

# RESULT REPORT

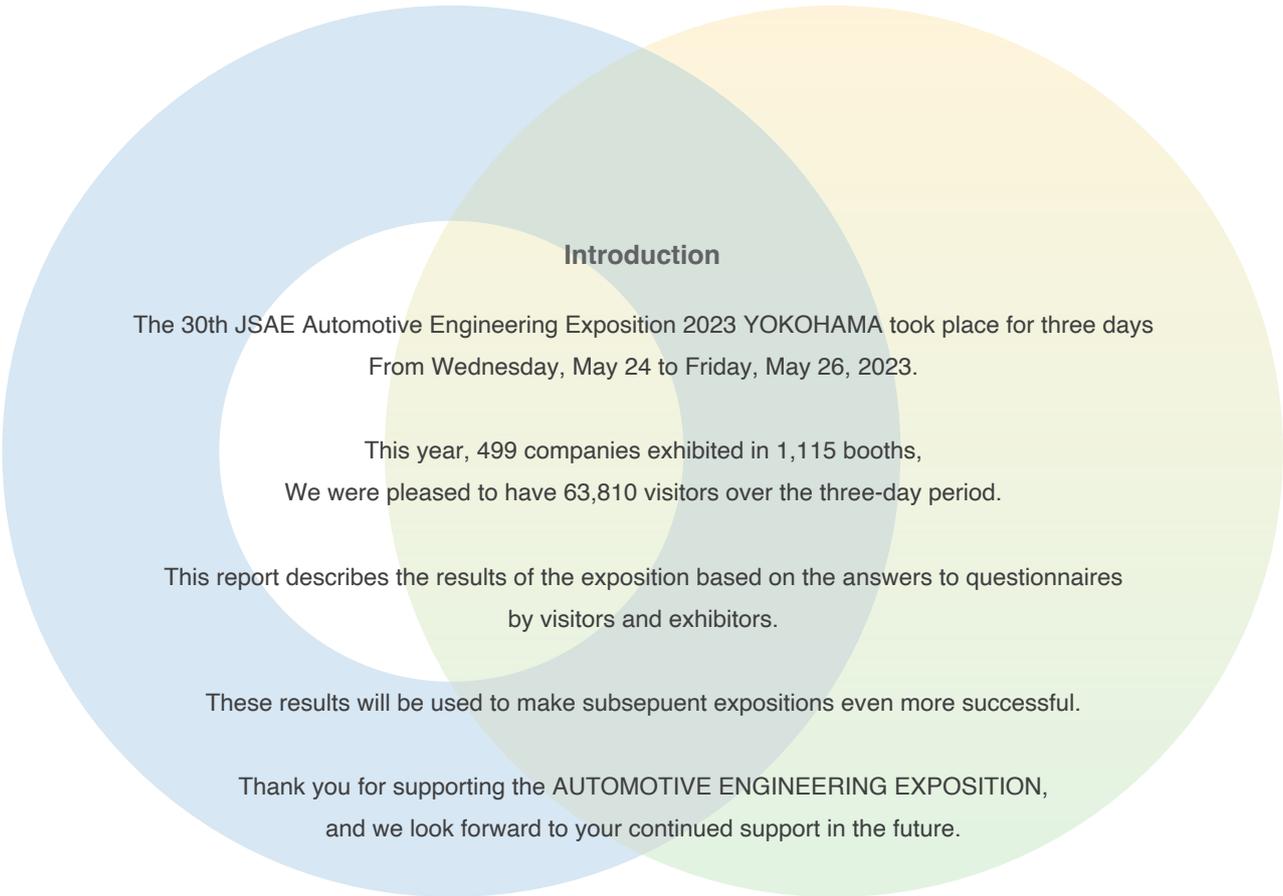
**Try  
the Next!**

技術者が交流し、つながり、  
未来をつくるイノベーションを

*Automotive Engineering Exposition*  
**人とくるまのテクノロジー展**  
**YOKOHAMA 2023**

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**5/24**<sup>WED</sup> **25**<sup>THU</sup> **26**<sup>FRI</sup>  
PACIFICO Yokohama  
ONLINE STAGE 1 **5/17**<sup>WED</sup> - **6/7**<sup>WED</sup>



**Introduction**

The 30th JSAE Automotive Engineering Exposition 2023 YOKOHAMA took place for three days  
From Wednesday, May 24 to Friday, May 26, 2023.

This year, 499 companies exhibited in 1,115 booths,  
We were pleased to have 63,810 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

## SUMMARY REPORT

### Exhibition Scale

Number of Exhibitors **499** 484 (2022)

Number of Booths **1,115** 1,055 (2022)

### Registrations

**63,810**

43,665 (2022)

### Breakdown of Visitors by Date

Date	Weather	Registrations	Registrations (2022)
Wednesday, May 24		<b>17,757</b>	12,597
Thursday, May 25		<b>20,890</b>	14,187
Friday, May 26		<b>25,163</b>	16,881
<b>Total</b>		<b>63,810</b>	<b>43,665</b>

Exhibition Name AUTOMOTIVE ENGINEERING EXPOSITION 2023 YOKOHAMA

Dates Wednesday, May 24, through Friday, May 26, 2023  
 Wednesday & Thursday 10:00 - 18:00  
 Friday 10:00 - 17:00

Venue PACIFICO Yokohama

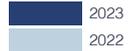
Organizer Society of Automotive Engineers of Japan, Inc. (JSAE)

### Supported by

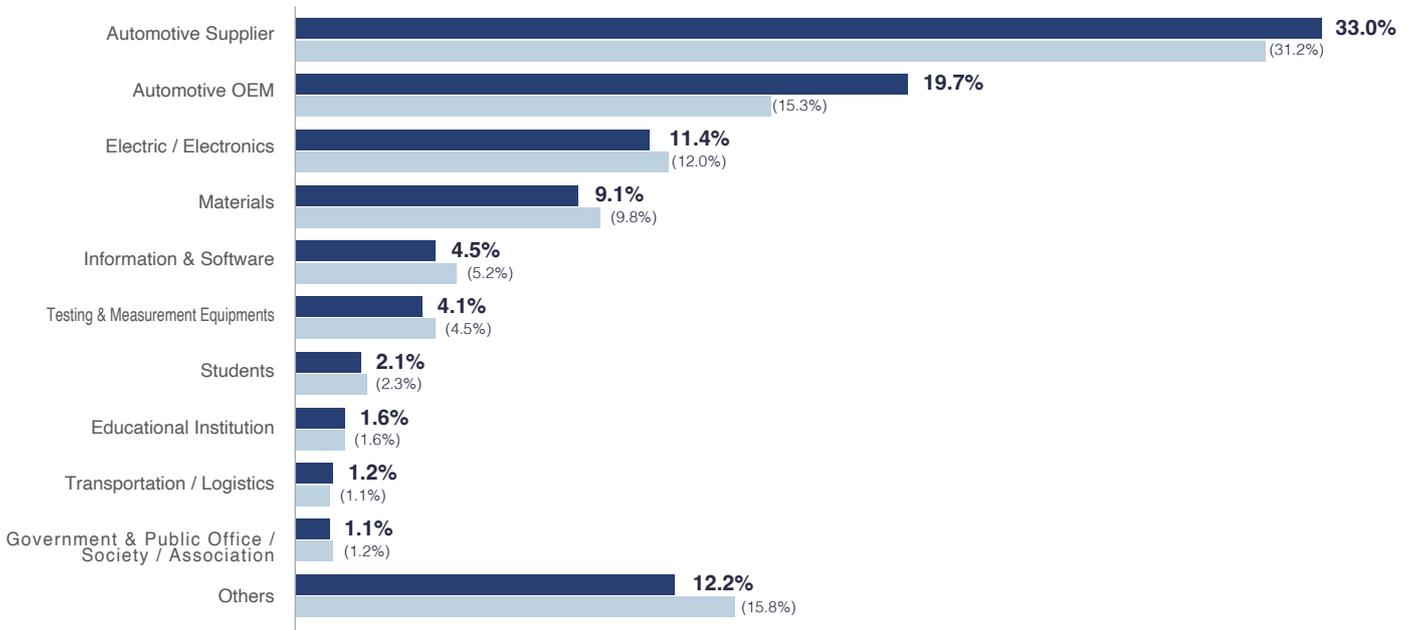
Automobile Business Association of Japan  
 Flat Glass Manufacturers Association of Japan  
 Information Processing Society of Japan  
 Japan Aluminium Association  
 Japan Auto-Body Industries Association Inc.  
 Japan Auto Parts Industries Association  
 Japan Automobile Manufacturers Association, 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.

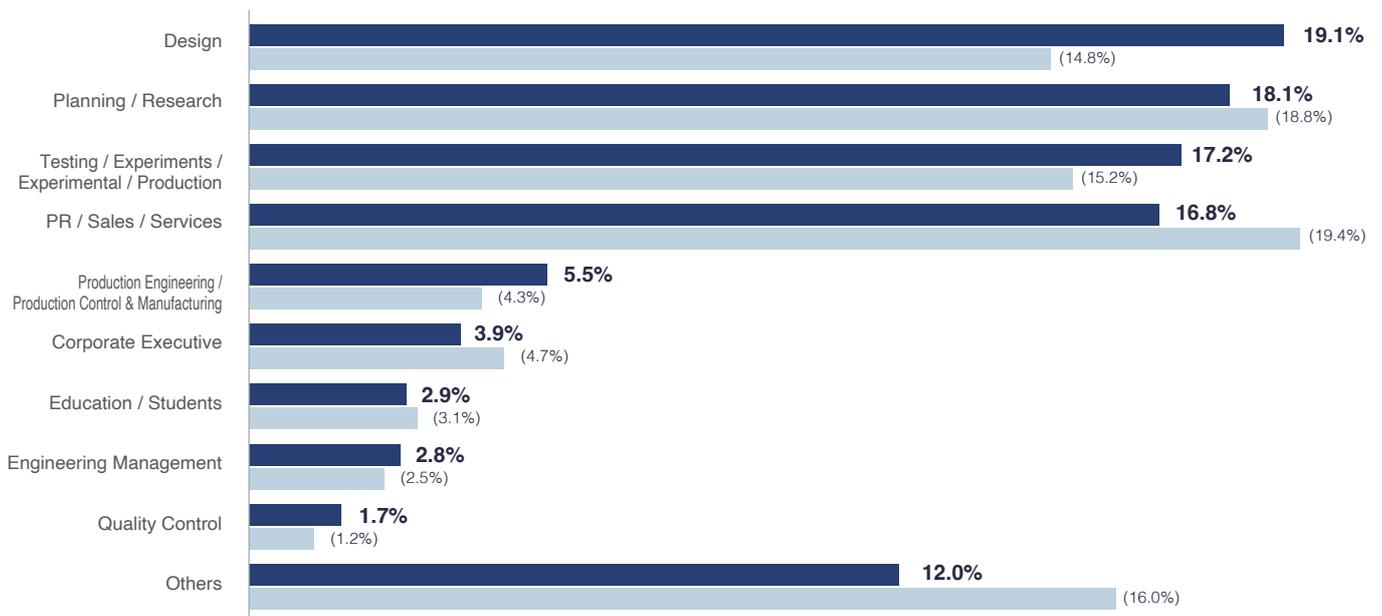
\* ( ) figures for 2022



## Business Category

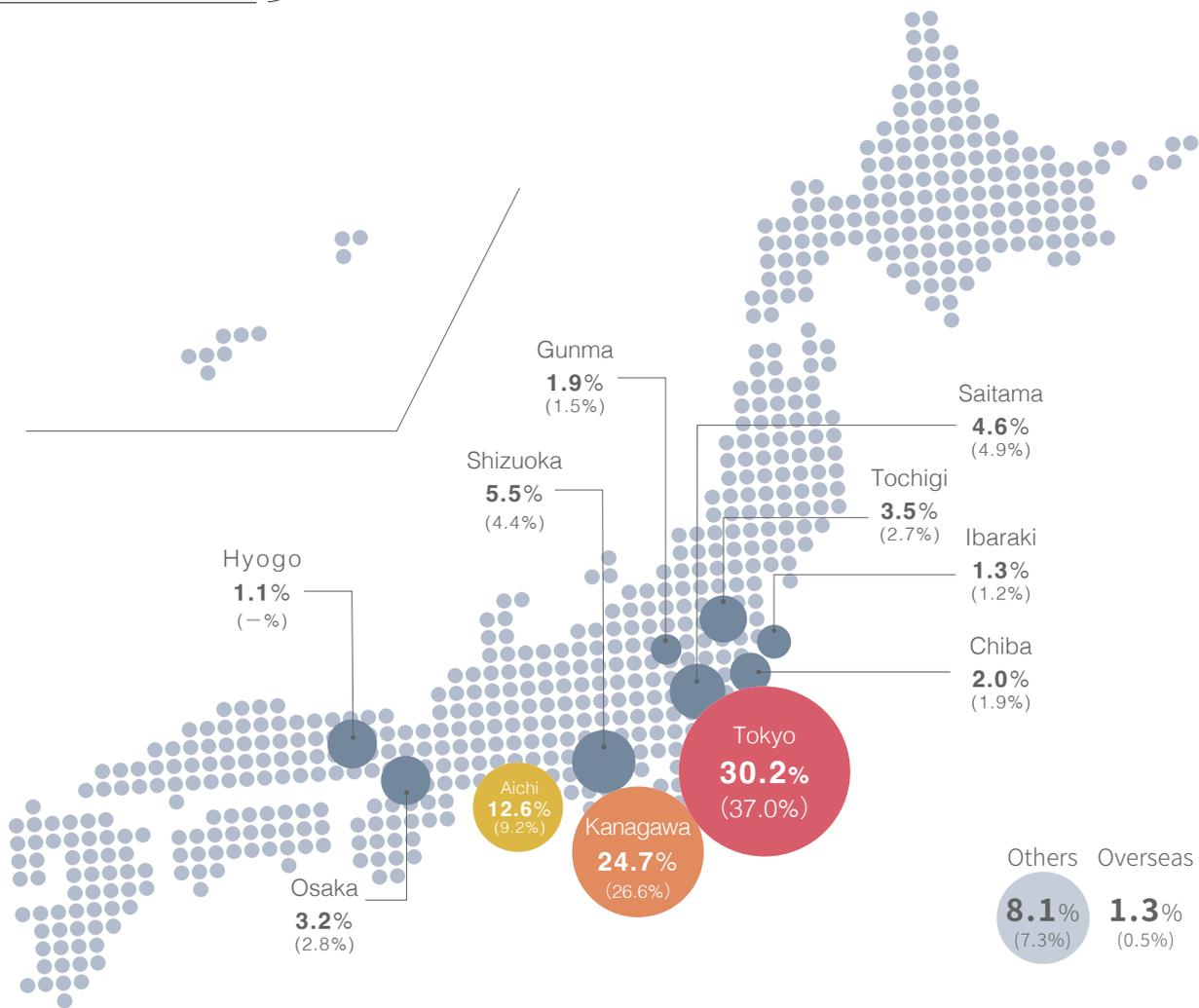


## Job Category

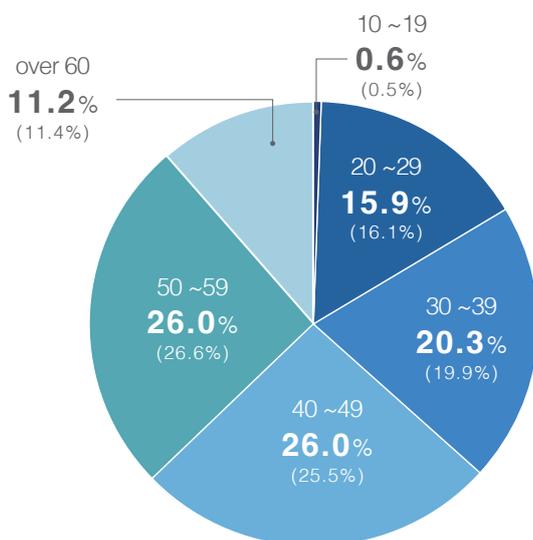


\*(): figures for 2022 (- %): new figures calculated starting in 2023

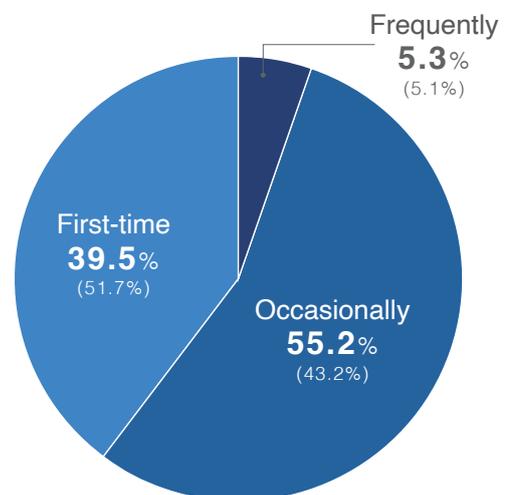
Region



Age



Frequency of Visits



# VISITORS' VOICE

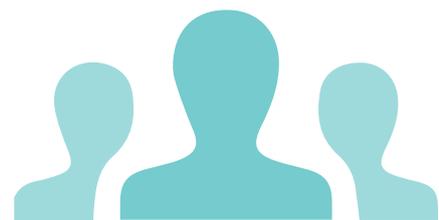
## Questionnaire Results

3,234 people answered the survey.

### Likelihood of attending the next exposition



**Positive comments were received from many visitors.**



## VISITORS' VOICE



The number of exhibitors was higher than last year, and the people working in the exhibitors' booths were very enthusiastic. It was a very positive experience and a high-quality event. Going to the booths gave me the chance to understand the activities and passion of all the companies involved. Thank you for organizing a truly meaningful exposition.



I obtained a better understanding about next-generation (cutting edge) people- and vehicle-focused technologies.

Although the industry is facing a difficult once-in-a-century transformation, I hope that the whole industry can rise to the challenge through a united national effort. Exhibits about hydrogen as well as electrification made the exposition even more fulfilling.



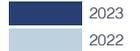
By checking out interesting exhibits in advance online, I was able to experience the exposition more efficiently. Even though the exposition venues were crowded on the day, I was glad to be able to prepare what I wanted to focus on and talk about.

I could see the companies that I checked out on the map, and the route proposal function was very useful. I will check out the exhibits before coming to the venue next time as well.

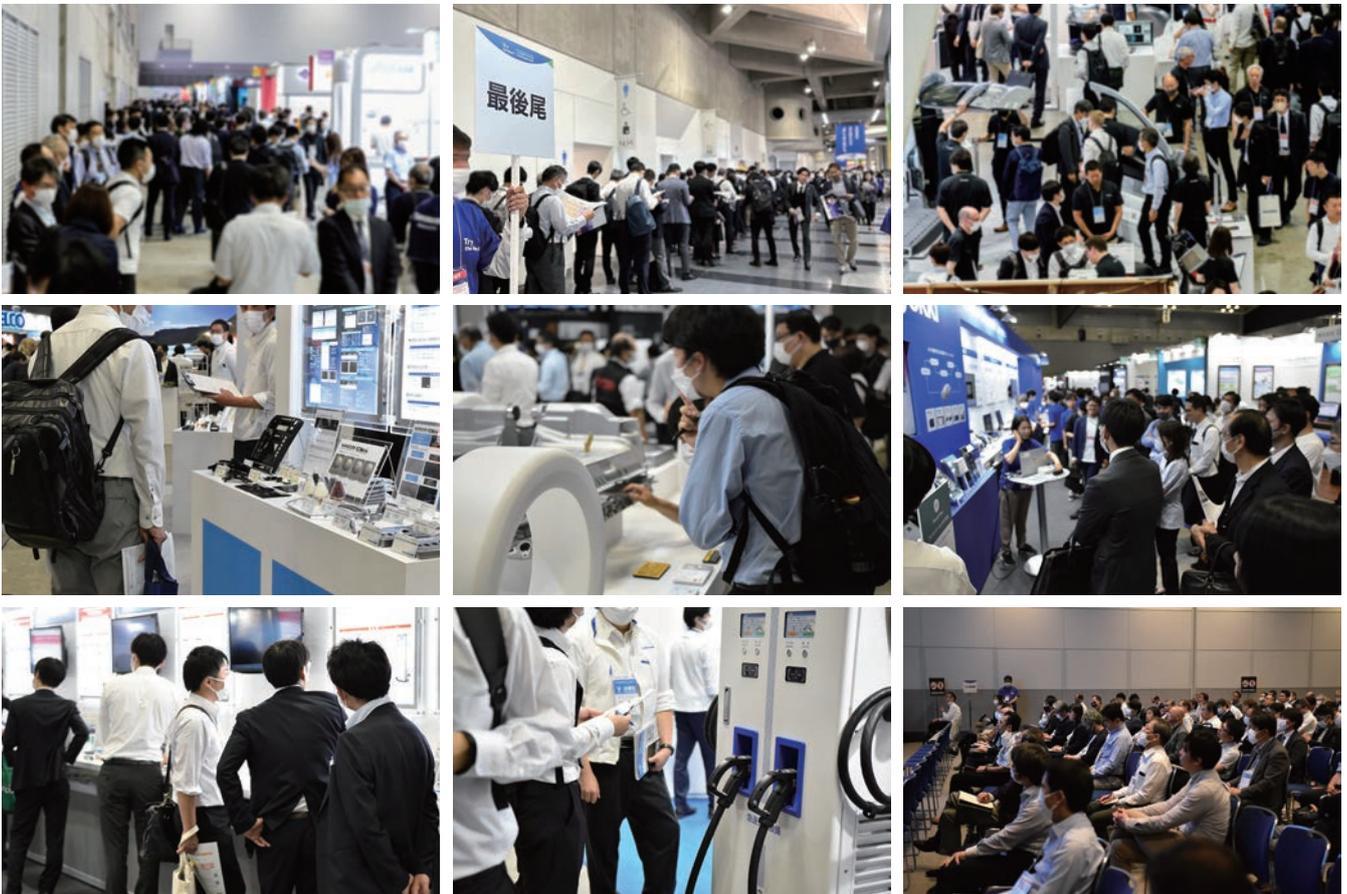
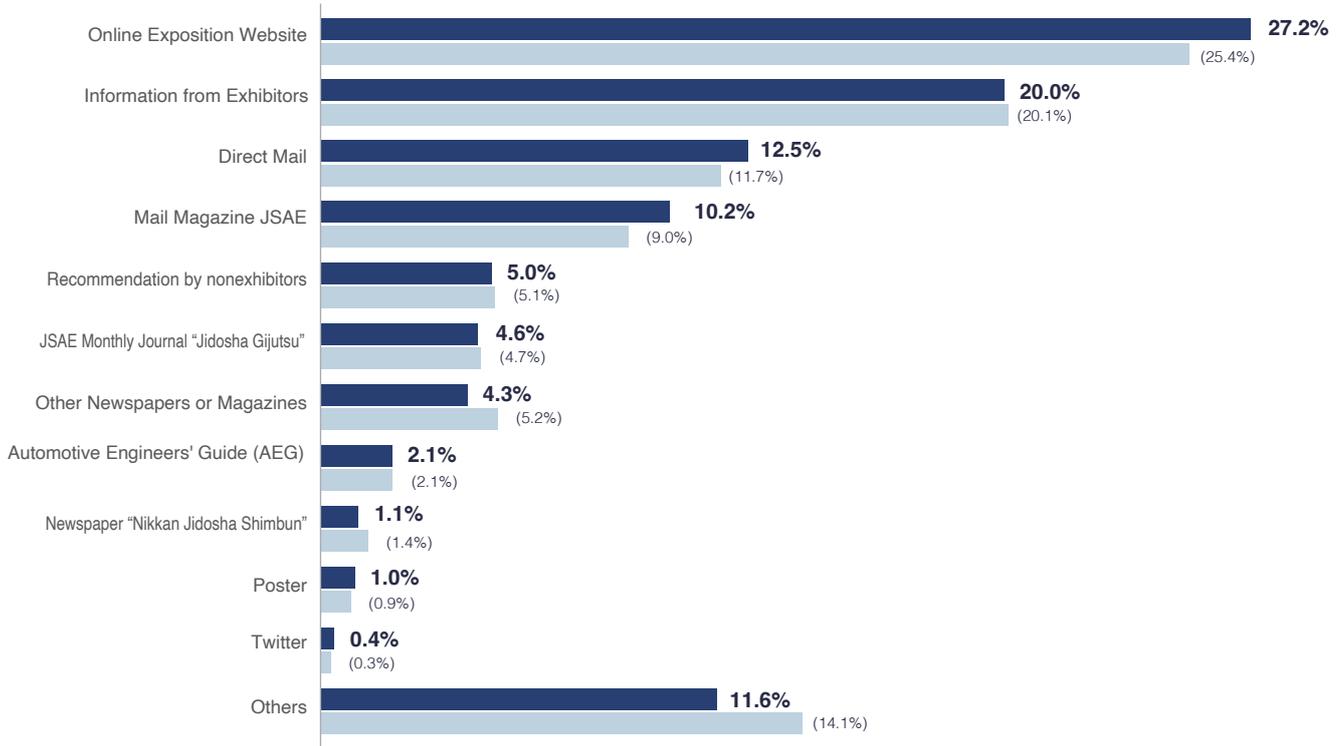


This year saw the return of on-site presentations. I attended some presentations in person and I found the question and answer sessions after the presentations very helpful. I also took the opportunity to listen to the presentations again as part of the online exposition. After attending the exposition in person, I also reviewed the information presented by the exhibitors in the online event and used that to prepare my report. This year, I appreciated the merits of holding a hybrid event. If the real and online events can be synchronized even better, then both the exhibitors and visitors may appreciate the exposition even more.

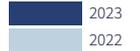
\* ( ) figures for 2022



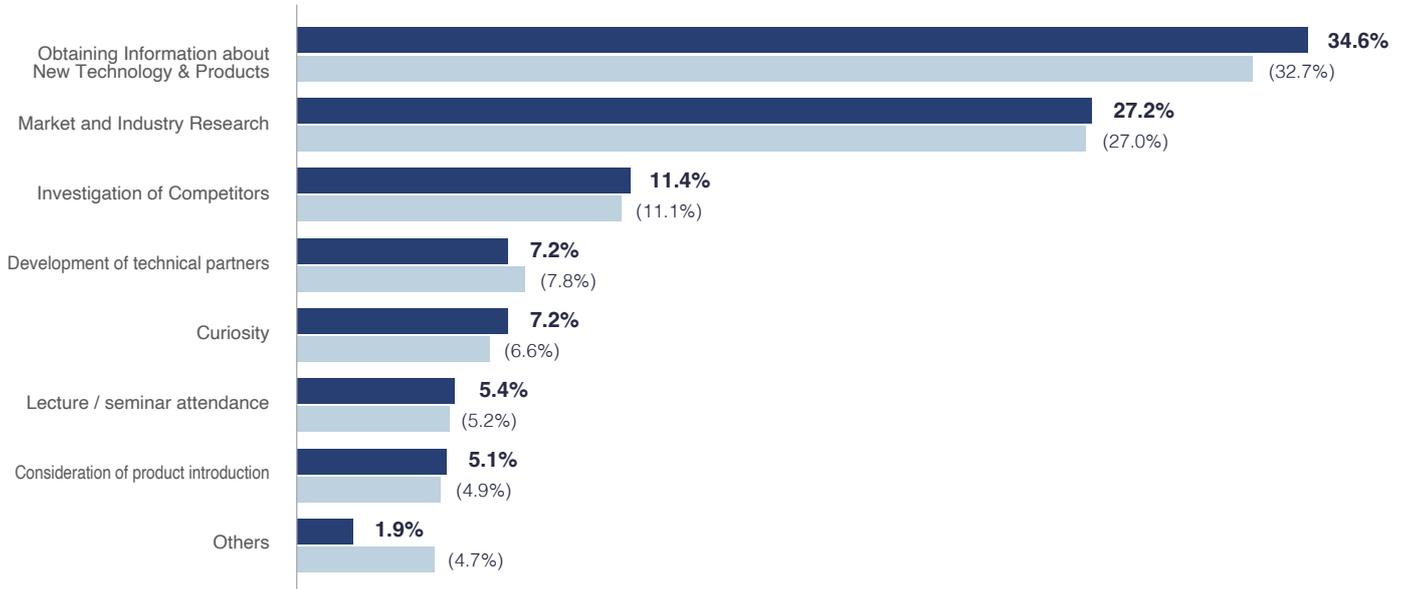
### How Visitors Knew about the Exposition



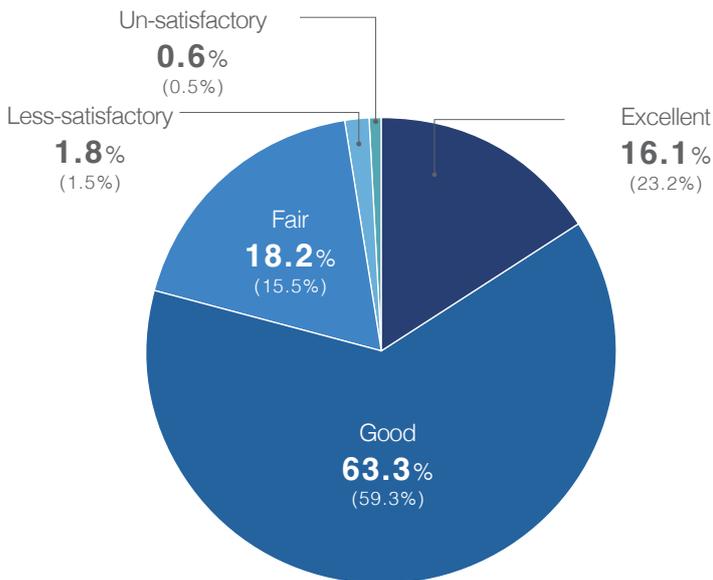
\*() figures for 2022



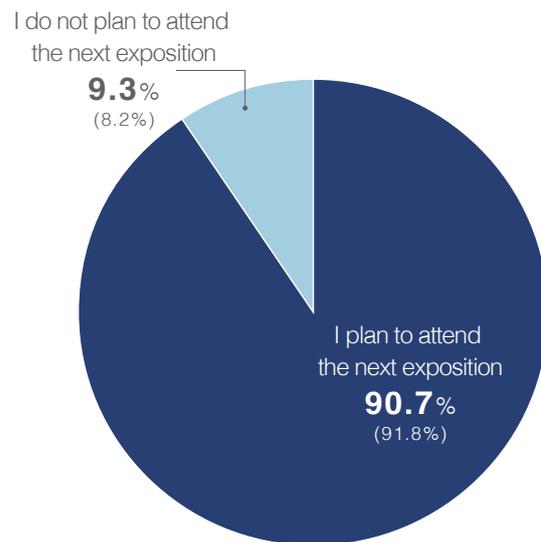
## Purpose of Visit



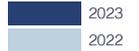
## Satisfaction with Visit



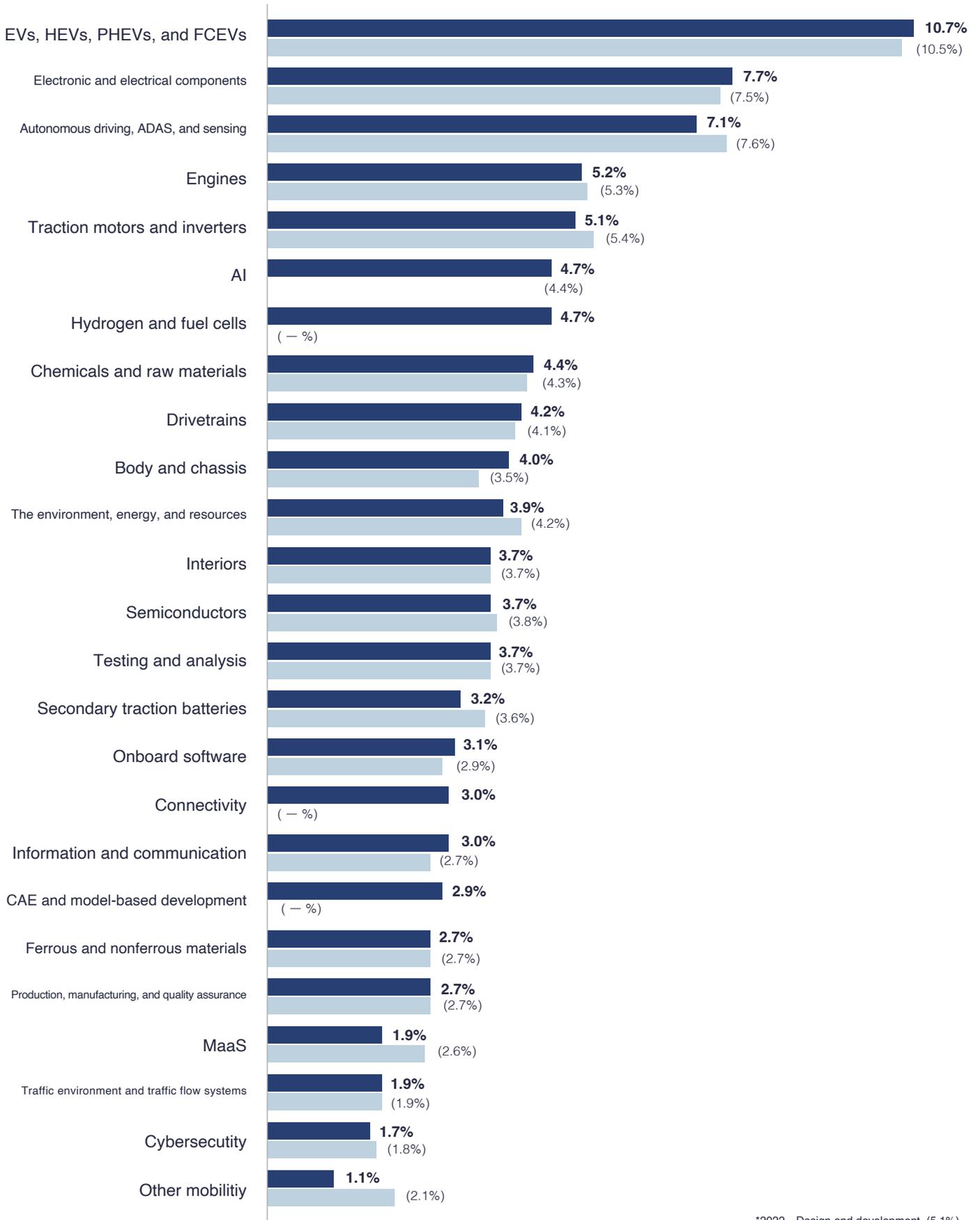
## Likelihood of attending the next exposition



\*( ): figures for 2022 ( - %): new figures calculated starting in 2023



Exhibition Categories of Interest

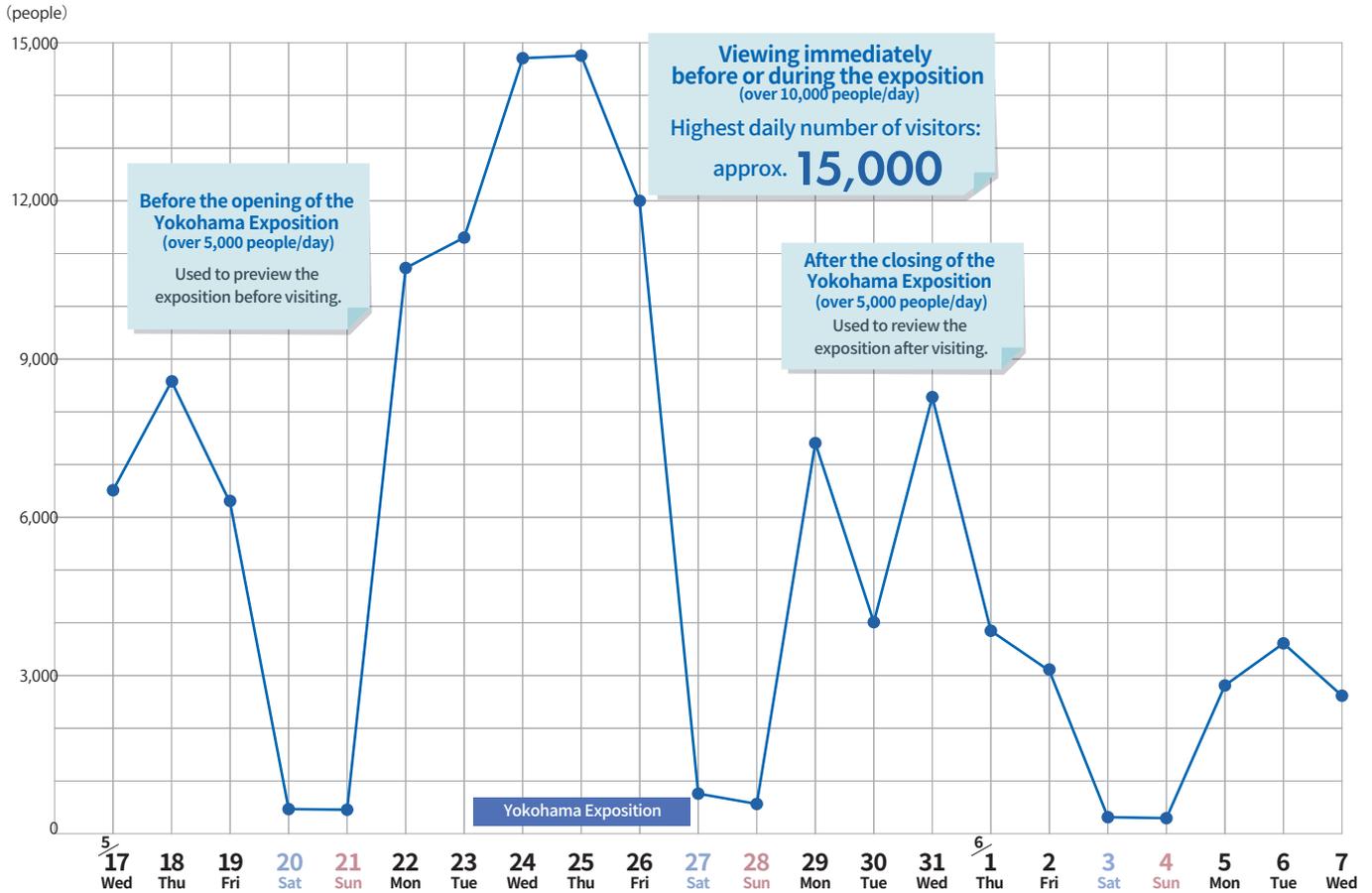


\*2022 Design and development (5.1%)  
5G and IoT (3.9%)

**Utilization of online portion of hybrid exposition**

**Visitor trends for Online Exposition Stage 1**

\* The number of visitors refers to the number of times registered participants accessed the online exposition website. (One visit was defined as one access per day. If a registered participant accessed the website multiple times per day, this was counted as one visit.)



**Visitor comments**

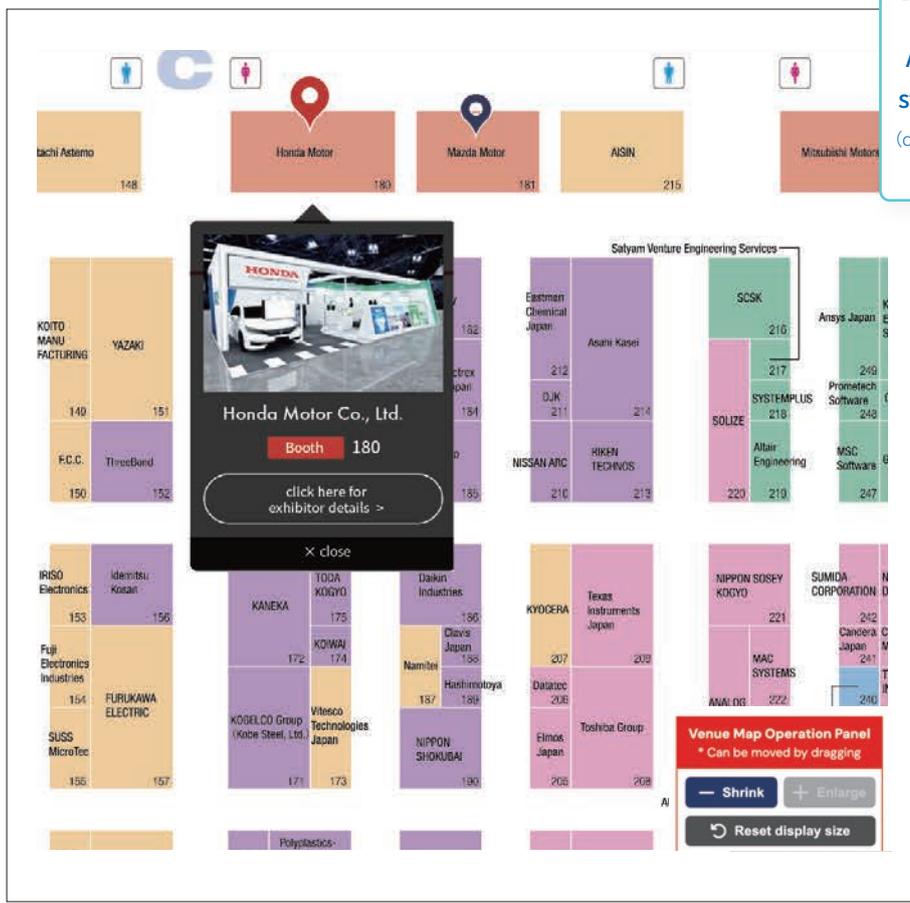
- 

By checking out interesting exhibits in advance online, I was able to experience the exposition more efficiently. I was able to maximize the time I spent at the most interesting exhibits.
- 

I was able to narrow down the booths at the real exposition that I wanted to visit the most and check out the layout of the exhibits. I made a great deal of use of the online exposition. I could find certain products and exhibits to see at the actual venue. I could visit the exposition more efficiently.
- 

I used the online exposition before visiting the real exposition. Unfortunately, some companies didn't post a lot of information and I couldn't carry out a thorough preview. I'd like to see more information posted at the online exposition.

**NEW 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: 543 companies)

Average number of pinned booths per user:

# 9 companies per user

**Visitor comments**

- 

The reflection of the visit list on the digital map was extremely convenient, and I printed the digital map out before arriving. The function that allows you to pin interesting booths was extremely useful.
- 

After the exposition, I was able to use the function when I reviewed the exposition and made my internal company report. I entered the details of discussions I had at the booth in the visit notes and used them in my internal company report. It would be even better to have a function that allows you to download the notes together with the companies you visited.
- 

The function was good because I could review the technologies that I saw at the exposition. However, some of the companies at the venue did not exhibit online as well. The function would be even easier to use if all of the exhibitors also exhibited online as well.

## Which exhibits left the best impression in the general exhibits?

### Ranking

No.1	<b>eAxles</b>
No.2	<b>Autonomous driving technologies</b>
No.3	<b>Hydrogen engines</b>
No.4	<b>Plant-derived material products</b>
No.5	<b>Drive motors</b>

- |                                       |                                           |
|---------------------------------------|-------------------------------------------|
| 3D printers                           | In-vehicle connectors                     |
| 3D scanners                           | In-wheel motors                           |
| Actual vehicle cut models             | Inverters                                 |
| ADAS                                  | LiDAR                                     |
| Aluminum parts                        | Lithium-ion batteries                     |
| Battery cases                         | Mid-air haptics                           |
| BEVs                                  | Multi-stage transmissions                 |
| Biomass materials                     | Next-generation cockpits                  |
| Connected technologies                | Next-generation concept vehicles          |
| Cooling systems for EVs               | Next-generation highly functional seats   |
| Decorative films                      | PHEVs                                     |
| Die casting technologies              | Plastic-related products                  |
| Driving simulators                    | Recycled materials                        |
| Drone engines                         | SiC power semiconductors                  |
| Electronic brake systems              | Steer-by-wire systems                     |
| Electronically controlled suspensions | Technologies related to carbon neutrality |
| EV truck-related technologies         | Thermal management systems                |
| Fast chargers                         | Torque converters                         |
| FCEVs                                 | Ultra compact vehicles                    |
| Fuel cells                            | VR                                        |
| Head-up displays                      | Weight reduction technologies             |
| High-pressure hydrogen tanks          | White bodies                              |
| Highly functional front grilles       |                                           |

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

Ranking

No.1	<b>Automated driving</b>
No.2	<b>Hydrogen-related technologies</b>
No.3	<b>Electrification technologies</b>
No.4	<b>Carbon neutrality</b>
No.5	<b>BEVs</b>

A-SPICE	Industrial robots
ADAS	Insulation technologies
Adhesive technologies	Interior parts
AI-related technologies	MaaS
All-solid-state batteries	Motor technologies
Ammonia for fuel	Motorcycle-related parts
Biomass fuels	Next-generation tire technologies
CAE	Non-destructive inspection
CASE-related technologies	PFAS
Chargers and charging infrastructure	PHEVs
Circular economy	Power semiconductors
CO <sub>2</sub> recovery	Rare metals
Communication and IT-related exhibits	Resource and general recycling
Connected technologies	SDGs-related technologies
Cutting edge measurement technologies	SDV
Digital twins	Sensing
eAxles	Storage batteries
EV batteries	Synthetic fuels (e-fuels)
eVTOL	Thermal management
FCEV-related technologies	Trends of vehicle-related companies
Future trends of internal combustion engines	outside Japan
Heavy-duty presses	Utilization of big data
Highly functional cameras	Weight reduction technologies
In-vehicle displays	

# EXHIBITORS' VOICE

## Questionnaire Results

166 company answered the survey.

### Likelihood of exhibiting at the next exposition



**Positive comments were received from many exhibitors.**



## EXHIBITORS' VOICE



Perhaps it was partially because of the downgrading of COVID-19 to a Class 5 disease, but we felt that enthusiasm returned to the exposition this year. For the last two years or more, we hadn't been able to collect the sort of information we wanted. It might have been a reaction to that, but many visitors seemed to be actively looking for new products and technologies and to gather information. We were able to network with engineers from a wide range of backgrounds.



The automotive industry is accelerating its efforts toward carbon neutrality and technological innovation and is a key foundation supporting Japan's economy. We think that these trends will have various effects on other manufacturing and non-manufacturing industries. This exposition plays an important role in illustrating future directions and we intend to continue exhibiting every year without fail.

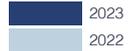


This was our first participation in the exposition, and we were surprised by the high quality of the exhibitors and visitors. Possibly due to the appealing package of Technical Sessions and exhibits, many highly specialized people came to the event. We met far more of these people and obtained more ideas and hints for our business than we anticipated. We also built strong bonds with other exhibitors. It was a valuable three days and we came away extremely satisfied.

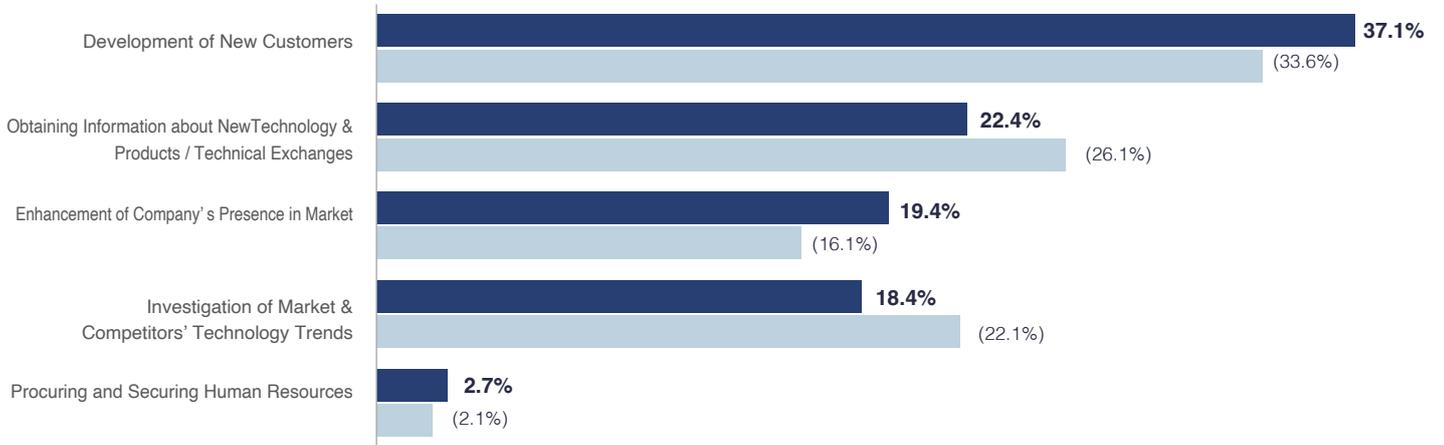


We think that this is the most important exhibition of automotive technologies in Japan because it creates the opportunity to meet automakers and key parts' suppliers from both inside and outside Japan. We realize that many companies want to take part and that it's impossible to accommodate all their needs. However, next time, we'd like to see space to exhibit even more items.

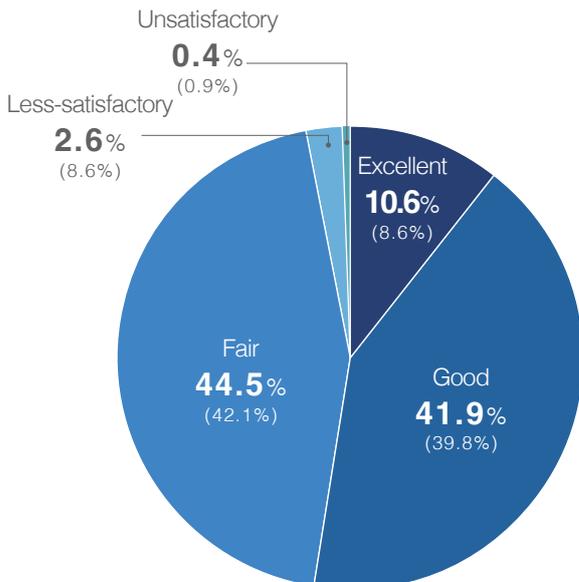
( ) figures for 2022



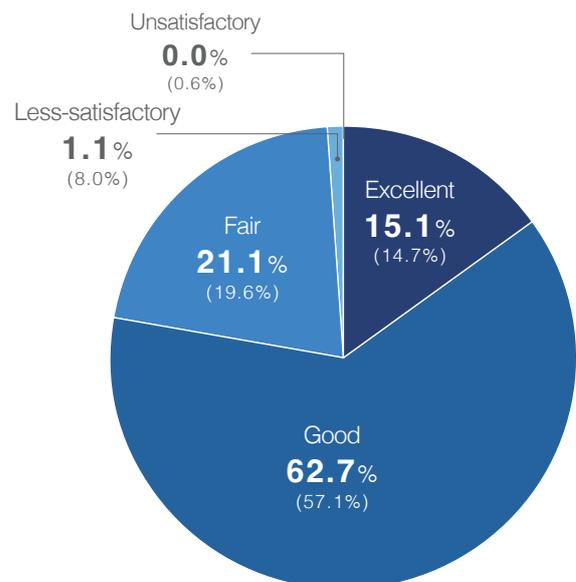
### Purpose of Exhibit



### Satisfaction with Exhibit

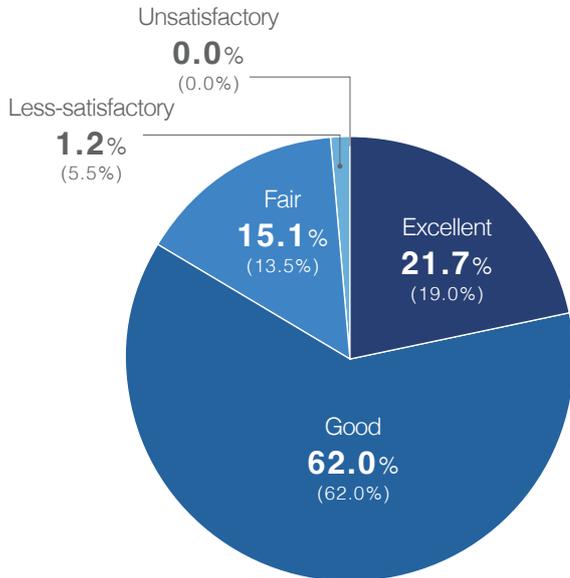


### Impression of Visitors

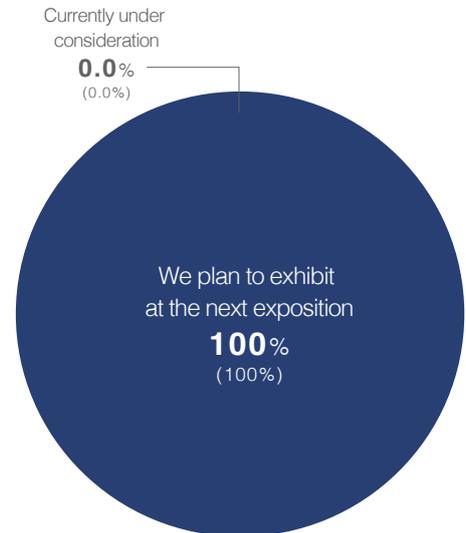


(\*) figures for 2022

### Comprehensive Evaluation



### Likelihood of exhibiting at the next exposition



# JSAE YOKOHAMA BEST 30

The visitors selected the exhibitors that made the biggest impression.

**5,688** votes were received from the visitors. 4,501 (2022)

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

## Other Exhibitors of Interest

RYOBI LIMITED

Mitsubishi Motors Co., Ltd.

TOKYO R&D Co., Ltd.

Murata Manufacturing Co., Ltd.

KANEKA Corp.

NIPPON SEIKI Co., Ltd.

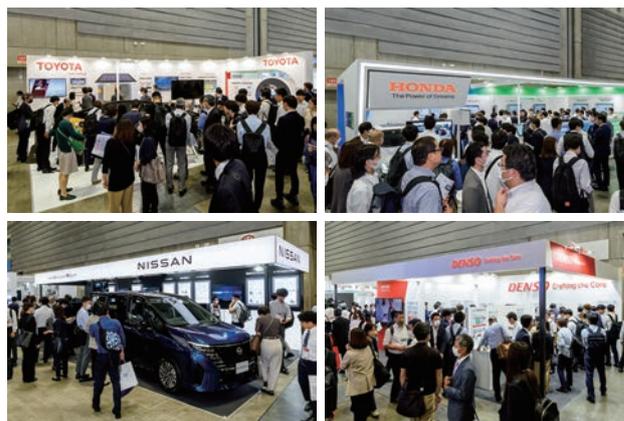
DAIHATSU MOTOR Co., Ltd.

SUZUKI MOTOR Corp.

YAZAKI Corp.

Sumitomo Heavy Industries Ltd. / Nihon Spindle Manufacturing Co., Ltd.

/ Topia Co., 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.

*Congratulations*



DJK Corp.



TESCO Corp.



Nihon Synopsys G.K.



NIPPON PISTON RING Co., Ltd.



FUJI KEISOKU SYSTEM Co., Ltd.



MAC SYSTEMS CORPORATION



MIZUNO TEKKOSHO Co., Ltd.

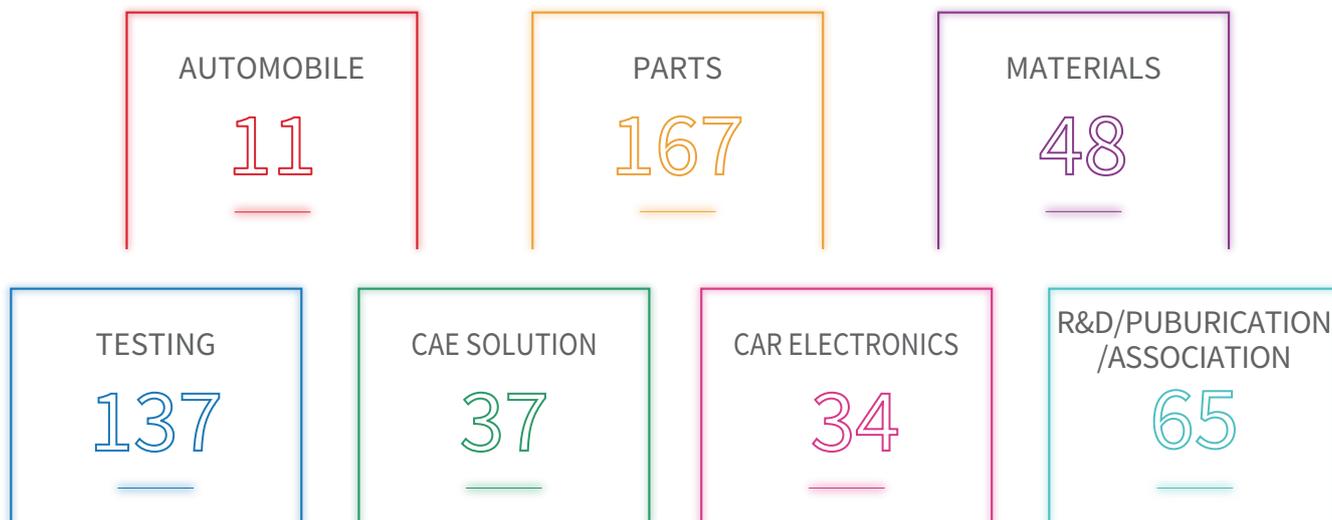
Awarding  
Criteria

Exhibitors who joined the exhibition 15 times or whose number of exhibit booths reached 50 in total.

# EXHIBITORS LIST ☰

THE NUMBER OF EXHIBITORS / **499**

THE NUMBER OF EXHIBIT BOOTHS / **1,115**



Alphabetical order in each category.

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

## AUTOMOBILE

DAIHATSU MOTOR Co., Ltd.	AOMI Precision Co., Ltd.	Faurecia Japan K.K.
Hino Motors Ltd.	Asahi Forge Corp.	Fuji Electronics Industries Co., Ltd.
Honda Motor Co., Ltd.	ASAHI RUBBER Inc.	FURUKAWA ELECTRIC Co., Ltd.
ISUZU MOTORS LIMITED	ASANO LABORATORIES Co., Ltd.	FUTABA INDUSTRIAL Co., Ltd.
Mazda Motor Corporation	BOCAR Group Auma Engineered Product K.K.	GMB CORPORATION
Mitsubishi Motors Co., Ltd.	Borg Warner Morse Systems Japan K.K.	Hakuto Co., Ltd.
Nissan Motor Co., Ltd.	Bosch Corp.	HAMAMATSU PHOTONICS K.K.
SUBARU Co., Ltd.	Brose Japan Ltd.	HAMANAKODENSO Co., Ltd.
SUZUKI MOTOR Corp.	Continental Automotive Corp.	Hella Japan Inc.
Toyota Motor Corporation	Cornes Technologies Ltd.	HellermannTyton Co., Ltd.
YAMAHA MOTOR Co., Ltd.	Dai Nippon Printing Co., Ltd.	HESAI / ARGO

## PARTS

AAM	Daikyo Nishikawa Co., Ltd.	Hitachi Astemo, Ltd.
Advanex Inc.	Delfingen Japan K.K.	HKS Co., Ltd.
AICHI STEEL CORPORATION	DELTA KOGYO Co., Ltd.	HKT CORPORATION Co., Ltd.
AISAN INDUSTRY Co., Ltd.	DENSO Corp.	HONDA TSUSHIN KOGYO Co., Ltd.
AISIN CORPORATION	DuPont Group	HUTCHINSON JAPAN Co., Ltd.
ams-OSRAM Japan Ltd.	Elringklinger Marusan Corp.	I-PEX Inc.
Amsted Automotive Group	EXEDY Corp.	ICHIKOH INDUSTRIES, Ltd.
Analys Research Co., Ltd.	•DYNAX Corporation	igus k.k.
	F.C.C. Co., Ltd.	IJTT Co., Ltd.
		IRISO Electronics Co., Ltd.

# EXHIBITORS LIST ☰

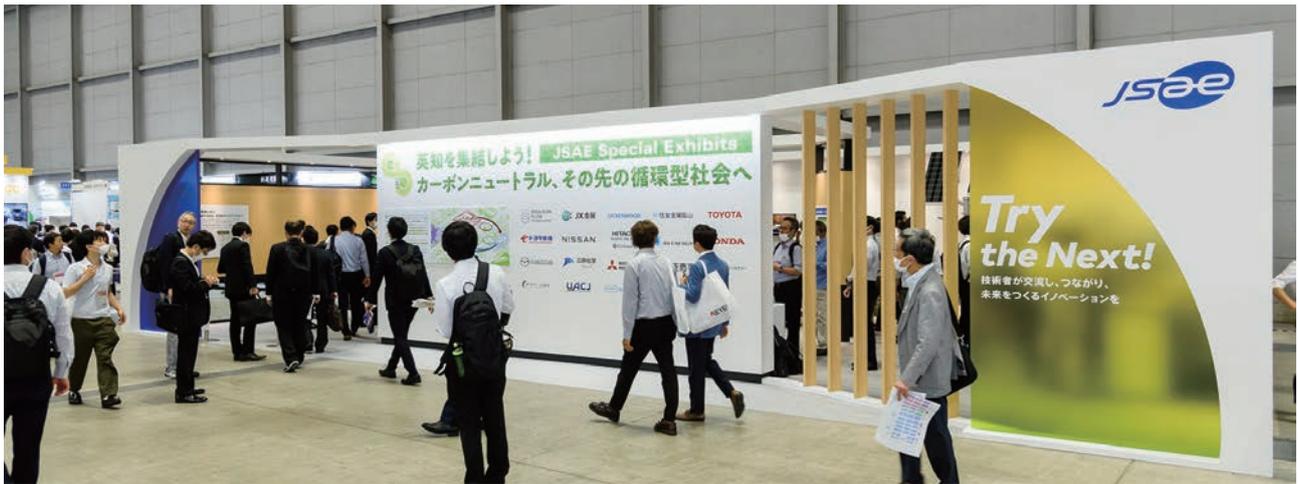
IWATA BOLT Co., Ltd.	Namitei Co., Ltd.	SPAL JAPAN K.K.
JAPAN 3D PRINTER Co., Ltd.	NHK SPRING Co., Ltd.	Sugiura Seisakusho Co., Ltd.
JATCO Ltd.	NICHICON CORPORATION	Sumitomo Electric Industries Ltd.
JL MAG RARE-EARTH JAPAN Co., Ltd.	Nihon Spindle Manufacturing Co., Ltd.	Sumitomo Heavy Industries Ltd.
JMC Corp.	NIPPON CHEMI-CON Corp.	•Nihon Spindle Manufacturing Co., Ltd.
JTEKT Corporation	NIPPON PISTON RING Co., Ltd.	•Topia Co., Ltd.
KATO SEISAKUSHO Co., Ltd.	Nippon POP Rivets and Fasteners Ltd.	SUSS MicroTec KK
KAUTEX Japan Corp.	NIPPON SEIKI Co., Ltd.	•SUSS Micro Optics S.A.
KEEPER Co., Ltd.	NIPPON STEEL CORPORATION	TAIHO KOGYO Co., Ltd.
KEIHIN SEIMITSU KOGYO Co., Ltd.	Nissin Manufacturing Co., Ltd.	Taiyo Sangyo Trading & Marine Service Ltd.
KEYENCE Corp.	•Inmotive Inc.	TAIYO YUDEN Co., Ltd.
Kimura Foundry Co., Ltd.	Niterra Co., Ltd.	Takagi Seiko Corp.
KOITO MANUFACTURING Co., Ltd.	NSK Ltd.	TBK Co., Ltd.
Kuwahara casting corporation Co., Ltd.	NTN Corp.	TE Connectivity Gr.
KYOCERA Corporation	Oetiker Japan Co., Ltd.	TE Connectivity Ltd.
KYUSYU YANAGAWA SEIKI Co., Ltd.	ogawa Inc.	TODA RACING Co., Ltd.
•YANAGAWA SEIKI Co.,Ltd.	Okayama Prefecture Industrial Promotion Foundation	TOKAI RIKA Co., Ltd.
Linamar Japan Inc.	•Aida Engineering Co.,Ltd. OKAYAMA JAPAN	TOKOROZAWA ALLOY FOUNDRY Co., Ltd.
Magna International Japan Inc.	•Asteer CO.,LTD.	TOKYO R&D Co., Ltd.
MAHLE Group	•Kayou Giken CO.,LTD.	TOP Co., Ltd.
•MAHLE Engine Components Japan	•SHINKO KOGYO CO.,LTD.	TOYO DRILUBE Co., Ltd.
•MAHLE Behr Japan	•Suiryo Plastics Co. Ltd.	TOYODA GOSEI Co., Ltd.
•MAHLE Electric Drives Japan	•TIMEC Inc.	TOYOTA AUTO BODY Co., Ltd.
•MAHLE Trading Japan	•Fujioka Engineering Co.,Ltd.	Toyota Boshoku Co., Ltd.
•MAHLE Japan	Origin Co., Ltd.	TPR Co., Ltd.
Manufacturing Support Center Shimosuwa	OTICS Corp.	TSUBAKIMOTO CHAIN Co., Ltd.
•Ings shinano Co.,Ltd.	PEM Japan Co., Ltd.	UNIVANCE Corp.
•Yamato Denki Ind.Co.,Ltd.	RIKEN CORPORATION	Valeo Japan Co., Ltd.
•Nagano Hidaka Co.,Ltd.	ROLLAX GmbH & Co. KG	Vitesco Technologies Japan K.K.
MarkLines Inc.	RYOBI LIMITED	Witzenmann Japan K.K.
Martinrea Automotive Japan Inc.	SAINT GOBAIN K.K.	Yamada Manufacturing Co., Ltd.
MATSUI UNIVERSAL JOINT CORPORATION	SANGO Co., Ltd.	YAZAKI Corp.
Matsumoto Kosan Co., Ltd.	SASAKI Inc.	YOSHIKAWA Engineering Inc.
MICRO FASTENERS Co., Ltd.	Sawakyu Industries Co., Ltd.	ZF Group
MinebeaMitsumi Inc.	Schaeffler Japan Co., Ltd.	
MIZUNO TEKKOSHO Co., Ltd.	Schunk Group	
Moriroku Group	Sensata Technologies Japan Ltd.	
MOVING MAGNET TECHNOLOGIES SA	SHINE ETSU DENSO Co., Ltd.	
•Compact Power Motion GmbH.	SINO-JAPAN ELECTRIC HEATER Co., Ltd.	
Murata Manufacturing Co., Ltd.	Smart Eye	
NACHI-FUJIKOSHI Corp.	SMK Corp.	
Naka Liquid Control Co., Ltd.	SONCEBOZ SA	



# EXHIBITORS LIST ☰

Maximator Fluid Technologies Ltd.	Tokyo Boeki Techno-System Ltd.	RPV Co., Ltd.
MEIDENSHA Corp.	Tokyo Dylec Corp.	Satyam Venture Engineering Services Private Limited
MITSUBISHI PRECISION Co., Ltd.	Tokyo Measuring Instruments Laboratory Co., Ltd.	Science Solutions International Laboratory Inc.
Mitutoyo Corp.	TOPCON TECHNOHOUSE Corp.	SCSK Corp.
Moog Japan Inc.	TOSHIBA MITSUBISHI ELECTRIC INDUSTRIAL SYSTEMS Corp.	Siemens K.K.
MTS Japan Ltd.	TOYO Corp.	SMT JAPAN
nac Image Technology Inc.	TOYO DENKI SEIZO K.K.	Solidray Co., Ltd.
NetVision Co., Ltd.	TOYOTA TECHNICAL DEVELOPMENT Corp.	SOLIDWORKS JAPAN K.K.
NI	Trioptics Japan Co., Ltd.	•HP JAPAN Inc.
Nihon Denkei Co., Ltd.	TSUKASA SOKKEN Co., Ltd.	SYSTEMPLUS Inc.
Nihon Onkyo Engineering Co., Ltd.	UNIPULSE Corp.	Trend Micro Inc.
Nikon Corporation Nikon Solutions Co., Ltd.	VBOX JAPAN Inc.	•VicOne Inc.
NIPPO CORPORATION Co., Ltd.	VI-grade Japan Ltd.	
NISHIYAMA,YAMATO SCALE,JAPAN WIND TUNNEL MFG.	VIOS System Co., Ltd.	<b>CAR ELECTRONICS</b>
Nobby Tech. Ltd.	Volume Graphics Co., Ltd.	A2MAC1 JAPAN K.K.
OCTEC Inc.		ANALOG DEVICES K.K.
OHTE GIKEN, Inc.	<b>CAE SOLUTION</b>	ATSENSE Inc.
Oki Engineering Co., Ltd.	Altair Engineering Inc.	Candera Japan Inc.
ONO SOKKI Co., Ltd.	Ansys Japan K.K.	Catana Corporation Ltd.
Palmeso Co., Ltd.	BETA CAE Systems Japan Inc.	Chip One Stop Inc.
PHOTRON LIMITED	Creact Corp.	CRI Middleware Co., Ltd.
Polytec Japan	DIGITAL PROCESS Ltd.	Datatec Co., Ltd.
Pulstec Industrial Co., Ltd.	ESI Japan Co., Ltd.	Elektrobit Nippon K.K.
QMAIL	FunctionBay K.K.	Elmos Japan K.K.
RION Co., Ltd.	Gleason Asia Co., Ltd.	FORUM8 Co., Ltd.
SAGINOMIYA SEISAKUSHO, INC.	GSI Creos Corp.	MAC SYSTEMS CORPORATION Co., Ltd.
SANSHA ELECTRIC MFG.CO., LTD.	HARASEISAKUSYO Co., Ltd.	Melexis Japan K.K.
Sanyo Trading Co., Ltd.	IDAJ Co., Ltd.	Molex Japan LLC
SHIMADZU Corp.	Integration Technology Co., Ltd.	MUSASHI ENGINEERING, INC.
•Shimadzu Techno-Research,Inc.	IPG Automotive K.K.	Nihon Synopsys G.K.
SHIN NIPPON TOKKI Co., Ltd.	Japan Radio Co., Ltd.	•Myway Plus Corporation
Shinano Kenshi Co., Ltd.	JSOL Corp.	NIPPON SOSEY KOGYO Co., Ltd.
SINFONIA TECHNOLOGY Co., Ltd.	KEISOKU ENGINEERING SYSTEM Co., Ltd.	NIRA Dynamics AB
Stringo Co., Ltd.	MSC Software Corp.	OPSOC Inc.
SysCom Inc.	Neorium Technology Co., Ltd.	•Kvaser
TAKASAGO, Ltd.	NewtonWorks Corp.	Panasonic Industry Co., Ltd.
TEAC CORPORATION	Prometech Software Inc.	Pues Corp.
Tec Gihan Co., Ltd.	PTV Group Japan Ltd.	Ryomo Systems Co., Ltd.
TECHNICAL SUPPORT Co., Ltd.	Reactive Systems Incorporated	SOLIZE Corporation
TESCO Corp.	Rescale Japan Co., Ltd.	SUMIDA CORPORATION
TEXIO TECHNOLOGY CORPORATION	Reseach Center of Computational Mechanics Inc.	TDK Corporation
Toho Engineering Co., Ltd.	RICOS Co., Ltd.	Texas Instruments Japan Ltd.

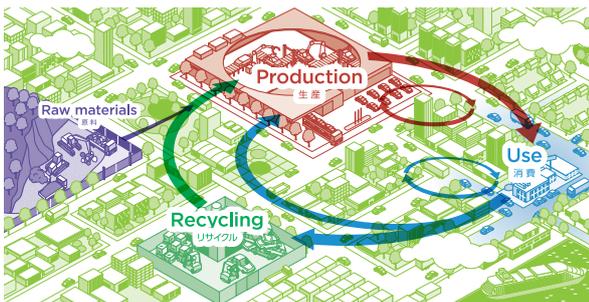
TOBII TECHNOLOGY K.K.	•Mold-Masters (2007) Ltd.
TOKYO PARTS INDUSTRIAL Co., Ltd.	•VueReal Inc.
Toshiba Group	S&P Global Mobility
•Toshiba Corporation	SAN-EI Co., Ltd.
•Toshiba Electronic Devices & Storage Corporation	Shizuoka Industrial Foundation
•Toshiba Information Systems (Japan) Corporation	•Advanced composite Corp
•Toshiba Materials Co., Ltd.	•Armonicos Co., Ltd.
	•Illumination Co.,LTD.
<b>R&amp;D/PUBLICATION/ASSOCIATION</b>	•gaudi. Co,Ltd.
ARCHIVETIPS Inc.	•KYOWA INDUSTRY Co.,Ltd.
Dempa Publications Inc.	•SUZUKI ORISHO Co.,LTD.
Embassy of the Kingdom of the Netherlands	Tebiki Inc.
•TNO Mobility & Built Environment	UK Pavilion
•TNO at Holst Centre	•Advanced Propulsion Centre
Flanders Investment & Trade	•Innovate UK
•imec	•Department for Business and Trade
•Flexible Robotic Solutions	•Faraday
FOURIN Inc.	•CCAV
Japan Motor Racing Industry Association	•Zenzic
•Toray Carbon Magic Co., Ltd.	•Electric North East England
•Yoneshima Felt Co., Ltd.	•Drive System Design
•SEKIDAI KOGYO CO., LTD.	•Welsh Government
•DAIWA RADIATOR MANUFACTURING CO.,LTD.	•Williams Advanced Engineering
•TODA RACING Co., Ltd.	•Total Sim
•DOME CO., LTD.	•Intelligent Energy
•TOYOTA CUSTOMIZING & DEVELOPMENT Co., Ltd.	•SBD Automotive Ltd.
•TOM'S INC.	•Dontyne Gears
•Ken.Matsuura Racing Service Co.,Ltd.	•Imagination Technologies
•BRIDE Co., Ltd.	•Saietta
•IKEYAFORMULA CO.,LTD.	•Continental Engineering Services
•PEAKS CO., LTD.	•Pickering Interfaces Ltd.
•SHINKO KOGYO Co.,Ltd.	•Constellium
•SCT CO., LTD.	•North East Automotive Alliance
•Formula Beat	•UKBIC
NIPPON TELEVISION NETWORK Corp.	
•NTT DATA Corporation	
Ontario, Canada	
•Aiolos Engineering Corporation	
•GeoMate Inc.	
•Global Plas Inc.	
•iNAGO Corporation	
•Inmotive Inc.	



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

As the world accelerates its efforts to realize decarbonization and sustainability, Japan as well as many other countries and regions are making progress toward carbon neutrality. Recycling and creative collaboration are the keys for overcoming global-scale issues and achieving a sustainable society. The automotive industry has a wide-ranging and powerful impact on society as a whole, and initiatives to eliminate carbon over the whole vehicle life cycle are absolutely essential for achieving carbon neutrality. To successfully implement these initiatives, the automotive industry must move on from the conventional linear process of resource exploitation, manufacturing, and disposal, to a socially oriented recycling-based system focused on the 3Rs (reduce, reuse, and recycle). Although we are standing at the crossroads of transformation, it will be no easy matter to change our common values. For this reason, we have to question conventional wisdom, look at things from new perspectives, and take on this challenge through a process of creative collaboration with new partners. We must ask ourselves, “What technologies will make people and the world happy?” and broaden our value chain to help create new value. We hope that everyone involved in the world of cars was able to meet at the Automotive Engineering Exposition 2023 and gather together our collective wisdom.

## To achieve a recycling-oriented society, vehicle components and resources must also be sustainable!



The Yokohama exposition showcases a path to sustainability for more than 10,000 components and resources. Exhibits include resource-recycling technologies for re-use, returning components to their raw materials, and re-purposing outside the automotive industry, as well as biomass-derived renewable resource technologies. The exposition is the ideal forum for the whole industry to come together and consider the availability of sustainable resources to help achieve a recycling-oriented society.

### Exhibit Collaborators and organizations

4R Energy Co., Ltd. / Emulsion Flow Technologies Ltd. / Hitachi Astemo, Ltd. / Honda Motor CO., Ltd. / JVC Kenwood Corporation / JX Nippon Mining & Metals Corporation / Mazda Motor Corporation / MIRAI-LABO CO., Ltd. / Mitsubishi Corporation / Mitsubishi Corporation Clean Energy Ltd. / Mitsubishi Motors Co., Ltd. / Mitsui Chemicals, Inc. / Nissan Motor Co., Ltd. / Sumitomo Metal Mining / TOYOTA AUTO BODY CO.,LTD. / TOYOTA MOTOR CORPORATION / UACJ Corporation / UNITIKA LTD.



## JSAE Special Presentations

A lecture was given based on the theme of the JSAE special exhibition.

<p>5/24 WED</p>	<p>10:30 ~ 11:30</p>	<p><b>The circular economy in the GX era</b> <b>Yasuhiro Yoshikawa</b> Deputy Director Industrial Science and Technology Policy and Environment Bureau Resource Efficiency and Circular Economy Division, Ministry of Economy, Trade and Industry</p>
<p>5/24 WED</p>	<p>13:00 ~ 14:00</p>	<p><b>NEDO' s initiatives for the realization of resource recycling</b> <b>Daisuke Imanishi</b> Director and Project Leader Environment Department New Energy and Industrial Technology Development Organization (NEDO)</p>
<p>5/25 THU</p>	<p>10:30 ~ 11:30</p>	<p><b>Energy model for a carbon-neutral society</b> <b>Toshihiko Nakata</b> Professor Graduate School of Engineering Tohoku University</p>
<p>5/25 THU</p>	<p>13:00 ~ 14:00</p>	<p><b>Rare metals for automobiles: their resource supply risks and environmental destruction associated with production.</b> <b>Toru Okabe</b> Director General and Professor Institute of Industrial Science The University of Tokyo</p>
<p>5/26 FRI</p>	<p>10:30 ~ 11:30</p>	<p><b>Carbon-neutral initiatives and taking on the challenge of achieving a recycling-oriented society</b> <b>Tomohiko Ogimura</b> Project General Manager CN Advanced Engineering Development Center Environment Affairs and Engineering Management Division Toyota Motor Corporation</p>
<p>5/26 FRI</p>	<p>13:00 ~ 14:00</p>	<p><b>Advancing toward a recycling-oriented and regenerative business model</b> <b>Yusuke Nakashima</b> General manager Global Environmental Strategy Department Bridgestone Corporation</p>

## Chief Engineer Presentations

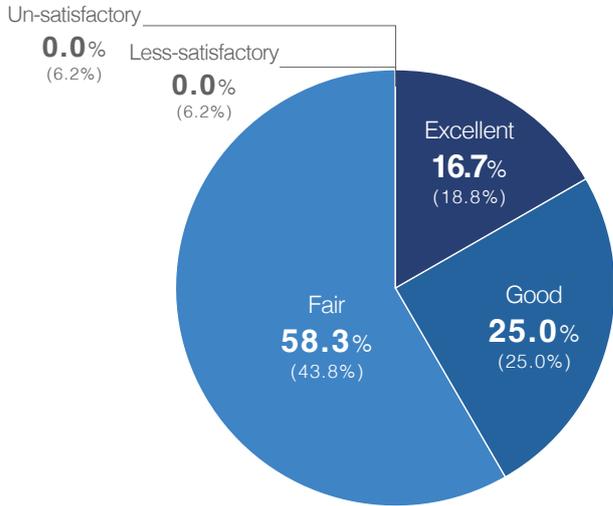
Scheduled presentations were arranged in which vehicle developers described the passion and dedication they bring to carmaking.

<p>5/24 WED</p>	<p>15:30 ~ 16:30</p>	<p><b>The new PRIUS: Realizing driving performance with style</b> <b>Satoki Oya</b> Deputy Chief Engineer TC Product Planning Toyota Motor Corporation</p> 
<p>5/25 THU</p>	<p>15:30 ~ 16:30</p>	<p><b>The e-POWER technology at the heart of the appeal of the new SERENA and X-TRAIL</b> <b>Akihiro Shibuya</b> Alliance PED Powertrain and EV Engineering Division Nissan Motor Co., Ltd.</p> 
<p>5/26 FRI</p>	<p>15:30 ~ 16:30</p>	<p><b>Story behind the development of the new CROSSTREK and IMPREZA</b> <b>Shoichiro Kezuka</b> Project General Manager Product &amp; Portfolio Division SUBARU CORPORATION</p> 

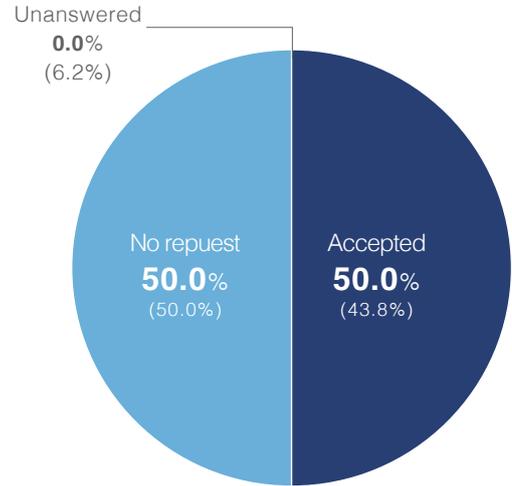
Exhibitors were asked about the PR activities.

\* The figures in the parentheses denote results from 2022.

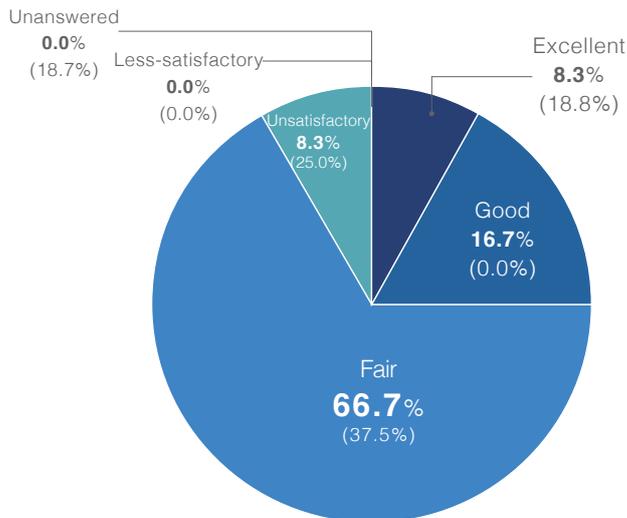
Public Relation Activities as Exposition Management Coordinator



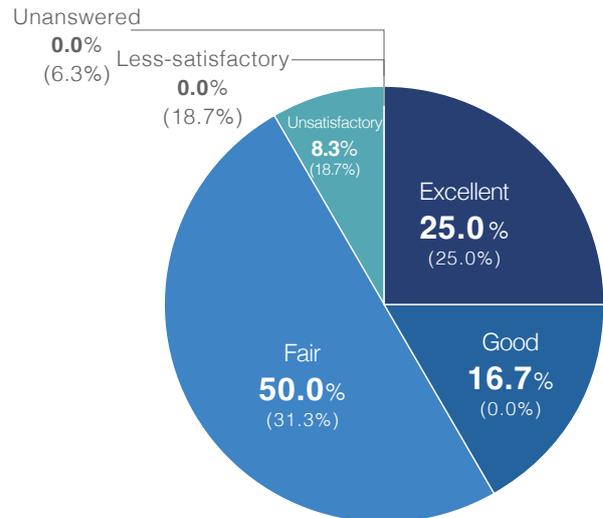
Media Interview to Your Company



Impression of Press Release



Impression of PR Entry Sheet



This exposition was covered in a wide range of media.

**Television** 

- TV tokyo [Hiru sate] 5/24
- NHK [Shutoken net] 5/24
- TV tokyo [WBS] 5/24

**Newspaper / magazine** 

- Nikkan Kogyo Shimbun 5/1、 5/11、 5/19、 5/24、 5/25、 6/6
- Zaikei Shimbun 5/10、 5/16、 5/17、 5/19
- THE MID-JAPAN ECONOMIST 5/11、 5/22、 5/24、 6/5
- Nikkan Jidosha Shimbun 5/11、 5/26、 5/31、 6/5、 6/15、 7/11
- KOTSU MAINICHI SHIMBUN 5/15、 5/29、 6/5
- Akita Sakigake 5/22
- Nihon Keizai Shimbun 5/24
- DEMPA DIGITAL 5/24、 5/25、 6/9
- Logistics Nippon News Network 5/30
- GOMUKAGAKU Shimbun 5/30
- NIHON BUTSURYU SHINBUN 6/10
- Recovery 6/10
- NEW MODEL MAGAZINE X 6/26

**WEB** 

- AFP BB News
- Asahi Shimbun digital
- auto sport web
- BIGLOBE News
- BIGLOBE TRAVEL
- Bike-News
- Car News
- Car Watch
- Car-nalism
- Car&Leisure
- CARCLE MAGAZINE
- carview!
- clicccar
- Converting Technical Institute
- dmenu News
- DreamNews
- DRIVER WEB
- e-Bike
- EVsmartBlog
- excite.News
- EXHIBITION & MICE
- Future Collaboration Laboratory
- Gomuhouchi Shimbun
- Goo-net
- Goo-net Magazine
- Goo-News
- JJI.COM
- Kanaloco
- Ledge.ai
- Mapion News
- MONOist
- MOTA
- Moto Megane
- Motor-FanTECH
- Mynavi News
- NEWS WITCH
- NEWSRELEA.SE
- Nikkan Jidosha Shimbun
- Nikkei Business
- One News
- Online AUTO SALON
- RBB TODAY
- Response
- REVOLT-IS
- Sankei Sports
- Seizo Trend
- Shizuoka Shimbun
- THE GOMUTIMES
- THE MOTOR WEEKLY
- The Owner Driver WEB
- TV TOKYO BIZ
- Walkerplus+
- web Motor Magazine
- x TECH
- YAHOO! News
- Yokohama Keizai Shimbun
- YOUNG MACHINE
- Yuko Yuko
- Zaikei shimbun web
- zakzak

There was interest from wide-ranging media sources. Total **185** \*Including freelancers **170** (2022)  
(in alphabetical order)

8-works

- Adhesive Kogyo Shimbun,Ltd.
- amana inc.
- aperza Inc.
- ATC Inc.
- Atelier Tourbillon
- AUCNET INC.
- AUTO LEAD
- AUTOCAR JAPAN
- Autoinsight, Inc.
- Automobile Journalists Association of Japan
- Automotive Museum Co., Ltd.
- Automotive News Co., Ltd.
- BASE BRAIN WORK Co.,LTD.
- CAELUM LIMITED
- CAR GRAPHIC CO.,LTD.
- CAR WORLD JOURNAL
- Carcle Inc.
- CARNORAMA JAPAN Co., Ltd.
- Challenge Co., Ltd.
- Chunichi Shimbun Co., Ltd.
- CoatingMedia Co., LTD
- Converting Technical Institute
- CQ Publishing Co.,Ltd.
- Cycle Industry Report NEO
- DEK,Inc
- DELLOWS INC.
- DEMPA PUBLICATIONS,INC
- DG Lab Haus
- Fabrica Communications Co.,LTD.
- FOURIN,Inc.
- Gas Energy News, inc.
- GEIBUNSHA PUBLISHING Co.,Ltd.
- Gicho Business Communications
- IID, Inc.
- Impress Corporation
- Information Digital Office INC.
- International Press Network(IPN)
- IRuniverse
- ITmedia Inc.
- JAMMYPLANET
- Japan Automobile Dealers Association
- Japan Automobile Service Promotion Association
- Japan Broadcasting Corporation
- JAPAN INDUSTRIAL PUBLISHING CO., LTD.
- JAPAN LAND ENGINE MANUFACTURERS ASSOCIATION
- Japan Metal Daily
- Jiji Press, Ltd.
- Journalists Association of Japan
- K.K.Gas Review

- KANAGATA SHINBUN CO.,LTD
- Kanagawa Shimbun
- KANAMORI INDUSTRIES CO.,LTD.
- Ken's Company
- Kernal Japan
- KINSAN FASTENER NEWS
- KOBUNSHA
- KODANSHA BC Ltd.
- KOGYO TSUSHIN CO.,Ltd.
- KOTSU MAINICHI SHIMBUNSHA
- Koubunsha
- Kouron Shuppan
- Kurashima Products Co., Ltd.
- KYODO NEWS
- linkties Co., Ltd.
- Logistics Nippon News Network Co.,LTD.
- Logistics Partner inc.
- Logistics Research Laboratory
- Lubrication Technology Inc.
- Magazine Daichi inc.
- Media Japan Co.,Ltd.
- mediavague Co., Ltd.
- MKM Inc.
- MookHouse Group.
- Motor Magazine Ltd.
- MOVE ASSOCIATE
- Mynavi Corporation
- NAIGAI PUBLISHING CO.,LTD.
- News Digest Publishing Co., Ltd.
- NIHON BUTSURYU SHINBUN CO.,LTD.
- Nikkan Jidosha Shimbun
- Nikkan Kogyo Communications, Inc.
- NIKKAN KOGYO SHIMBUN,LTD.
- Nikkei Business Publications, Inc.
- Nikkei Inc.
- Nippon Cultural Broadcasting Inc.
- Nippon Metal Communications
- Nirinsha Shimbunsha Co., Ltd.
- Office MOTORE
- Optronics Co., Ltd.
- Pacific Convention Plaza Yokohama
- Peacock Blue K.K.
- PERSOL PROCESS & TECHNOLOGY CO., LTD.
- PIXELA corporation
- Plastics Japan LTD.
- POP Inc.
- Porte Publishing Co.,
- postycorporation Inc.
- PROTO RIOS INC.
- QUALP Inc.
- Reuters

- Rhinos Publications,Inc.
- Rising Publishing Co.,Ltd.
- Rivercrane Corporation
- Ryu-tsu Shimbun
- SAN-EI CORPORATION
- SAN-EI Shobo CORPORATION
- Sangyo press Co., Ltd.
- Sangyo-Joho Limited
- SangyoTimes Inc.
- Sankei Shimbun Co., Ltd.
- SANPO PUBLICATIONS, INC
- Seibikohosya Co., Ltd.
- Semiconductor Portal Inc.,
- SHIMPO CORPORATION
- Shin-Norinsha CO.,Ltd.
- SHINCHOSHA Publishing Co.,Ltd.
- Shinjusha Co., Ltd.
- Shizuoka Shimbun
- Sokeizai Center
- Tech Times Co., Ltd.
- TECHNO MEDIA INC.
- TechnoPro, Inc.
- The Chemical Daily Co., Ltd.
- THE DEMPA TIMES
- THE Fastening journal
- THE MID-JAPAN ECONOMIST
- The Motor Weekly
- THE NIHONSANKI SHIMBUN
- tkdcnews
- TORYO HOCHI SHINBUNSHA CO.,LTD.
- TOYO KEIZAI INC.
- TV TOKYO Corporation
- VUE
- Will Smart Co.,Ltd.
- YAESU Publishing co.ltd.
- YOKUSUL Co.,Ltd.

· · · and freelancers

## Automotive Engineering Exposition 2024 Yokohama

2024

5/ 22 (WED) 23 (THU) 24 (FRI)

PACIFICO Yokohama

## Automotive Engineering Exposition 2024 Nagoya

2024

7/ 17 (WED) 18 (THU) 19 (FRI)

Aichi Sky Expo

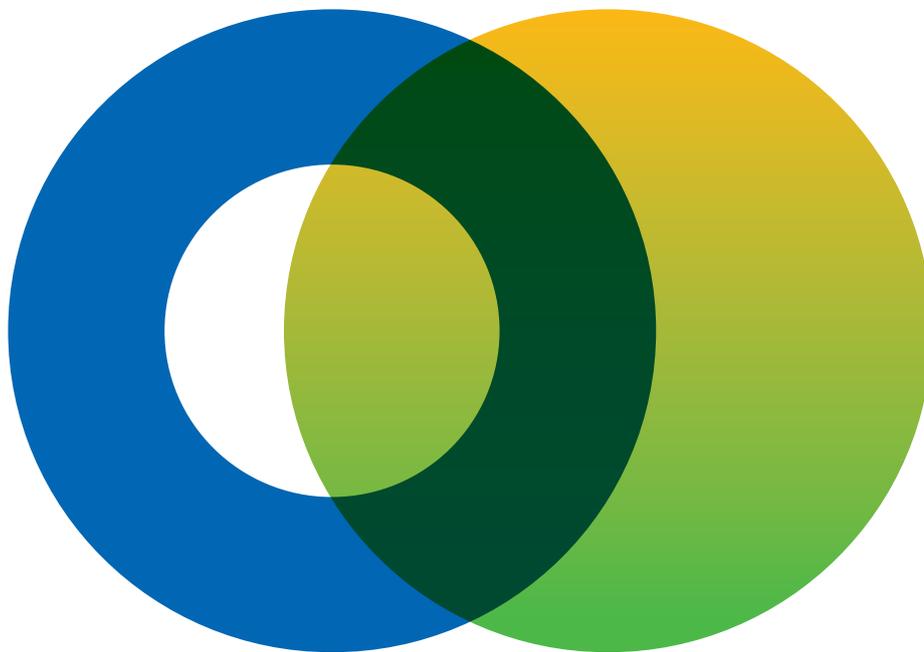
The start of exhibitor applications is scheduled for some time in the autumn.



Any inquiries about the exposition should be directed to the Exposition Office.

T E L : 03-5542-0811  
E-mail : [exhib-expo@taiseisha.co.jp](mailto:exhib-expo@taiseisha.co.jp)

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



**【Organizer】**

Society of Automotive Engineering of Japan, Inc. (JSAE)

**【Exposition Management Coordinator】**

Taiseisha Ltd.

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

☎ 03-5542-0811

✉ [exhib-expo@taiseisha.co.jp](mailto:exhib-expo@taiseisha.co.jp)

🌐 <https://aee.expo-info.jsae.or.jp/ja/>