

## Special Feature Article

### Japan Mobility Show Biz Week 2024 Review

#### ~ Business Matching between Parts Manufacturers and Startup Companies

The mobility society is rapidly moving toward the next step, such as automated driving and electrification. With the advent of a new era, automotive parts manufacturers are required to interact with new fields without being bound by existing perceptions. The Japan Mobility Show (JMS) Biz Week 2024, held from October 15 to 18, 2024 (hosted by Japan Automobile Manufacturers Association, co-organized by Japan Auto Parts Industries Association) was held as a business event to promote corporate collaboration and provided a venue for JAMA and JAPIA member companies to meet with startup companies. This year's event was held in conjunction with CEATEC 2024, an exhibition of IT and other information fields, and many new encounters were apparently born. Companies and people are beginning to move toward the creation of new value.

### JMS Show Report

#### Four meaningful days for exhibitors

A wide variety of companies gathered at the venue, including start-ups that exhibited to "promote their company name" as well as to conduct in-depth research on their own technologies and new businesses. The business matching area at the venue was very successful, and at the same time, there were many companies that wanted to use JMS as a meeting place in the medium to long term. In addition, more than 50 automotive-related companies, including OEMs and parts manufacturers, and more than 150 automotive-related start-ups exhibited, many of which took the approach of trying to leverage the event for the future of mobility.

It was notable that automobile-related companies used the event as a place to meet new people and seek opportunities to meet startups and other industries with which they have had little contact.

All of the member companies that exhibited at JAPIA booth to explore the possibility of matching with venture companies said they were looking to expand their contacts with companies in the electrical and electronic fields with an eye to future mobility. One company exhibited to conduct research on Carbon Neutral (CN), as a new business. A company seeking contacts as a manufacturing support company said, "We would like to help as a partner in plastic molding development," and intends to leverage its own technology, which is strong in manufacturing, by expanding contacts with venture companies.

Venture companies are also advancing their approach to mobility. Even after the transition to next-generation vehicles, there are a wide range of challenging areas, including cases where business expansion is expected in universal areas such as theft and drunk driving prevention, as well as diagnostic technology for battery degradation, which is a key component of EVs. In the area of battery performance diagnostic technology, several companies including OEMs visited the booth, indicating that the show helped to expand contacts with new companies. Some companies also sought to help maintain supply chains by providing information on disasters and disaster prevention.

On the other hand, OEMs also actively launched new initiatives. Toyota Motor Corporation proposed a "portable hydrogen cartridge" and exhibited a special stove, emphasizing the potential of hydrogen combustion. The convenience of the cartridge type is appealing and can be useful in times of disaster. The

hydrogen combustion method can use hydrogen of relatively lower quality than fuel cells (FC), which can lead to diversification of energy sources together with hydrogen-powered vehicles.

SUZUKI MOTOR CORPORATION displayed a fuel-cell-powered cargo carrier and proposed a new "working car. Honda Motor Co., Ltd. exhibited next-generation mobility and was characterized by its exploration of the future direction of mobility. In addition to exhibits on new fuel sources such as hydrogen and next-generation mobility, IT-related exhibits from OEMs were also prominent. Since it was Biz Week, they were actively disclosing the details of their initiatives, such as looking into the recruitment of IT personnel.

## **JAPIA, JAMA,**

### **Panel of top startup executives**

During the event, a talk session titled "Future Mobility Conference" was held with top executives from automakers, parts suppliers, and startup companies, as well as academics and journalists.

At the "Special Session" on October 15, the first day of the event, Mr. Kayamoto as JAPIA's Chairman, JAMA's Chairman, Mr. Masanori Katayama, Mr. Tokushi Nakashima, President/CEO of Global Mobility Service Inc., which is developing a car financing business mainly in Southeast Asia, and Mr. Toru Yamanaka, Co-founder and CEO of LOOVIC Inc., a developer of navigation software, presented their ideas on co-creation and open innovation for the realization of a mobility society.

In this session, Mr. Kayamoto commented on the realization of an automated mobility society, "Even if cars are replaced by mobility, we, parts manufacturers, want to remain an important industry that supports Japan. To achieve this, it is essential to maintain competitiveness. In order to achieve this, it is important to obtain new knowledge and technology from startups. JAMA's Chairman, Mr. Katayama commented, "The services and products provided by the automobile industry today are not enough to realize a mobility society. We want to engage (with other fields) beyond the boundaries of the industry.

In contrast, the start-up side said, "Human resource development is essential for 'co-creation.' It is necessary to have personnel who can advance the business by involving many people without relying on past experiences and intuition" (Mr. Nakashima). Startups are characterized by their ability to move lightly, and they are able to make quick decisions on their own, from understanding local problems to solving them. We hope that existing companies will take advantage of this character as well as the advanced technology" (Mr. Yamanaka).

## **25 JAPIA members and 25 related companies exhibited**

### **Matching booths were crowded with more than 200 business negotiations**

At this year's JMS, JAPIA focused on three major themes: "Making new friends," "Promoting business co-creation," and "Discussions and disseminating proposals" in anticipation of the future mobility society.

The "Making New Friends" program included "Reverse Pitches," in which companies presented their strengths and needs at the venue to increase contacts with new friends, and "Booth Exhibits," in which companies exhibited their products at the venue to attract visitors. Ten member companies and their affiliates participated in the Reverse Pitch, where they organized their own technologies and business issues and gave presentations and answered questions at the venue. The Open Innovation Study Group (OISG\*) supported the event, and Mr. Atsushi Otani, Director of technical department, JAPIA, said, "We prepared for the day of

the event by providing support for the content of the presentations and other measures" to reveal the characteristics of the companies by providing support before the event. Twenty-five companies, including those participating in the reverse pitch, exhibited at the parts manufacturers' booths, where they promoted their technologies and deepened exchanges with startups and other companies.

\*The OISG was established by eight JAPIA member companies with experience in OI utilization. The study group is also engaged in a wide range of support activities at JMS, based on the belief that "the creation of new businesses through co-creation with external parties and the strengthening of supply chains are indispensable for business transformation to survive in the new mobility society.

The "Promotion of Business Co-Creation" took place mainly in the Business Matching Space set up in the venue, but also online. The number of business negotiations at the matching space during JMS totaled more than 200 for JAPIA-related exhibitors alone and Ms. Saki Sudo of JAPIA said that the online business meetings are still continuing and the activity as a new meeting place is expanding.

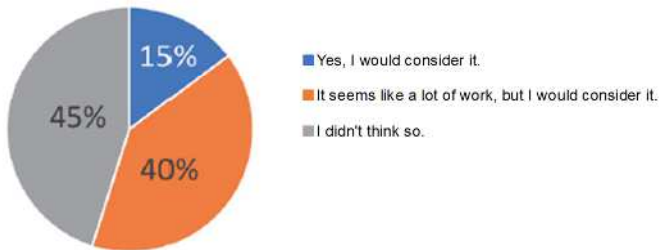
In addition to these activities, JAPIA held the "Tour" for member companies and suppliers as a great opportunity to learn how to interact with startups and learn about business-to-business events. "We held 24 tours during the exhibition and had 155 participants," said Mr. Keita Sakamoto of JAPIA.

Members of OISG accompanied each tour as briefers, giving participants a first-hand experience of the activities of companies preparing to participate in the reverse pitch and "interactions with startup companies," according to Mr. Sakamoto. Ms. Sudo expressed her hope that the tour will be useful for the next and subsequent tours, and expressed her desire to create a new mobility society at future mobility shows, saying, "We would like to increase exchanges between our member companies and startup companies.

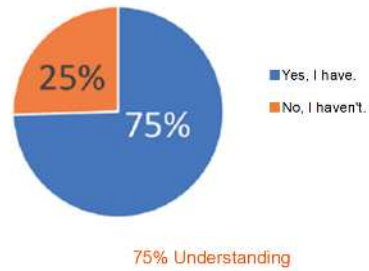
### **JAPIA Tour Survey Results**

JAPIA conducted a survey of tour participants for the next and subsequent tours. As a result, more than half of the respondents said they would consider participating again next time, indicating a high level of interest. Eighty-four percent were satisfied with the tour and 90% were able to understand the key points of each booth. 75% of respondents said they got the hang of talking to startup companies.

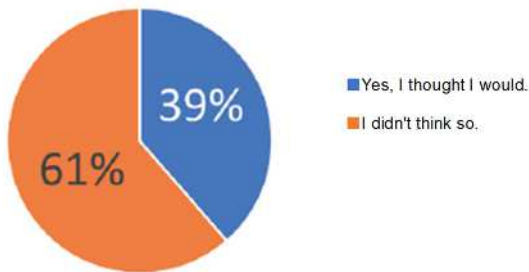
After attending the tour, would you consider applying for next year's event?



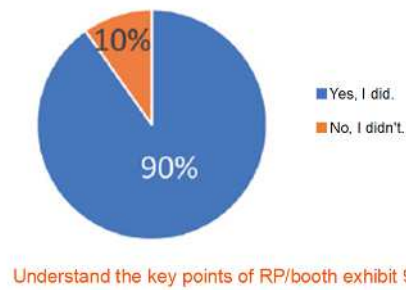
Have you learned how to interact with Startup (SU) companies?



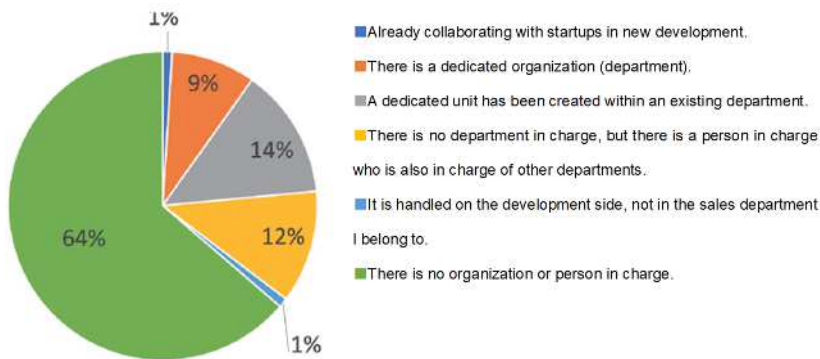
Have you seen Reverse Pitch and wanted to participate?  
(Morning Tour participants only)



Do you understand the key points of Reverse Pitching (RP) and Booth Exhibiting?



Does your company have an organization that is considering using or collaborating with startups?



Overall Satisfaction with the Tour

