

DECEMBER 16 - IN-PERSON EVENT AT TODA HALL, TOKYO
(HELD CONCURRENTLY WITH **THE GENERATIVE AI AWARDS**)

Generative AI Conference 2026

Sponsorship Information

Organized by: Nikkei Business
In cooperation with: Generative AI Japan

Generative AI Conference

日経BP

About the Generative AI Conference

Generative AI Adoption is Taking Root—Moving on to the Next Step: “How to Master It”

At this conference, we have explored the “significance of generative AI” from various angles, drawing on cutting-edge use cases and the latest insights. Now that its use in business operations has become established, “how to effectively utilize generative AI” has become a key guiding principle for corporate management and business growth.

While last year’s event received positive feedback from attendees for showcasing cutting-edge use cases, attention is now shifting toward questions such as “How should organizations utilize generative AI as a whole, rather than just for isolated applications?” and “What impact will it have on corporate management?” Furthermore, with the understanding that “adoption is a given,” focus is increasingly on what can be done to maximize its effectiveness.

For this third edition, we are expanding our scope from practical applications at the frontline and departmental levels to the corporate and organizational use of generative AI, and we will broadly communicate the “absolute necessity” of generative AI for businesses. This is an excellent opportunity not only to promote products and services but also to listen to real-world needs and raise awareness of generative AI as an essential tool for supporting businesses. We sincerely hope you will consider sponsoring this event.

- Approximately 70% of respondents were managers (supervisor/section chief level or higher), and approximately 30% were department heads or higher
- Number of employees: About 50% of companies have 1,000 or more employees

The survey participants were primarily decision-makers, and approximately half were from large enterprises with 1,000 or more employees

- Role regarding generative AI: Actually use it in their work (43.9%), in a position to make decisions regarding its implementation (13.1%)
- Information they wish to know when advancing the use of generative AI: Specific use cases at other companies or within the industry (77.6%)

Interest in generative AI adoption is high, and there is a growing demand for practical, forward-looking information as companies look toward the implementation phase

About the Generative AI Conference

Through a three-pronged approach of conferences, awards, and media, we will widely communicate the potential of “generative AI” to society

Hosting “Generative AI Awards”

*During the Generative AI Conference
The final judging and awards ceremony for the
“Generative AI Awards” will take place.



We recognize outstanding use cases of generative AI by companies and organizations. Through this award, we share success stories and demonstrate the potential of generative AI to society.

Conference

Generative AI

Awards

Media

Hosting the “Generative AI Conference”



We will host lectures and panel discussions featuring leading companies and experts to broadly communicate the potential applications of generative AI in business to participants.

Disseminating Information Through Various Media Channels

日経ビジネス

日経 XTECH

日経 XTREND

We will disseminate information primarily through media outlets such as *Nikkei Business* to build momentum for the adoption and utilization of generative AI, and provide opportunities for innovation within companies and society as a whole.

Generative AI Conference 2026



Dates	Wednesday, December 16, 2026
Event Format	In-person
Venue	TODA HALL & CONFERENCE TOKYO
Organizer	Nikkei Business
In Cooperation with	Generative AI Japan (General Incorporated Association) / Nikkei BP Intelligence Group
Expected Pre-registered Attendees	Approximately 800–1,000 people
Target Audience	• Those considering the adoption of generative AI • Those facing challenges in utilizing generative AI • Those interested in using AI to improve operational efficiency and enhance competitiveness
Fee	Free (Pre-registration required)

Three Key Features of Sponsoring the Generative AI Conference

1

A Professional Organization Dedicated to Generative AI

Collaboration with “Generative AI Japan”

Companies utilizing generative AI across a wide range of industries, primarily major corporations, are participating.

In collaboration with Generative AI Japan (General Incorporated Association), we will handle planning, promotion, and attendee recruitment. The final judging and awards ceremony for the Generative AI Awards will be held during this conference.



2

Networking Party for Attendees and Sponsors

At the end of the conference, we will host a networking party exclusively for attendees. Representatives from sponsoring companies will also be invited



3

Promotion

through Nikkei Business and Related Media

We will conduct promotional activities primarily through Nikkei Business and its affiliated media outlets. Additionally, by publishing review articles after the event, we will also generate PR exposure for our subscribers.



Three Key Features of Sponsoring the Generative AI Conference

1. Collaboration with “Generative AI Japan,” a Professional Organization Focused on Generative AI

About Generative AI Japan

Launched in January 2024 with the aim of enhancing Japan’s industrial competitiveness by promoting the use of generative AI, establishing rules and guidelines, and making policy recommendations through industry-academia collaboration. Professor Hiroaki Miyata of Keio University School of Medicine serves as Representative Director, with 19 experts from academia and leading companies serving as directors and advisors, and more than 70 companies as members. (As of April 2025)

Representative Director

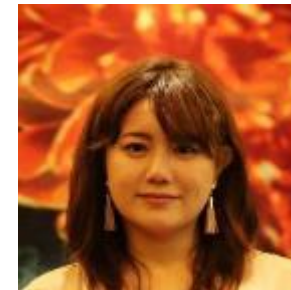
Hiroaki Miyata

Data Scientist
Professor, Keio University School of Medicine
Representative Director, Co-Innovation Ecosystem



Expert Director

Expert Board Member



Advisor



Hideaki Hashimoto

Benesse Style Care Group Co., Ltd.
Senior Managing Executive Officer

Auditor



Masamitsu Harada

Harada Tax & Accounting Firm
Certified Public Accountant, Certified Tax Accountant, Administrative Scrivener, Social Insurance and Labor Consultant

Masahiro Sato

Digital Hollywood University
Professor and Assistant to the President

Emi Tamaki

Keio University Graduate School
Graduate School of System Design and Management, Professor
CEO, H2L, Inc.
Visiting Professor, Faculty of Engineering, University of the Ryukyus
Visiting Professor, Graduate School of Engineering, The University of Tokyo

Keisuke Kuniyoshi

Associate Professor, Faculty of Business Administration, Senshu University
*Executive Director and Secretary-General

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Directors / Board Members



Trend Micro, Inc.
Cybersecurity Innovation
Executive Officer and Director,
Cybersecurity Innovation
Asahiro Iida



ULS Consulting Co., Ltd.
Chairman of the Board
Shigeru Urushibara
*Founder



Microsoft Japan Co., Ltd.
Executive Officer and Managing
Director
General Manager, Cloud & AI
Solutions Business Division
Tadashi Okazaki



AI-Saga Partners Co., Ltd.
Chairman and CEO and CTO
Yasuaki Komata



Panasonic Connect Co., Ltd.
Executive Officer, Vice President
CIO (and) IT & Digital Promotion
Division
Managing Director
Akihiko Kono



Members Co., Ltd.
Group Executive
Officer
Head of the
Recruitment and
Development Division
Eri Shirai



Amazon Web Services Japan G.K.
Executive Officer
Head of the Public Sector Technology
Division
Yoichi Takizawa



Oracle Japan, Ltd.
Senior Managing
Executive Officer
Head of Cloud Business
Shinji Taketsume



Baycurrent Consulting Co., Ltd.
President and CEO
Joji Noritake



XinobiAI Co., Ltd.
Co-CEO
Kunimi Mabuchi



CyberAgent, Inc.
AI Business Division
Head of AI Creative Division
Masataka Mouri



Recursive, Inc.
Co-Founder
Chairman and CEO
Katsutoshi Yamada

Three Key Features of Sponsoring the Generative AI Conference

1. Partnership with “Generative AI Japan,” a professional organization focused on generative AI

Member companies span a wide range of industries, primarily major corporations

Company Name	Industry/Category	Company Name	Industry/Category	Company Name	Industry/Category
ULS Consulting Co., Ltd.	Board Member	IceMiley Co., Ltd.	AI	Kataris Co., Ltd.	Consulting
Microsoft Japan Co., Ltd.	Board Member	ITEC Hankyu Hanshin Co., Ltd.	Information and Communications	CLINKS Co., Ltd.	AI
Amazon Web Services Japan G.K.	Board Member	Akatsuki AI Technologies	AI	KDDI I-Let Co., Ltd.	AI
Oracle Japan, Ltd.	Board Member	Assign Co., Ltd.	Human Resources	Getty Images Sales Japan LLC	Services
CyberAgent, Inc.	Board Member	AsiaQuest Co., Ltd.	Information and Communications	Kobe Digital Lab Co., Ltd.	System Development
Baycurrent Consulting Co., Ltd.	Board Member	Ajinomoto Co., Inc.	Food Products	Sanrio Co., Ltd.	Services
Recursive, Inc.	Board Member	Alpha Systems Co., Ltd.	Information and Communications	Sky Co., Ltd.	Information and Communications
AI-Saga Partners Co., Ltd.	Board Member	Ishii Foods Co., Ltd.	Manufacturing (Food)	Spice Factory Co., Ltd.	System Development
Members Co., Ltd.	Board Member	Idemitsu Kosan Co., Ltd.	Energy	Seiko Epson Corporation	Manufacturing & Machinery
Panasonic Connect Co., Ltd.	Board Member	SB Intuitions, Inc.	Information and Communications	SEGA SAMMY HOLDINGS, INC.	Services and Machinery
Trend Micro, Inc.	Board Member	NTT DOCOMO Solutions, Inc.	System Development	SECOM Co., Ltd.	Services
XinobiAI Co., Ltd.	Board Member	ENEOS Holdings, Inc.	Energy, Resources, and Materials	ZVC JAPAN Co., Ltd.	Information and Communications
Okinawa Institute of Science and Technology Graduate University	Special Member	EBARA Corporation	Machinery	Softfront Holdings Co., Ltd.	Information and Communications
Company Name	Industry/Category	Company Name	Industry/Category		
Daiwa House Industry Co., Ltd.	Construction	Hankyu Hanshin Real Estate	Real Estate		
Discoveries Co., Ltd.	Information and Communications	Hitachi, Ltd.	Manufacturing		
TV Asahi Corporation	Broadcasting	PwC Consulting LLC	Consulting		
Tokyo Gas Co., Ltd.	Gas	FujiSoft, Inc.	Information and Communications		
Toyota Connected Corporation	Manufacturing (IT)	BLUEISH Co., Ltd.	System Development		
Nippon Sogo Systems Co., Ltd.	Software Development	Plaid Co., Ltd.	Information and Communications		
Japan Tobacco Inc.	Food	Brainpad, Inc.	Information and Communications		
Japan Post Co., Ltd.	Services	Findy, Inc.	Human Resources		
Nomura Research Institute, Ltd.	Intelligence Group	Benesse Corporation	Human Resources		
Hakuhodo DY Holdings, Inc.	Services	Mitsubishi Research Institute DCS Co., Ltd.	Information and Communications		
PERSOL Holdings Co., Ltd.	Human Resources	Murata Manufacturing Co., Ltd.	Manufacturing		

Three Key Features of Sponsoring the Generative AI Conference

1. Collaboration with “Generative AI Japan,” a Professional Organization Focused on Generative AI

The Generative AI Awards, which recognizes outstanding use cases of generative AI by companies and organizations, will be held concurrently.

- Evaluation Criteria

Problem Definition / Implementation and Innovation / Impact / Governance / Future Potential

- Chair of the Judging Committee

Hiroaki Miyata, Representative Director of Generative AI Japan / Professor, Keio University School of Medicine

- Application Period

July 13, 2026 (Mon) – September 28, 2026 (Mon) (tentative)



Three Key Features of Sponsoring the Generative AI Conference

2. Hosting a “Networking Party” Bringing Together Experts and Stakeholders in Generative AI

At the end of this conference, we will host a networking party exclusively for attendees, providing an opportunity to build networks with experts and industry professionals in the field of generative AI.

■ Networking Party Overview (Tentative)

Venue: TODA HALL & CONFERENCE TOKYO Foyer

Eligible Participants:

- Speakers at the Generative AI Conference
- Representatives from Generative AI Japan member companies
- Companies presenting at the Generative AI Awards Final Selection Round
- Representatives of supporting organizations
- Representatives from sponsoring companies

Number of Participants (Estimated): 50–60



Scene from the 2025 event

Three Key Features of Sponsoring for the Generative AI Conference

3. Promotion and Media Exposure in “Nikkei Business”

Promotional activities are planned primarily through Nikkei Business and its affiliated media outlets. Additionally, review articles will be published after the event to promote the conference to subscribers, primarily business executives.



[Example] Post-event articles in *Nikkei Business* and *Nikkei Business Online Edition* covering the Generative AI Conference 2025

Generative AI Conference Sponsorship Information

Sponsorship Options

(Tax Excluded)

	Platinum Sponsorship 6,000,000 yen	Gold Sponsorship 4,000,000 yen	Silver Sponsorship 3,000,000 yen
Availability	Limited to the first 3 companies	Limited to the first 6 companies	Limited to the first 3 companies
Presentation	30 min / 1 slot	30 min / 1 slot	None
List Provision	Full list of pre-registered attendees will be provided (est. 800–1,000 entries)	Full list of pre-registered attendees will be provided (est. 800–1,000 entries)	List of pre-registered attendees will be provided (est. 600 entries) *Randomly selected
Exhibition	1 simple exhibition unit	None	None
Presentation Review	Approx. 4-color, 1 page (magazine equivalent) published in Nikkei Business & Nikkei Business Online Edition	Approx. 4 color pages / 1 page (magazine equivalent) published in Nikkei Business Online Edition	None
Logo Display (Venue / Website)	Large	Medium	Medium
Catalog Distribution	1 item	None	None
Individual Survey	Available	Available	None
Networking Party Admission	Yes (2 persons)	Yes (1 person)	Yes (1 person)
Promotional video	None	None	Promotional video can be aired for up to 2.5 minutes total during the event (can be split, e.g., 30 sec. × 4 times). Broadcast time slot to be determined by the organizer.

*** Please ensure that the presentation focuses primarily on case studies.**

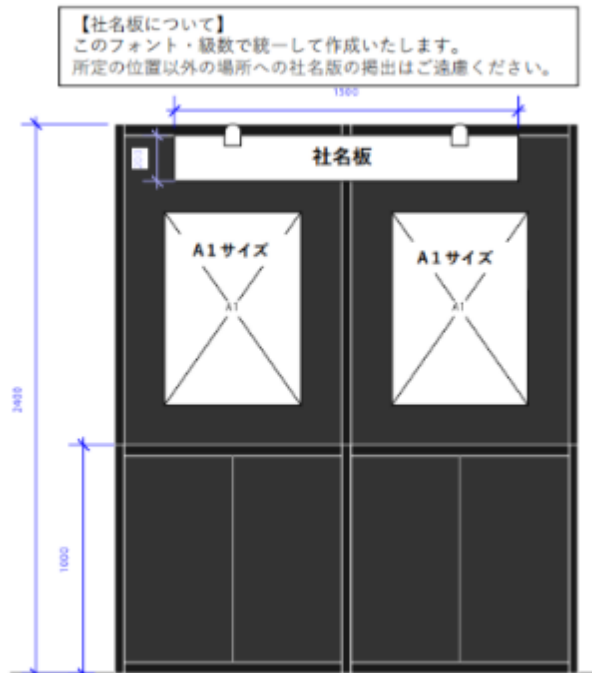
*** If simultaneous interpretation is required, an additional fee of 1,000,000 yen (excluding tax) will be charged.**

Program Outline

Time	Program	
10:00 AM–10:40 AM	Keynote Speech (40 minutes)	
10:45 AM–11:15 AM	Special Presentation: Platinum Sponsor Slot 1 (30 minutes)	
11:20 AM–11:50 AM	Special Presentation: Platinum Sponsor Slot 2 (30 minutes)	
12:00 PM–12:30 PM	Special Lecture: Platinum Sponsor Slot 3 (30 minutes)	
12:30–1:00 PM	Lunch Break	
1:00 PM–1:30 PM	Organizer's Presentation (30 minutes)	Organizer's Presentation (30 minutes)
1:40 PM–2:10 PM	Gold Sponsor Slot 1 (30 minutes)	Gold Sponsor Slot 2 (30 minutes)
2:20 PM–2:50 PM	Gold Sponsor Slot 3 (30 minutes)	Gold Sponsor Slot 4 (30 minutes)
3:00 PM–3:30 PM	Organizer's Presentation (30 minutes)	Organizer's Presentation (30 minutes)
3:40 PM–4:10 PM	Gold Sponsor Slot 5 (30 minutes)	Gold Sponsor Slot 6 (30 minutes)
4:20 PM–6:20 PM	Generative AI Awards 2026 Final Judging & Awards Ceremony	
6:35 PM–7:35 PM	Networking Party	

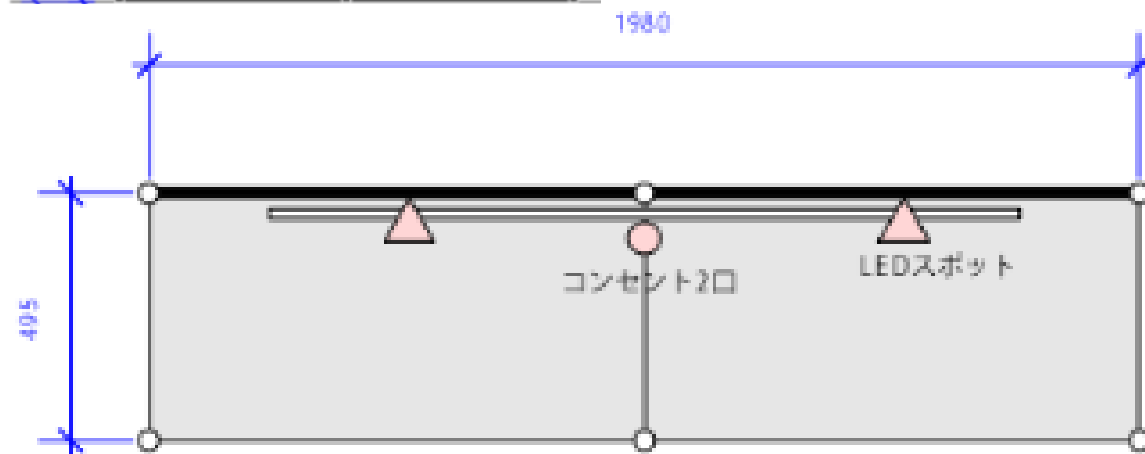
***The program is subject to change depending on sponsorship status.**

Simple Display Unit Specificationst



Items Provided by the Organizer

- ① Exhibition System Unit
- ② Company Name Plaque
- ③ LED spotlights
- ④ Power Supply *Provided as needed
- ⑤ Wi-Fi *Provided upon request



Exhibition Image

*Specifications are subject to change. Please note this in advance.

2025 Event Report

Event Overview

Date & Time	Thursday, December 11, 2025, 10:00–18:20
Format	In-person (TODA HALL & CONFERENCE TOKYO)
Organizer	Nikkei Business
Cooperation	Generative AI Japan (General Incorporated Association) / Nikkei BP Intelligence Group
Platinum Partners	Hakuhodo, eyeet, PLAID
Gold Partners	Dentsu Soken, Optage, Persol Work Switch Consulting, Salesforce Japan, Satellite Office, ZVC JAPAN
Silver Partners	Miro Japan, PKSHA Technology
Fee	Free (pre-registration required)
Attendees	402 (Pre-registered: 913)

Pre-Registrant Attributes

Job Title	Approx. 20% are executives, officers, or division heads; approx. 68% belong to the decision-making layer
Role in Generative AI	57% use generative AI as end users
Company Size (Employees)	Over half work at large enterprises with 1,000+ employees
Job Function	Management / Corporate Planning: 21.8%; Sales / Marketing: 27.3%; Information Systems: 17.7%



[2025 Event Landing Page](#) [2025 Event Coverage](#)

2025 Event Report



Schedule & Inquiries

- **Sponsorship Application Deadline** : **Mid-October**
 - **Program Finalized** : **Late October**
 - **Announcement Website Launch** : **Early November**
 - **Generative AI Conference Date** : **December 16 (Wed)**
 - **Event Report Published** : **Late January 2027 or later**
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<Contact>

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