

The image features a white background with decorative elements in the corners. On the left and right sides, there are clusters of overlapping circles in various colors including blue, orange, pink, teal, yellow, and dark blue. Some circles are solid, while others are split diagonally into two colors. The main text is centered in a large, bold, black font.

Japan Mobility Show 2024

**Strengthening cross-industry collaboration by promoting
new business co-creation through business-focused events**

Japan Mobility Show *Advancing a unique co-creation platform*

Japan Mobility Show 2023 “Discovering the future you’ll want to navigate”

Tokyo Motor Show

Premiere new vehicle exhibit



Beyond the
Tokyo Motor Show

Visions for
the future

Addressing societal issues
Creating new value

Evolution to
new mobility

Expansion of industries,
functions, and
consumer experiences

New
stakeholders

Startups and
other industries

The **co-creation platform** encourages **innovation** based on three pillars.

1

Creating new stakeholders



Supporting startup companies that will lead next-gen activity

2

Promoting business co-creation



Business collaborations to strengthen supply chains

3

Dissemination of information



Disseminating information through multiple channels to achieve a sustainable mobility-based society

Exhibitor Booths

Startups

150 companies
(tentative)

Exhibiting products, technologies and services that contribute to solving issues in the mobility industry

Exhibit themes

1. Carbon neutrality
2. Supply chains
3. Manufacturing
4. "Transformation"

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Established companies

50 companies (tentative)

Seeking to co-create new business with startups to resolve mobility industry expansion-related issues the companies are facing

Exhibiting industry

Mobility industry
Electronics, IT/communication industry
Heavy industry
Construction industry

Vehicle Exhibits

Passenger, commercial vehicle and motorcycle exhibits by JAMA member manufacturers

Business-Matching Program

A total of **140 startups** and **140 established companies** recruited for a 4-day program

In addition, **JAFCO Group Co., Ltd.** will help connect participating enterprises to improve their business negotiations.

JAFCO Group boasts a cumulative portfolio of more than 1,000 listed companies and a corporate network of nearly 10,000 companies.

Online

Communication tools

Visualize **seeds** and **needs** to improve matching accuracy



Continuous support before and after

Real-world activities

Business-matching events

Startups

Total **140** companies

Established companies

Total **140** companies



Business negotiations support

Creating a place for interaction

Mobility industry-based business co-creation is set to really take off!

Future Mobility Forum

A forum not just for imagining future mobility but for comprehensively examining the issues involved in creating a sustainable new mobility-based society

Future *M*obility *F*orum

**New mobility
visions**

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**Environmental,
societal issues**

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**Challenges for the
mobility industry**

Forum activities

Keynote Program

Discussions on Special Topics

Japan Mobility Show 2024

10/15 **T** 16 **W** 17 **Th** 18 **F**

Makuhari Messe

Dates: October 15 (Tue) through 18 (Fri), 2024
Hours: 10:00-17:00
Venue: Makuhari Messe Convention Center
Admission: Free of charge Online registration required for all visitors
Organizer: Japan Automobile Manufacturers Association, Inc. (JAMA)
Co-Organizer: Japan Auto Parts Industries Association (JAPIA)

Co-hosting event:



A co-creation platform initiative to be held in two stages

Japan Mobility Show

An initial “process year”
featuring **business-centric** events

To foster the creation of new and innovative
business partnerships between companies

Objectives

B2B+C

Business creation and expansion among enterprises
targeting advances in mobility



A follow-up “show year”
showcasing advances in mobility

To demonstrate the results of new developments
achieved by new partnerships

Objective

B2C+B

Showcasing for consumers industry advances
in the creation of future mobility