

Procedure for visito to the Exposition

Please register in advance before arriving at the venue.

Registration Required V



https://aee.expo-info.jsae.or.jp/en



Before you visit, check out the details of the exhibits at the online exposition!



t	Print out your entry ID in color (size: A4)			
	and bring it to the venue			

and bring it to the venue				
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Advance registration required (admission is free). Registrations will not be accepted on the day. Register in advance via the QR code or URL



The figure for the total exhibition area refers to the total area of both the Exhibition Hall and the multi-purpose North hall The numbers of exhibition booths and exhibitors are forecasts based on the latest information as of Tuesday. February 27 **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.

JSAE Special Presentations

Six presentations have been arranged based on the JSAE Special Exhibits theme.

Wednesday, May 22

10:30-11:30

The circular economy in the GX era

In addition to the issues of waste and climate change, growing global demand for resources and increasing geopolitical risks are becoming urgent issues for the transition to a circular economy. Faced with greater awareness about the significance of resource recycling as an economic activity as opposed to the conventional perspectives of waste treatment and the 3Rs (reduce, reuse, and recycle), this presentation describes the latest trends related to the circular economy



Yasuhiro Yoshikawa

Deputy Director Industrial Science and Technology Policy and Environment Bureau Resource Efficiency and Circular Economy Division Ministry of Economy, Trade and Industry

Wednesday, May 22

13:00-14:00

Resource recycling trends affecting the global automotive industry

Countries and regions around the world are pressing for the establishment of a circular economy as part of measures to address climate change, resource depletion, and economic insecurity. This presentation describes the latest policy trends focusing on the automotive industry, including the proposed ELV regulations in the EU. Other topics include the impacts of these trends on the automotive industry and the direction of future corporate initiatives.



Sustainability Consulting Division 2 Mizuho Research & Technologies, Ltd.

* The archives will remain available for JSAE members only from Thursday, June 6 to Friday, June 14.

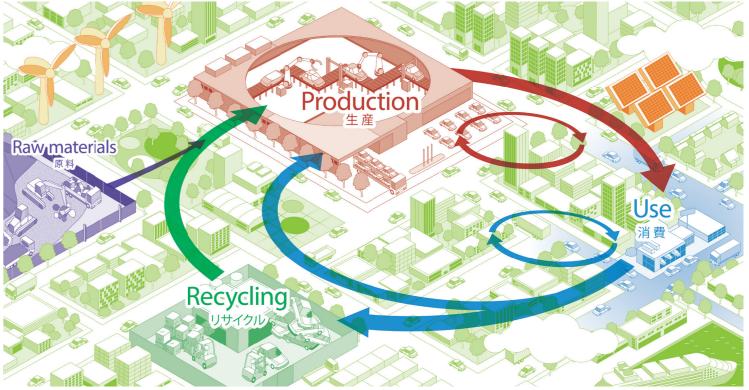


Exhibit collaborators and organizations (in alphabetical order)

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

10:30-11:30

13:00-14:00

Thursday, May 23

Thursday, May 23

Future ISO-centric activities toward carbon neutrality

In November 2023, the ISO published ISO14068-1:2023 (Climate change management

Transition to net zero Part 1: Carbon neutrality). November of the previous year also

saw the publication of the International Workship Agreement IWA 42:2022 (Net zero

uidelines). At the same time, work is under way to create a supplement to

SO14064-1:2018 (Specification with guidance at the organization level for quantification

and reporting of greenhouse gas emissions and removals) that will add details covering

avoided emissions. This presentation will examine future carbon neutral activities in the

automotive industry while explaining and discussing the contents of these publications.

Material recycling processes for achieving carbon neutrality

This presentation uses examples of chemical processes to discuss the

feasibility and expectations for realizing a circular economy from the

perspective of carbon neutrality technology development trends in

Graduate School of Environmental Studies

Japan Life Cycle Assessment Facilitation Centre

Atsushi Inaba

partnerships with arterial and venous industries

Professor

Toshiaki Yoshioka

Friday, May 24 10:30-11:30

13:00-14:00

Resource circulation toward realization of zero environmental impact

To help maintain the freedom of mobility, Honda is working to realize a system of resource circulation that will enable the optimum balance between recycling and economic efficiency as part of its challenge to eliminate environmental impact. This presentation describes the technologies that Honda is working on, its scheme for resource circulation based on these technologies, and the economy-generating circular value chain.



General Manage Corporate Business Development Unit Resource Circulation Planning Division Corporate Strategy Operations, Honda Motor Co.Ltd

Venue: F201 and F202, Annex Hall (capacity: approx. 300)

Friday, May 24

Initiatives by a part manufacturer toward realizing a circular society

There are growing expectations that we can transition from a conventional linear economy centered on mass-production, consumption, and disposal to a circular economy that will help to reduce waste while maximizing the value of resources and products, and minimizing the need for additional resource inputs and consumption. This presentation describes initiatives to create an even more positive cycle through recycling and the adoption of digital technologies from the perspective of Denso Corporation and the automotive parts industry.



Masashi Kivono

Wataru Taga

Senior Director Research & Development Center DENSO CORPORATION

Chief Engineer Presentations

Venue: F201 and F202, Annex Hall (capacity: approx. 300)

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

Wednesday, May 22 15:30-16:30

Mazda MX-30 Rotary-EV - Heritage meets electrification -

The MX-30 was developed under the challenge of creating new value to demonstrate a new relationship between people and their vehicles as a flagship for Mazda's electrification strategy. Following on from Mazda's first mass-production electric vehicle and a mild hybrid model, the third phase of this electrification strategy is the Mazda MX-30 Rotary-EV: a plug-in hybrid featuring a rotary engine generator. This presentation describes the value provided by the MX-30, as well as its characteristics and stories from its development.



Wakako Uefuji eneral Manage / Production Engineering De Mazda Motor Corporation



15:30-16:30

Thursday, May 23

Stories from the development of the redesigned Alphard and Vellfire

The redesigned Alphard and Vellfire represent major advances in performance and equipment based on an extensively updated platform developed under the concept of "the happiness of comfortable mobility." This presentation describes the driving passions of the development team and stories from the development of these flagship MPVs.



Takahiro Sugama ZH Product Planning TOYOTA AUTO BODY CO., LTD H CV Product Planning TOYOTA MOTOR CORPORATION



Tohoku University

Exhibitors List 484 exhibitors / 1,373 booths * Listed in alphabetical order (as of Friday, March 1, 2024, not including joint exhibitors. • : online exhibit only)

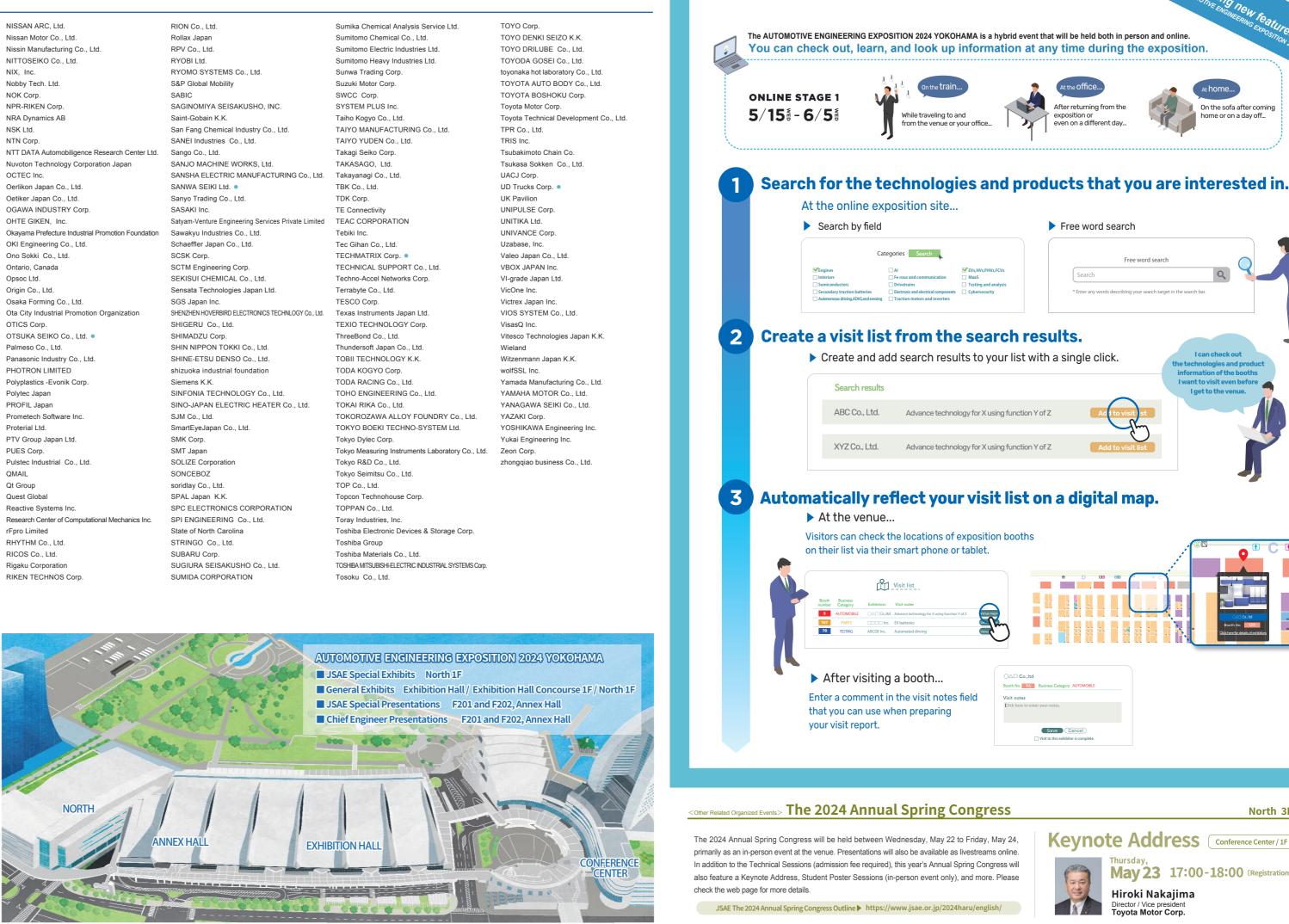
A&D Co., Ltd. A2Mac1 Japan Ltd. AB Dynamics G.K. Advanex Inc. ADVANTEST Corp AGC Inc. Aica Kogyo Co., Ltd. AICHI STEEL CORPORATION AISAN INDUSTRY Co., Ltd. AISIN Co., Ltd. Altair Engineering Inc ALTIA Co., Ltd. Ametek Co., Ltd. Amphenol Japan Ltd. ams-OSRAM Japan Ltd Amsted Automotive Group ANALOG DEVICES K.K Analys Research Corp. Ansys Japan K.K. Aomi Precision Co., Ltd. APL Automotive Japan K.K. Applied Intuition Inc aptpod Inc. AR BROWN Co., Ltd ARCHIVETIPS Inc. ARKEMA / Bostik Asahi Forge Corp. Asahi Kasei Corp ASAHI RUBBER Inc ASAM Japan G.K. ASANO LABORATORIES Co., Ltd. ASTI Corp. ATESTEO Japan K.k ATI Worldwide I I C ATSENSE Inc. Audiokinetic K.K. Automax Co., Ltd. AUTOSAR AutoTechnicJapan Co., Ltd. AVL JAPAN K.K. Baotou Tianhe Magnetics Technology Co., Ltd. Bax Inc. Bell Energy K.K. BETA CAE Systems Japan Inc Biko Industry Co., Ltd BORGWARNER Bosch Corp. Brose Japan Ltd. Bruker Japan K.K. bryka international Inc Canon IT Solutions Inc. CARBON FLY Inc. CATANA CORPORATION Ltd. Catec Inc. CDH-Japan Ltd. Chemitox Inc. Chroma Japan Corp. Comet Technologies Japan K.K. Continental Automotive CORNES Technologies Ltd. Covestro Japan Ltd CPE ELECTRONICS Co., Ltd Creact Corp. CRI Middleware Co., Ltd. Cybernet Systems Co., Ltd. Dai Nippon Printing Co., Ltd. Daidometal Co., Ltd. DAIICHI JITSUGYO Co., Ltd Daikin Industries, Ltd. DaikyoNishikawa Corp Daitron Co., Ltd. Dana Japan, Ltd Datatec Co I td Delfingen Japan K.K. DELO Industrial Adhesives & APPEX Corp. DELTA KOGYO Co., Ltd. Dempa Publications Inc.

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HONDA TSUSHIN KOGYO Co., Ltd. HORIBA, Ltd. HOTTY POLYMER Co. 1 td Humanetics Innovative Solutions Japan K.K. HYOLIM INDUSTRIAL Co., Ltd. I-PEX Inc. iASYS Technology Solutions K.K. IAV Co., Ltd. ICHIKOH INDUSTRIES Ltd. IDAJ Co., Ltd. Idemitsu Kosan Co., Ltd IDIADA AUTOMOTIVE TECHNOLOGY S A iFLYTEK Automotive Japan Co., Ltd. igus K.K. IJTT Co., Ltd. IKUYO Co., Ltd IMV Corp. Integral Technology Co., Ltd. Integration Technology Co., Ltd Intrepid Control Systems Japan K.K. IP Agent Corp. IPG Automotive K.K. IR System Co., Ltd. IRISO Electronics Co., Ltd ISUZU MOTORS LIMITED ITACCESS Co., Ltd. ITK Engineering Japan Inc. IWATA BOLT Co., Ltd. iwis mobility systems Japan K.K. Japan Automobile Research Institute Japan Aviation Electronics Industry, Ltd. Japan Laser Corp. JAPAN MOTOR-RACING INDUSTRY ASSOCIATION Japan Novosense Microelectronics Co., Ltd Janan Probe Co I td Japan Quality Assurance Organization Japan Radio Co., Ltd. JASTI Co., Ltd. bt I OOTAL JFE TECHNO-RESEARCH Corp JLMAG RARE-EARTH JAPAN Co., Ltd. JMAG / JSOL Corp JMC Corp. JOMESA Japan K.K. JTEKT CORPORATION Kaminashi Inc. KANEKA Corp. KANOMAX JAPAN Inc KASAI KOGYO Co., Ltd. KATO SEISAKUSHO Co., Ltd KATO TECH Co., Ltd. KAUTEX JAPAN Corp. KEEPER Co., Ltd. KEIHIN SEIMITSU KOGYO Co., Ltd. Keisoku Engineering System Co., Ltd KEL Corp. KEN AUTOMATION Inc KEYCOM Corp. KEYENCE Corp. Keysight Technologies Japan K.K. KIKUSUI ELECTRONICS Corp. Kimura Foundry Co., Ltd KINYOSHA Co., Ltd. Kistler Japan G.K. Knorr-Bremse Commercial Vehicle Systems Japan Ltd. Kobe Steel,Ltd KOBUNSHI KEIKI Co., Ltd. KOITO MANUFACTURING Co., Ltd. KOIWAI Co., Ltd. KOKUSAI Co., Ltd KOZO KEIKAKU ENGINEERING Ind KURARAY Co., Ltd. Kurashiki Kako Co., Ltd kurimoto Co I td Kuwahara Casting Corporation KYOCERA Corp. KYORITSU ELEX Co., Ltd. KYOWA ELECTRONIC INSTRUMENTS Co., Ltd.

Laser Measurement Corp. LaVision Leader Electronics Corn Leaner Technologies Inc. Linamar Japan Inc. LINTEC Corp. MAC SYSTEMS Corp Magna International Japan Inc MAHLE Group Manufacturing Support Center Shimosuwa MarkLines Co., Ltd. Martinrea Marubeni Ele-Next Co., Ltd. Marubeni Information Systems Corp Marubun Corp. MATSUI Corp MATSULUNIVERSAL JOINT CORPRATION Matsumoto Kosan Co., Ltd MATSUO SANGYO Co., Ltd. Matsusada Precision Inc. Maximator Fluid Technologies Ltd Mazda Motor Corporation MD Electronics MEIDENSHA Corp. MEIJI ELECTRIC INDUSTRIES Co., Ltd. Melexis Japan Technical Research Center K K METALART Corp. Metco Joining & Cladding MICRO FASTENERS Co., Ltd. Microwave Absorbers Inc. Midori Auto Leather Co., Ltd MinebeaMitsumi Inc. Misaki Design Mitsubishi Chemical Corp Mitsubishi Motors Co. Ltd Mitsubishi Precision Co., Lto Mitsuboshi MFG Co., Ltd. Mitsui Chemicals Inc. Mitutoyo Corp. MIZUNO TEKKOSHO Co., Ltd MODE · CREATE Co., Ltd. Molex Japan LLC Moog Japan Ltd. MORIROKU GROUP MORITANI & Co., Ltd. Morpho, Inc. MOVING MAGNET TECHNOLOGIES SA MTS Japan Ltd. Murata Manufacturing Co., Ltd Muratec Mechatronics Co., Ltd Musashi Engineering Inc. Myway Plus Corp. nac Image Technology Ind NACHI-FUJIKOSHI Corp. Naka Liquid Control Co., Ltd. Namitei Co., Ltd. Neorium Technology Co., Ltd NetVison Co., Ltd. NewtonWorks Corp NHK spring Co., Ltd. NICHICON Corp. Nihon Denkei Co., Ltd. Nihon Onkvo Engineering Co., Ltd. Nihon Plasmatreat Inc NIHON PLAST Co., Ltd. Nihon Spindle Manufacturing Co., Ltd. Nihon Synopsys G.K. NIKON-TRIMBLE Co., Ltd NIPPO CORPORATION Nippon Chemi-Con Corp. Nippon Light Metal Group Nippon POP Rivets and Fasteners Ltd. Nippon Seiki Co., Ltd. NIPPON SOSEY KOGYO Co. 1 td Nippon Steel Corp. Nippon Tanshi Co., Ltd. Nippon Television Network Corporation Nishiyama Corp. / Yamato Scale Co., Ltd / JAPAN WIND TUNNEL MFG.

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Keynote Address Conference Center / 1F Main Hall May 23 17:00-18:00 (Registration Required)

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