., Ltd.
● Alxtral Co., Ltd.	SYSTEM PLUS Inc.	IPG Automotive K.K.
● ORIX Rentec Corporation	TAKASAGO, Ltd.	JMAG Business Company
● Nippon BARNES Company Ltd.	TEAC CORPORATION	Keisoku Engineering System Co., Ltd.
● LINX Corporation	Tec Gihan Co., Ltd.	Neorium Technology Co., Ltd.
Mitsubishi Precision Co., Ltd.	TECHNICAL SUPPORT Co., Ltd.	NewtonWorks Corp.
Mitutoyo Corp.	TESCO Corp.	NTT DATA Automobiligence Research Center Ltd.
MODE · CREATE Co., Ltd.	TEXIO TECHNOLOGY Corp.	Promotech Software Inc.
Moog Japan Ltd.	TMEIC Corporation	PTV Group Japan Ltd.
MORITANI & Co., Ltd.	TOHO ENGINEERING Co., Ltd.	Reactive Systems Inc.
● Myway Plus Corporation	TOKYO BOEKI TECHNO-SYSTEM Ltd.	Research Center of Computational Mechanics Inc.
● ACT ELECTRONICS CORPORATION	Tokyo Dylec Corp.	rFpro Limited
MTS Japan Ltd.	Tokyo Measuring Instruments Laboratory Co., Ltd.	RICOS Co., Ltd.
Muratec Mechatronics Co., Ltd.	Tokyo Seimitsu Co., Ltd.	RPV Co., Ltd.
Myway Plus Corp.	Topcon Technohouse Corp.	Satyam-Venture Engineering Services Private Limited
nac Image Technology Inc.	Tosoku Co., Ltd.	SCSK Corp.
NetVison Co., Ltd.	TOYO Corp.	SCTM Engineering Corp.
Nihon Denkei Co., Ltd.	TOYO DENKI SEIZO K.K.	Siemens K.K.
Nihon Onkyo Engineering Co., Ltd.	toyonaka hot laboratory Co., Ltd.	soridlay Co., Ltd.
NIPPO CORPORATION	Toyota Technical Development Co., Ltd.	Terrabyte Co., Ltd.
Nishiyama Corp./Yamato Scale Co., Ltd / JAPAN WIND TUNNEL MFG.	Tsukasa Sokken Co., Ltd.	zhongqiao business Co., Ltd.
Nobby Tech. Ltd.	UNIPULSE Corp.	● EFFECTO GROUP S.p.A.
OCTEC Inc.	VBOX JAPAN Inc.	CAR ELECTRONICS
OHTE GIKEN, Inc.	VI-grade	Amphenol Japan Ltd.
OKI Engineering Co., Ltd.	VIOS SYSTEM Co., Ltd.	ams-OSRAM Japan Ltd.
Ono Sokki Co., Ltd.	CAE SOLUTIONS	ANALOG DEVICES K.K.
Palmeso Co., Ltd.	Altair Engineering Inc.	ASTI Corp.
PHOTRON LIMITED	Ansys Japan K.K.	Audiokinetic K.K.
Polytec Japan	Applied Intuition Inc.	Bell Energy K.K.
Pulstec Industrial Co., Ltd.	BETA CAE Systems Japan Inc.	Canon IT Solutions Inc.
QMAIL	Cybernet Systems Co., Ltd.	CATANA CORPORATION Ltd.
Rigaku Corporation	DIGITAL PROCESS Ltd.	Chroma Japan Corp.
RION Co., Ltd.	ESI Japan Ltd.	CORNES Technologies Ltd.
SAGINOMIYA SEISAKUSHO, INC.	Flow Science Japan Inc.	Creact Corp.
SANSHA ELECTRIC MANUFACTURING Co., Ltd.	FORUM8 Co., Ltd.	CRI Middleware Co., Ltd.
Sanyo Trading Co., Ltd.	FsTech Inc.	Datatec Co., Ltd.
SGS Japan Inc.	FunctionBay K.K.	Elektrobit Nippon K.K.
SHIMADZU Corp.	GENIO Solutions Co., Ltd.	Foretellix
● Shimadzu Techno-Research, Inc.	Gleason Asia Co., Ltd.	Fujitsu Limited
SHIN NIPPON TOKKI Co., Ltd.	HEXAGON	Green Hills Software

Japan Aviation Electronics Industry, Ltd.	Dempa Publications Inc.	● Innovative Automation Inc.
Japan Novosense Microelectronics Co., Ltd.	FOURIN Inc.	● Longterm Technology Services Inc.
KYOCERA Corp.	Hashimotoya Co., Ltd.	● Mold-Masters (2007) Limited
MAC SYSTEMS Corp.	HELTEC Co., Ltd.	● Nuralogix Corporation
Melexis Japan Technical Research Center K.K.	IP Agent Corp.	● The Narmco Group
Molex Japan LLC	● patsnap	● APMA
MOVING MAGNET TECHNOLOGIES SA	JAPAN MOTOR-RACING INDUSTRY ASSOCIATION	Ota City Industrial Promotion Organization
● CPM	● Tamachi Industries Co., Ltd.	S&P Global Mobility
Murata Manufacturing Co., Ltd.	● DAIWA RADIATOR MANUFACTURING CO.,LTD.	shizuoka industrial foundation
NICHICON Corp.	● YoneshimaFelt Co., Ltd.	● NST CO., LTD.
Nihon Plasmatrete Inc.	● Pankl Japan LLC	● NAGAKURA MFG. CO.,LTD.
Nihon Synopsys G.K.	● TODA RACING Co., Ltd.	● GAUDI CO.,LTD. MISHIMA OFFICE
NIKON-TRIMBLE Co., Ltd.	● Toray Carbon Magic Co., Ltd.	● TEIBOW CO.,LTD.
Nippon Chemi-Con Corp.	● MOONCRAFT CO., LTD.	● METATECHNO CO.,LTD. SHIZUOKA TECHNOLOGY CENTER
Nippon TV/ NTT DATA	● JHI Co.,Ltd.	● SUZUKI ORISHO CO.,LTD.
NRA Dynamics AB	● SCT Co., Ltd.	SmartEyeJapan Co., Ltd.
Nuvoton Technology Corporation Japan	● TOYOTA CUSTOMIZING & DEVELOPMENT Co.,Ltd.	State of North Carolina
Opsoc Ltd.	● TOM'S INC.	Tebiki Inc.
PUES Corp.	● DOME CO., LTD.	TOBII TECHNOLOGY K.K.
Qt Group	● IKEYA FORMULA CO., LTD.	UK Pavilion
RYOMO SYSTEMS Co., Ltd.	● BRIDE CO.,LTD.	● Continental Engineering Service
SOLIZE Corporation	● KYOTO ENGINEERING DEVELOPMENT Co., LTD.	● Intelligent Energy
SONCEBOZ	● ARJ Co., Ltd.	● WAE
SUMIDA CORPORATION	● SHINKO KOGYO Co.,Ltd.	● Electric North East England
TAIYO YUDEN Co., Ltd.	● SHIBA LINING JAPAN Co.,Ltd.	● TotalSim
TDK Corp.	Misaki Design	● Drive System Design
Techno-Accel Networks Corp.	Netherlands Pavilion	● Pickering Test
● WirelessCar Japan K.K.	● TNO	● Beam
● Cyphy-Twin Corp.	● Holst Centre	● UK Battery Industrialisation Centre
● Chintek Inc.	Okayama Prefecture Industrial Promotion Foundation	● Eatron
Texas Instruments Japan Ltd.	● SHINKO KOGYO Co., Ltd.	● Zenic
Thundersoft Japan Co., Ltd.	● KAWAMURAKAKOU Co.,Ltd.	● Advanced Propulsion Centre UK
● ThunderX Auto Technology Co., Ltd.	● TIMEC inc.	Uzabase, Inc.
● Rightware K.K.	● ASTEER CO.,LTD.	Yukai Engineering Inc.
Toshiba Group	● SEIMITSU SPRING CO.,LTD.	
● Toshiba Corporation	● Fujioka Engineering Co.,Ltd.	
● Toshiba Information Systems (Japan) Corporation	● YUASA CO.,LTD.	
● Toshiba Electronic Devices & Storage Corporation	Ontario, Canada	
● Toshiba Materials Co., Ltd.	● Betterfrost Technologies	
wolfSSL Inc.	● Burger Group/SBS Drivetec	
R&D/PUBLICATION/ASSOCIATION	● Geomate	
ARCHIVETIPS Inc.	● iNAGO Corporation	
AUTOSAR	● inMotive	

JSAE SPECIAL EXHIBITS



Gathering the collective wisdom of the automotive industry for carbon neutrality and the recycling-oriented society of the future.

As we face up to “The triple planetary crisis” of climate change, biodiversity loss, and pollution, we have been reminded that the planet is a finite resource. Over the past few years, Japan and many other countries and regions around the world have begun to accelerate their efforts toward achieving carbon neutrality by 2050 and realizing a sustainable economy through changing and improving the nature of society. The keys to these efforts are creative collaboration and the circular economy.

To successfully implement these efforts, we must move on from the conventional linear process of resource exploitation, manufacturing, and disposal, to a socially oriented circular system focused on the 4Rs, which supplements the well-known concept of the 3Rs (reduce, reuse, and recycle) with a fourth “R”: renewable. The realization of a socially oriented circular system is not simply a question of recycling waste. Each and every one of us must shift our value standards toward responsible manufacturing and responsible use. Progress toward decarbonization that focuses on the whole vehicle lifecycle depends on us questioning conventional wisdom, looking at things from new perspectives, and taking on the challenges involved through a process of creative collaboration with new partners.

We must ask ourselves, “What technologies will make people and the world happy?” and work to build new value chains with these partners. We hope that everyone involved in the world of cars can meet at the Automotive Engineering Exposition 2024 and showcase our collective wisdom.

Realizing a sustainable circular society through technological progress and new standards of values!

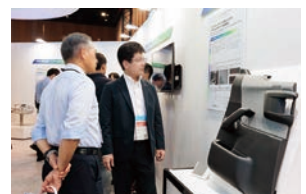
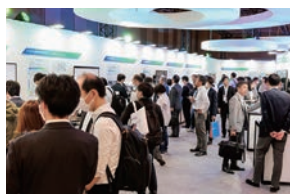


Over the past year, efforts related to automotive resource recycling have gained increasing momentum on a global basis, especially in Europe. Examples include new proposals for more stringent end-of-life vehicle (ELV) regulations affecting vehicle design and scrapped vehicle management, and the implementation of battery regulations covering the whole lifecycle from battery material procurement to the design and production processes, re-use, and recycling. In contrast, although the vehicle recycling rate in Japan is reported to be 99%, this includes thermal recycling that simply re-uses the heat generated by burning those recycled materials. As approximately 60% of plastic materials are

thermally recycled, we need to reduce this rate and return more materials to circulation. This year's Yokohama exposition puts the spotlight on material and chemical recycling technologies, focusing on plastics. Through this exposition, our goal is to create an ideal forum for the whole industry to come together and consider the nature of sustainable resources to help achieve a recycling-oriented circular society.

Exhibit collaborators and organizations

DENSO CORPORATION / Honda R&D Co.,Ltd. / JATCO Ltd. / Kobe Steel, Ltd. / Mazda Motor Corp. / REVER CORPORATION / Saitama Prefecture (I'll Clean-Tech CO.,LTD / Um-Welt Japan CO.,LTD / ECO KEIKAKU CO.,LTD / ORIX Environmental Resources Management Corporation / Environment Service CO.,LTD / TSUNEISHI KAMTECS CORPORATION / YAMANAKA CO.,LTD / YORII COMPOST CORPORATION) / SUBARU corporation / Sumitomo Chemical Co., Ltd. / Toray Industries, Inc. / TOYOTA AUTO BODY CO.,LTD. / Toyota Motor Corporation / Yamaha Motor Co., Ltd. / ZEPHYR CORPORATION (in alphabetical order)



PRESENTATIONS



JSAE Special Presentations

Presentations were held based on the exposition theme set by the JSAE.

Wed., May 22	10:30 11:30	The circular economy in the GX era Yasuhiro Yoshikawa Deputy Director, Industrial Science and Technology Policy and Environment Bureau Resource Efficiency and Circular Economy Division, Ministry of Economy, Trade and Industry
	13:00 14:00	Resource recycling trends affecting the global automotive industry Shohei Sano Consultant, Sustainability Consulting Division 2 Mizuho Research & Technologies, Ltd.
Thu., May 23	10:30 11:30	Future ISO-centric activities toward carbon neutrality Atsushi Inaba President Japan Life Cycle Assessment Facilitation Centre
	13:00 14:00	Material recycling processes for achieving carbon neutrality Toshiaki Yoshioka Professor, Graduate School of Environmental Studies Tohoku University
Fri., May 24	10:30 11:30	Resource circulation toward realization of zero environmental impact Wataru Taga General Manager, Corporate Business Development Unit, Resource Circulation Planning Division Corporate Strategy Operations, Honda Motor Co.Ltd
	13:00 14:00	Initiatives by a part manufacturer toward realizing a circular society Masashi Kiyono Senior Director, Research & Development Center DENSO CORPORATION

Chief Engineer Presentations

Vehicle developers describe the passion and dedication they bring to carmaking.

Wed., May 22	15:30 16:30	Mazda MX-30Rotary-EV - Heritage meets electrification - Wakako Uefuji General Manager, EV Production Engineering Dept. Mazda Motor Corporation	
Thu., May 23	15:30 16:30	Stories from the development of the redesigned Alphard and Vellfire Takahiro Sugama General Manager, ZH Product Planning, TOYOTA AUTO BODY CO.,LTD. ZH CV Product Planning, TOYOTA MOTOR CORPORATION	

Photographs from the presentations



JSAE Special Presentations / Yasuhiro Yoshikawa



Chief Engineer Presentations / Wakako Uefuji



Chief Engineer Presentations / Takahiro Sugama

This exposition was covered in a wide range of media.

Television 

TV Tokyo 『Nikkei News plus 9』	5/22
TV Kanagawa 『News Link』	5/23

Newspaper / magazine 

Nikkan Kogyo Shimbun	5/9, 5/10, 5/15, 5/20, 5/21, 5/22, 5/23, 5/24
Nikkan Jidosha Shimbun	5/9, 5/28, 5/29, 5/30, 6/3, 6/4, 6/6, 6/12, 6/13, 6/20, 6/21, 6/25, 6/26, 6/27, 7/1
THE MID-JAPAN ECONOMIST	5/9
KOTSU MAINICHI SHIMBUN	5/13, 5/29, 7/1
Kanagawa Shimbun	5/23
Dempa Publications, Inc.	5/23
Sangyo Times, Inc.	6/13, 6/20, 6/27, 7/4
Nirinsha Shimbunsha	6/14
CarGoodsMagazine	6/17
JAPAN AUTOMOBILE DEALERS ASSOCIATION	6/26

WEB 

AFP BB News	Motorcycle total service
ASCII	Motor-Fan CAR
au WEB Portal	Motor-FanTECH
AUTO CANPER	Mynavi news
Automotive Tires News	MZ Racing
BestCar-web	Niconico News
BIGLOBE	Nikkan Jidosha Shimbun
Bike no News	Nikkei Shinbun
BLIDG	Nikkei xTECH
BRIDGE	Online AUTO SALON
CAR CARE PLUS	RBB TODAY
car styling	Response
Car Watch	SANKEI DIGITAL
Car-nalism	SPORTS NIPPON NEWSPAPERS.
Car& Leisure	TECH+
CARCLE MAGAZINE	TECHABLE
carview!	TechnoProducer
CNET Japan	THE MAINICHI NEWSPAPERS web
CREA WEB	THE MID-JAPAN ECONOMIST
DEMPE Simbun	THE MOTOR WEEKLY
DENKISHIMBUN	The Owner Driver
DreamNews	TOPPER
Driver Web	townnews
DRONE	Traffic news
EE Times Japan	YAHOO! News
EXHIBITION & MICE	YouTube News Link
Gomu times	zakzak
goo News	
Goo-net	
iZa	
JATCO Company newsletter	
JJI.COM	
Kanaloco	
Kii Minpo	
kurukura	
Kuruma no News	
livedoor News	
Mapion news	
Meiekikeizai	
MONOist	
MOTA	
Moto Megane	

There was interest from wide-ranging media sources.

Total **166** *Including freelancers 185 (2023)
(in alphabetical order)

AlphaBloom	Jihosha Co., Ltd.	RK Inc.
amana inc.	Jiji Press	Sanei Co., Ltd.
AUCNET INC.	Jiyudo	Sangyo Shimbunsha Co., Ltd.
Autanacar Jepang	Kagaku Keizai Co., Ltd.	Sangyo Times, Inc.
AUTOCAR JAPAN	Kanagata Shimbun	Sanpo Publications Inc.
Autolnsight, Inc	Kanagawa Shimbun	Secchaku Kogyo Shimbun Co., Ltd.
Automobile Journalists Association of Japan	KANAMORI INDUSTRIES CO., LTD.	Seibikohosya Co., Ltd
Automotive News Co., Ltd	KINSAN FASTENER NEWS	Sekiyu Kagaku Shimbun Co., Ltd.
Base Brain Work Co., Ltd.	Kobunsha Co., Ltd.	Semiconductor Portal Inc.
BF Energy, LLC.	KODANSHA BC Ltd.	SHIMPO CORPORATION
Bloomberg L.P	Kogyo Tsushin Co., Ltd.	Shinchosha Publishing Co., Ltd.
British Embassy Tokyo	Koji Ozawa Office	Shinjusha Co., Ltd.
BS TV TOKYO Corporation	KOTOBA WORKS	SHIRO Co., Ltd.
CAELUM limited	Kotsu Mainichi Shimbunsha Co., Ltd.	Sokeizai Communications
CAMEPRO	KOTSU TIMES SHA co.,Ltd	STUDIO909
Car World Journal	Koubunsha Co., Ltd.	SUUTA Co., Ltd.
Carcle Inc.	Kouron Publishing Co., Ltd.	T.D.C. Inc.
CARNORAMA JAPAN Co., Ltd.	Koyo Turbo Co., Ltd.	T.K. communications
CARTA MARKETING FIRM Inc.	Kyodo News	TAIGA Publishing Co.,Ltd.
China Television Company, Ltd.	LIGARE	TAKE-ONE.Co.Ltd
Clockwork	Logistics News Co., Ltd.	TATSUNO Corporation
Company Development Center, Inc.	Logistics Research Institute	Tech Times Co., Ltd.
Converting Technical Institute	Lubrication Technology Inc.	TechnoProducer Corporation
CQ Publishing Co., Ltd.	Magazine Daichi inc.	Television KANAGAWA, Inc
Dees Club Co., Ltd.	Mechanical Tech Co., Ltd.	Television Osaka, Inc
Dempa Publications, Inc.	Media Japan Co.,Ltd	The Asahi Shimbun Company
Denkishoin,Ltd.	mediavague Co.,Ltd.	The Chemical Daily Co., Ltd
Editorial Works Takiru	Monkey Production Inc.	The Chunichi Shimbun
ET NEW MEDIA HOLDING CO., LTD.	Mook House Co., Ltd.	The Die Casting News Co., Ltd.
F.M.Tochigi Broadcasting co.,Ltd.	Motorcar Museum of Japan	The Foreign Correspondents' Club of Japan
Fabrica Communications Co., LTD	MTEC inc.	The Heavy & Chemical Industries News Agency
Fastening Journal Co., Ltd.	Mynavi Corporation	The Mainichi Newspapers Co., Ltd.
Form Times Co., Ltd.	MZ Racing	THE MID-JAPAN ECONOMIST
Fuel Oil & Fat Newspaper Co., Ltd.	nak Limited Company	THE NIHON SANKI SHIMBUN
Future Design Creation Organization	National Federation of Petroleum Commercial Associations	THE NISHINIPPON SHIMBUN CO.,LTD
Gas Energy News Co., Ltd.	News Digest Publishing Co., Ltd.	The Optronics Co., Ltd.
Kanagata Shimbun Co., Ltd.	NIHON BUTSURYU SHINBUN CO.,LTD.	The Senken Shimbun Company
Gicho Business Communications Co., Ltd.	NIKKAN JIDOSHA SHIMBUN,LTD.	The Shizuoka Shimbun
Gomutimes Co., Ltd.	Nikkan Kogyo Shimbun Publishing Production	The Yomiuri Shimbun
IID, Inc.	NIKKAN KOGYO SHIMBUN,LTD.	TOKYO BROADCASTING SYSTEM
Impress Corporation.	Nikkei Business Publications, Inc.	TELEVISION, INC.
INFORMA TECH AUTOMOTIVE GROUP	Nikkei Inc	Townnews-sha Company, Limited
International Press Network	Nippon Technology Solution Co., Ltd.	TOYO KEIZAI INC.
INTRIX, Inc.	Nirinsha Shimbunsha Co., Ltd.	TURNING POINT
IR Universe Co., Ltd.	Nozawana LLC	Turtley Consulting
ITmedia Inc.	Office Akira Yokota	TV MAN UNION
J-CAST, Inc	OFFICE HIRATSUKA	YAESU Publishing co.ltd.
JAF Media Works Co., Ltd.	Office V8	YOKOHAMA F.M. BROADCASTING Co.,Ltd.
JAPAN AUTOMOBILE DEALERS ASSOCIATIONS	office-MUSHROOM	YOKUSUL Co.,Ltd.
Japan Automobile Research Institute	P.R.O Inc.	YOMIURI TELECASTING CORPORATION
Japan Broadcasting Corporation	Plastics Japan LTD.	Yusokeizai press co.,ltd.
Japan Fashion Color Association	POP Inc.	
JAPAN INDUSTRIAL PUBLISHING CO., LTD	Porte Publishing Co.,Ltd.	
Japan Land Engine Manufacturers Association	Posty Corporation	
Japan Metal Daily	Processing Technology Research Institute Co., Ltd.	
Japan Motorsport-journalist Society	ProGreens New Energy Technology Co.,Ltd	
JATCO Engineering Ltd	PROTO CORPORATION	
JC Resonance Co., Ltd.	QUALP	
Jidousha Shunjusha Co., Ltd.	REVOLT-I	

Schedule of next year's expositions

【Organizer】 Society of Automotive Engineering of Japan, Inc. (JSAE)



人とくるまのテクノロジー展

Automotive Engineering Exposition

YOKOHAMA Pacifico Yokohama

²⁰₂₅ **5/21** Wed. **22** Thu. **23** Fri.

NAGOYA Aichi Sky Expo

²⁰₂₅ **7/16** Wed. **17** Thu. **18** Fri.

The start of exhibitor applications is scheduled for some time in the autumn.
Details will be posted on the official site at a later date.

Official web site



[Inquiries about the content of the expositions or this report](#)

【Exposition Management Coordinator】 **Taiseisha Ltd.**

Shintomi Mihama Bldg., 6F, 1-15-3 Shintomi, Chuo-ku, Tokyo 104-0041 Japan

E-mail : exhib-expo@taiseisha.co.jp