Future Mobility Summit: Tokyo 2019

Wed., October 23, 2019
Will scenes of humans holding steering wheels and driving cars disappear? Automotive innovations resulting from autonomous driving are giving rise to expanding competition in development for dominance of the future automobile market among existing players such as automakers and parts suppliers as well as semiconductor and major IT companies, start-ups skilled in AI and VR development, and various other firms.

What technologies should be developed to gain dominance?

At this summit, we will examine the latest trends in auto markets and seek to understand initiatives and strategies while surveying how markets will change in the future.

This will be the perfect opportunity to promote your products and services, so please consider becoming a sponsor.
Planned Conference Speakers
Representative from government agencies and company heads, managers, and engineers from domestic and foreign OEM, Tier 1 suppliers, and tech firms.

Attendees
Managers and research developers from domestic and foreign mobility-related companies, local government representatives, and others

- **Title:** Future Mobility Summit (tentative title)
- **Date:** Wednesday, October 23, 2019
- **Location:** Hilton Tokyo Odaiba
- **Hosting organizations:** Nikkei Business and Nikkei Automotive
- **Number of attendees:** 600 planned (projected total number)
- **Fee:** ¥39,800 (planned)
- **Attendee attributes:** Managers, management planners, engineers involved in R&D, design, and product planning from automakers, auto parts makers, and electronic device makers
  Managers, management planners, new business developers, and start-up operators in automobile-related businesses
Morning: Combined Track (A: Main meeting room; B: Satellite meeting room *Planned)

- **Changes in Mobility**
  - **Theme**
  A talk on initiatives, the latest developments in cutting-edge technology, and the future outlook and roadmaps of leading domestic automakers as a keynote lecture
  - **Planned Implementation**
  For Track A, the speaker will appear in the main meeting room, and for Track B, the lecture will be shown in a satellite meeting room via live broadcast. On the day of the event, attendees who arrive first will be directed to the main room.
  
- **Sponsorship Slots**
  1 slot (1 lecture)

Afternoon: 2 Individual Tracks

- **Track A: MaaS**
  - **Theme**
  A look into the latest MaaS (Mobility as a Service) developments concerning market and services and the outlook for future business models
  - **Sponsorship Slots**
  3 slots (3 lectures)

- **Track B: CASE**
  - **Theme**
  The positioning of CASE by individual companies, the latest developments, and the outlook for future business models
  - **Sponsorship Slots**
  3 slots (3 lectures)

**Planned Speakers** *Company names are abbreviated, in random order.*
NTT Docomo (President Yoshizawa), Nihon Kotsu (President Kawanabe), Continental (head of development), Bosch (head of development)

* The above program and its details are subject to change according to future developments and circumstances. The above is the plan as of the current date.
Sponsorship Options

Sponsorship Fee: ¥20,000,000 (excluding tax)

- Lecture slot: Lecture given during the seminar (30 min.)
- Lecture reports: Advertorials and Advertisements in the magazines and on the website
  - **Nikkei Business**  4-color, 4 pages (review of your lecture) + 4-color, 2 pages (pure advertisement from your company)
  - **Nikkei Automotive**  4-color, 4 pages (review of your lecture) + 4-color, 2 pages (pure advertisement from your company)
  - Special site (**Nikkei Business online edition + Nikkei x TECH**) Posted for 1 month
- Provision of booth at the seminar site
- Use of logo in pre-event notices and at event site

▼ Special Site

▼ Samples of actual reports in 2018 in *Nikkei Business* and *Nikkei Automotive*
Sponsorship Options

Sponsorship Fee: ¥10,000,000 (excluding tax)

- Lecture slot: Lecture given during the seminar (30 min.)
- Lecture reports: Advertisements in the magazines and on the website
  - Nikkei Business 4-color, 2 pages (review of your lecture)
  - Nikkei Automotive 4-color, 2 pages (review of your lecture)
  - Special site (Nikkei Business online edition + Nikkei xTECH) Posted for 1 month
- Provision of booth at the seminar site
- Use of logo in pre-event notices and at event site

▼ Samples of actual reports in 2018 in Nikkei Business and Nikkei Automotive

▼ Special Site

Gold
Sponsorship Options—Tie-up Collaboration

Planning fee: ¥5,000,000 (excluding tax)

- Event-lined reports: Advertorial and Advertisement in the magazines and on the website
  - Nikkei Business  4-color, 1 page (review of your lecture) + 4-color, 1 page (pure advertisement from your company)
  - Nikkei Automotive  4-color, 1 page (review of your lecture) + 4-color, 1 page (pure advertisement from your company)
  - Special site (Nikkei Business online edition + Nikkei xTECH) Posted for 1 month

- Use of logo in pre-event notices and at event site

*The site linked to the event will have an advertorial from your company.
* A lecture slot is not provided.

▼ Samples of actual reports in 2018 in Nikkei Business and Nikkei Automotive
Schedule

- **Early July**: Sponsorship application deadline
- **Early August**: Program determined
- **Mid-August**: Announcement and registration started (Web)
- **Wed., October 23**: Future Mobility Summit: Tokyo 2019 held
- **Early December, 2019**: Review reports on
  - *Nikkei Business* Fri., December 6, 2019
  - *Nikkei Automotive* Wed., December 11, 2019
  - *Nikkei Business* online edition Special & Nikkei xTECH Special
    - ----- One month starting on Wed., December 11, 2019
<Background to the Summit>

The Future Mobility Summit: Tokyo 2017, a BtoB business conference, was held with the aims of making Japan into a global center of mobility, reinstating the Tokyo Motor Show as a major international show, and helping the Japanese automobile industry to take a leading role worldwide. The two-day summit was designed to develop global awareness concerning the BtoB business potential of the Tokyo Motor Show and to create an opportunity for Japan to become a global hub of mobility.

<Overview of Day 2>

It is said that a new mobility society will be formed centered on the automobile industry in the next 10 years. The transition to software and services proceeded at a rapid pace in the electrical, electronic, and IT industries in the past 10 years, and the competition for dominance among industries has become fierce. This competition is one of the drivers of the mobility society surrounding automobiles. A forum (conference) was planned to discuss openings for organizations and business development necessary for Japan, which has focused on these changes, to maintain its international competitiveness in mobility (including initiatives by the national government, ministries and agencies, statutory amendment, demonstration trials, and collaboration in communications).

Results

Track A “How far will cars in 2020 advance in terms of autonomous driving and electrification?”

Track A (9:00–17:00 Tokyo Big Sight Conference Tower 6th floor)

No. of participants: 384
Visitors: 286
Industry insiders: 70
Media: 28

ITmedia Inc., Telecommunication, Yomiuri Shimbun Holdings, The Hokkaido Shimbun Press, Kadokawa Corporation, Nikkei online edition, Nikkei, Nikkei Automotive, TV Tokyo Corporation, THS secretariat, Honda Hot Eyes (Honda Motor’s site), MCI Net (Mitsubishi Chemical’s in-house magazine), DTBC (in-house program of Deloitte Tohmatsu Consulting), T.K. Communications (ZF Japan’s site)

Participant Survey

Satisfaction with lectures 90%

Very satisfied 3.76%
Generally satisfied 12.0%
Can’t say 6.5%
Somewhat dissatisfied 76.9%

Participation in future event 98.5%

Will definitely attend 1.5%
Will attend if possible 6.8%
Will not attend 91.7%

Track B “Advances in mobility innovation through EVs and services”

Track B (13:15–18:00 Tokyo Big Sight Conference Tower 7th floor)

No. of participants: 382
Visitors: 331
Industry insiders: 45
Media: 6

The Dawn of Gaia (TV Tokyo program), DeNA Co., Ltd, Nikkei Inc., VITEC Holdings Co., Ltd.

Participant Survey

Satisfaction with lectures 85%

Very satisfied 13.3%
Generally satisfied 25.6%
Can’t say 6.0%
Somewhat dissatisfied 60.0%
Very dissatisfied 7.1%

Participation in future event 98.1%

Will definitely attend 1.9%
Will attend if possible 19.4%
Will not attend 78.7%
### Program

#### Track A: Sixth floor Hall

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00-09:33</td>
<td>Greeting by hosting organization</td>
</tr>
<tr>
<td>09:30-09:33</td>
<td>Opening greeting: Naohiko Kakimi, Director, Batteries and Next Generation Technology Office and ITS Promotion Office, Manufacturing Industries Bureau, METI</td>
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<tr>
<td>09:36-09:39</td>
<td>Opening greeting: Yukihiro Ezaka, Director, Engineering Policy Division, Road Transport Bureau, MLIT</td>
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<tr>
<td>09:40-10:10</td>
<td>Keynote lecture: Kazuhiro Yoshizawa, President, NTT docomo; “The Challenges of Next-Generation Mobility: Using 5G to Create a More Prosperous Future”</td>
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<tr>
<td>10:40-11:00</td>
<td>Break</td>
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<tr>
<td>11:00-11:30</td>
<td>Kazuhiro Doi, Director of Nissan Research Center, VP, Alliance Global Director, Nissan Motor; “New Relationships among Cars, People, and Society That Nissan Intelligent Mobility Seeks”</td>
</tr>
<tr>
<td>11:30-12:00</td>
<td>Sponsor lecture: Norio Nakajima, Representative Director, Senior Executive Vice President, and General Manager of Module Business Unit, Murata Manufacturing; “What Electronics Can Do for Autonomous Driving”</td>
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<tr>
<td>12:00-12:30</td>
<td>Break</td>
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<tr>
<td>12:30-13:00</td>
<td>Sponsor lecture: Shunichi Ko, Manager, Front-end System Business Division, Mobility IoT Business Unit, Fujitsu; Fujitsu’s Challenges in the Development of a Connected Mobility Society”</td>
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<tr>
<td>13:00-13:30</td>
<td>Toshihiro Mibe, Operating Officer of Honda Motor and Senior Managing Director of Honda R&amp;D Co., Ltd ; “Honda’s Initiatives for the Use of Hydrogen Energy”</td>
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<tr>
<td>14:00-14:30</td>
<td>Sponsor lecture: Yoshitaka Tanaka, Automotive Sector, Deloitte Tohmatsu Consulting; “Mobility Revolution 2030: the Destruction and Creation of the Automobile Industry”</td>
</tr>
<tr>
<td>14:30-15:00</td>
<td>Keynote discussion: Yasuyuki Yoshinaga, Representative Director and President, Subaru Corporation x Tomoko Morimoto, TV Tokyo’s Announcer; “Subaru’s Challenges in Creating a Society that Leads to Happiness”</td>
</tr>
<tr>
<td>15:00-15:30</td>
<td>Break</td>
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<tr>
<td>15:30-16:00</td>
<td>Hidetoshi Kudo, Executive Officer in charge of R&amp;D Administration and Product Strategy, General Manager of Product Strategy Div., Mazda Motor ; “Mazda’s Technical Strategies under the Sustainable Zoom Zoom 2030”</td>
</tr>
<tr>
<td>16:00-16:30</td>
<td>Sponsor lecture: Peter Lake, Managing Director, ZF Japan; “ZF’s Technologies and Initiatives for the Achieving Vision Zero”</td>
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<tr>
<td>17:00-17:30</td>
<td>Nobuo Momose, Chief Technology Engineer, EV and Povertrain Engineering Development Div., Mitsubishi Motors; “Mitsubishi Motors’ Initiatives for Electrified Society”</td>
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#### Track B: Seventh floor Hall

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00-13:30</td>
<td>Sponsor lecture: Tatsuhiko Hayashi, Publisher, Advanced Technology Media Group, Nikkei BP; “Honda’s Initiatives for the Use of Hydrogen Energy”</td>
</tr>
<tr>
<td>13:30-14:00</td>
<td>Sponsor lecture: Satoshi Ebihara, London Bureau Chief of Nikkei Business; Yuka Ikematsu, Editor of Nikkei Business; Hidenao Kume, Editor of Nikkei Automotive; Kenji Momota, Journalist</td>
</tr>
<tr>
<td>14:00-14:30</td>
<td>Sponsor lecture: Peter Lake, Managing Director, ZF Japan; “ZF’s Technologies and Initiatives for the Achieving Vision Zero”</td>
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<tr>
<td>14:05-15:00</td>
<td>Break</td>
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<tr>
<td>15:00-15:30</td>
<td>Mobility innovations from services (three 20-minute venture pitches and 30-minute panel discussion)</td>
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<tr>
<td>15:30-16:00</td>
<td>- Tokushi Nakajima, CEO, Global Mobility Service; “What Service Innovations Does Society Need?”</td>
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<tr>
<td>16:00-16:30</td>
<td>- Hideyuki Nakashima, Chairman, Mirai Share; “The Future of Mobility Created by AI”</td>
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<td>16:30-17:00</td>
<td>- Hikaru Baba, Group Manager in charge of developing and operating Anyca, Car Sharing Gr, Automotive Business Unit, DeNA; “The Future of Sharing Services as Depicted by Anyca”</td>
</tr>
</tbody>
</table>

#### Tokyo Motor Show opening ceremony

13:15-13:40 Opening session: “Will a Mobility Revolution Truly Occur?”
Moderator: Tatsuhiko Hayashi, Publisher, Advanced Technology Media Group, Nikkei BP
Panelists: Satoshi Ebihara, London Bureau Chief of Nikkei Business; Yuka Ikematsu, Editor of Nikkei Business; Hidenao Kume, Editor of Nikkei Automotive; Kenji Momota, Journalist

13:40-14:10 Sponsor lecture: Shigeru Isayama, Representative Director and Senior Managing Executive Officer, Mitsu Chemicals; “Mitsubishi Chemical’s Mobility Challenges in Its 20th Year” (tentative)

14:10-14:40 Sponsor lecture: Shinichiro Kono, Managing Director, Digital Consulting Industry X.0 Japan, Accenture; “How to Unlock Mobility Service Value from Industry X.0—Avoid Being a Bystander to the Mobility Service Revolution”

14:05-14:35 Break

14:50-16:20 Mobility innovations from services (three 20-minute venture pitches and 30-minute panel discussion)
- Tokushi Nakajima, CEO, Global Mobility Service; “What Service Innovations Does Society Need?”
- Hideyuki Nakashima, Chairman, Mirai Share; “The Future of Mobility Created by AI”
- Hikaru Baba, Group Manager in charge of developing and operating Anyca, Car Sharing Gr, Automotive Business Unit, DeNA; “The Future of Sharing Services as Depicted by Anyca”

16:20-16:30 (Venue change)

16:30-18:00 Mobility innovations from services (three 20-minute venture pitches and 30-minute panel discussion)
- Lewis Horne, CEO, Uniti Sweden; “Uniti’s Designs for Utopia”
- Shinshuke Ito, CEO, rinno; “The Potential of New Manufacturing and Cities Created by Low-Speed Micro EVs”
- Hideo Tsurumaki, CEO, FOMM; “What FOMM Seeks—A Society That Can Create Ultra-compact Electric Vehicles”
Event Settings
Track A (main meeting room) Reception Sponsor booth

Forum Session
Keynote lecture (MLIT) keynote lecture (NTT docomo) Keynote lecture (Toyota Motor) Keynote lecture (Nissan Motor)

Participant Trends
The venue remained active until the very end

Hospitality & Sponsor Activities
The event attracted many participants as a world-class car event Many participants came as soon as the venue opened

Reference: FUTURE MOBILITY SUMMIT: TOKYO 2017 Report
Contact

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