



“くるまからモビリティへ”の技術展 2026

KuruMobi Tech Expo - from Cars to Mobility

EXPOTION GUIDE

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

Online Exhibition **NOV.16TH MON → DEC.11TH FRI**

In-Person Event **NOV.27TH FRI**

🇯🇵 Why "Co-Creation" and "Collaboration" Are Essential Now

- Entering an Era Where Every Player Becomes a Active Participant -



The mobility landscape is accelerating at an unprecedented pace. Relying solely on structured, pre-packaged information is no longer enough to keep up with the speed of evolution. There is a profound sense of urgency shared across industries in Japan:

"By the time you notice the shift, the playing field has already changed."

Just as new industries were born in Silicon Valley when individuals left their corporate titles at the door and immersed themselves in open dialogue, we must now move away from a passive stance. Taking proactive initiative, connecting with diverse ecosystems, and co-conceptualizing the future have become the universal keys for all industry players.

KuruMobi Tech Expo is evolving into the "frontline of information exchange," breaking traditional frameworks so that everyone can discover new synergies.



Sharing Challenges, Co-Creating the Future

By bringing unresolved, complex questions to the table, we discover solutions that no single company could achieve alone.



Cross-Industry Collaboration

Interacting on equal terms with insights from different industries allows us to build cross-functional partnerships, breaking free from existing frameworks to accelerate social implementation.

In an era of uncertainty, our dialogue here will unlock the future. Join us as a key player to co-create the next generation of mobility.

Solving Social Issues Through the Power of Networking & Exchange

FUTURE TECH

SDV and AI as Future Technologies

An era when advanced technology was the ultimate goal of development



EXISTING TECH

Existing Technologies & Standard Specifications

The present era where technology has become the baseline for mobility development



SOCIAL IMPLEMENTATION

Smart City Implementation

Toward building social systems that integrate with cities and living infrastructure

Solving Transportation Challenges

Optimizing Urban Functions

Building Sustainable Social Infrastructure

Why Co-Creation and Collaboration Are Essential Now

The broad social themes envisioned by smart cities have reached a level that can no longer be achieved by the technology of a single company alone. To seamlessly connect proprietary technologies with social systems, cross-industry partnerships rooted in active exchange are absolutely indispensable.

Sharing Challenges, Co-Creating the Future

Moving beyond mere product announcements, we bring unresolved "questions" to the table to co-create novel business models and value.

Cross-Industry Collaboration

By transcending the boundaries of the automotive industry and engaging on equal terms with insights from diverse sectors, we build cross-functional partnerships to accelerate social implementation.

The KuruMobi Tech Expo Ecosystem

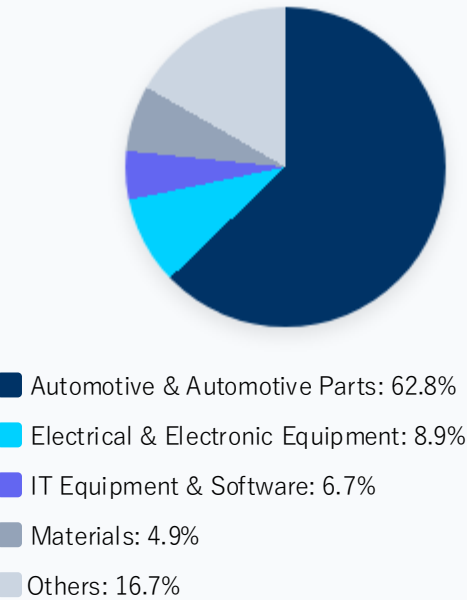
A collaborative network where diverse players gather as "stakeholders of the future," erasing the boundaries between exhibitors and visitors.

All Players Co-Creating the Mobility Society



Note: This exhibition eliminates the distinction between "senders" and "receivers" of information, creating an interactive environment where all participants engage proactively.

Past Attendee Composition



Event Outline

ONLINE EXHIBITION | 11.16 MON - 12.11 FRI

Approx. 1 month period from Nov 16 to Dec 11

- A digital showcase accessible anytime, anywhere
- Matching opportunities with participants nationwide
- Online-exclusive keynote speeches and sponsored seminars

IN-PERSON EVENT | 11.27 FRI

11/27 at Tokyo International Forum (Networking-focused Program)

- Keynote speeches by top engineers from leading industry companies and local government experts
- Deep discussions and network building through diverse cross-industry corporate seminars
- Face-to-face networking opportunities conducted as a spin-off event

This event is held as a new-era business matching event that integrates online and in-person experiences. The in-person event creates seminars and networking opportunities aimed at solving social issues.



ONLINE
X
REAL
HYBRID EVENT



Exhibition Plans & Passes

We offer customizable plans to perfectly fit your company's specific marketing and networking goals!

When applying, exhibitors must select one of the following baseline passes according to their corporate profile. (Exhibiting with only the base plan is also permitted.)

STEP 1: Select a Base Plan

Standard Exhibition Pass

¥165,000(incl. tax)

[What's Included]

- Standard Online Page (with lead generation features)
- Commercial (CM) broadcasting at the physical venue
- Networking Reception invitation (Up to 3 representatives per company)

OR

Startup Pass (Startup Only)

¥55,000(incl. tax)

[What's Included]

- Standard Online Page (with lead generation features)
- 1 Seminar Slot: 30 minutes (20-min presentation + 10-min networking)
- Networking Reception invitation (Up to 2 representatives per company)

STEP 2: Add Optional Features

+ Online Seminar

¥165,000(tax incl.)

[What's Included] 1 Online Seminar Slot / Inquiry Function / Visitor Data Retrieval

+ Online Product Page

¥165,000(tax incl.)

[What's Included] Up to 3 items each for products, videos, and catalogs / Survey Function / Inquiry Function / Visitor Data Retrieval

+ Online Product Page + Online Seminar Package

¥220,000(tax incl.)

[What's Included] 1 Online Seminar Slot / Up to 3 items each for products, videos, and catalogs / Visitor Data Retrieval

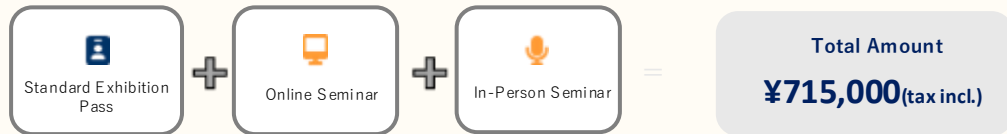
+ In-Person Seminar + Tabletop Display

¥385,000(tax incl.)

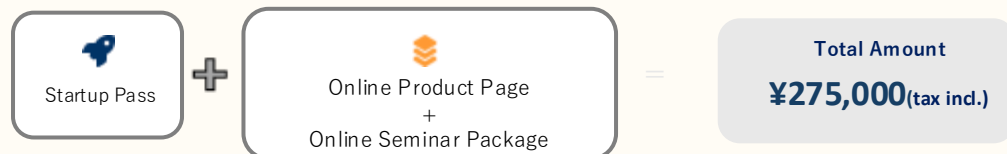
[What's Included] 1 Seminar Slot: 50 min (30-min presentation + 20-min networking) / Venue CM Broadcasting / Tabletop Display Space / Visitor Data Retrieval

Application Examples Box

Example 1: Comprehensive Hybrid Strategy



Example 2: Full Utilization Plan for Startups



Base Plan Details

Exhibitors must select one of the following passes to participate in the exhibition. (STEP 1)

Standard Exhibition Pass Box For General Corporations

¥165,000 (tax incl.)

- ⊕ Recommended for exhibitors who want to:
- ✓ Acquire a wide range of leads across both online and physical channels!
- ✓ Build dominant brand awareness within the mobility industry!

[What's Included:]

- ✓ Standard Online Page (with lead generation features)
- ✓ Commercial (CM) broadcasting at the physical venue
- ✓ Networking Reception invitation
(Up to 3 representatives per company)

Startup Pass Startup Only

¥55,000 (tax incl.)

- ✎ Recommended for exhibitors who want to:
- ✓ Effectively promote their business with minimal costs shortly after establishment!
- ✓ Pitch fresh ideas directly to key decision-makers!

[What's Included:]

- ✓ Standard Online Page (with lead generation features)
- ✓ 1 Seminar Slot: 30 minutes (20-min presentation + 10-min networking)
- ✓ Networking Reception invitation
(Up to 3 representatives per company)

[Eligibility:]

- Companies established for 10 years or less and startups
- University researchers, academic ventures, educational institutions, etc.

OPTION DETAILS

Optional add-ons available in addition to the Base Plan. (STEP 2)



OPTION

Online Seminar

¥165,000(tax incl.)



Included in Plan



Online Seminar: 1 Slot



Visitor Inquiry Feature



Acquisition of Detailed Visitor Data



Exhibitor Benefits

01

Exhibit easily simply by preparing a video!

02

Listed alongside keynote speeches and other major sessions, ensuring high visibility!

03

Enable detailed demographic and attribute analysis of visitors using attendee data!

OPTION DETAILS

Optional add-ons available in addition to the Base Plan. (STEP 2)

OPTION

Online Product Page

¥165,000 (tax incl.)

Included in Plan

- Publish up to 3 Products, 3 Videos, and 3 Catalogs/Brochures
- Questionnaire / Survey Feature & Inquiry Feature
- Acquisition of Detailed Visitor Data

Exhibitor Benefits

01

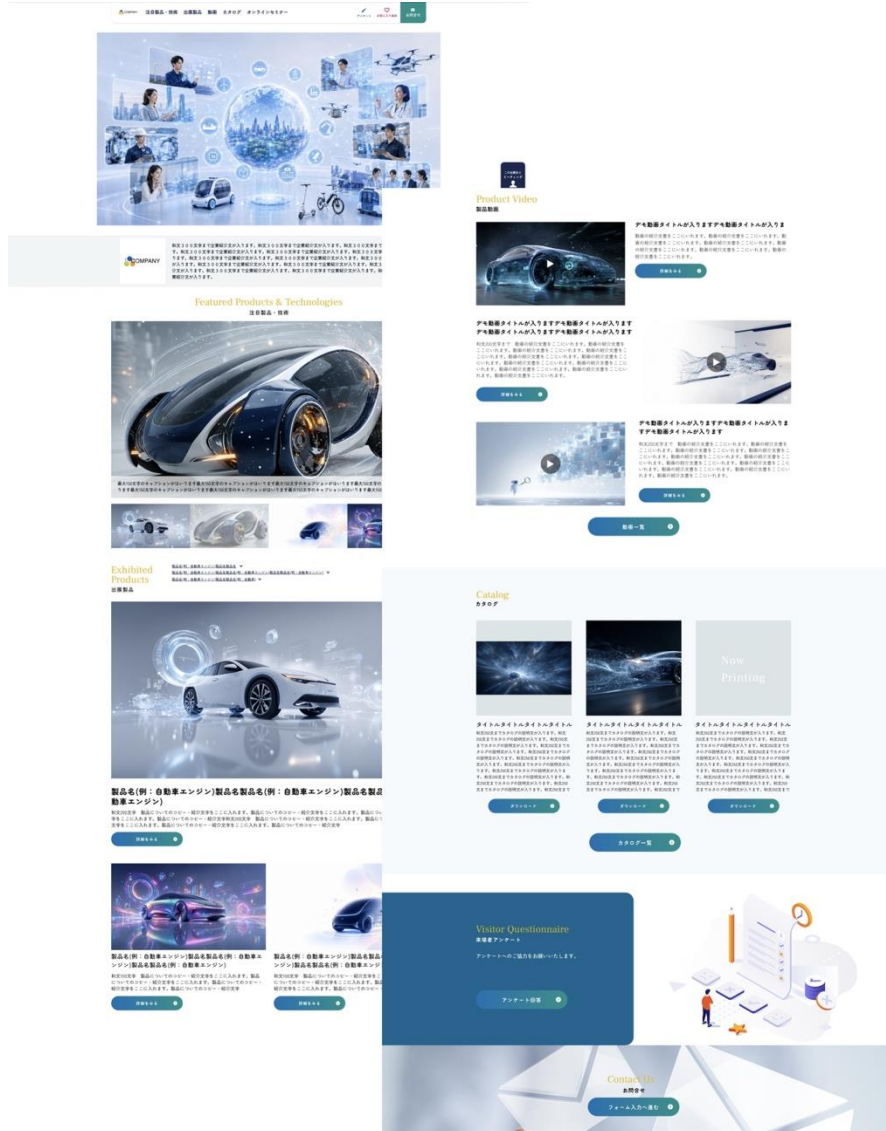
Publish rich content including company profile and detailed product information!

02

Communicate directly with attendees through questionnaires and inquiries!

03

Analyze visitors' interest trends in detail based on data!



OPTION DETAILS

Optional add-ons available in addition to the Base Plan. (STEP 2)



OPTION

Product Page + Online Seminar

¥220,000(tax incl.)

 Included in Plan



Seminar: 1 Slot



Product Page (Up to 3 Products, Videos, and Catalogs/Brochures each)



Questionnaires, Inquiries, Visitor Data Acquisition, etc.



Exhibitor Benefits

01

An all-inclusive plan combining both a seminar and a product page!

02

Maximize exposure opportunities with a multi-faceted approach!

03

Great value with special bundle pricing!

OPTION DETAILS

Optional add-ons available in addition to the Base Plan. (STEP 2)



OPTION

On-Site Seminar + Table Exhibition

¥385,000(tax incl.)

💡 Exhibitor Benefits

- 01** **Easy Information Sharing** : Deliver focused, efficient appeals in a short amount of time.
- 02** **Business Card Exchange** : Create initial touchpoints through post-presentation business card networking.
- 03** **Thorough Follow-up** : Provision of attendee data directly supports subsequent sales activities.

📅 Event Overview

Date	Friday, November 27, 2026
Venue	Tokyo International Forum (Glass Building, 5F-7F)
Details	30-min Seminar Presentation + 20-min Business Card Exchange + Table Exhibition
Capacity	Theater 120 seats

Schedule

Late May: Call for Exhibitors Begins

Early June: Primary Application Deadline for Exhibitors

Late July (7.31 FRI): Exhibitor Briefing Session / Pre-registration Begins

Late August (8.28 FRI): On-Site Seminar Application Deadline

Late October: Real Event Spin-off Project Secondary Application Deadline

Online Period: Nov 16 – Dec 11

Nov 27 (FRI): On-Site Event



- Early planning of exhibit content is recommended, aligning with your marketing strategy.
- Design content to maximize synergies between physical and online events.
- Publish exhibition product information and highlights online to plan your pre-event outreach.



Inquiries

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🌐 <https://expo-info.kurumobi.jsae.or.jp/ja/>

※Phone support is available in Japanese only.