

Mobility Innovation Workshop 2026

Sponsorship Prospectus



Greetings

Building on the SIP-adus Workshop under the Cabinet Office's Cross-ministerial Strategic Innovation Promotion Program (SIP) – Phase I: “Automated Driving Systems” and Phase II: “Automated Driving for Universal Services” – the Mobility Innovation Workshop has been held annually since FY2023, co-organized by the Mobility Innovation Alliance Japan and ITS Japan. In the same week, related thematic workshops and technical tour are consolidated in collaboration with relevant stakeholders and are held as “Mobility Innovation Week Japan.”

Mobility Innovation Week Japan 2025 was held including workshops regarding future mobility innovation (e.g., automated driving), Japanese pilot test-site visits, etc. A total of 156 participants, including 65 from overseas, shared approaches, discussed technical, institutional, and social issues from diverse perspectives, and explored opportunities for international collaboration in the field of future mobility, including automated driving.

The fourth event, Mobility Innovation Week Japan 2026, is scheduled to be held in the Sapporo area during the week of November 9, 2026, in conjunction with the 24th ITS Symposium 2026 organized by ITS Japan on November 12 and 13. As a new initiative beyond existing frameworks, contributions from participants and sponsors will be necessary for the successful events. We would be grateful for your support.

Hajime Amano

Representative Director, Mobility Innovation Alliance Japan



Mobility Innovation Week Japan 2026 Program (Draft)

As of June 1, 2026

Monday, November 9	: Mobility Innovation Workshop Plenary Session, Sapporo Convention Center
Tuesday, November 10	: Mobility Innovation Workshop Plenary Session, Sapporo Convention Center
Wednesday, November 11	: Mobility Innovation Workshop Breakout Workshops / Joint Session with ITS Symposium 2026, Hokkaido University
Thursday, November 12	: Mobility Innovation Technical Tour, TBD
Friday, November 13	: Related meetings (TBD)

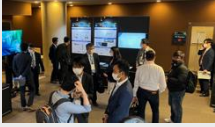



Sponsorship Contact

Mobility Innovation Alliance Japan, International Collaboration Management Committee
(Ryota Shirato, Manabu Umeda, Tamaki Uemura) Email: miwj@mobilityinnovationalliance.org

Sponsorship fee transfer address

Bank: SBI Sumishin Net Bank, Ltd. Tokyo / Branch: Houjin Daiichi Branch (106)
SWIFT BIC : NTSSJPJT / Account No.: 2878813
Beneficiary Name: General Incorporated Association, Mobility Innovation Alliance Japan
Intermediary Bank Name: Mizuho Bank, Ltd. / SWIFT BIC: MHCBJPJT
*Sender's bank charges: To be borne by the ordering customer
*Receiver's bank charges: To be borne by the beneficiary customer

Mobility Innovation Workshop 2026, Sponsorship Benefits

		Category	Sponsorship Plan		
Benefits		Contents/Remarks	Diamond (1M JPY)	Platinum (300k JPY)	Gold (100k JPN)
Plenary Session (9 – 10 Nov.)	PR booth in the foyer at Plenary session	You can exhibit a PR booth in the plenary hall foyer to promote your company's services and products. - One long desk and one poster board provided. 	✓	Please select one of these three options.	
	Presentation at Plenary Session	You can deliver about 15-minute presentation on your services and products on stage in the Plenary session. 	✓		
	Promotional video projection	You can show a 20-second promotional video before plenary session starts or during coffee break. - Free format; broadcast times can be specified. 	✓		
	Advertisement in the plenary session programs	You can put advertisements will be placed in the A4 program distributed in the plenary sessions. Placement location decided upon request. - Application deadline: October 23, 2026.	✓	✓	✓
	Logo on the participant's name card (ID badge)	Your company logo will be printed on participant's name card, visible to all participants. Two slots available. - Application deadline: October 23, 2026. 	✓		
	Logo display on Speakers' podium	Your company logo or name will be displayed on the front of the Speakers' podium in the plenary session stage.	✓		
	Participation fees exemption	Depending on your sponsorship level, the designated number of participants is eligible to attend the workshop on November 9–11, 2026, with free of charge.		5 persons	3 persons
Whole Week	Holding proposal-based events	Sponsors may hold promotional events during Mobility Innovation Week Japan in coordination with organizers. - Application deadline: July 31, 2026.	✓		
	Logo and link on website	Your company logo and website link will be posted on the official site. Size, format, and data requirements will be provided after the application. - Content may be in English or Japanese.	✓	✓	✓