jama Japan Automobile Manufacturers Association

Japan Mobility Show Bizweek 2026

Japan Mobility Show Bizweek 2026: Exhibition and Programs Overview

■ The Show's Four Exhibition Zones and Their Themes

Japan Mobility Show Bizweek 2026 will feature four exhibition zones, in which exhibitors will present, in their respective booths, easy-to-understand displays of the challenges they are addressing in their particular fields of activity.

ZONE 1: *Peace of Mind: Always Moving, Never Failing*
The focus of this zone is supply chains, transportation, and logistics, which are addressed in an integrated way under the theme of social systems that "never stop"—combining efficiency in normal times with resilience in emergencies. Showcased here: Initiatives relating to the security of critical resources and components, autonomous driving, and shared logistics platforms.

ZONE 2: *Better for the Planet, Better for the Economy*
This zone takes a probing look at the real-world implementation of a multi-pathway approach to achieving carbon neutrality and at strengthening competitiveness across the entire supply chain. Showcased here: Initiatives relating to dynamic wireless power transfer, the hydrogen trunk-line concept, carbon-neutral fuels, and shared standard logistics platforms.

ZONE 3: *Empowering Humanity Through Technology*
This zone addresses the topics of building the mechanisms of a circular economy and strengthening human resource foundations. Showcased here: Initiatives relating to resource circulation for batteries and materials and to strengthening human resource foundations with the use of AI and robotics.

ZONE 4: *People, Goods, and Data: Perfectly Seamless*
Establishing transportation systems premised on autonomous driving as one area of pursuit in the real-world implementation of a multi-pathway approach to carbon neutrality is the subject of this zone. Showcased here: Initiatives relating to building a common framework for infrastructure-coordinated autonomous driving and to the integration of regional transportation, logistics, and energy delivery.

Each zone is laid out to facilitate the intermingling of representatives from startups, universities and research institutions, established companies, and member companies of JAMA and the Japan Auto Parts Industries Association, to encourage co-creation that extends beyond the boundaries of

industry and fields of expertise. The zones are also linked thematically to the content of the show's four feature programs (see below) and, more specifically, to the content of the Future Mobility Forum's four business sessions, providing opportunities for co-creation throughout the venue.

■ Also Participating in the Show: Consortia Serving as Hubs for Co-Creation

In 2026, alongside exhibits by individual companies as in previous years, the show will also welcome the participation of consortia—groups of companies pursuing a shared objective. The total number of exhibitors stands (at the date of this release) at 215 companies, of which 14 are from overseas. Approximately 60% of the startups, universities and research institutions represented at the show will be exhibiting for the first time. With participants drawn from a wide range of fields including AI, healthcare, and entertainment, the show offers more opportunities than ever to meet new partners. Consortia joining this year's show include Garraway F/O, SORATO NRT, STATION Ai, and Tsuruoka Science Park. For details, see the Japan Mobility Show Bizweek 2026 Exhibitors List attached herewith.

■ Feature Programs Designed to Maximize the Value of Participation and Accelerate Co-Creation

① Joint Exhibit by JAMA Member Companies

This exhibit will present the issues and problems the mobility industry is working to solve in connection with JAMA's updated Seven Priority Challenges, covering initiatives already underway and initiatives to be undertaken going forward. A highlight of the exhibit will be its viewer-friendly visualization of the future society towards which the industry is working.

② Co-Creation Acceleration Promotion Program (new program)

This participatory program is offered in partnership with PLUG AND PLAY JAPAN, which operates an innovation platform promoting co-creation and conducts a wide range of open-innovation support and accelerator initiatives. Exhibitors themselves take the lead in learning and exchange. Building on the results of previous matching activities, individual input sessions are tailored to the needs and areas of interest of their participants. Additionally, workshops offer companies a chance to reconsider their own position and that of their industry peers and to grasp the nature of their challenges and current circumstances objectively. The input sessions bring participants into contact with the world outside their industry, helping to reveal future possibilities and fresh perspectives that can serve as starting points for collaboration. Short pitches on the pitch stage installed at the venue will also be held. Together, these activities are intended to strengthen the effectiveness of co-creation undertakings and provide concrete support for them.

③ Meet-up Box

The Meet-up Box platform, in operation since 2024, will be substantially upgraded to generate more

encounters and more opportunities for co-creation than its early iteration. The addition of an “offer mode” and improvements to the so-called recommendation function will provide matching opportunities that promote connections between companies to an even greater degree than previously, accelerating the formation of new partnerships and the launch of joint ventures. In addition to booking business meetings at the venue, the platform will now also handle reservations for the Co-Creation Acceleration Promotion Program. Meet-up Box URL: https://jms-meetup-box.com/

④ Future Mobility Forum

This conference-format program presents discussion and commentary on the future of mobility and its challenges from a range of perspectives that cross industry boundaries, with the aim of clarifying what will be needed to build a prosperous and inspiring mobility-based society. Five sessions, including one special session and four business sessions, will address the ideal future the mobility industry is working towards and the possibilities for cooperation across industries. The business sessions will explore themes linked to each of the show’s four exhibition zones (see above), presenting in quite specific terms how consumers and local communities will change as mobility advances.

■ **Show Profile**

Name	Japan Mobility Show Bizweek 2026
Dates	October 13 (Tue) through October 16 (Fri), 2026
Venue	Makuhari Messe (International Exhibition Hall 2・3)
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）
Support	Digital Agency; Ministry of Foreign Affairs of Japan; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Ministry of the Environment; Tokyo Metropolitan Government; Japan Business Federation Japan Auto-Body Industries Association Inc. (JABIA) Japan Automotive Machinery and Tool Manufacturers Association (JAMTA) Japan Automobile Dealers Association (JADA) Japan Automobile Importers Association (JAIA) Japan Electronics and Information Technology Industries Association (JEITA)
Co-located Event	CEATEC 2026
Official Website	https://www.japan-mobility-show.com/

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