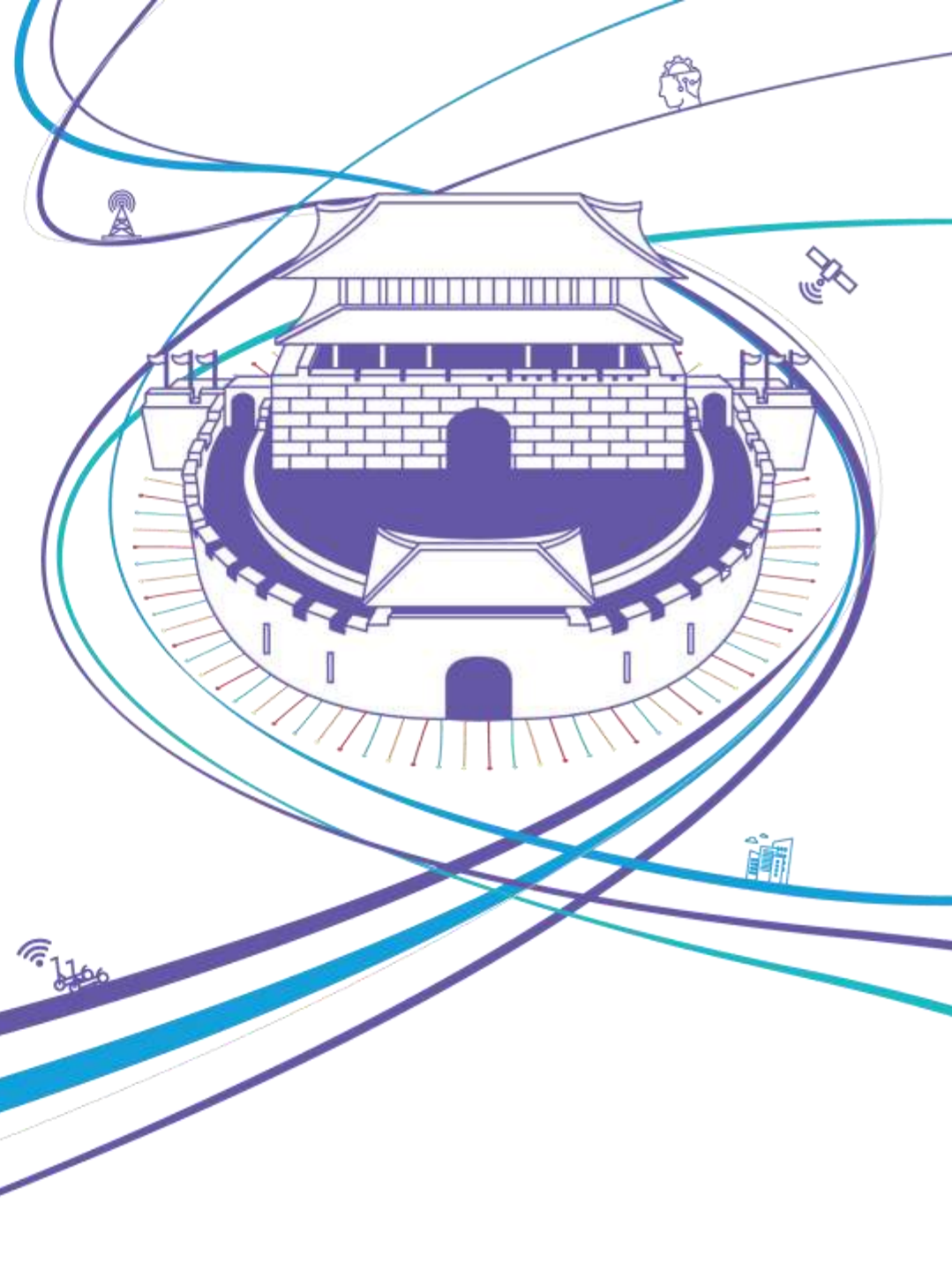


Introduction of ITS Japan

Akio (Ace) Yamamoto

President of ITS Japan

Secretary General of ITS Asia-Pacific



Index

- Outline of ITS Japan
- Desirable State of ITS Japan
 - Initiatives and Support for Social Implementation
 - Activities with Japanese Government and ministries
 - Research and Human Resource Development (Activities with Academia)
 - International Activities and Understanding trends/Dissemination
- Key Points for Future Efforts

Organization Structure

■ Organization



Chair
Mr. Keiji Yamamoto

Membership #: 247

Honorary Members #: 2, Adviser #: 1

Regular Members #: 173

(Organization #: 19, Private Sector #: 154)

Special Members #: 18,

Supporting Members #: 53

■ Leading members

Board of Directors

DENSO

FUJITSU

HITACHI

HONDA

JTEKT

mitsubishi
ELECTRIC
Changes for the Better

NEC

NISSAN

OKI

Panasonic

SUMITOMO ELECTRIC
Connect with Innovation

TOSHIBA

TOYOTA

AISIN

IBM

IHI

ISUZU

KDDI



OMRON



ARIB

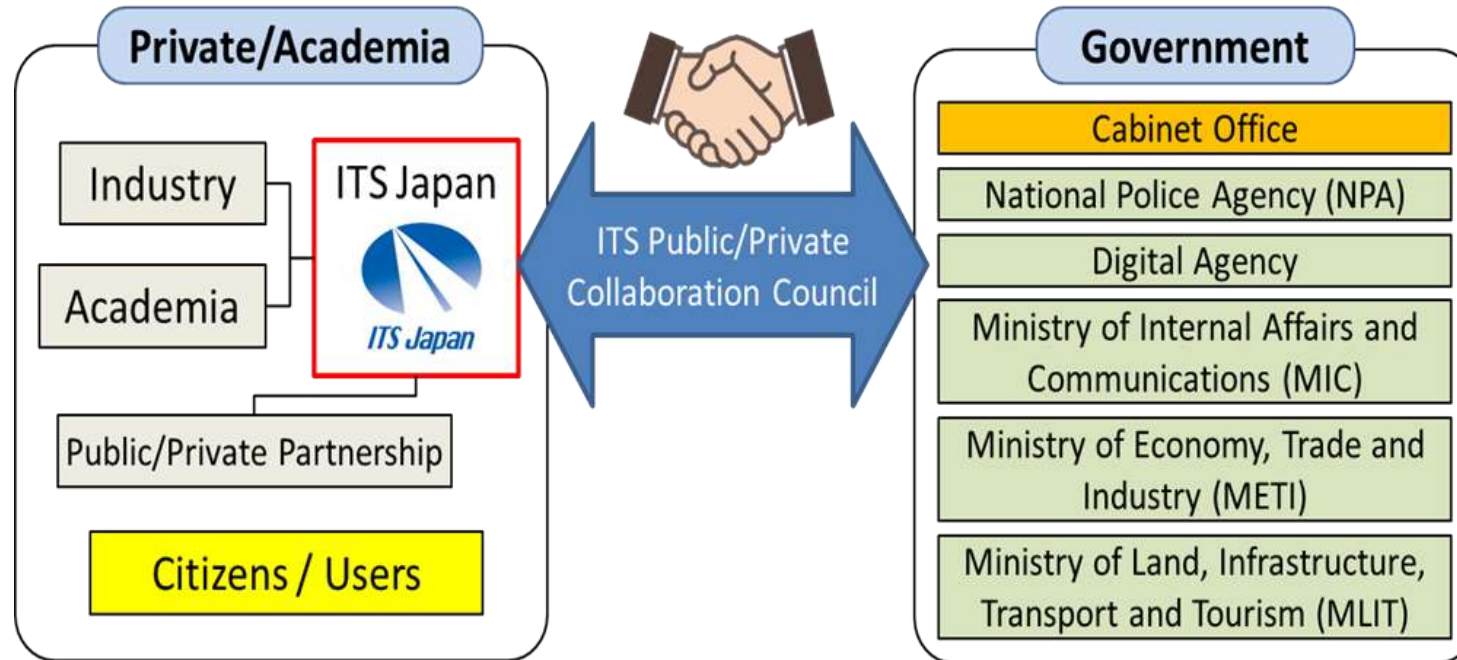
DRM



1994 Founded as VERTIS (Vehicle, Road and Traffic Intelligence Society)
2005 Registered as Legal Entity , renamed to ITS Japan

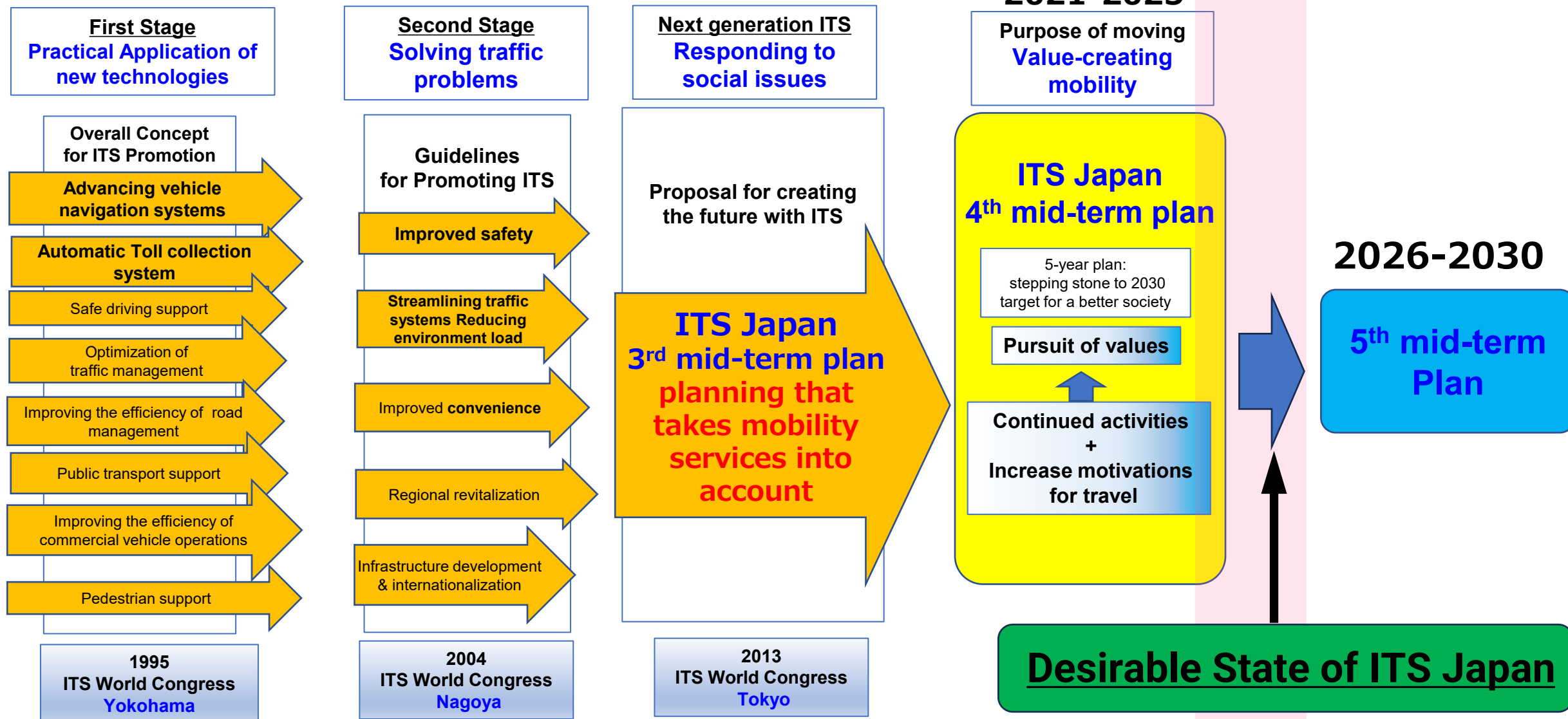
Positioning of ITS Japan

■ ITS Japan's Position and Roles in Japan



- Sharing our common Vision and Goals
- Discussing ITS Services, Technologies, Law, Business Models, Operations, etc.
- Raising Social Awareness, Engaging with the public

History and Transition of ITS (ITS Japan)



△1994: ITS Japan established

△30th anniversary

**Initiatives and support
for social implementation**

**Research and Human
Resource Development**

**International Activities and
Understanding trends/dissemination**

① Goal

**Contributing to solving
social issues through ITS
technologies and services**

② Expectations from Society

- Industry representation, building bridges between industries and ministries, contributing to policies
- Problem solving/coordination functions that cannot be performed by companies individually
- Activities with social implementation (e.g. demonstrative experiments and trials)



③ Role



Sharing of future vision and common issues,
Promotion of co-creation/cooperation

Contribution to research in the ITS field and
ITS human resource development

Contributing to international exchange
and the development of transportation
sector in each country and region

④ Characteristics and Strengths



- Neutral public position
- Connection with industry, government and academia
- Business perspectives, technologies and know-hows from diverse businesses

⑤ Basic Stance



- Industry Representation / Living Viewpoint / Collaboration with Academia
- Cooperation perspective
- Social Infrastructure Maintenance-oriented
- Creation of business opportunities
- Sustainable practical application and commercialization

⑥ Implementation items



- Demonstration and standardization promotion through committee activities
- Support for promotion of local community activities

- Organizing symposiums and various debriefing sessions, publishing academic papers

- Holding ITS world congresses and Asia-Pacific forums
- Dissemination of Japanese Activities/ Survey of Overseas Case Studies
- Dissemination of information on ITS trends

Category

Initiatives and support
for social implementation

Research and Human
Resource Development

International Activities and
Understanding
trends/dissemination



⑥ Implementation items



• Demonstration and standardization promotion through **committee activities toward Social Implementation**



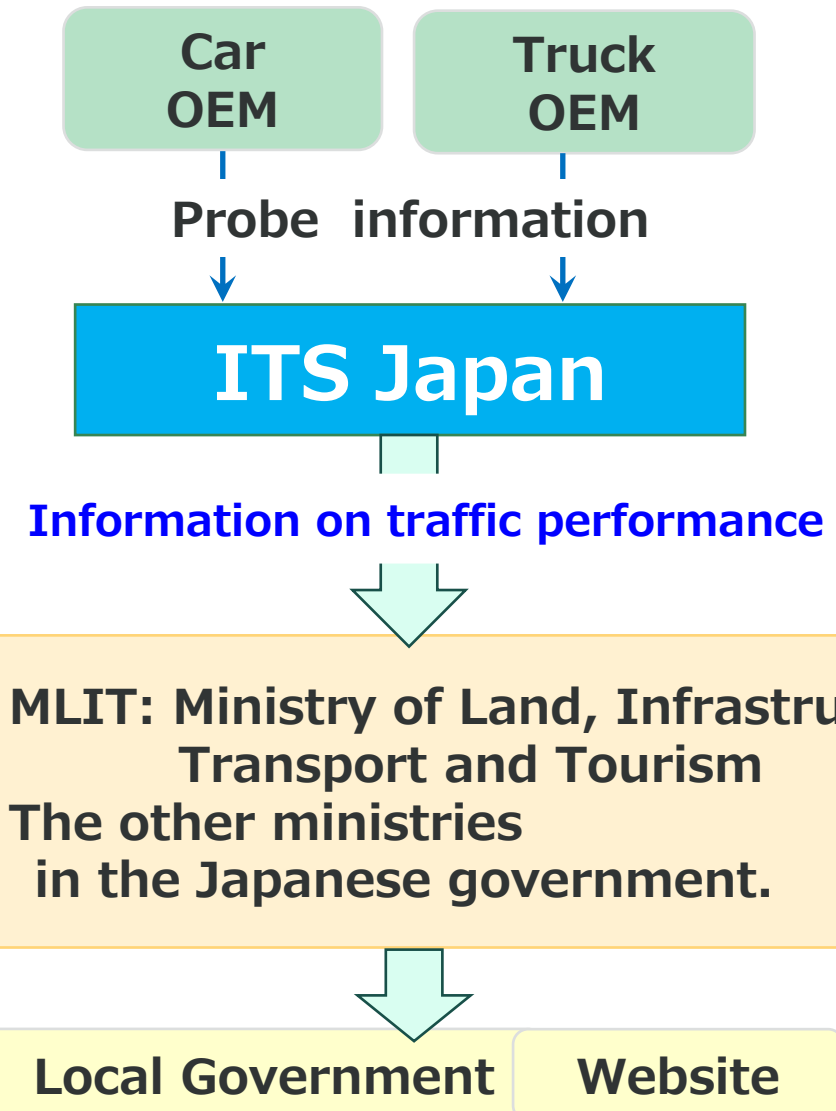
- Various proposals to government ministries
- Participation in various meetings of government ministries and agencies

• Organizing symposiums and various debriefing sessions, publishing academic papers

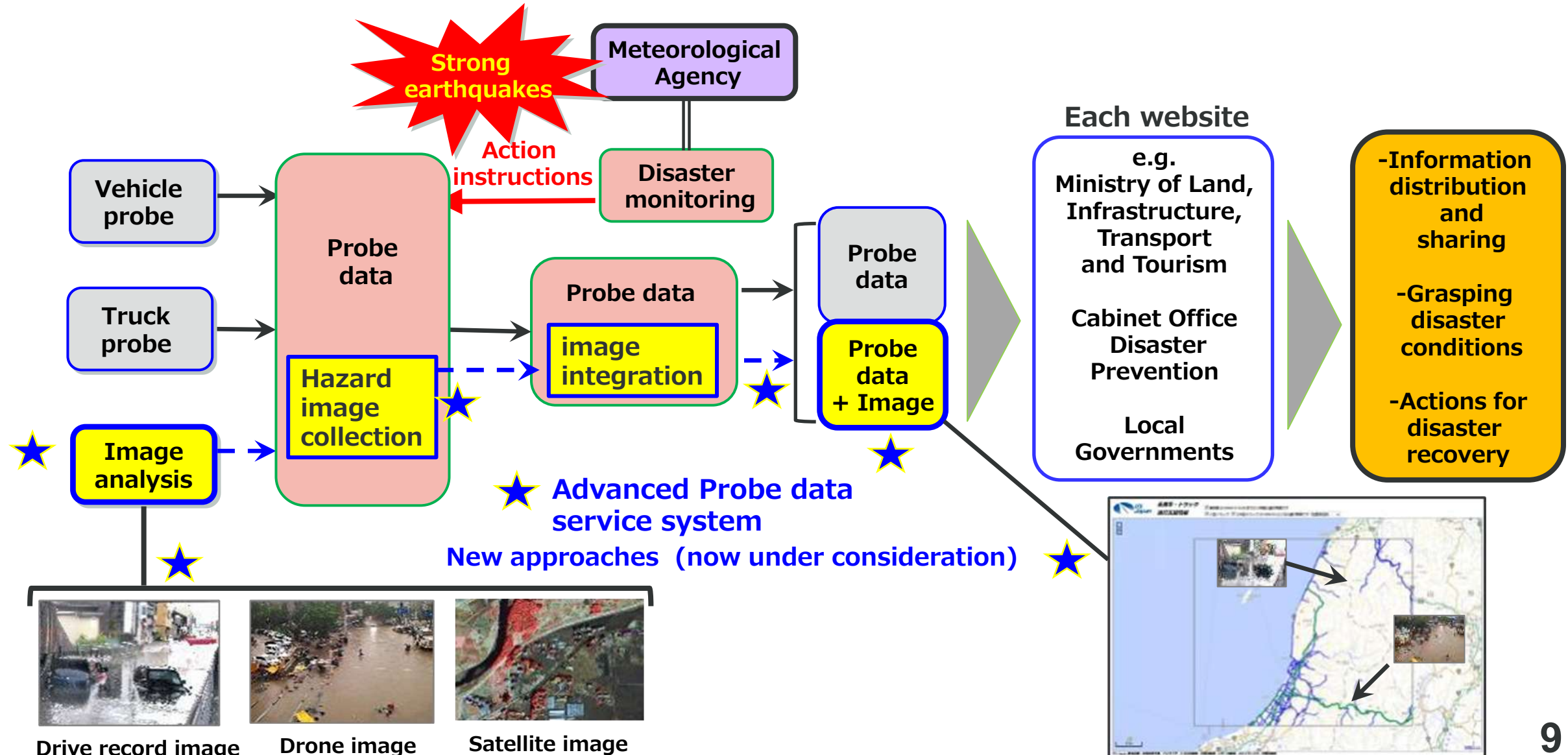
- Holding ITS world congresses and Asia-Pacific forums
- Dissemination of Japanese Activities/ Survey of Overseas Case Studies
- Dissemination of information on ITS trends

An Example of ITS Contribution to Disaster Resilience

The Passable Road Maps



Enhance Probe Data for Disaster Resilience



ITS-related proposals and recommendations to Japanese government and ministries from ITS Japan

【Recommendations】

Items ITS Japan would like them to implement as a ministry or agency policy.

1 Realization of further spread of ITS

- 1.1 Signal and detection information
e.g. Recommendations on infrastructure development for advanced driving safety support and automated driving
- 1.2 Recommendations regarding support for R&D and deployment of roadside equipment to support merge control on local roads
- 1.3 Recommendations regarding the provision of information on expressways ahead of time
- 1.4 Recommendations regarding the installation of ITS radio equipment in emergency vehicles

2 Realization of ITS Evolution and Development

- 2.1 Recommendations for Promoting ITS Smart Pole Implementation in Society
e.g. Study commonization, multifaceted utilization, and utilization of acquired data for roadside-vehicle cooperative infrastructure
- 2.2 Promote initiatives for the diffusion of safe driving support and automated driving services based on coordinated ITS.

【Proposals】

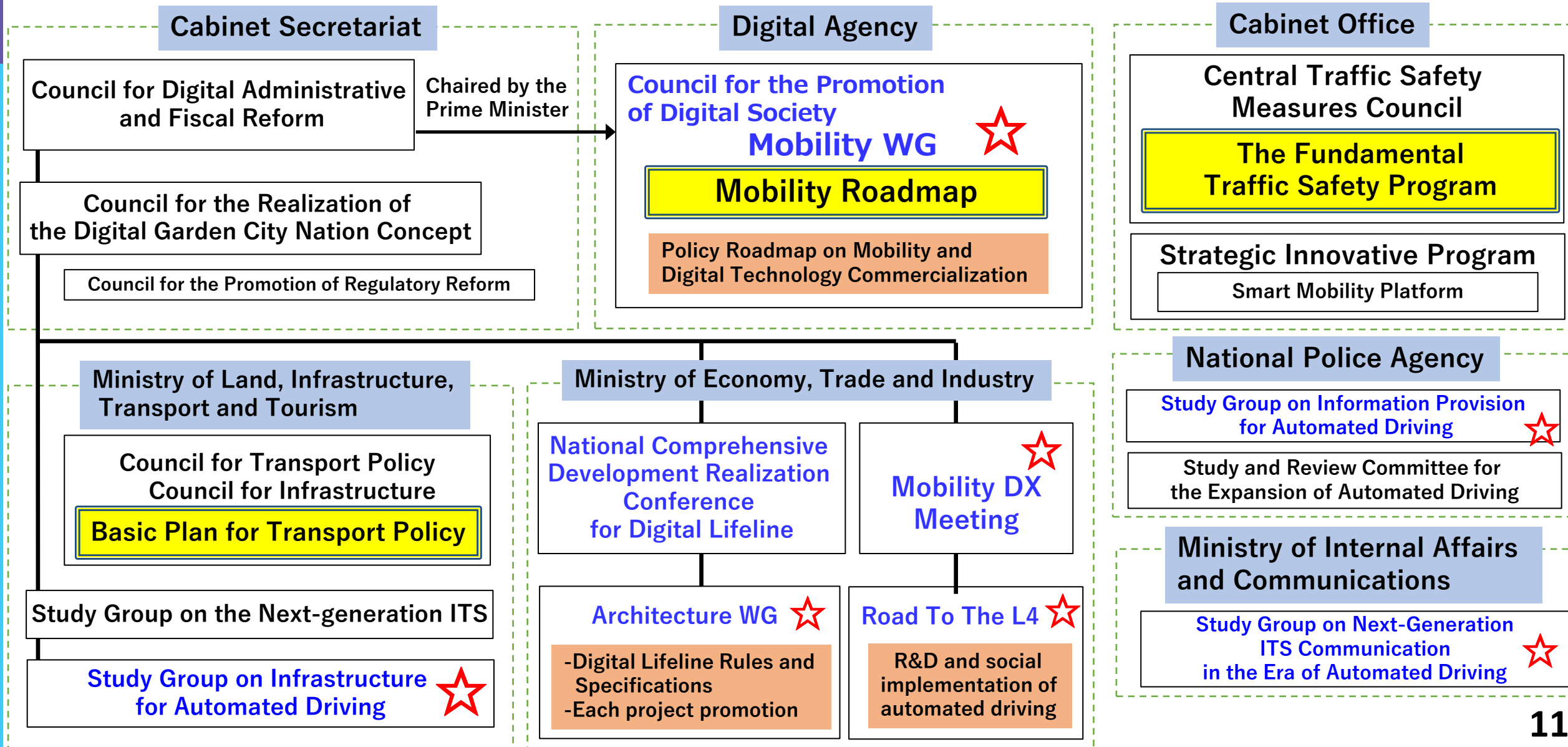
Items ITS Japan would like to discuss together with the public and private sectors.

3 Toward the Future of ITS/Mobility

- 3.1 Proposals for the establishment, utilization, and implementation of public-private partnerships regarding the study procedures for mobility services required for urban development
- 3.2 Proposal for continuation of the “Public-Private Future Vision Study TF,” a public-private partnership system to lead to social implementation.



ITS-Related Meetings of the Japanese Government and Ministries



Contributes to the development of ITS resources and the information dispatching to the world

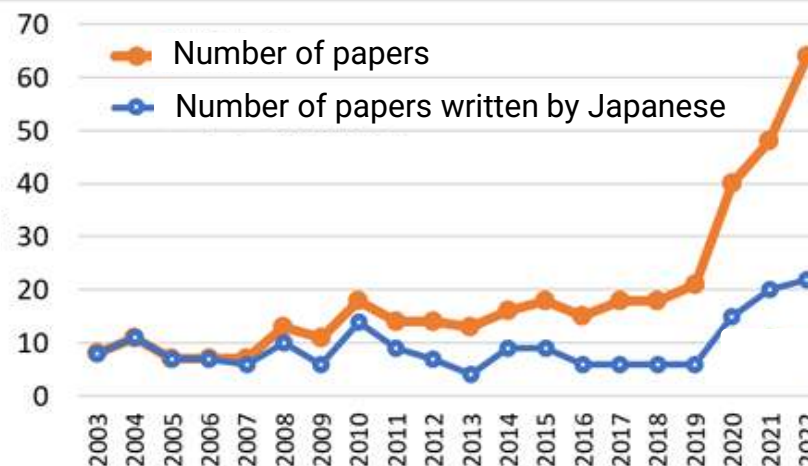
- Symposium bringing together researchers from industry, government and academia
- A place where young researchers and students can present their research results

Continuing for 22 years

<Ratio of participants from academia and industry>
Number of papers: 3:1 Number of participants: 1:1

...Cooperation with ITS Symposium

- The purpose is to make Japanese ITS research widely known overseas.
- To bring together researchers and engineers with different academic backgrounds related to ITS.



属性	京大編入生(100)				他大学生					その他 アリー ランス等	計
	京大 経済学 部出身	大学名称	企業	計	京大 経済学 部出身	大学 名称	企業	計			
第1期2000 (一橋大学編入)	19 (11期生)	62 (28大学)	28 (16校)	105	96	134	110			340	
第2期2001 (金融リサーチセンター)	9 (5期生)	41 (11大学)	19 (15校)	69	28	96	121			245	
第3期2006 (名古屋大学)	10 (4期生)	33 (27大学)	11 (9校)	54	19	61	74			174 (18.2)	
第4期2005 (東京大学)	14 (8期生)	45 (20大学)	8 (7校)	67	48	90	93			211	
第5期2006 (東京大学)	15 (12期生)	45 (20大学)	11 (9校)	71	57	90	161			308	
第6期2007 (神戸経済産業発展センター)	14 (11期生)	55 (25大学)	18 (13校)	87	47	138	137			322	
第7期2008 (日本大学)	10 (5期生)	70 (32大学)	15 (10校)	95	72	168	96			331	
第8期2008 (広島市立大学)	10 (6期生)	68 (31大学)	25 (16校)	103	43	157	96	48		344	
第9期2010 (法政大学)	14 (6期生)	84 (32大学)	28 (16校)	116	40	164	126			330	
第10期2011 (同志大学)	10 (5期生)	72 (26大学)	16 (11校)	98	14	122	108			256	
第11期2012 (愛知学院大学)	13 (7期生)	90 (34大学)	29 (15校)	122	16	121	107	100 (9.3)		244	
第12期2014 (東北大学)	13 (3期生)	70 (31大学)	29 (15校)	109	15	136	127	5		283	
第13期2015 (京都大学編入)	11 (6期生)	66 (34大学)	21 (12校)	98	38	111	163			311	
第14期2016 (上野実業大学)	14 (6期生)	49 (25大学)	21 (10校)	84	38	96	149			283	
第15期2017 (九州大学)	13 (6期生)	54 (24大学)	27 (16校)	94	44	112	165			311	
第16期2018 (同志社大学)	15 (9期生)	70 (30大学)	16 (11校)	101	50	148	150			349	
第17期2019 (山形県経済産業発展センター)	8 (5期生)	69 (33大学)	25 (17校)	102	51	134	144			329	
第18期2019 (ロンドン工務局)	10 (11期生)	81 (37大学)	38 (18校)	123	25	121	116			266	
第19期2021 (ロンドン工務局)	14 (5期生)	73 (33大学)	28 (16校)	113	34	142	109	1		286	
第20期2022 (野村総合アドバイザーセンター)	11 (5期生)	58 (26大学)	18 (14校)	87	64	153	122	1		340	

Dissemination of Japanese Activities/ Survey of Overseas Case Studies



- Date: The week of November 10-14, 2025
- Place: Tokyo
- Mainly focused on automated and connected driving



Mobility Innovation Week Japan

- The Mobility Innovation Week Japan is an international workshop. It has been held jointly by the Mobility Innovation Alliance Japan and ITS Japan since 2023 as the successor event to the SIP-ADAS Workshop held by the Cabinet Office in Japan.
- This includes related **thematic workshops and technical tours mainly focused on autonomous and connected vehicles** which are integrated in collaboration with relevant stakeholders.



The Number of Participants in ITS World Congresses



Host countries



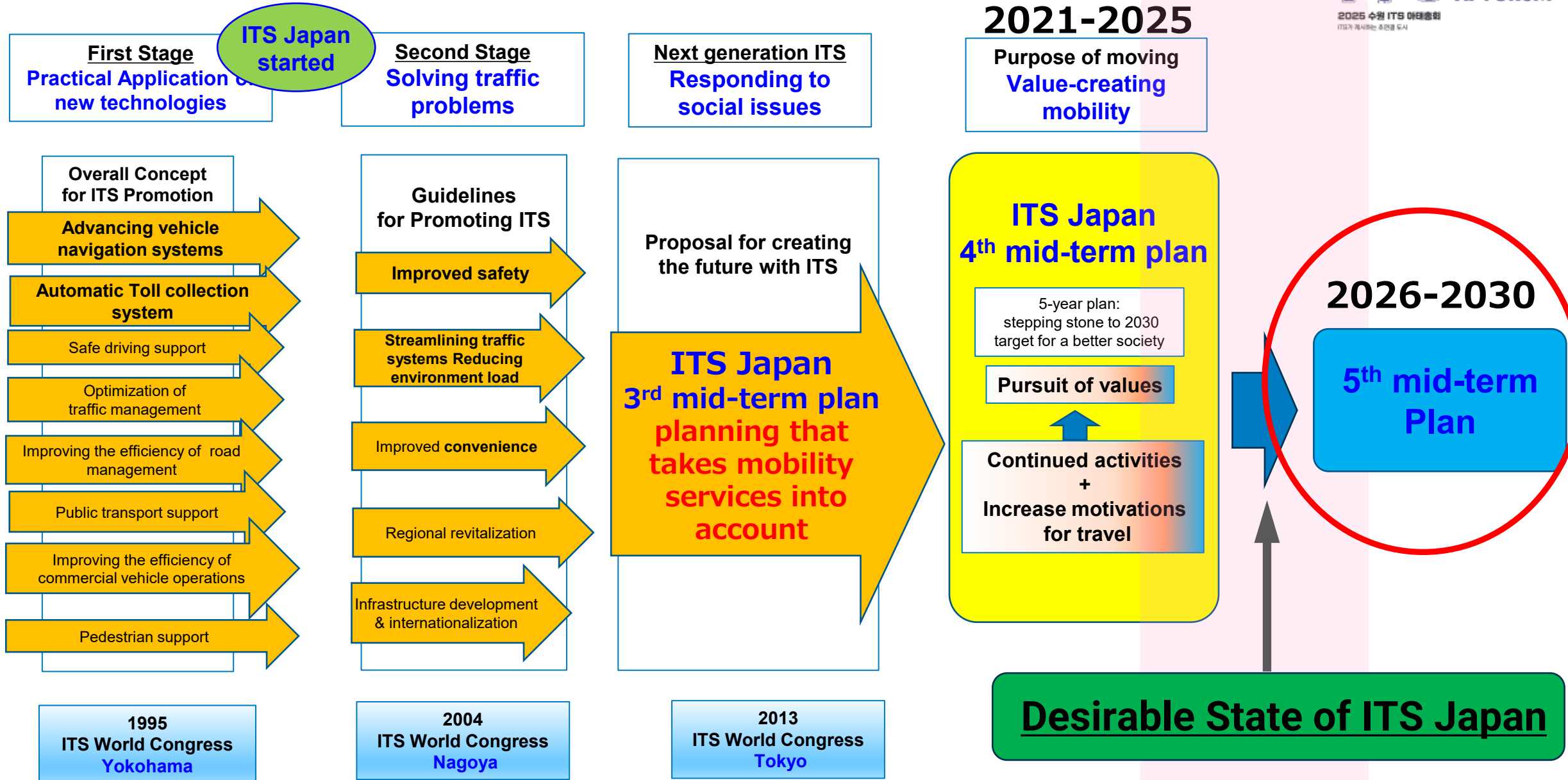
Country/Region	2022 LA	2023 Suzhou	2024 Dubai
U.A.E.	0	0	4,494
China	13	1,609	151
U.S.	1,039	10	204
Japan	165	173	370
Korea	148	132	235
Taiwan	51	20	115
Singapore	15	20	74
Australia	42	9	61
Thailand	1	10	13
Malaysia	0	21	9
New Zealand	12	1	7
Indonesia	3	3	5
India	19	4	30
Germany	43	12	189
U.K.	30	0	105
Belgium	26	4	81
Norway	39	0	28
Sweden	20	1	15
Others	1,238	79	1,726
Total	2,904	2,108	7,912

No.1 among all

No.2 among all

No.1 in Asia-Pacific

History and Transition of ITS (ITS Japan)



△1994: ITS Japan established

△30th anniversary

Key Points for Future Efforts

Approaches from now on

Japan as a whole has developed an awareness of "mobility" as a major area that contributes to the national interest.

e.g. Mobility DX Strategy (METI, MLIT), Digital Zenso (METI, Digi Agency, Cabinet Secretariat, MLIT, MIC), etc.

- ➔ **Reform ITS from a new perspective that will reincarnate itself.**
- ➔ **Promote specific projects** that contribute to solving social issues **and pursue social implementation as a goal.**

Key Points

Projects

- (1) Consider what kind of mobility-related social infrastructure is necessary for Japan's future by utilizing new technologies.**
- Consider Japan's mobility and transportation policies that are not currently being considered, but should be considered in light of the future.
- Organize, share **good points and points that need to be reflected together with local governments** and improved Japan's mobility solutions.



Other Activities

- Contribute to the development of ITS human resources, which should be geared towards young people
- Promote Japan's ITS initiatives overseas
- Support the development of ITS in Asia-Pacific**
- Expand ITS networks in Japan and abroad
- Promote friendship and cooperation with ITS stakeholders, and disseminate and promote ITS Japan's activities

ITS/ICT Infrastructure for Zero Traffic Accidents

(1) Consider what kind of mobility-related social infrastructure is necessary for Japan's future by utilizing new technologies.

Building AI and Communication Infrastructure for Zero Traffic Accidents

