



人とくるまのテクノロジー展 2026

Automotive Engineering Exposition 2026

NAGOYA

RESULT REPORT

NAGOYA

Wednesday, June 17 – Friday, June 19, 2026

ONLINE STAGE 2

Wednesday, June 10 – Wednesday, July 1, 2026

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

Introduction

The 10th JSAE Automotive Engineering Exposition 2026 NAGOYA took place for three days from Wednesday, June 17th to Friday, June 19th, 2026. This year, 541 companies exhibited in 1,118 booths, We were pleased to have 34,227 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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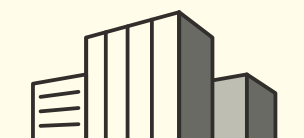
ONLINE STAGE 2

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Exhibition Name	AUTOMOTIVE ENGINEERING EXPOSITION 2026 NAGOYA
Date	Wednesday, June 17 – Friday, June 19, 2026 3 days 10AM - 5PM
Venue	Aichi Sky Expo Exhibition Hall D,E,F
Organizer	Society of Automotive Engineers of Japan, Inc. (JSAE)
Supported by	Aichi Prefecture , METI Chubu , Tokoname-City
Sponsored by	Japan Flat Glass Manufacturers Association / Japan Institute of Light Metals / Society of Instrument and Control Engineers / JASPAR / Japan Lubricating Oil Association / Information Processing Society of Japan / Japanese Society for Artificial Intelligence / Japan Petroleum Institute / Petroleum Association of Japan / The Institute of Electrical Engineers of Japan / The Institute of Electronics, Information and Communication Engineers / Japan Society of Civil Engineers / Japan Aluminum Association / Japan LCA Society / Japan Society of Mechanical Engineers / Japan Society of Materials Science / Japan Automobile Manufacturers Association, Inc. / Japan Automobile Machinery and Equipment Manufacturers Association, Inc. / Japan Automobile Machinery and Tool Association, Inc. / Japan Automotive Research Institute, Inc. / Japan Automotive Body Manufacturers Association, Inc. / Japan Automobile Tire Manufacturers Association, Inc. / Japan Automotive Parts Industries Association, Inc. / Japan Automobile Transportation Technology Association, Inc. / Japan Iron and Steel Association, Inc. / Japan Deep Learning Association, Inc. / Japan Internal Combustion Engine Manufacturers Association / Japan Magnesium Association, Inc. / Mobility Service Association, Inc.
Attendees	Engineers and researchers in design, research, testing, and development at automotive, parts, and body manufacturers; personnel in production engineering, quality control, technical management, and purchasing departments; engineers and researchers at public research institutions; technical personnel from automotive-related companies; faculty, staff, and students at universities, vocational schools, and technical high schools.

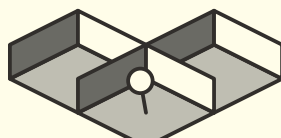
Number of Exhibitors



541

475

Number of Booths



1,118

989

Registrations



34,227

34,548

Breakdown of Visitors by Date

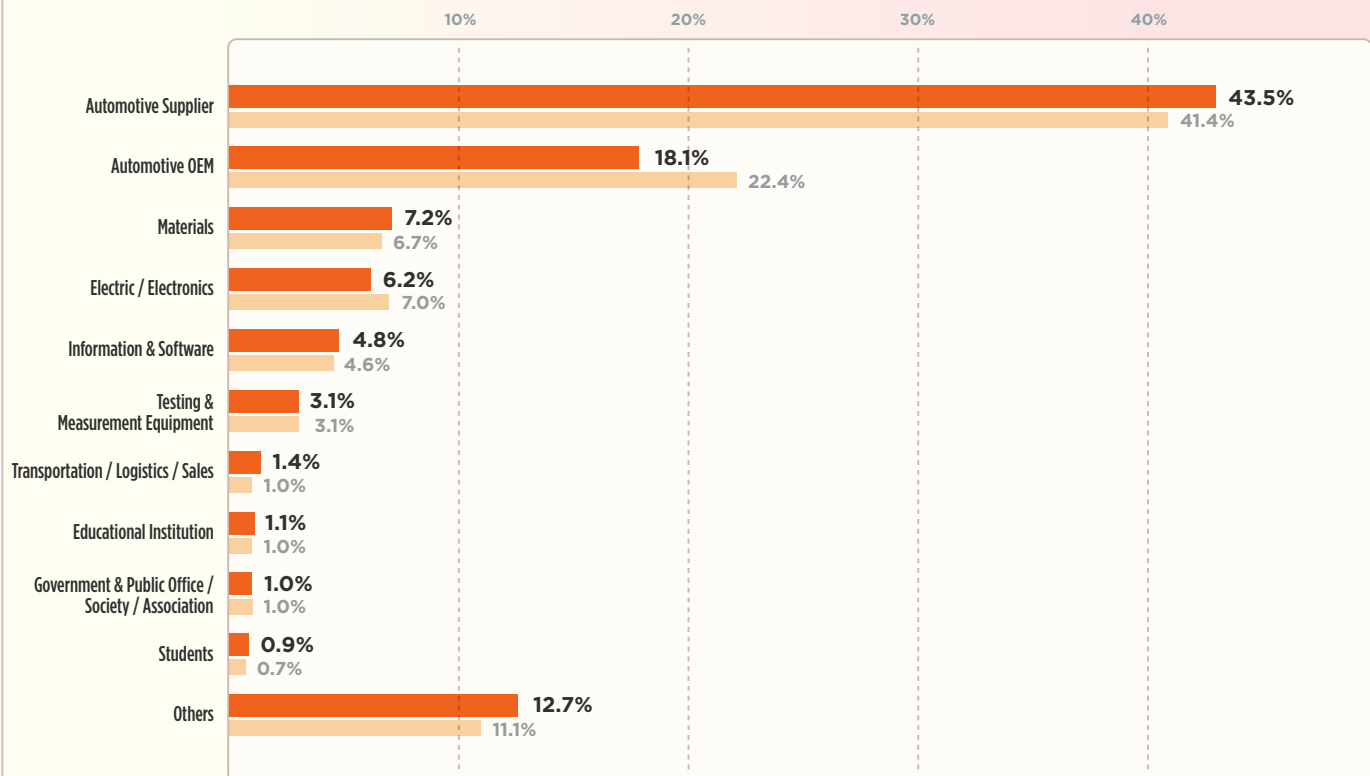
Date	Weather	Registrations	
Wednesday, June 17	 Sunny with occasional clouds	9,679	9,949
Thursday, June 18	 Sunny with occasional clouds	10,783	10,779
Friday, June 19	 Cloudy with occasional sunny spells	13,765	13,820
		34,227	34,548

*Figures in gray indicate the 2025 values.



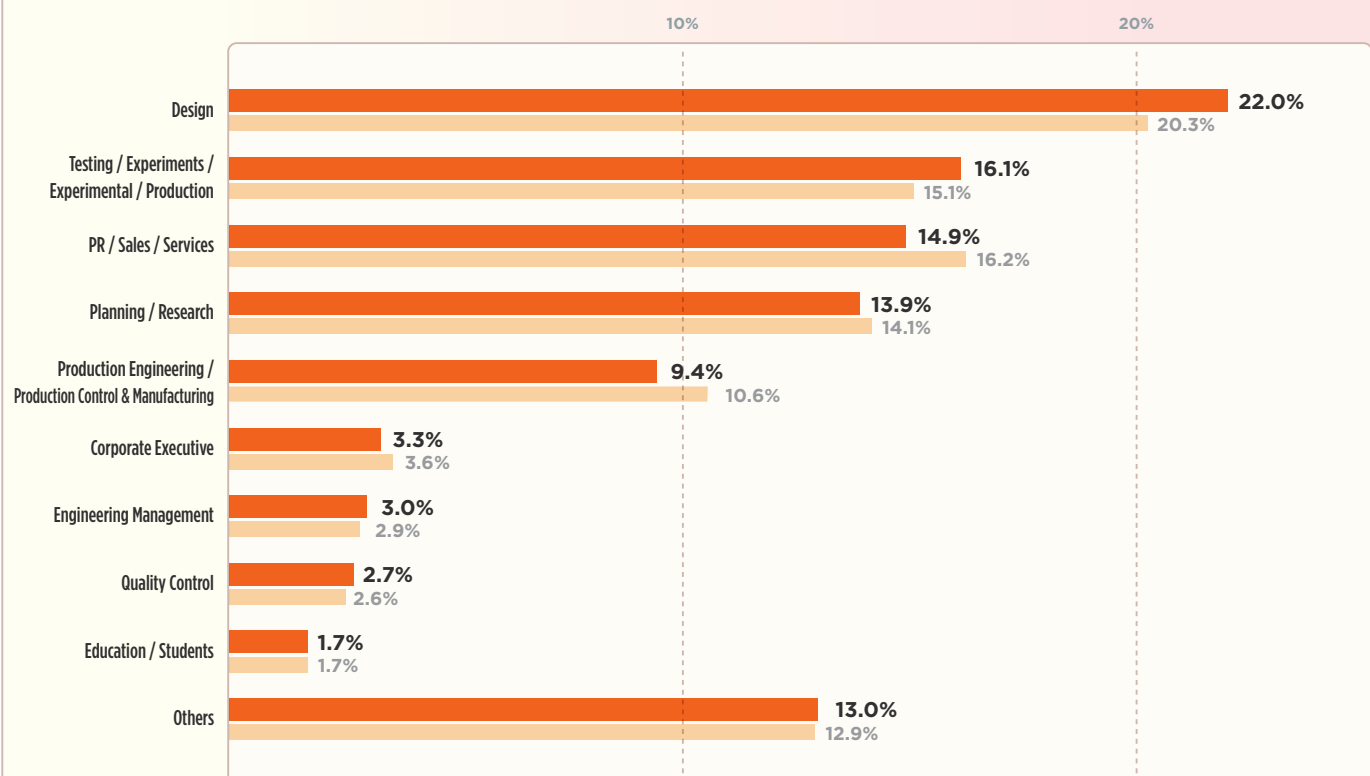
Business Category

Combined Data for NAGOYA / ONLINE STAGE 2



Job Category

Combined Data for NAGOYA / ONLINE STAGE 2

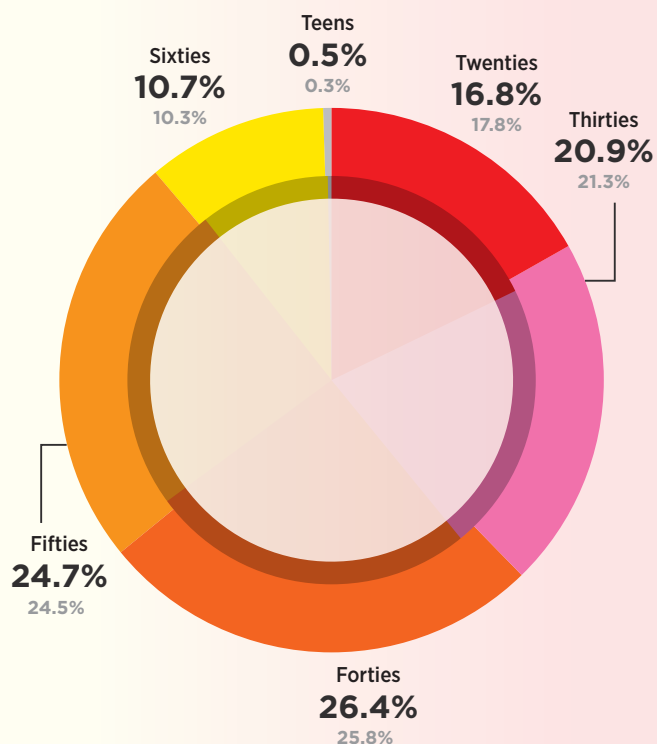


*Figures in gray indicate the 2025 values.



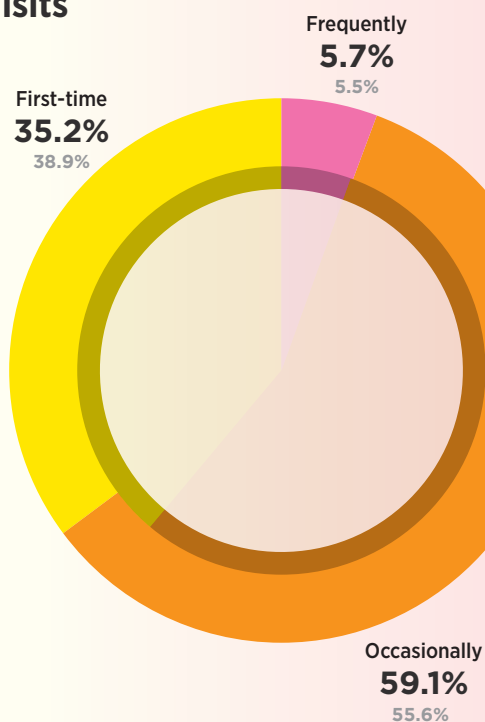
Age Group

Combined Data for NAGOYA / ONLINE STAGE 2



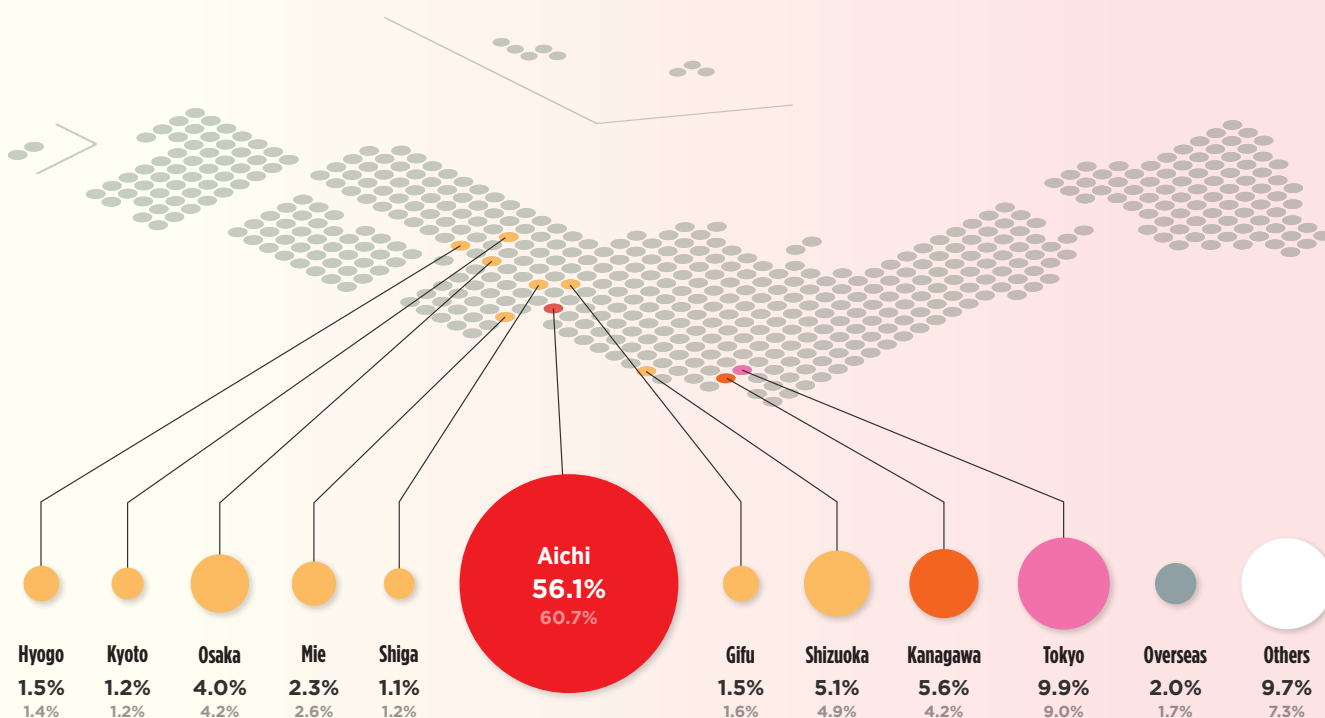
Frequency of Visits

Combined Data for NAGOYA / ONLINE STAGE 2



Prefecture and Region

Combined Data for NAGOYA / ONLINE STAGE 2



*Figures in gray indicate the 2025 values.



Valid Responses: **1,103**



VISITORS' VOICE

I was able to efficiently gather information on technologies related to design, production engineering, and materials that can be applied in the field. In addition, I had the opportunity to discuss specific challenges directly with engineers from the exhibiting companies. I found it to be an extremely valuable event that will be highly useful in my daily work, and I would definitely like to attend again next year.

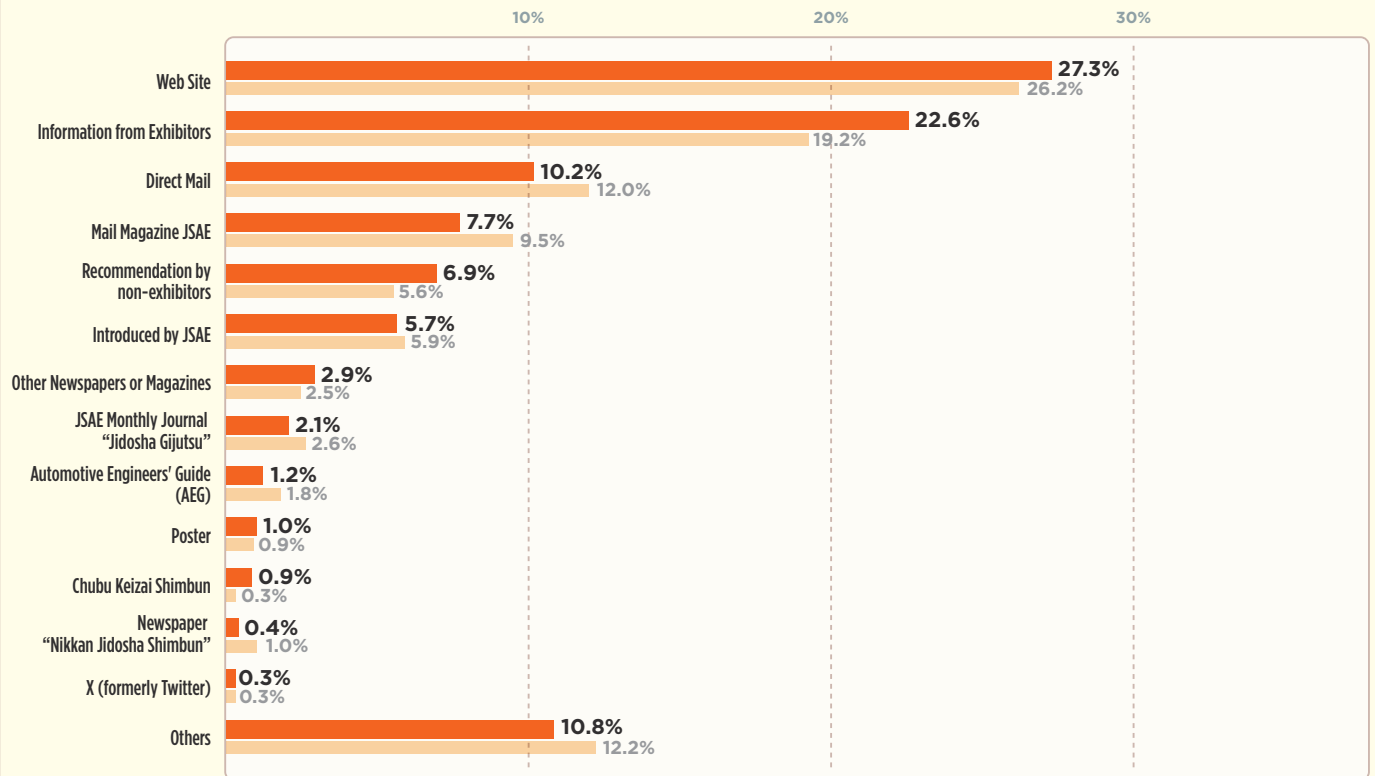
I was able to learn about the latest technologies and deepen my understanding by receiving explanations while looking at actual products and components. Many of the exhibits focused on practical issues faced on the manufacturing floor, and as a manufacturing engineer, I found them highly beneficial.

I was able to compare the technologies of various companies while exploring the exhibition and discover new products and technologies. In addition, by attending the lectures, I gained a deeper understanding of industry trends.

At the venue, I was able to speak directly with highly specialized engineers and discuss my company's challenges in detail. I found the exhibition extremely valuable as a forum for technical exchange that is unique to the Chubu region.



How Visitors Knew about the Exposition

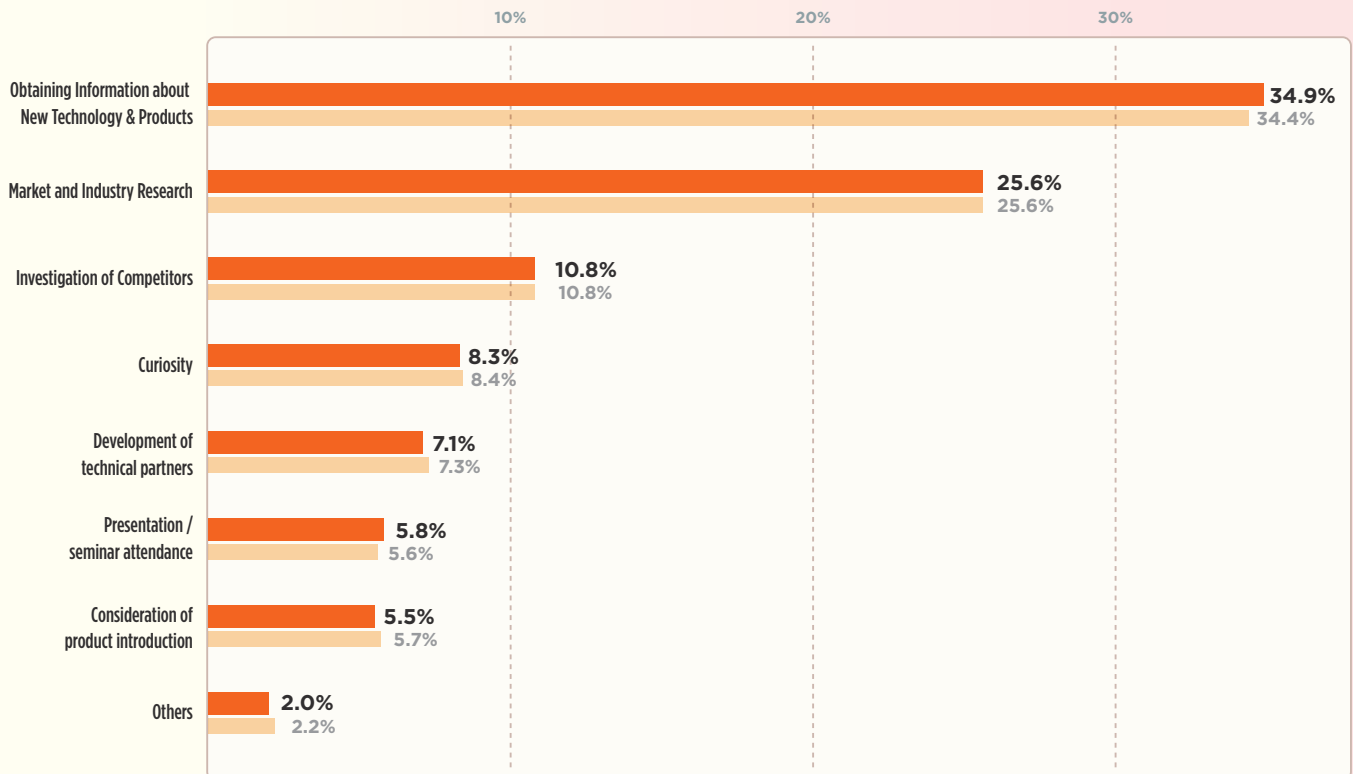


*Figures in gray indicate the 2025 values.

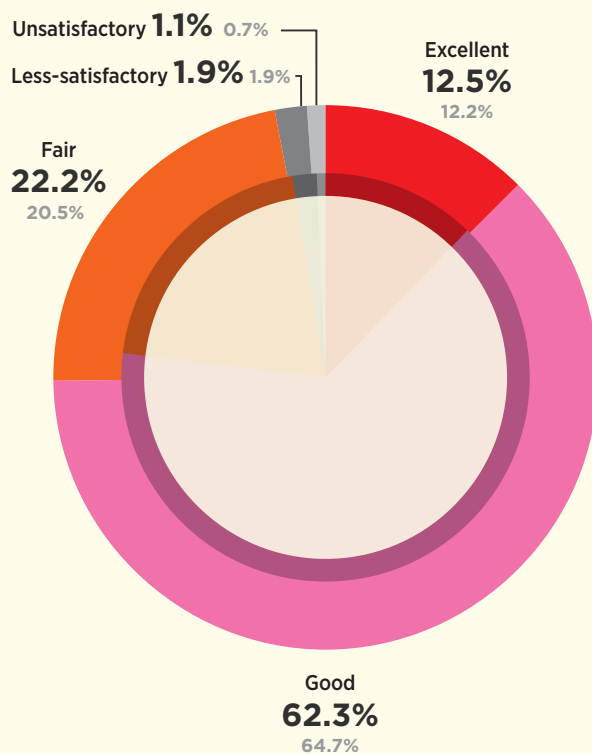


Purpose of Visit

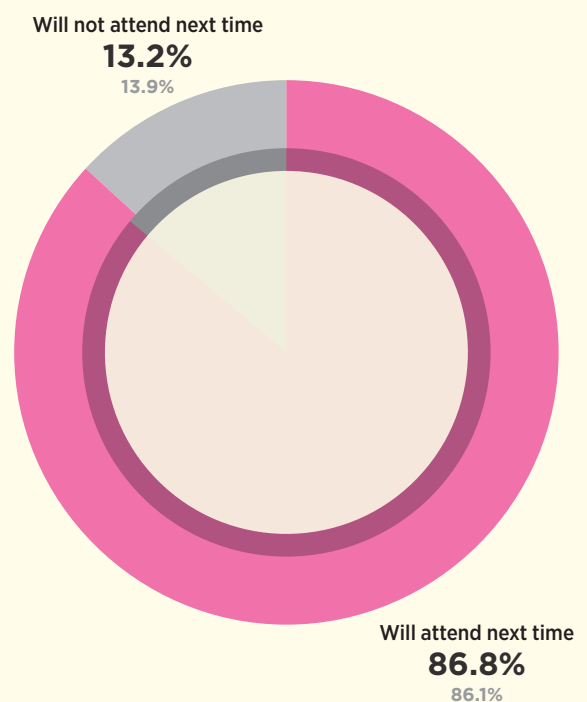
Combined Data for NAGOYA / ONLINE STAGE 2



Satisfaction with Visit



Possibility of Participation Next Time

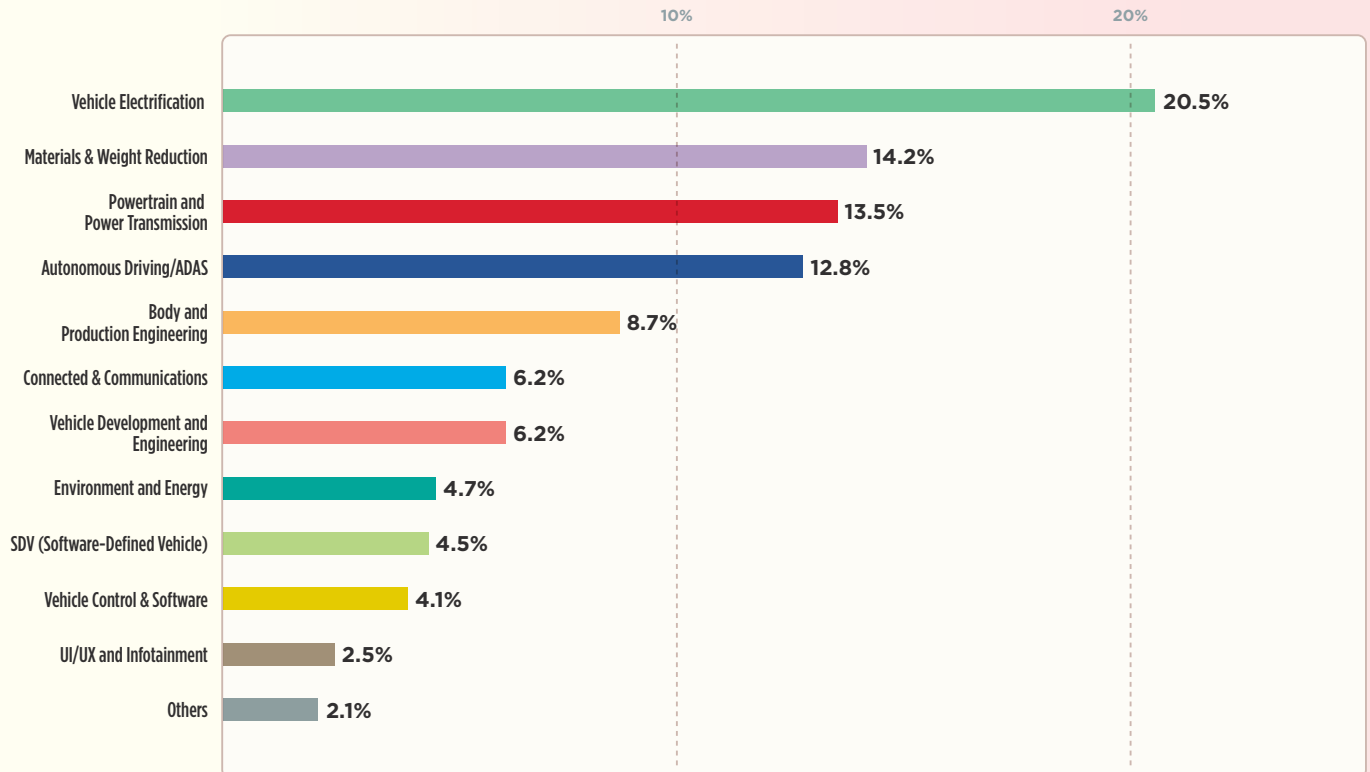


*Figures in gray indicate the 2025 values.



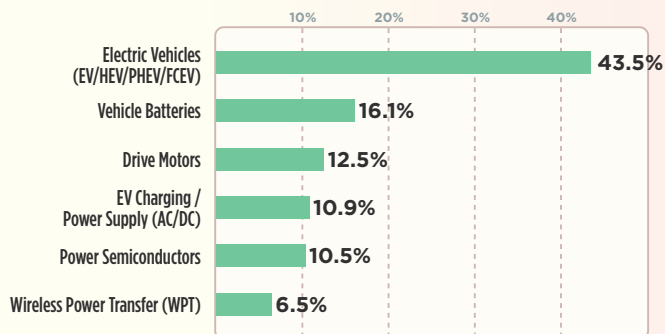
Categories of Interest

Combined Data for NAGOYA / ONLINE STAGE 2

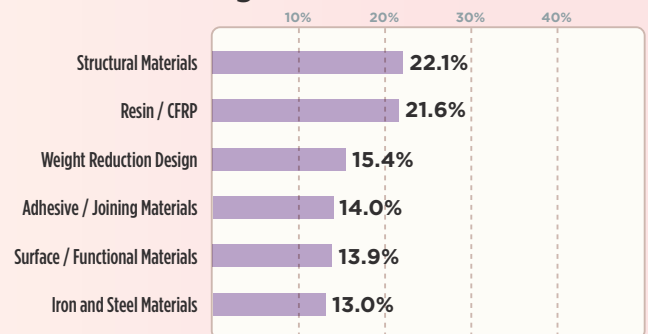


Detailed Breakdown by Category

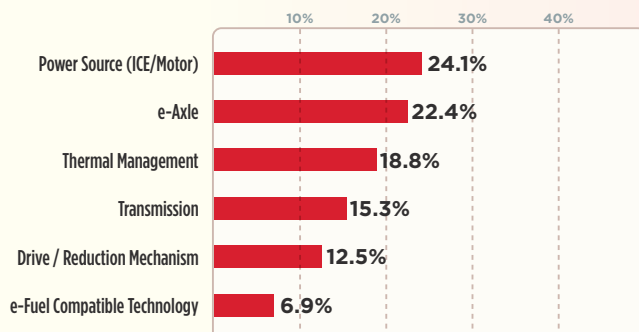
Vehicle Electrification



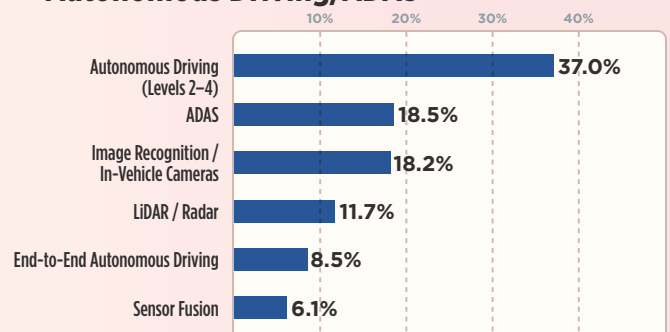
Materials & Weight Reduction



Powertrain and Power Transmission



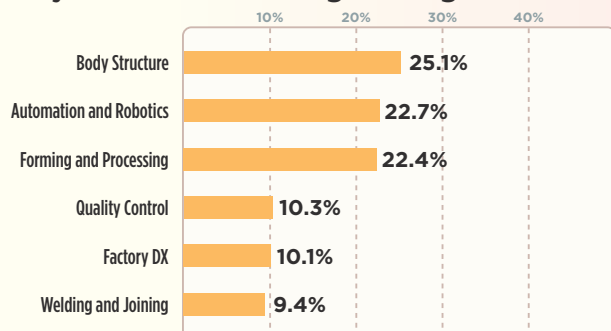
Autonomous Driving/ADAS



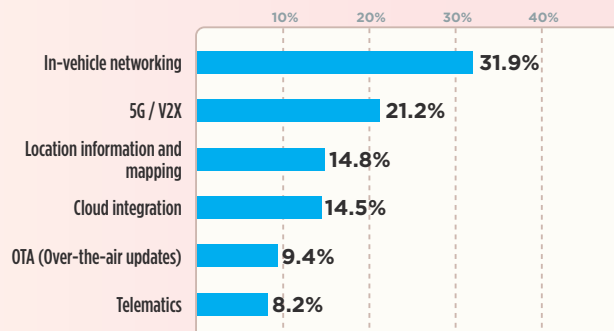
* No prior-year data available due to a change in the aggregation method.



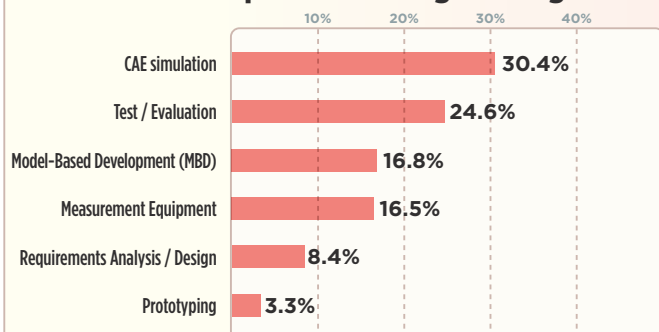
Body and Production Engineering



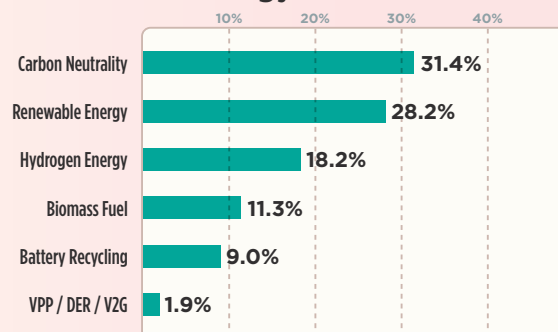
Connected & Communications



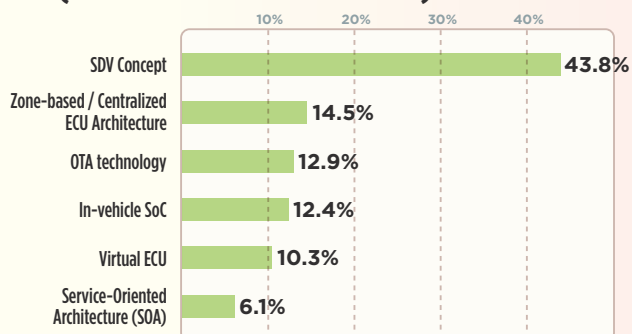
Vehicle Development and Engineering



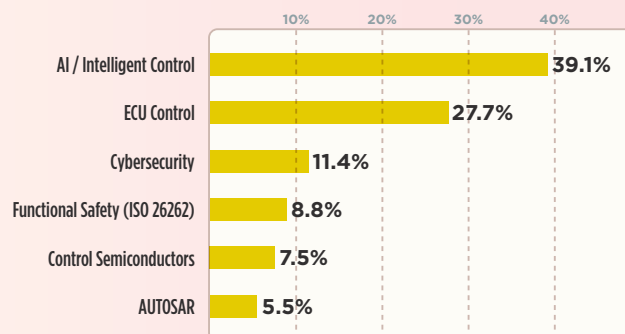
Environment and Energy



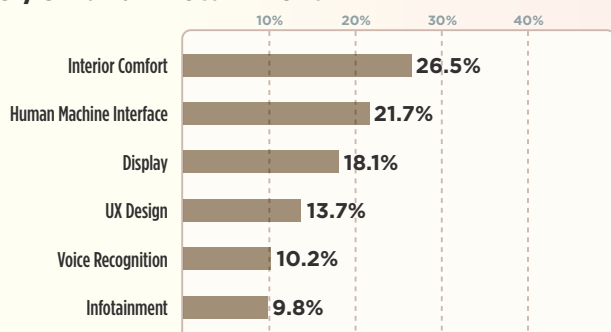
SDV (Software-Defined Vehicle)



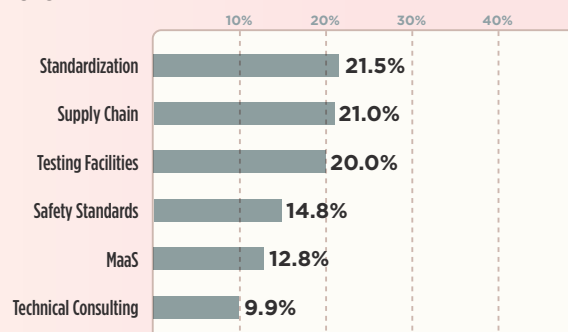
Vehicle Control & Software



UI/UX and Infotainment



Others



* No prior-year data available due to a change in the aggregation method.



Most Memorable Exhibits

Response Ranking

1 Vehicle Display

2 Cutaway Model

3 In-Vehicle Infotainment System

4 Battery Electric Vehicles (BEVs)

5 Decorative Film

6 Next-Generation Seat

7 Circular Economy

8 Power Transmission System

9 Outdoor Power Wheelchair

10 AI-Related Technologies

Other Memorable Exhibits in Alphabetical order

Aluminum Harness

Aluminum Recycling

e-Axle

HEV (Hybrid Electric Vehicle)

SDV (Software Defined Vehicle) Platform

FCEV (Fuel Cell Electric Vehicle)

Carbon Neutrality

Shell Derived Materials

Development Support Software

Volatile Corrosion Inhibitor

Traction Motor

Connectors

Concept Model

Recyclable Materials

Suspension

Flight Jetpack

Self Healing Rubber

Autonomous Driving Technologies

Vehicle-Mounted CO₂ Capture System

Autonomous Robot

Stabilizer

Smart Pole

Smart Glasses

3D Scanner

Die Cast Product

Hands-On Exhibits

DX Business Process Improvement

Power Supply Voltage Fluctuation Tester

Paint-Free Decorative Technology

Internal Combustion Engine

Hybrid Transmission

Battery-Related Technologies

Power Semiconductor Materials

PHEV (Plug-in Hybrid Electric Vehicle)

Light Transmissive Surface Material

Non-Destructive Testing Equipment

Model-Based Development

Active Safety System

Cold Forming

Robotics Technologies



Most Desired Exhibition Themes and Products

Response Ranking

1 AI-Related Technologies

2 Autonomous Driving Technologies

3 The Future Vision of Mobility

4 Carbon Neutrality

5 Circular Economy

6 Battery Electric Vehicles (BEVs)

7 Production Engineering

8 SDV (Software-Defined Vehicle)

9 Active Safety System

10 Robotics Technologies

Other Desired Exhibition Themes and Products in Alphabetical order

e-fuel

eVTOL

Compliance with EU CRA (Cyber Resilience Act)

ADAS (Advanced Driver Assistance System)

FCEV (Fuel Cell Electric Vehicle)

Car Electronics

Global Trends

Development Support Software

Decorative Techniques

Cutaway Model

Metalworking Technology

Traction Motor

Embedded Software

Measurement Technology

Lightweighting Technologies

Chemical Recycling

Aerospace Technology

Small Mobility Vehicles

Cybersecurity

Testing Facilities

Next-Generation Seat

In-Vehicle Infotainment System

Compliance with Automotive Standards

Improving In-Car Comfort

Plastic Products

Smart City

Smartphone Integration

All-Solid-State Battery

Advanced Semiconductors

DX Business Improvement

Interior Design Techniques

Internal Combustion Engine

Biomass Materials

Hands-On Exhibition

PHEV (Plug-in Hybrid Electric Vehicle)

Non-Destructive Testing Equipment

Wireless Power Transfer

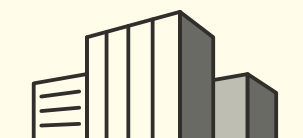
V2X (Vehicle to Everything)

Brake System

Rare Earth Recovery



Valid Responses: **125**



EXHIBITOR'S VOICE

Many visitors came with clearly defined challenges, and this often led to specific technical consultations and business discussions centered on product samples. We were impressed by the high quality of the visitors.

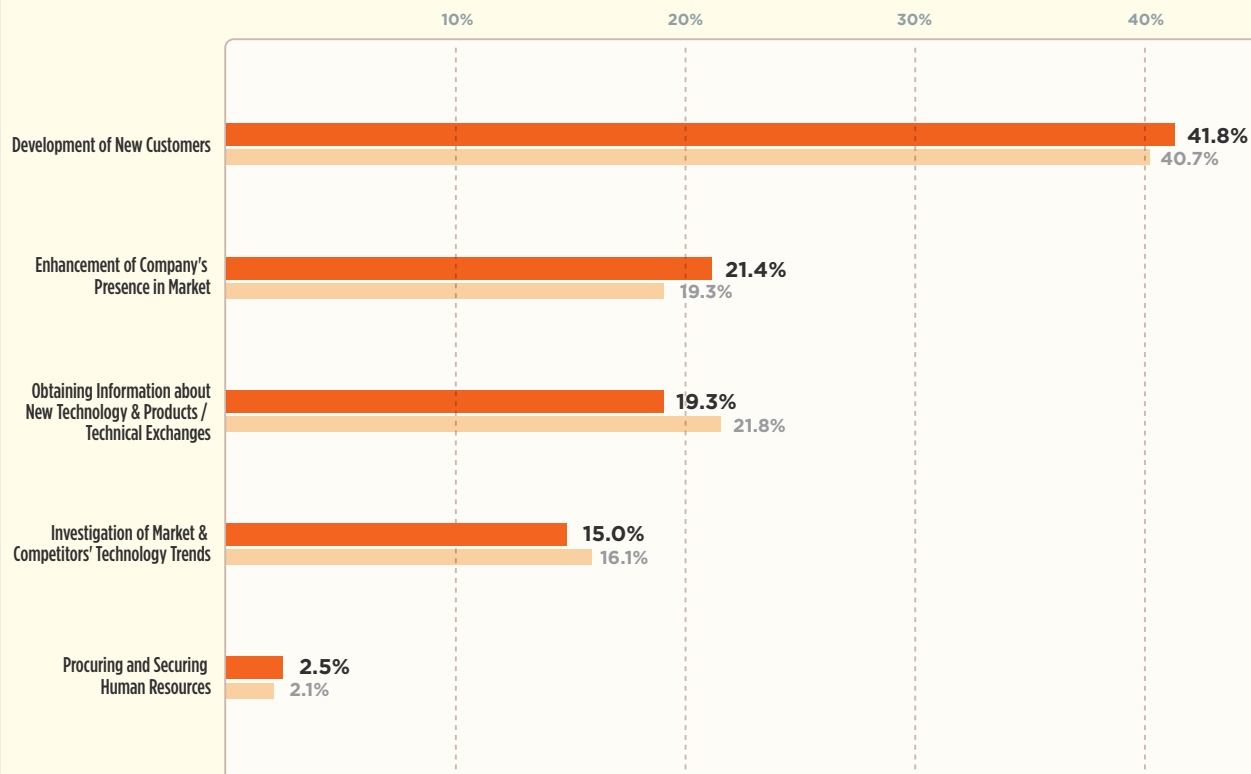
Visitors asked many specific questions, such as what we could do and how we could help address their challenges. By having in house specialists at the booth this year, we were able to offer deeper technical proposals and obtain valuable results.

Our discussions were focused primarily on business meetings with engineers at the site, allowing us to communicate efficiently with visitors who had a strong sense of purpose. For small and medium sized enterprises as well, the exhibition serves as a valuable opportunity to meet visitors seeking their technologies.

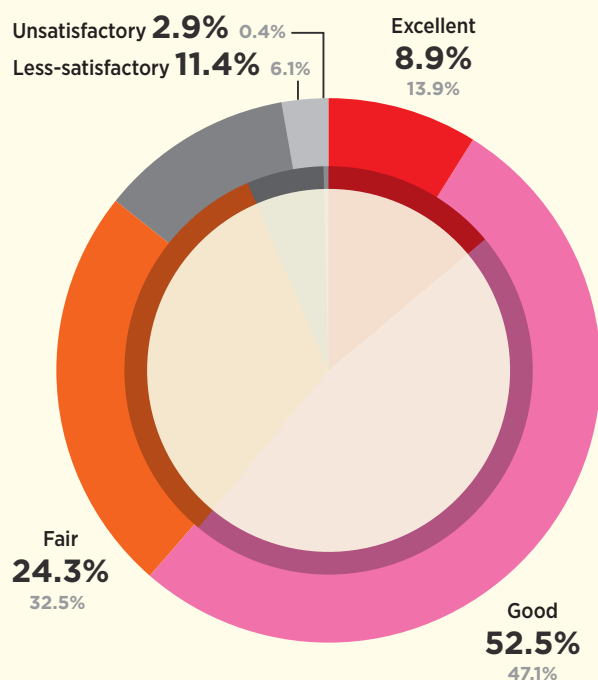
Since visitors to the Nagoya exhibition have different interests and needs from those at the Yokohama exhibition, we revise our exhibit content each year accordingly. By providing displays and proposals tailored to the distinctive characteristics of visitors in Nagoya, we believe the exhibition offers an opportunity to achieve even greater results.



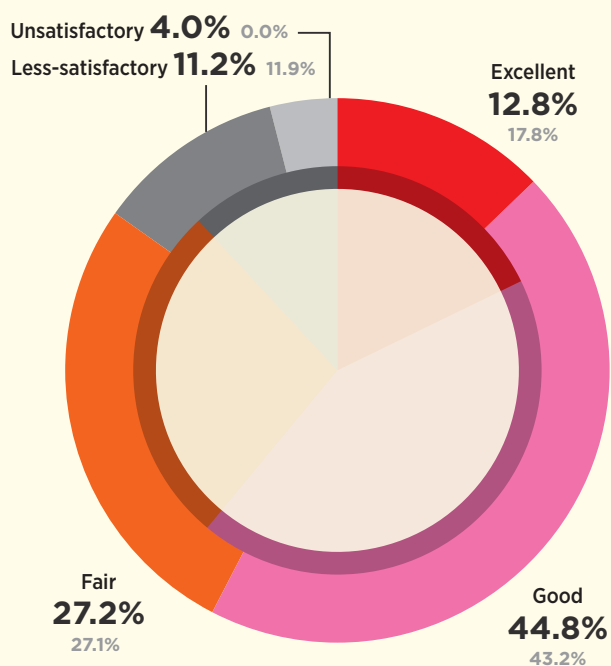
Purpose of Exhibit



Satisfaction with Exhibit



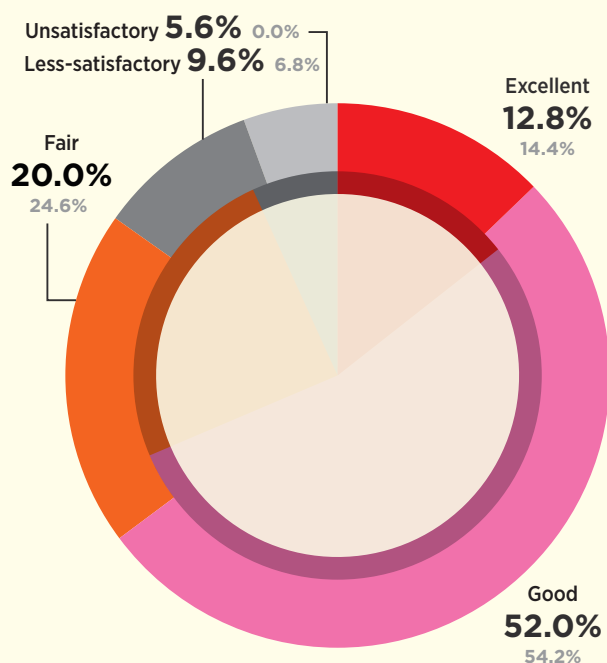
Impression of Visitors



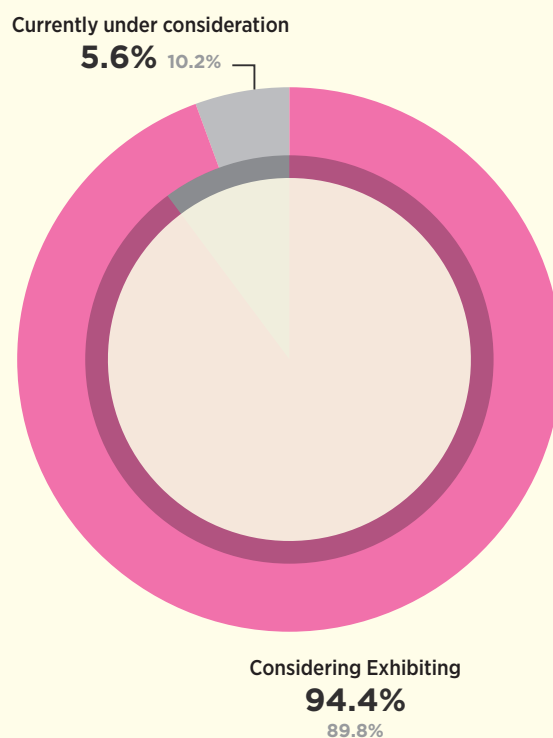
*Figures in gray indicate the 2025 values.



Comprehensive Evaluation



Possibility of Exhibiting Next Time



*Figures in gray indicate the 2025 values.



The visitors selected the exhibitors
that made the biggest impression.

1,768 votes were received from the visitors.

BEST 30 exhibitors that made the biggest impression

1	Toyota Motor Corp.	16	Sumitomo Electric Industries Ltd.
2	AISIN CORPORATION	17	Mazda Motor Corp.
3	DENSO Corp.	18	JFE Steel Corp.
4	Honda Motor Co., Ltd.	19	AICA KOGYO Co., Ltd.
5	TOYOTA BOSHOKU Corp.	20	DaikyoNishikawa Corporation
6	Suzuki Motor Corporation	21	Toray Industries, Inc.
7	TOYODA GOSEI Co., Ltd.	22	MAC SYSTEMS Corp.
8	SUBARU Corp.	23	MEIJI ELECTRIC INDUSTRIES Co., Ltd.
9	Nissan Motor Co., Ltd.	24	Hino Motors, Ltd.
10	DAIHATSU MOTOR Co., Ltd.	25	Futaba Industrial Co., Ltd.
11	TOYOTA AUTO BODY Co., Ltd.	26	Sango Co., Ltd.
12	Mitsubishi Chemical Corp.	27	Ono Sokki Co., Ltd.
13	MITSUBISHI MOTORS Corp.	28	Taiho Kogyo Co., Ltd.
14	KOBELCO GROUP	29	TSUDA INDUSTRIES Co., Ltd.
15	CHUO SPRING Co., Ltd.	30	ISUZU GROUP (ISUZU MOTORS LIMITED UD Trucks Corporation)

Other Exhibitors of Interest

UNIPRES CORPORATION

Resonac Corp.

Mitsui Chemicals, Inc.

UACJ Corp.

KYOWA ELECTRONIC INSTRUMENTS Co., Ltd.

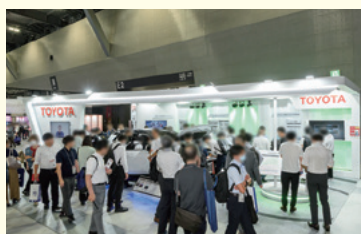
emblem Co., Ltd.

Topre Corp.

Hitachi Solutions, Ltd.

HORIBA Ltd.

Tebiki, Inc.



EXHIBITOR AWARDS FOR OUTSTANDING CONTRIBUTION

JSAE would like to express its sincere appreciation to the exhibitors who have made significant contributions to this exhibition and has presented them with certificates of appreciation.

Selection Criteria: "Exhibitors that have participated in the Automotive Engineering Exposition a total of 15 times or more, or whose cumulative number of booths has reached 50 or more."

List of Contributing Exhibitors in alphabetical order





The Future of Cars and Mobility Created Through Integration with New Technologies - Automotive Technology Innovated Through DX and Co-Creation -

AI, Big Data, Cloud, Robotics—

The automotive industry is undergoing a profound transformation driven by unprecedented technologies.

We stand at the very center of this transformative era, where the fusion with new technological domains—beyond the evolution of autonomous driving and telematics— is creating new value and services, leading the way for future mobility.

This exhibition features curated displays and presentations exploring three perspectives: the evolution of vehicles enabled by DX, the evolution of society and services surrounding vehicles, and the evolution of manufacturing. Experience the potential for new co-creation that transcends conventional boundaries.

Exhibit Collaborators and organizations (in alphabetical order)

Adacotech Incorporated / AISIN CORPORATION / AMD Japan Ltd. / DAIKIN INDUSTRIES, LTD. / Dexterity-SC Japan Inc. / Dynabook Inc. / FUJITSU LIMITED / Higuchi Digital Solutions Co., Ltd. / Hitachi Plant Services Co., Ltd. / Hitachi, Ltd. / Mazda Motor Corporation / Nissan Motor Co., Ltd. / SOLIZE PARTNERS Corporation / Spakona K.K. / Subaru Corporation / SUMITOMO CORPORATION / Sumitomo Rubber Industries, Ltd. / T2 Inc. / TIS Inc. / TOSHIBA SYSTEM TECHNOLOGY CORPORATION / Toyota Motor Corporation / Toyoda Gosei Co., Ltd. / ZENRIN CO., LTD.





JSAE Special Presentations

We gave presentations in line with the theme of the JSAE Special Exhibits.

	Wed., June 17th	Thu., June 18th	Fri., June 19th
11:00 } 12:00		Invisible AI and the Future of Mobility Experience The University of Tokyo Professor, Graduate School of Engineering Yoshihiro Kawahara	The Driving Force Behind AI: Shaping the Next Generation—The Evolution of Generative AI and NVIDIA's Challenge NVIDIA Enterprise / Senior Director Takeshi Izaki
13:30 } 14:30	Product Security Initiatives in the Digital Transformation Era DENSO Corporation General Manager, Product Security Dept. Information Security Div. Keiichiro Hiranaga	Physical AI Revolution: Redefining Mobility through Embodiment, Intelligence, and Structural Redesign. Nagoya University Global Research Institute for Mobility, Visiting Professor Tsuguo Nobe	The Panasonic Group's Initiatives on Well-being and AI Technology Panasonic Holdings Corporation Digital Transformation & Cyber-Physical Systems Division Digital & AI Solutions Center AI Solutions Group General Manager Sotaro Tsukizawa
16:00 } 17:00	Organizational and Human Resource Development in the AX Era: The Need for Human and AI Skills PwC Consulting LLC Workforce Transformation Div. / Human Resource Development Div. Director Yuji Mishiyo	Vehicle Technology Trend accelerated by Agentic AI Amazon Web Services, Inc. AWS Industries Division, Automotive & Manufacturing Sector, Industrial Specialists & Solutions Team Principal Solutions Architect & Senior Manager of Business Development Kazuo Kajimoto	

Presentation Overview





Forum NAGOYA

We held an on-site lecture event presenting the latest trends and future outlook for automotive technology, the automotive industry, and related fields.

Wed., June 17th	Thu., June 18th	Fri., June 19th
[N1] Electric Vehicle Model and Case Studies of MBD/CAE Application to Carbon Neutrality and Thermal-Electric Coupling Organized by: Model Based Development Committee based on International Standard Description	[N2] The Path to a Decarbonized Society The Challenge of the Electric Drive Technology Committee Organized by: Electric Drive Technology Committee	[N3] Japan Quality and Engineering Ethics Organized by: Ethical Engineer Development Committee

Special Presentation

“Material Innovations for Future Mobility”

We delivered presentations based on the following five themes.

Theme 1 “The Cutting Edge of Materials Informatics (MI)” Accelerating Material Development

Theme 2 “Next-Generation Interfaces and Sensory Materials” Bringing Digital Experiences to Life

Theme 3 “High-Performance Energy Materials” Supporting Powertrain Diversification

Theme 4 “Ultra-Lightweight and Multi-Material Technologies” Accelerating Structural Innovation

Theme 5 “Sustainable Materials and Resource Circulation” Shaping Sustainability

In the automotive industry, which is undergoing a major transformation driven by advances in electrification, digitalization, and carbon neutrality, we provided a multifaceted overview of the cutting-edge material technologies that are key to maintaining competitiveness.

	Wed., June 17th	Thu., June 18th	Fri., June 19th
11:00 ┆ 11:40	Theme 1 Seeing the Unseen in Materials: WAVEBASE at the Intersection of Synchrotron Radiation and AI TOYOTA MOTOR CORPORATION Yuichi Aoyagi Sumitomo Rubber Industries, Ltd. Ryo Mashita	Theme 3 Resonac's Solution Technology for Advanced Material Development and the Development of Carbon-Neutral Aluminum Alloys Resonac Corporation Naoyuki Kawata, Hiroshi Yokota	Theme 4 The Cutting Edge of Vehicle Lightweighting Technologies Using Ultra-High-Strength Steel and Aluminum KOBE STEEL, LTD. Junya Naito Ryo
13:00 ┆ 13:40	Theme 1 Next-generation materials development with Materials Informatics Nissan Motor Corporation Masanobu Uchimura	Theme 3 Novel Proton-Conducting Electrolyte Material for Next-Generation Fuel Cells DENSO CORPORATION MASANE KIN	Theme 5 Approach of Sumitomo Chemical's circular carbon economy Sumitomo Chemical Co., Ltd. Yoshinobu Nozue
14:10 ┆ 14:50	Theme 1 Combinatorial experimentation and machine learning for the exploration of magnetic thermoelectric materials NEC Corporation Masahiko Ishida	Theme 4 Advancing Mobility with CFRP, and Sustainability Initiatives Toray Industries, Inc. MIKI TERADA	Theme 5 Rubber Resource Circulation: Advanced Devulcanization and Industry-Academia-Government Collaboration TOYODA GOSEI CO., LTD. HIDEKAZU KURIMOTO
15:20 ┆ 16:00	Theme 3 Automotive Materials Strategy in the Era of Energy Transition and Resource Constraints Deloitte Tohmatsu LLC Issui Ihara	Theme 5 Solving Resource Circularity with Technology and Industry: A Perspective Beyond Industry Boundaries Toward the Future of Mobility PwC Consulting LLC. Yusuke Hosoi Ministry of the Environment Yohei Kawada Panasonic Holdings Corporation Genichiro Matsuda Mitsubishi Chemical Corporation Kazuo Asuka PwC Consulting LLC Mikiko Saito	Theme 2 The future value of in-cabin space created by Alps Alpine's core technologies ALPS ALPINE CO., LTD. Motoki Hirayama





Exhibitors Seminar

Exhibitors provided detailed introductions to their products, technologies, companies, and industries through 30-minute presentations.

Wed., June 17th	Thu., June 18th	Fri., June 19th
What Flash Storage Management Technology Empowers Automotive Development? — Everpure's Core Technology for Automobiles — Everpure	Introduction to Hyundai Steel HYUNDAI STEEL	European Battery Regulation: Understanding & Due Diligence – Intertek Notified Body's Role Intertek Japan K.K.
Flowmeter Calibration Required for IATF 16949 Reliability Provided by International MRA-Compliant JCSS Certificates Shimadzu system solutions Co., Ltd.	HORIBA Measurement Solutions for Carbon Neutrality: Fuel Diversity and Particle Regulations HORIBA	ADAS Semiconductor Solutions by NOVOSENSE From Vehicle Safety to Auto-Parking, Proven in the Chinese Market Japan Novosense Microelectronics Co.,Ltd.
Flowmeter Calibration Required for IATF 16949 Reliability Provided by International MRA-Compliant JCSS Certificates Shimadzu system solutions Co., Ltd.	Intelligent Suspension Enabled by Metal Bellows Accumulators Witzemann Japan K.K.	Meshfree Particle Method CFD Software "Particleworks": Latest Features & High-Speed GPU Computing Prometech Software, Inc.
Prototyping Automotive HMI: Bridging ProtoPie & 3D Tools Before Development ProtoPie	Optimization of Test System while Utilizing Existing Equipment MEIDENSHA CORPORATION	Advanced HILS Technology and the Future of Intelligent Testing Emerson (National Instruments Japan)
The Future of AI Vision Is Here: High-Speed, High-Resolution Inspection Without Compromise Cognex K.K.	Enhancing Pre/Post Efficiency with Jupiter for Structural and CFD Analysis TechnoStar Co., Ltd.	AI-Driven Integration of CAE, Experiments, and Real-World Data: Robust Design Based on Uncertainty KEISOKU ENGINEERING SYSTEM CO., LTD.
Integrated E/E Architecture supporting SDV -Strategic AUTOSAR deployment- Hitachi Industry & Control Solutions, Ltd.	Towards Rework-Free R&D: Accelerating Rare Earth-Lean Innovation for Next-Gen Cars with Patsnap AI Patsnap	Latest Trends in EU/US CO₂ Regulations and Corresponding Measurement & Evaluation Solutions HORIBA
Innovative Research on Refrigerant Valves in the Context of Integrated Heat Pump Development DunAn Vehicle Thermal Management Technology Co., Ltd.	How to Proceed with Battery Analysis : Optimal Analysis Flow and Equipment Selection by Size Carl Zeiss Co., Ltd.	Evaluation of Automotive Components Installed in EV/HV According to CISPR 25:2021 Edition 5 Annex H UL Japan Inc.
Korea's Industrial Ecosystem and Strategy for the Mobility Sector KOTRA / Invest KOREA	Advancing Sustainable Mobility through High-Performance Polymer Innovation "The Latest Developments in Fluoropolymers and Super Engineering Plastics" Syensqo Specialty Polymers Japan K.K.	NEDO GI: Establishment of a digital technology infrastructure to accelerate the development of electric vehicles and automated driving vehicles Japan Automobile Research Institute
Next-Generation Battery Technologies and Industry Korea Battery Industry Association	Sustainability Regulations for EV Supply Chains: EU Battery, CFP, Recycling & IATF Intertek Certification Japan Ltd.	Latest automotive power unit technologies using high-performance Vicor power modules – featuring actual units Vicor KK
Regional Mobility Industry Clusters and R&D Demonstration Infrastructure Jeollabuk-do Provincial Government, Ulsan Free Economic Zone Authority	How to shorten Lead Time in the EV Shift Era: Case studies on using 3D Measurement to address increasing development and evaluation complexity. Marubeni I-DIGIO Group, Marubeni Information Systems Co., Ltd.	Accelerating CN Mobility: Integrated Solutions for Materials, Drive, Batteries & Safety Kobelco Research Institute, Inc.

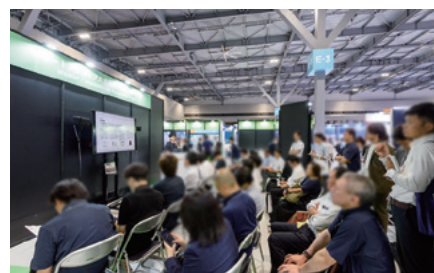




Startup & Academia Presentation Stage

Startups, universities, and research projects shaping the future will be participating.
A 20-minute presentation session will be held.

Wed., June 17th	Thu., June 18th	Fri., June 19th
Why Do 70% of AI Implementations in Manufacturing End at the PoC ? Case Studies: The Conditions for AI to Take Root on the Front Lines Tamon Co., Ltd.	The Cutting Edge of Generative AI Adoption in Manufacturing emuni Inc.	Building an "IP AI Agent" Using MCP and Streamlining Patent Analysis Patentfield Ltd.
Making Design Possibilities Visible in Shape - Trade-Off Design Enabled by Multi-Objective Topology Optimization - FAI Inc.	What are virtual sensors, and how do they accelerate the SDV transformation?~How to utilize and monetize collected vehicle data~ Compredict	Turning R&D Trial-and-Error into Organizational Assets: Accelerating Innovation with miHub® MI-6 Ltd.
Unifying Manufacturing. STAR UP Co., Ltd.	What are virtual sensors, and how do they accelerate the SDV transformation?~How to utilize and monetize collected vehicle data~ Compredict	Unifying Manufacturing. STAR UP Co., Ltd.
Latest Case Study of "Work Analysis AI" Deployed at a Leading Automaker - Kaizen Your Factory in Just 1 Minute, Simply by Filming the Work Ollo Inc.	From requirements definition to simulation verification, AI fully automates the entire design process Crystal Co., Ltd.	The Future of Manufacturing DX: AI-Driven Ladder Logic & FMEA Analysis and Robot-Integrated Field Innovation Akari Inc.
The Science of Bonding - Innovative Adhesion Technology for Next-Generation Mobility - Kyushu University	The Evolution of Automotive Security: From Anti Theft Foundations to Trusted Software Defined Mobility Mobility Cyber Labs Japan Ltd.	The Future of Manufacturing DX: AI-Driven Ladder Logic & FMEA Analysis and Robot-Integrated Field Innovation Akari Inc.
A preventive system agent — Enhancing "Japanese Quality" by Transforming expert engineers' knowledge into AI — Things Inc.	Automatically analyzing the "differences" between experienced and new employees using AI Career Survival Inc.	The Science of Bonding - Innovative Adhesion Technology for Next-Generation Mobility - Kyushu University
Turning R&D Trial-and-Error into Organizational Assets: Accelerating Innovation with miHub® MI-6 Ltd.	Building an "IP AI Agent" Using MCP and Streamlining Patent Analysis Patentfield Ltd.	A preventive system agent — Enhancing "Japanese Quality" by Transforming expert engineers' knowledge into AI — Things Inc.
Beyond Guesswork: How to Transfer Procurement Expertise and Beat the Manufacturing Labor Shortage LEAN PATH Inc.	Next-generation welding technology that achieves high airtightness and reduces CO2 emissions KIMITSU PROJECTION Inc.	Latest Case Study of "Work Analysis AI" Deployed at a Leading Automaker - Kaizen Your Factory in Just 1 Minute, Simply by Filming the Work Ollo Inc.
Human Flight as the Next Layer of Mobility Infrastructure emblem Co., Ltd.	The Future of Manufacturing DX: AI-Driven Ladder Logic & FMEA Analysis and Robot-Integrated Field Innovation Akari Inc.	Beyond Guesswork: How to Transfer Procurement Expertise and Beat the Manufacturing Labor Shortage LEAN PATH Inc.
What are virtual sensors, and how do they accelerate the SDV transformation?~How to utilize and monetize collected vehicle data~ Compredict	Manufacturing Innovation through AI-Driven CAE Simulation: SolverX SolverX	The Evolution of Automotive Security: From Anti Theft Foundations to Trusted Software Defined Mobility Mobility Cyber Labs Japan Ltd.
From requirements definition to simulation verification, AI fully automates the entire design process Crystal Co., Ltd.	Making Design Possibilities Visible in Shape - Trade-Off Design Enabled by Multi-Objective Topology Optimization - FAI Inc.	Optimization of Manufacturing Processes using Process Informatics Aixtal Corp.
The Cutting Edge of Generative AI Adoption in Manufacturing emuni Inc.	Human Flight as the Next Layer of Mobility Infrastructure emblem Co., Ltd.	Automatically analyzing the "differences" between experienced and new employees using AI Career Survival Inc.
		Manufacturing Innovation through AI-Driven CAE Simulation: SolverX SolverX



Immersive In-Vehicle Sound & Visual Experience

Event held with support from:Dolby Japan

Visitors experienced a next-generation entertainment space brought to life by Dolby Atmos's immersive sound and visually stunning, vibrant imagery.



Exhibition of New Cars and Vehicles Featuring New Technologies

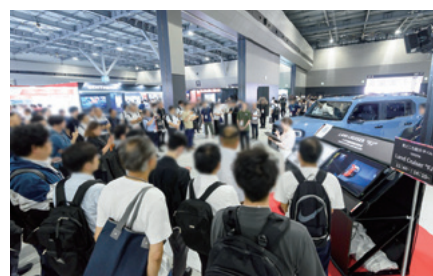
Listed in alphabetical order by company name.

HINO	Fuel cell electric heavy-duty truck
HINO	Poncho dot
HONDA	XL750 TRANSALP
HONDA	CB750 HORNET
HONDA	PRELUDE
ISUZU	GIGA
MITSUBISHI MOTORS	DELICA D:5
NISSAN	LEAF
TOYOTA	bZ4X TOURING
TOYOTA	Land Cruiser "FJ"

This exhibition showcases a collection of vehicles equipped with the latest technologies. Come and learn about the technologies adopted by each of these vehicles.

Vehicle Showcase Highlights Session

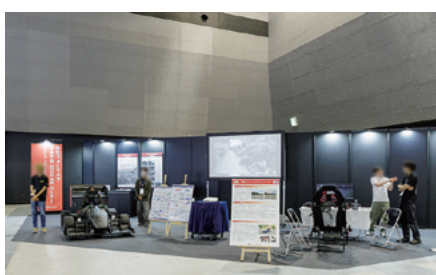
At the Exhibition of New Cars and Vehicles Featuring New Technologies, we held an event where representatives from each company personally explained the key highlights of the vehicles, allowing visitors to gain a deeper appreciation of the appeal of the models that piqued their interest.



Formula SAE Japan PR Booth

In August, we will hold a car exhibition of the teams participating in the Formula SAE Japan 2026.

Vehicle Exhibition University:Nagoya Institute of Technology(EV)





Media Coverage

This exposition was covered in a wide range of media.

As of the end of July, 2026

Television

TV Aichi“GOJISUTA”	6/17,7/17
NHK Nagoya Broadcasting Station“Marutto!”	7/17

Newspaper / magazine

Chubu Keizai Shimbun Co., Ltd.“THE MID-JAPAN ECONOMIST”	6/17,7/17
The Yomiuri Shimbun Holdings“The Yomiuri Shimbun”	7/17
Kouron Publishing Co., Ltd.“Service Strategy”	7/26

Web

Best Car Web	Motor Vehicle News
carview!	Niconico News
CREA	nifty News
Cycle Sports	Response
Dempa Shimbun Digital	Sankei Shimbun
dmenu News	Senkyo Dot Com
excite.News	The Asahi Shimbun Digital
GENERAL NEWS WEB	THE MID-JAPAN ECONOMIST
Japan Rubber Weekly	THE NIKKAN JIDOSHA SHIMBUN
JUJI.COM	The Nikkan Kogyo Shimbun
livedoor News	WEB CARTOP
Mapion News	YAHOO! News
MICE TIMES ONLINE	Yomiuri Shimbun Online (YOL)
mono think	Zaikei Shimbun
MOTOR CARS	

Press Media List

There was interest from wide-ranging media sources.

Total 26 *Including freelancers 39 (2025)
in alphabetical order

Nikkei Inc.Nagoya Main Office
Nikkei Inc.Nagoya Office
Office Tech-T Corp.
Sangyo Times,Inc.(Osaka) Editorial Dept.
TEKKO SHIMBUN Co.,Ltd.
The Asahi Shimbun
THE CHEMICALDAILY CO.,LTD.
The Chunichi Shimbun Co., Ltd.
THE MID-JAPAN ECONOMIST
THE NIKKAN JIDOSHA SHIMBUN
The Nikkan Kogyo Shimbun
Total Technical Solutions Co., Ltd.

Aichi Television Broadcasting Co., Ltd.
CHITA HANTO CABLE NETWORK
DAC JAPAN
FCCJ
FOURIN, Inc.
Impress Corporation
ITS Platform ZI
Japan Automobile Research Institute
JAPAN LAND ENGINE MANUFACTURERS ASSOCIATION
Japan Metal Bulletin.
Kanamori Industries Co.,Ltd
MarkLines Co.,Ltd.
Mediavague Co.,Ltd.
Nikkei Business Publications, Inc.





人とくるまのテクノロジー展
Automotive Engineering Exposition
2026 ONLINE



RESULT REPORT



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

ONLINE STAGE 2

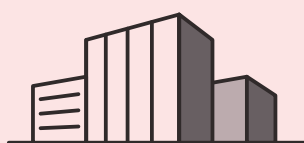
Wednesday, June 10 – Wednesday, July 1, 2026

ONLINE STAGE 2 SUMMARY REPORT



Exhibition Name	AUTOMOTIVE ENGINEERING EXPOSITION 2026 ONLINE STAGE 2
Date	Wednesday, June 10 – Wednesday, July 1, 2026
Venue	Online Web Site
Organizer	Society of Automotive Engineers of Japan, Inc. (JSAE)
Sponsored by	Japan Flat Glass Manufacturers Association / Japan Institute of Light Metals / Society of Instrument and Control Engineers / JASPAR / Japan Lubricating Oil Association / Information Processing Society of Japan / Japanese Society for Artificial Intelligence / Japan Petroleum Institute / Petroleum Association of Japan / The Institute of Electrical Engineers of Japan / The Institute of Electronics, Information and Communication Engineers / Japan Society of Civil Engineers / Japan Aluminum Association / Japan LCA Society / Japan Society of Mechanical Engineers / Japan Society of Materials Science / Japan Automobile Manufacturers Association, Inc. / Japan Automobile Machinery and Equipment Manufacturers Association, Inc. / Japan Automobile Machinery and Tool Association, Inc. / Japan Automotive Research Institute, Inc. / Japan Automotive Body Manufacturers Association, Inc. / Japan Automobile Tire Manufacturers Association, Inc. / Japan Automotive Parts Industries Association, Inc. / Japan Automobile Transportation Technology Association, Inc. / Japan Iron and Steel Association, Inc. / Japan Deep Learning Association, Inc. / Japan Internal Combustion Engine Manufacturers Association / Japan Magnesium Association, Inc. / Mobility Service Association, Inc.
Attendees	Engineers and researchers in design, research, testing, and development at automotive, parts, and body manufacturers; personnel in production engineering, quality control, technical management, and purchasing departments; engineers and researchers at public research institutions; technical personnel from automotive-related companies; faculty, staff, and students at universities, vocational schools, and technical high schools.
Language Support:	Japanese and English

Number of Exhibitors



551

485

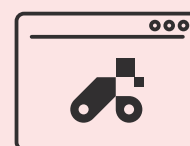
Registrations



42,285

38,472

Number of visitors



50,284

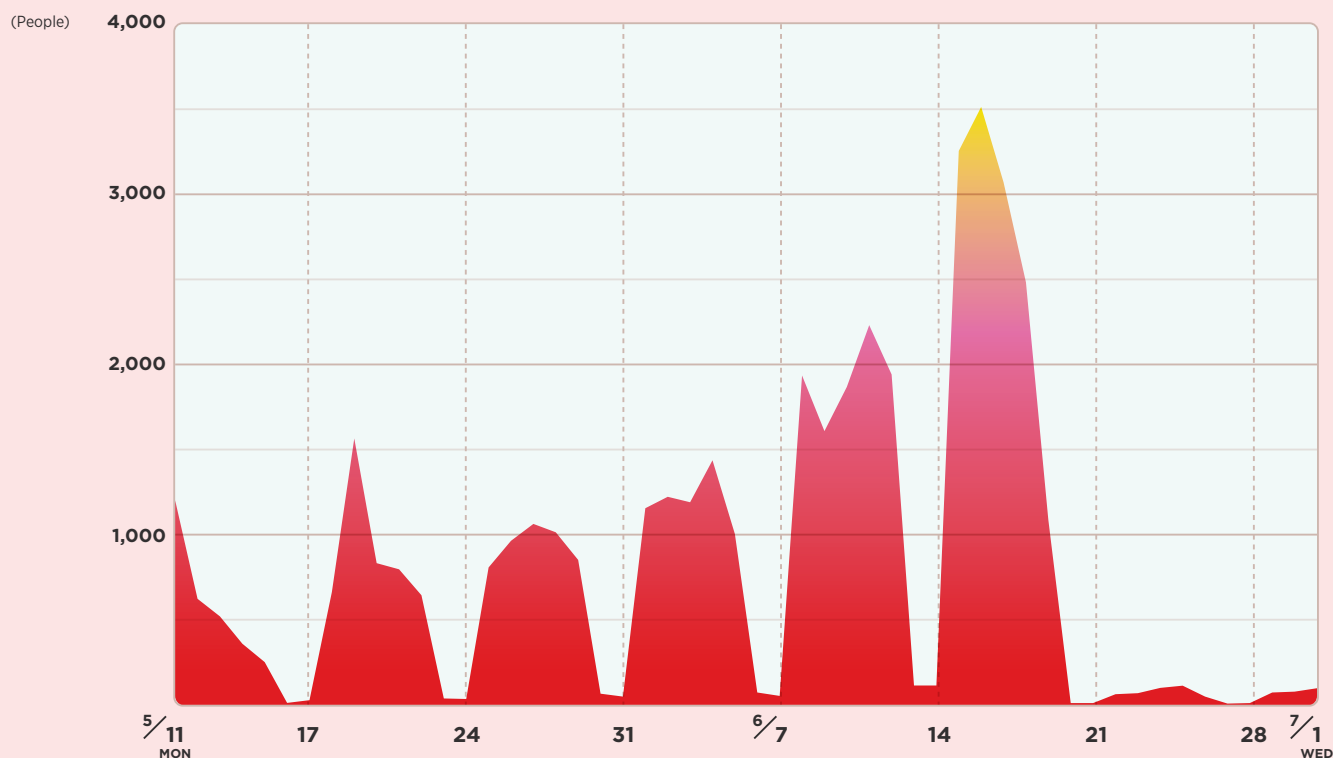
51,715

*Figures in gray indicate the 2025 values.

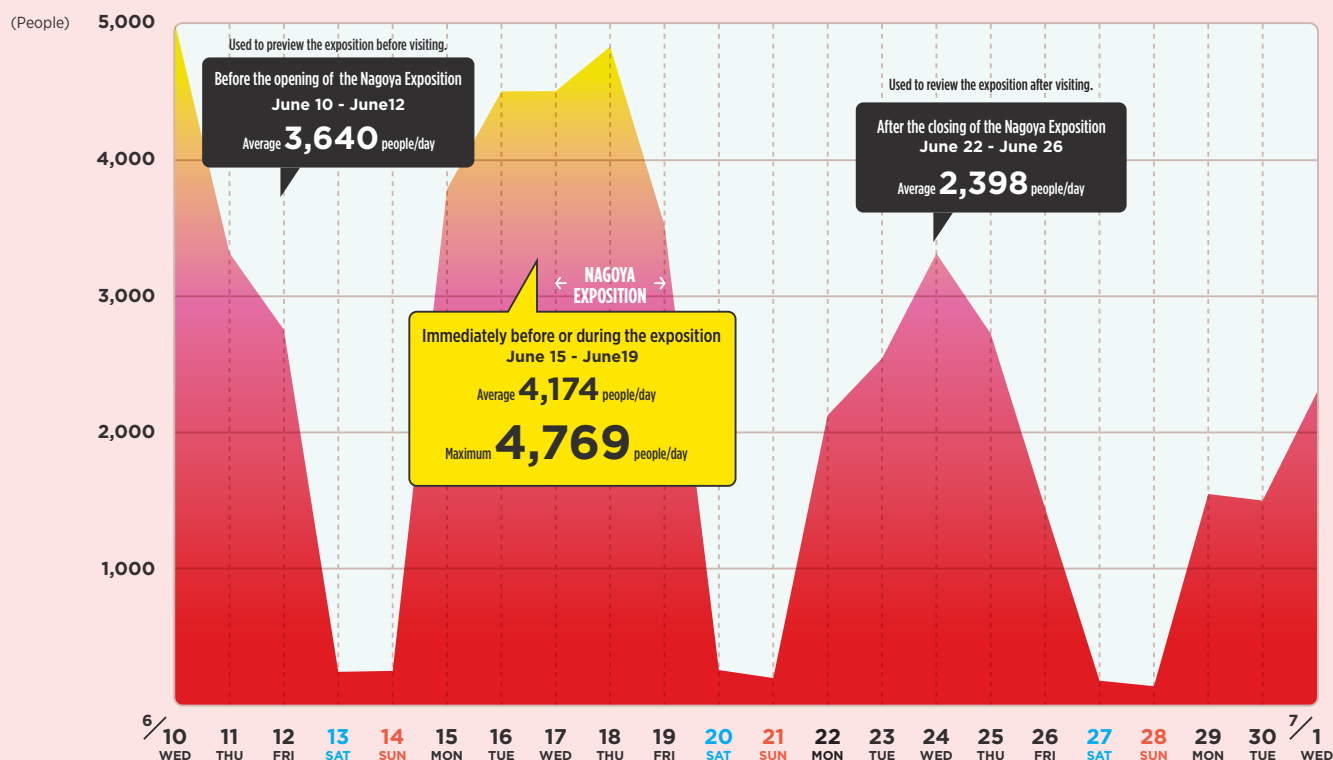
* Number of visitors: total accesses by registered attendees (limited to one count per day).



Trend of Registered Visitors

ONLINE STAGE 2 Number of Registrants: **42,285**

Number of Visitors Trend

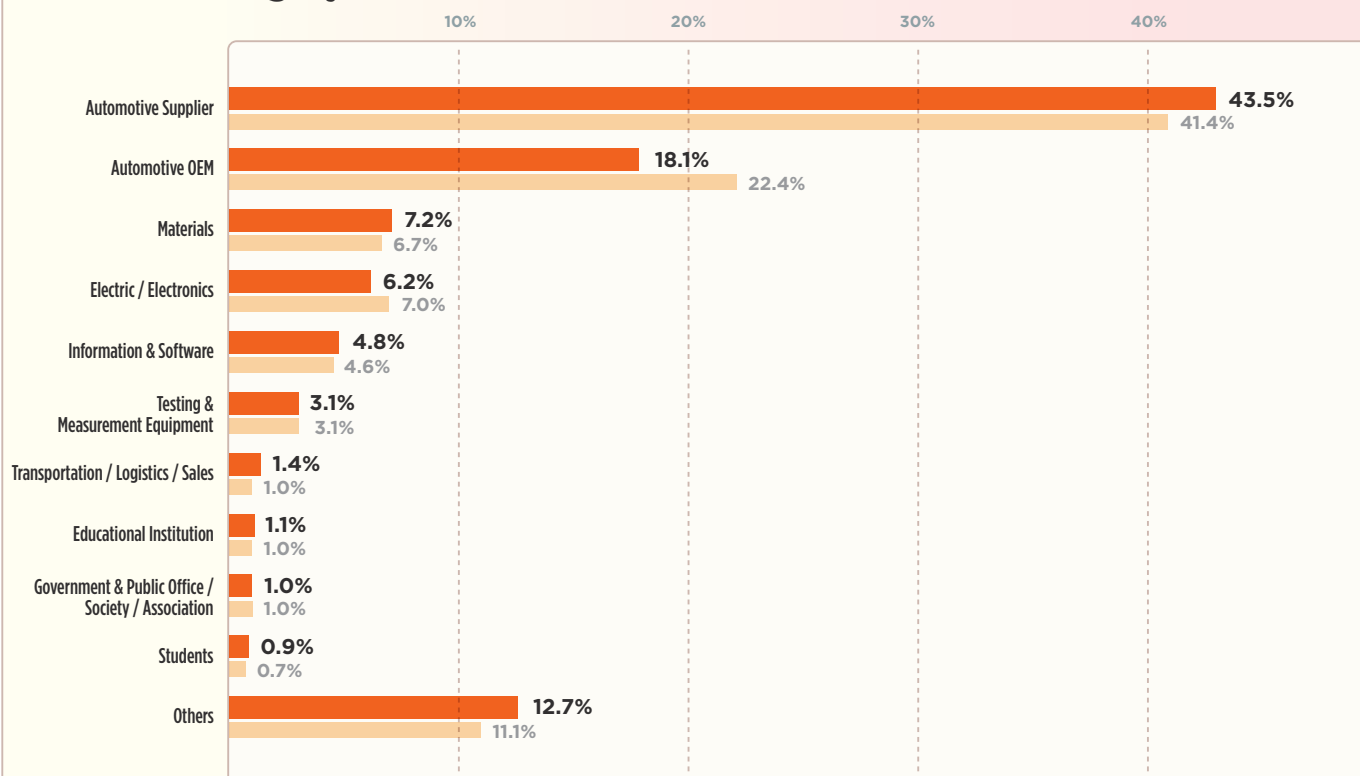
ONLINE STAGE 2 Number of Visitors: **50,284**

* Number of visitors: total accesses by registered attendees (limited to one count per day).



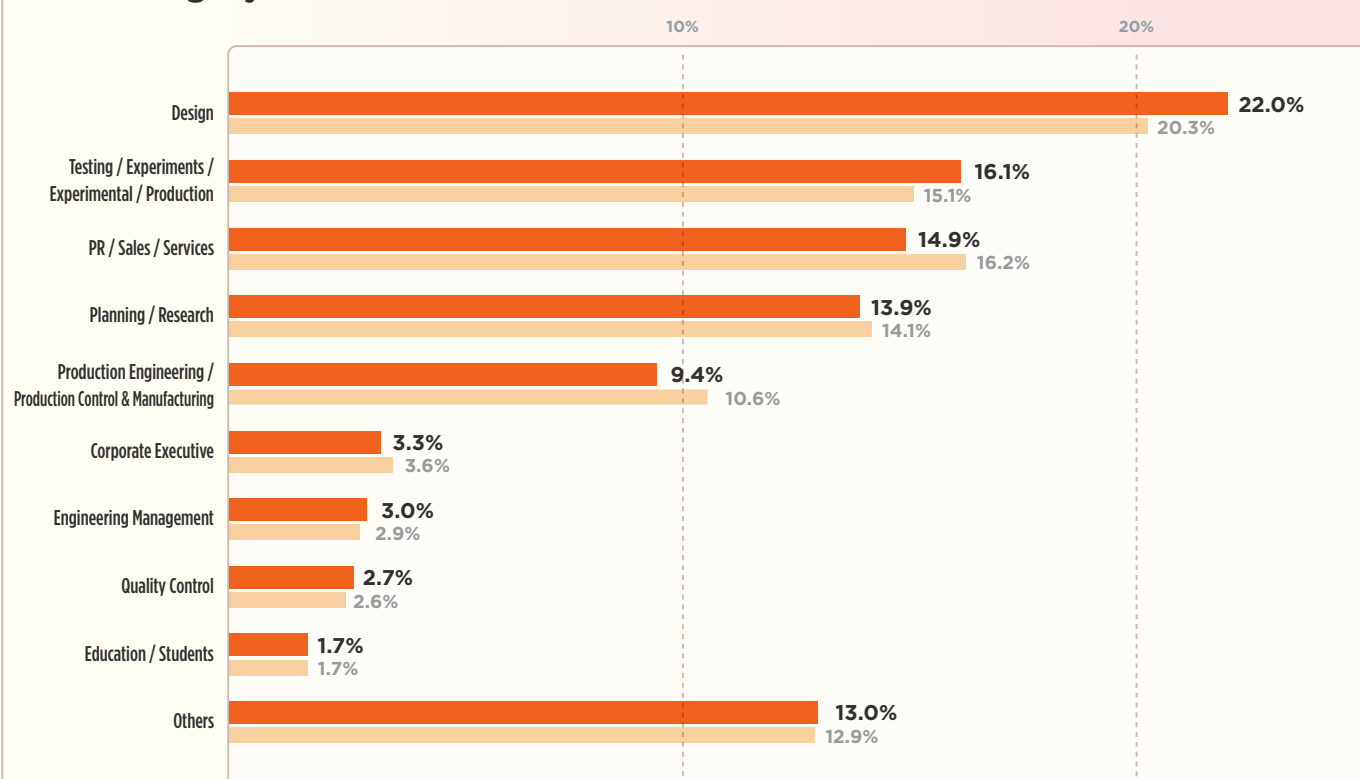
Business Category

Combined Data for NAGOYA / ONLINE STAGE 2



Job Category

Combined Data for NAGOYA / ONLINE STAGE 2

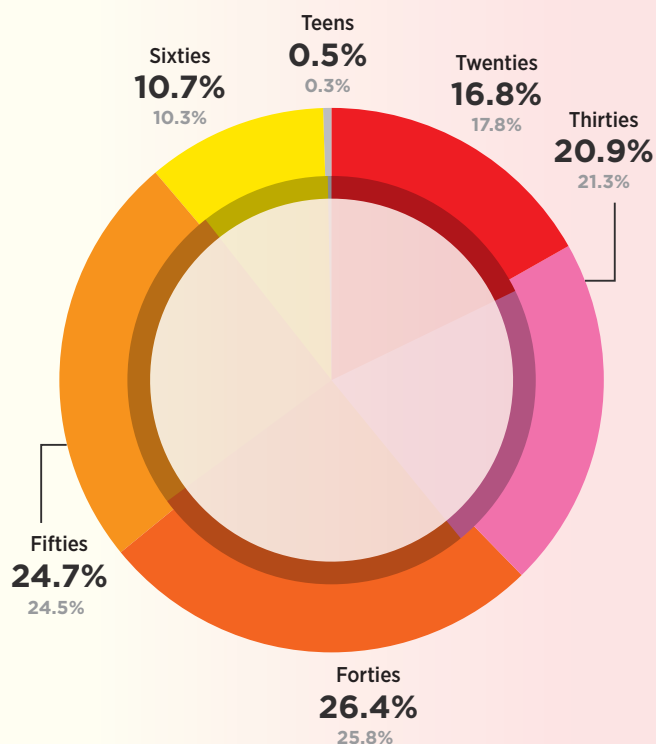


*Figures in gray indicate the 2025 values.



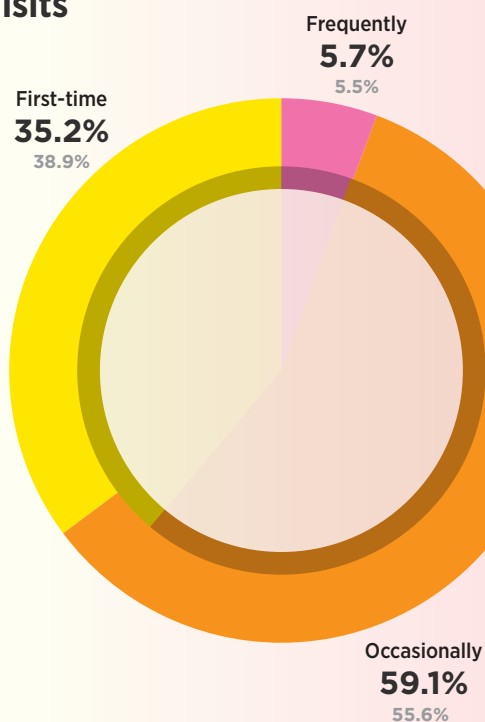
Age Group

Combined Data for NAGOYA / ONLINE STAGE 2



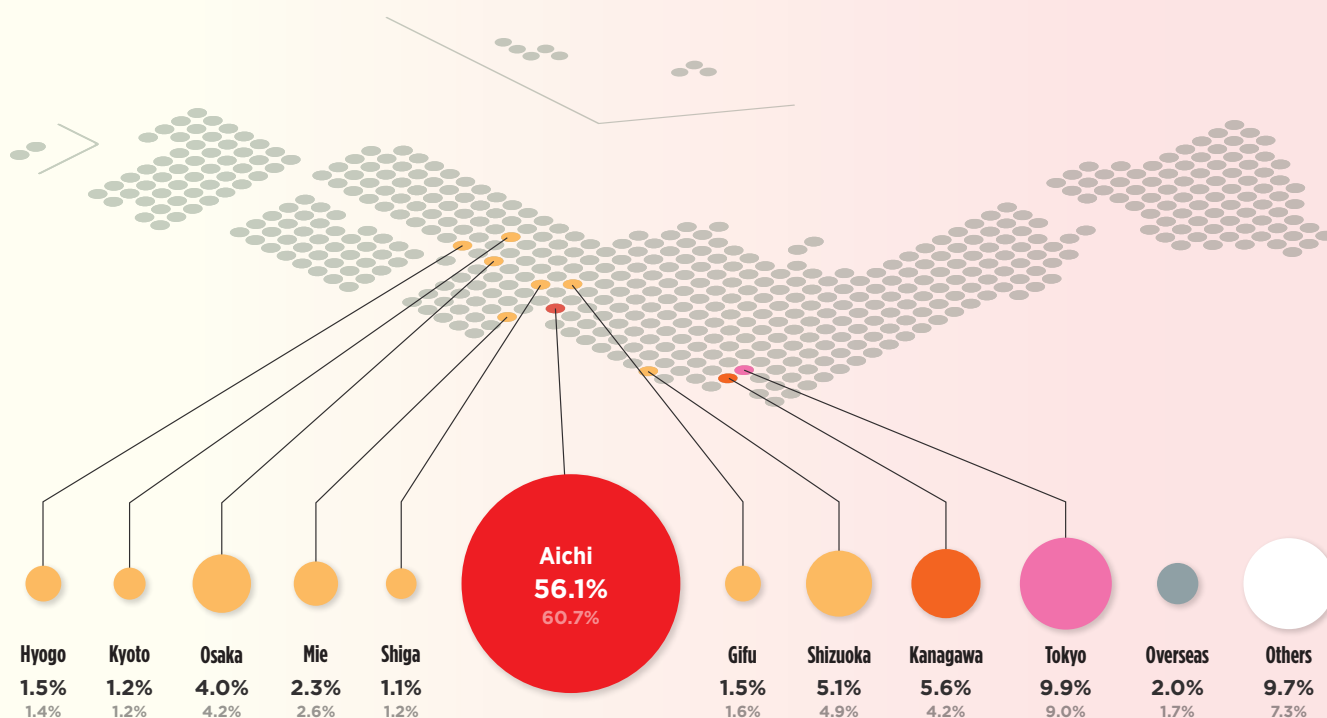
Frequency of Visits

Combined Data for NAGOYA / ONLINE STAGE 2



Prefecture and Region

Combined Data for NAGOYA / ONLINE STAGE 2



*Figures in gray indicate the 2025 values.



NEW! AI-powered Chat Feature

Starting in 2026, we introduced a new AI-powered chat feature. Users can enter not only keywords but also their goals or challenges in free-text form, and the system matches that input with information registered by exhibitors to present highly relevant exhibitors. The feature was widely used for pre-show research before attending the exhibition.



Most Frequently Asked Technical Terms

(Total Queries: 26,589)

- 1 Companies Related to Autonomous Driving
- 2 Companies Showcasing EV Battery Technologies
- 3 Automotive Semiconductor Manufacturers
- 4 AI
- 5 Autonomous driving
- 6 Lightweighting Technologies
- 7 Recycling Technologies
- 8 Resin Materials

USER'S VOICE

The keyword search was easier to use than before. With so many exhibitors, it helped me quickly find the company I was looking for.

I used it in advance to review an overview of the exhibits and help decide which booths to visit. I also liked that I could find the relevant company through its products even if I did not know the company name.

The feature made it much easier to preview and review the exhibited products, which I found very helpful. It was also extremely useful for confirming details when preparing my business trip report.

The search function allowed me to look up exhibitors, products, and technologies, which helped me shortlist the companies I wanted to visit. I also made use of the digital map feature to plan my route in advance.

I selected my areas of interest and received recommendations for companies. I was able to learn about companies I had never heard of before and gained new insights.

The search function was easy to use, but I noticed that some companies only provided general overviews of their exhibits. I feel that having detailed information about the exhibits would make it easier for people to take an interest in them.

**Valid Responses:****781****VISITORS' VOICE**

The AI-powered recommendation feature introduced me to companies and products I would not have found on my own, giving me exposure to new technologies. I also found it very convenient to gather information tailored to my areas of interest.

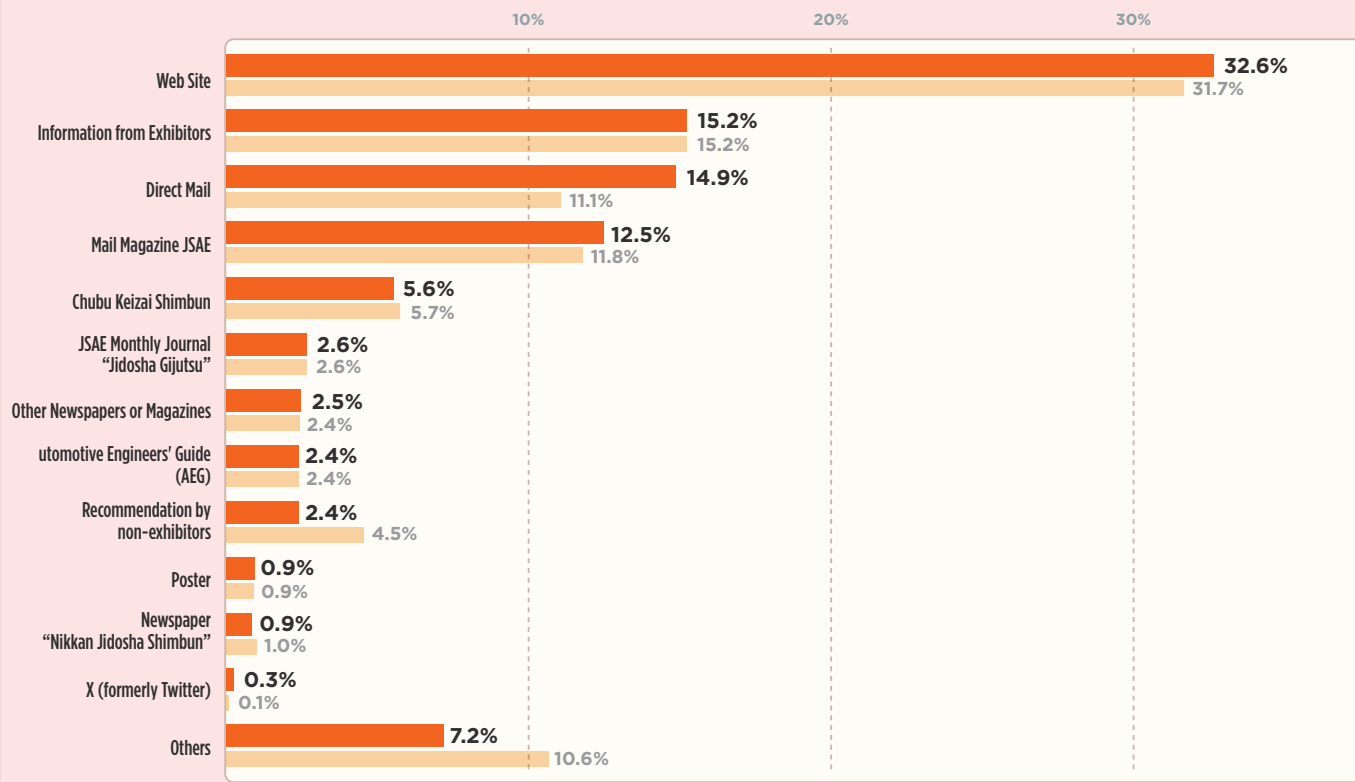
Since I was able to search not only by exhibitor but also by product name and technical field, I could efficiently find the information I was looking for. It was extremely useful for gathering information in advance and made it easier to plan my visit on the day of the exhibition.

Being able to check in advance which exhibitors I wanted to visit and where their booths were located allowed me to move around the venue efficiently despite having limited time. I found it to be a very useful tool for preparing ahead of the event.

Since we were able to view exhibitor information online even after the exhibition ended, it was very convenient for reviewing the information we gathered on-site and collecting information on companies we had missed.



How Visitors Knew about the Exposition



Collaboration for Future Mobility

モビリティは、ここから変わる

ONLINE STAGE 2

6/10 WED → 7/1 WED

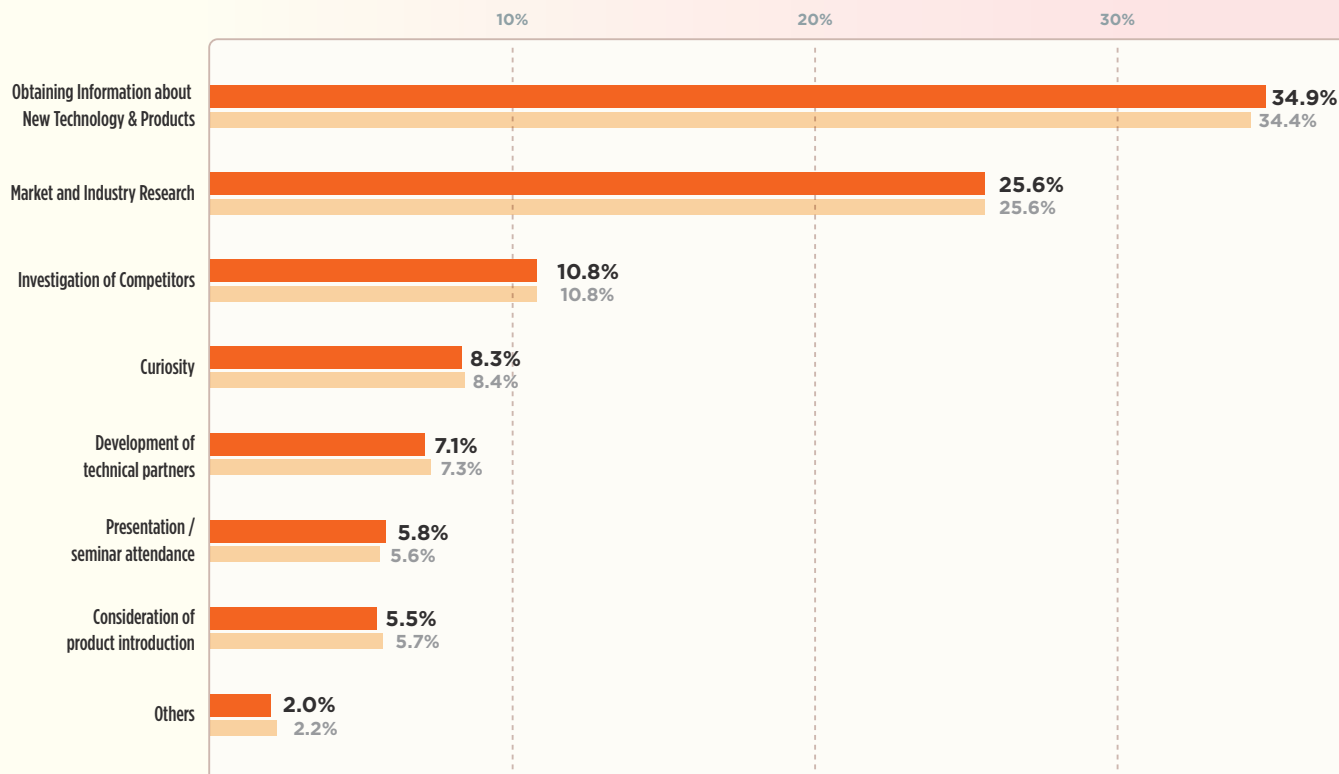
気になる技術や出展社を
AIに聞いてみる

*Figures in gray indicate the 2025 values.

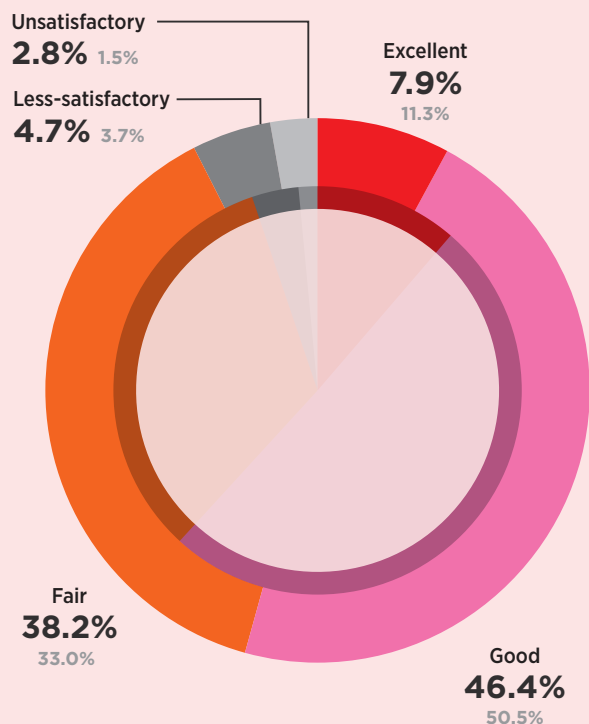


Purpose of Visit

Combined Data for NAGOYA / ONLINE STAGE 2



Satisfaction with Visit



Possibility of Participation Next Time

I do not intend to participate in the next exposition.

12.3%

11.3%

I intend to participate in the next exposition.

87.7%

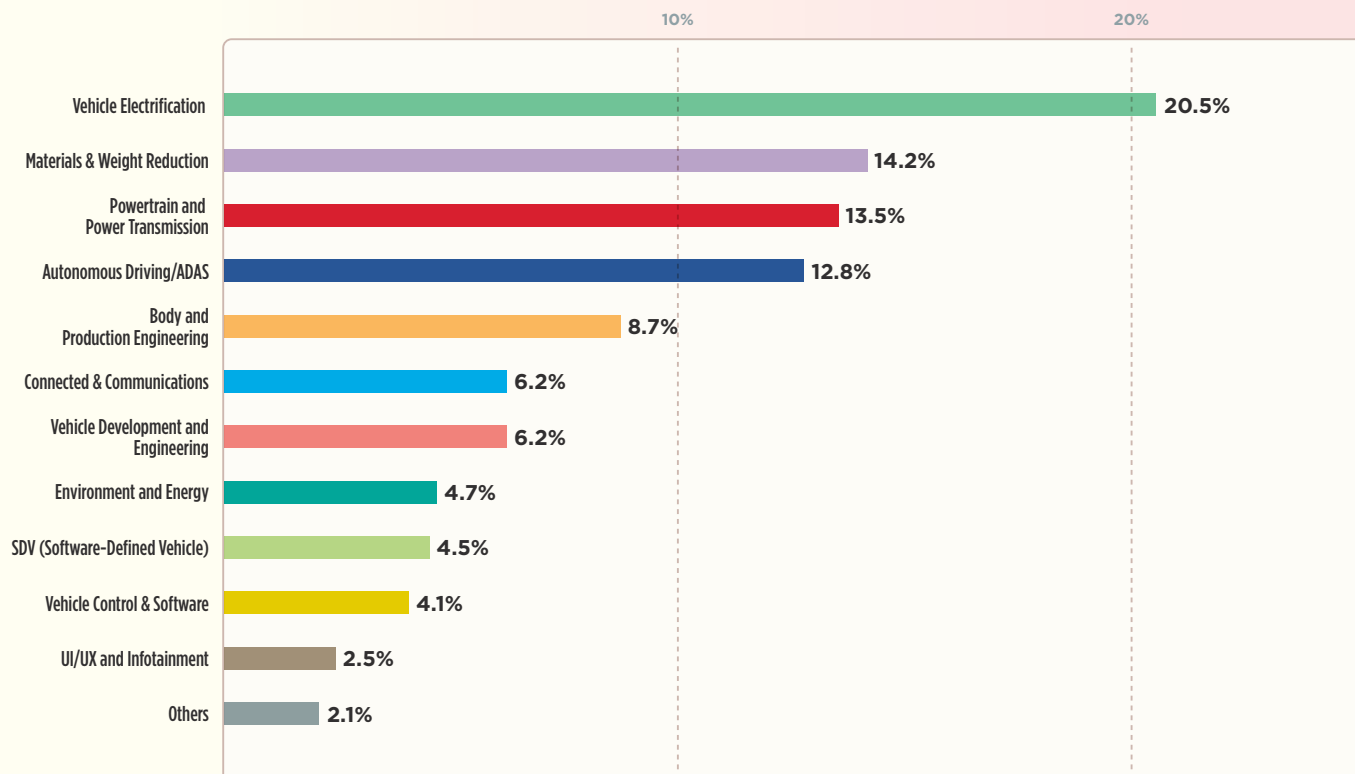
88.7%

*Figures in gray indicate the 2025 values.



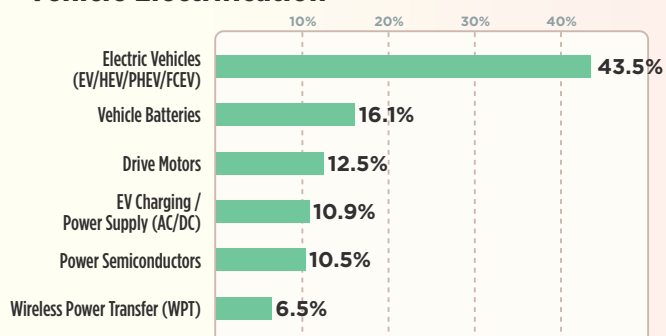
Categories of Interest

Combined Data for NAGOYA / ONLINE STAGE 2

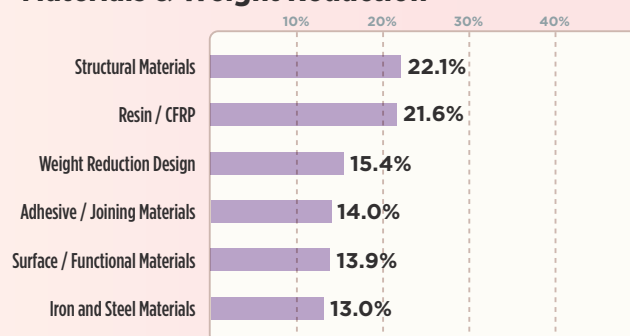


Detailed Breakdown by Category

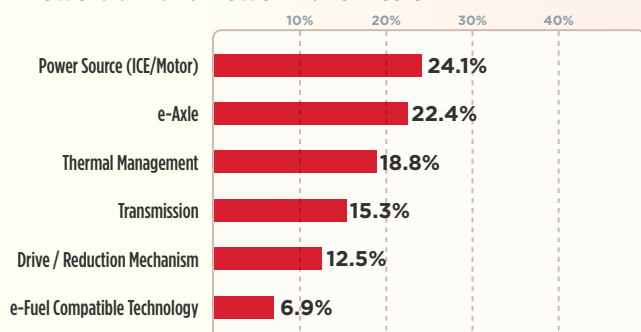
Vehicle Electrification



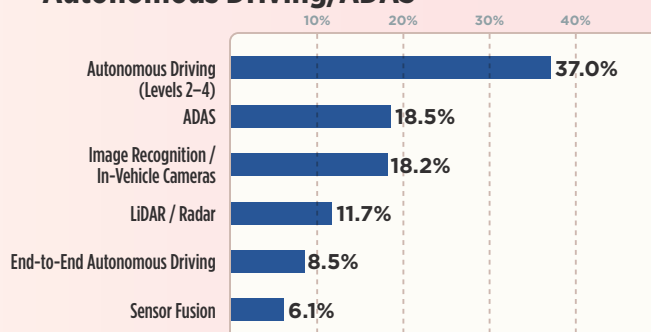
Materials & Weight Reduction



Powertrain and Power Transmission



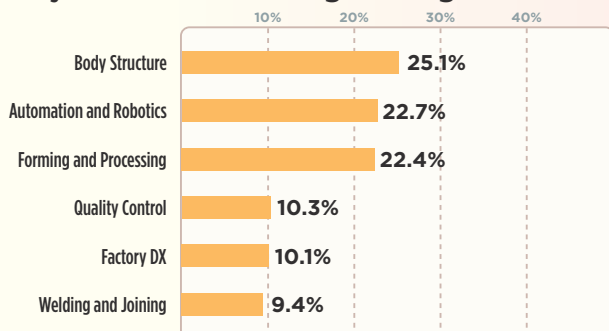
Autonomous Driving/ADAS



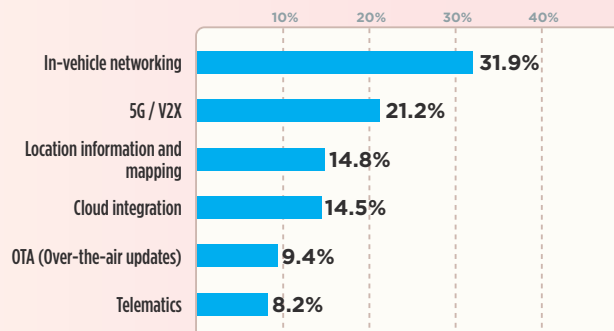
* No prior-year data available due to a change in the aggregation method.



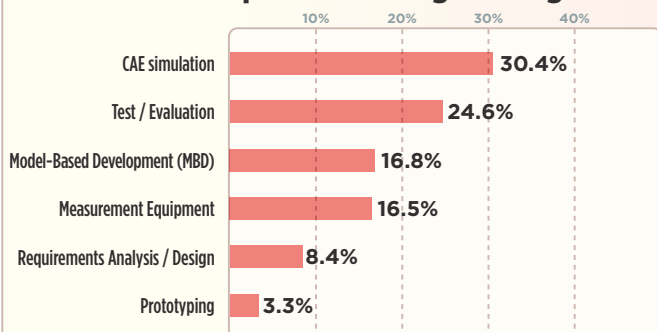
Body and Production Engineering



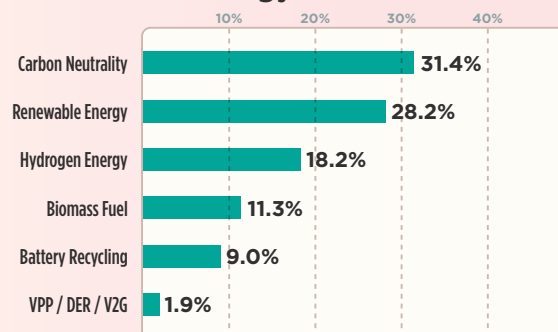
Connected & Communications



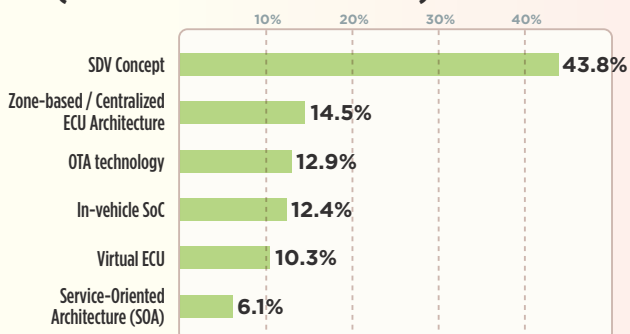
Vehicle Development and Engineering



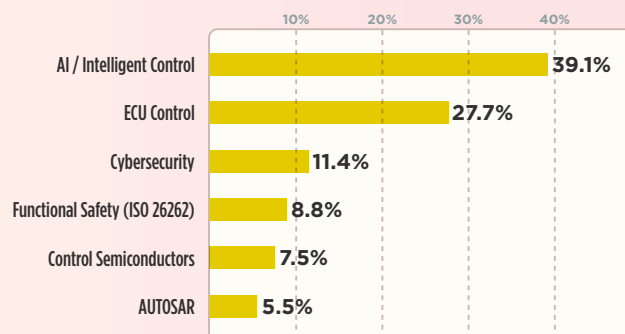
Environment and Energy



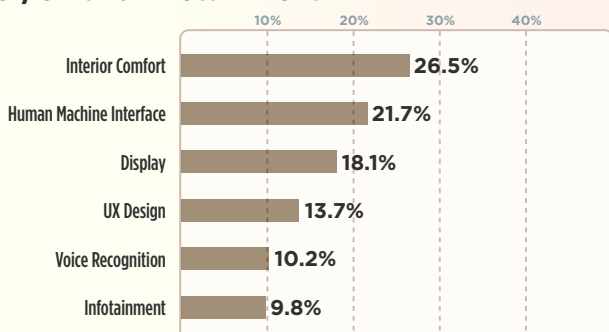
SDV (Software-Defined Vehicle)



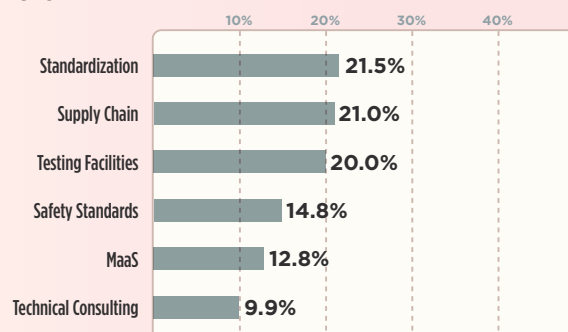
Vehicle Control & Software



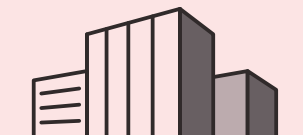
UI/UX and Infotainment



Others



* No prior-year data available due to a change in the aggregation method.

**Valid Responses:****52**

EXHIBITOR'S VOICE

By introducing our technologies and products to potential visitors before the exhibition, we were able to increase their awareness ahead of their booth visit. Since many visitors had already checked our website beforehand, business discussions at the booth went more smoothly.

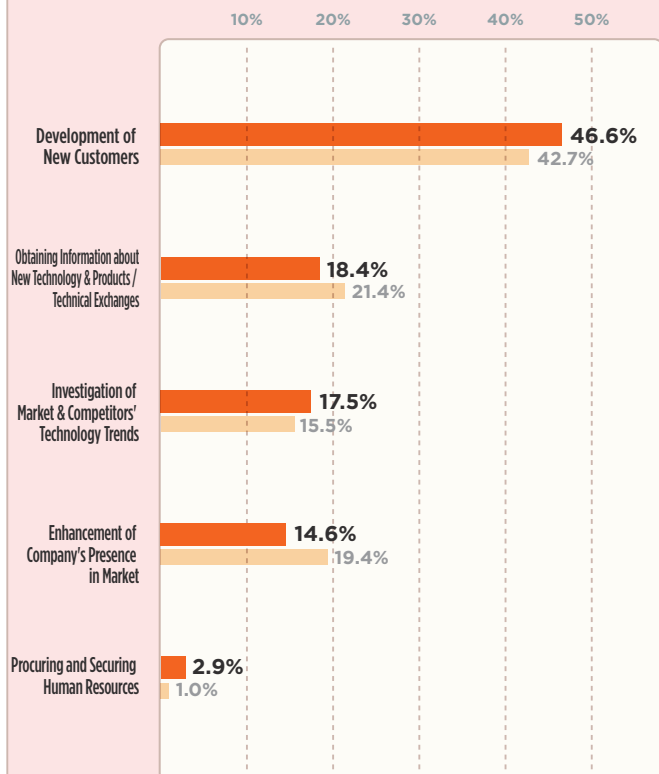
Through AI search and product and technology searches, we were able to deliver information to visitors who had a strong interest in our company. We feel that this increased our opportunities to connect with visitors who had a clear sense of purpose.

Through the online exhibition, we were able to continue sharing product and technical information that we could not fully explain at the physical venue. Even after the exhibition ended, it remained an effective platform for providing information.

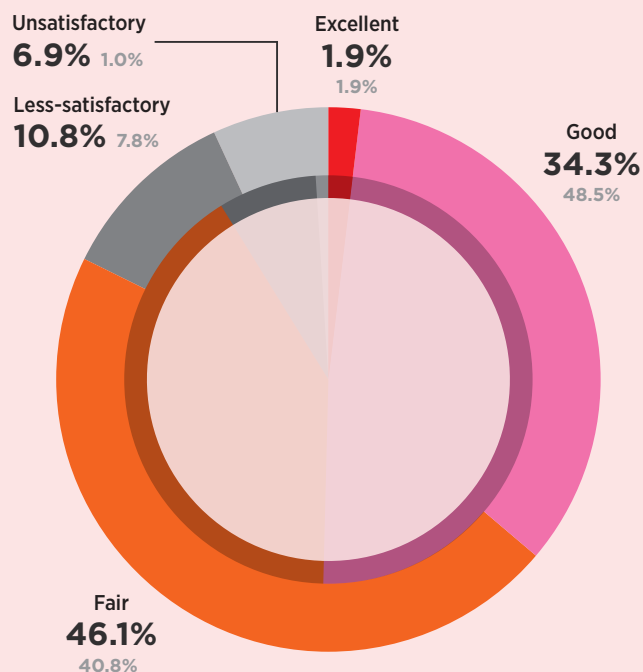
By combining the physical exhibition with the online exhibition, we were able to maintain consistent communication from pre-visit information gathering to post-event follow-up. We feel this helped enhance the overall impact of the exhibition.



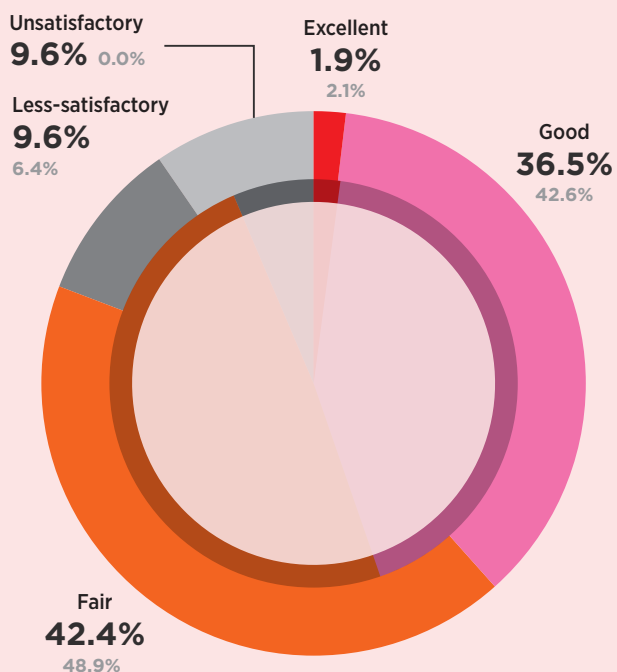
Purpose of Exhibit



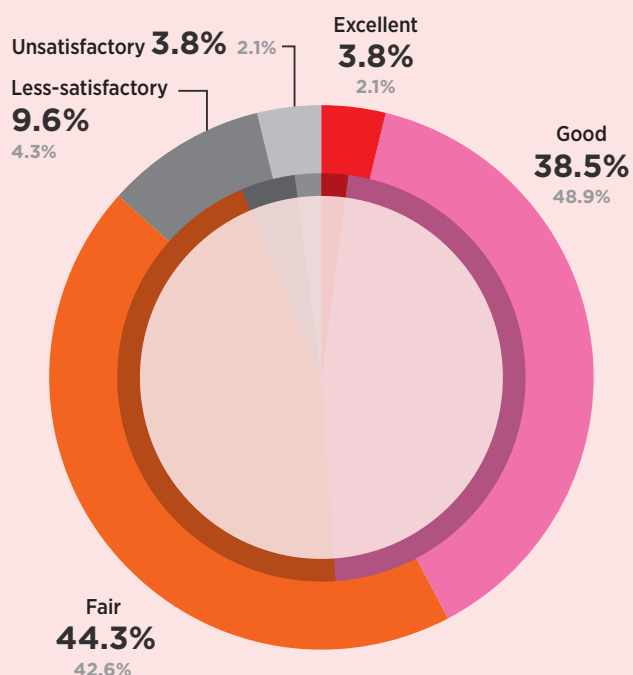
Satisfaction with Exhibit



Impression of Visitors



Comprehensive Evaluation



*Figures in gray indicate the 2025 values.



During the Automotive Engineering Exposition 2026 ONLINE STAGE 2, held from Wednesday, June 10 to Wednesday, July 1, 2026 a total of 42,285 people registered to attend. Below are the Top 30 exhibitors whose pages received the highest number of visits.

ONLINE STAGE 2: Top 30 Most-Visited Pages

1 Toyota Motor Corp.

2 AISIN CORPORATION

3 DENSO Corp.

4 Honda Motor Co., Ltd.

5 TOYOTA BOSHOKU Corp.

6 Nissan Motor Co., Ltd.

7 Suzuki Motor Corporation

8 Mazda Motor Corp.

9 TOYOTA AUTO BODY Co., Ltd.

10 AICA KOGYO Co., Ltd.

11 MITSUBISHI MOTORS Corp.

12 Sumitomo Electric Industries Ltd.

13 ISUZU GROUP (ISUZU MOTORS LIMITED UD Trucks Corporation)

14 SUBARU Corp.

15 ALPS ALPINE Co., Ltd.

16 Mitsubishi Chemical Corp.

17 Shindengen Electric Manufacturing Co., Ltd.

18 QUEST GLOBAL JAPAN Corp.

19 Furukawa Electric Co., Ltd.

20 TSUDA INDUSTRIES Co., Ltd.

21 KOBELCO GROUP

22 DAIHATSU MOTOR Co., Ltd.

23 SUMITOMO CHEMICAL Co., Ltd.

24 Futaba Industrial Co., Ltd.

25 DaikyoNishikawa Corporation

26 Sango Co., Ltd.

27 MEIJI ELECTRIC INDUSTRIES Co., Ltd.

28 AICELLO CORPORATION

29 UACJ Corp.

30 Hino Motors, Ltd.



JSAE Special Presentations

Archive streaming was available from Wednesday, June 24, to Wednesday, July 1.

After that, the archived content remained available exclusively to JSAE members from Thursday, July 2, to Thursday, July 9.

Product Security Initiatives in the Digital Transformation Era

DENSO Corporation, General Manager, Product Security Dept. Information Security Div. **Keiichiro Hiranaga**

Organizational and Human Resource Development in the AX Era: The Need for Human and AI Skills

PwC Consulting LLC, Workforce Transformation Div. / Human Resource Development Div. Director **Yuji Mishiro**

Invisible AI and the Future of Mobility Experience

The University of Tokyo, Professor, Graduate School of Engineering **Yoshihiro Kawahara**

Physical AI Revolution: Redefining Mobility through Embodiment, Intelligence, and Structural Redesign.

Nagoya University, Global Research Institute for Mobility, Visiting Professor **Tsuguo Nobe**

Vehicle Technology Trend accelerated by Agentic AI

Amazon Web Services, Inc., AWS Industries Division, Automotive & Manufacturing Sector, Industrial Specialists & Solutions Team Principal Solutions Architect & Senior Manager of Business Development **Kazuo Kajimoto**

The Driving Force Behind AI: Shaping the Next Generation—The Evolution of Generative AI and NVIDIA's Challenge

NVIDIA, Enterprise / Senior Director **Takeshi Izaki**

The Panasonic Group's Initiatives on Well-being and AI Technology

Panasonic Holdings Corporation, Digital Transformation & Cyber-Physical Systems Division Digital & AI Solutions Center AI Solutions Group General Manager **Sotaro Tsukizawa**

Exhibitors Seminar

Listed in alphabetical order by company name.

Cognex K.K.	In-Sight 3900 Webinar
DESAY SV AUTOMOTIVE JAPAN LTD	How AI influence automotive industry.
HORIBA Ltd.	Latest Trends in EU/US CO ₂ Regulations and Corresponding Measurement & Evaluation Solutions
HORIBA Ltd.	HORIBA Measurement Solutions for Carbon Neutrality: Fuel Diversity and Particle Regulations
Japan Novosense Microelectronics Co., Ltd.	Semiconductor Technologies by NOVOSENSE Supporting the Evolution of Automotive Systems
KEISOKU ENGINEERING SYSTEM CO., LTD.	AI-Driven Integration of CAE, Experiments, and Real-World Data: Robust Design Based on Uncertainty
KOBELCO GROUP	Accelerating CN Mobility : Integrated Solutions for Materials, Drive, Batteries & Safety
MAC SYSTEMS Corp.	Seamless Integration and Operational Optimization Achieved with Systemlink.
Marubeni I-DIGIO Group, Marubeni Information Systems Co., Ltd.	Accelerating EV Development: 3D Measurement for Complexity and Lead-Time Reduction
MEIDENSHA Corp.	Optimization of Test System while Utilizing Existing Equipment
Patsnap	Patsnap AI: Fast-Track Auto Materials & Rare Earth-Lean Strategy
Prometech Software Inc.	Introduction to Particleworks: Fluid Simulation Software
ProtoPie / Born Digital	Accelerating Development: User Validation for Next-Gen Automotive HMI with High-Fidelity Prototypes
Syensqo Specialty Polymers Japan K.K.	Expert insights for optimizing electric mobility
TECHMATRIX Corp.	Code Quality Guardrails to Prevent AI Technical Debt: A New Workflow for Auto & Embedded Development
TechnoStar Co., Ltd.	Jupiter — Interlinked CAE Hub A hub connecting CAE workflows
Vicor	Efficient 48V power conversion for advanced automotive applications with Vicor modules



These briefings took the form of short videos highlighting the technologies and products exhibited at the exposition through interviews with key individuals and footage of the products in action.

Technical Information Briefings in alphabetical order



Daitron Co., Ltd.



Everpure



Furukawa Electric Co., Ltd



MEIJI ELECTRIC INDUSTRIES Co., Ltd.



**Nagano Industrial and Commercial
Encouragement Organization**



NewtonWorks Corporation



S&P Global Mobility Co., Ltd.



TechnoStar Co., Ltd.



TOYOTA BOSHOKU Corp.

EXHIBITORS LIST



THE NUMBER OF EXHIBITORS: NAGOYA + ONLINE STAGE 2

THE NUMBER OF
EXHIBITORS

551

THE NUMBER OF
EXHIBIT BOOTHS

1,118

AUTOMOBILE	12	PARTS	166	MATERIALS	56	MATERIALS	95	SOFTWARE	42
CAE SOLUTIONS	19	CAR ELECTRONICS	45	R&D & PUBLICATION & ASSOCIATION	98	START-UP / ACADEMIA	18		

Category-by-category / listed in alphabetical order Joint/group exhibitors are indented and "●" shows exhibitors in the online exposition only.

AUTOMOBILE

DAIHATSU MOTOR Co., Ltd.
Hino Motors, Ltd.
Honda Motor Co., Ltd.
ISUZU GROUP
- ISUZU MOTORS LIMITED
- UD Trucks Corporation
Mazda Motor Corp.
MITSUBISHI MOTORS Corp.
Nissan Motor Co., Ltd.
SUBARU Corp.
Suzuki Motor Corporation
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PARTS

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Amphenol Communications Solutions
Amsted Automotive
ART SCREW Co., Ltd.
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- Citizen Watch Co., Ltd.
CKB Corp.
Cosy Spring TOKIWA (Guangzhou) Auto Science & Technology Co., Ltd. Co., Ltd.
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K2 LASER SYSTEM Co., Ltd.
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SCTECH Co., Ltd.

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 Witzmann Japan K.K.
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 - DIAMET CORPORATION
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 Yoshikawakogyo FineTech Co., Ltd.
 YURA TECH Co., Ltd.
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 AICA KOGYO Co., Ltd.
 AICELLO CORPORATION
 ARKEMA

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 Mitsubishi Corporation Technos
 Mitsui Chemicals, Inc.
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Carlit Co., Ltd.
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 Easy-Measure Co., Ltd.
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 Myway Plus Corporation
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 NAITO DENSEI KOGYO Co., Ltd. ●
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 NIPPO CORPORATION
 NISSAN SHATAI Co., Ltd.
 - AUTO WORKS KYOTO
 Nissha Co., Ltd.
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- TAIYO MECHATRONICS
- HAKKO ELECTRIC
- KOMATSU PRECISION
- MISUZU
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Speeda

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- Patentfield Ltd.
- SolverX
- STAR UP Co., Ltd.
- Tamon Co., Ltd.
- Things Inc.

SCHEDULE FOR 2027 / INQUIRY



人とくるまのテクノロジー展 2027

Automotive Engineering Exposition 2027

YOKOHAMA

PACIFICO YOKOHAMA

2027
May 26-28
Wed. Fri.

ONLINE STAGE 1

Wednesday, May 19 -
Wednesday, June 9, 2027

NAGOYA

Aichi Sky Expo

2027
July 21-23
Wed. Fri.

ONLINE STAGE 2

Wednesday, July 14 -
Wednesday, August 4, 2027

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

[Automotive Engineering Exposition Official Website >](#)



*The dates for ONLINE STAGE 1 and 2 are subject to change.

The start of exhibitor applications is scheduled for the end of October 2026.
Details will be posted on the official site at a later date.

Inquiries

The Exposition Management Coordinator , Taiseisha Ltd.

email: exhib-expo@taiseisha.co.jp