



2022 Japan Supplier Innovation Online Showcase

Organizer: Japan External Trade Organization (JETRO), Chicago Office

Co-Organizer: Original Equipment Suppliers Association (OESA)

Date: February 16th-17th, 2022 (Wednesday, Thursday)

Location: Virtual

Japan External Trade Organization (JETRO)
<https://www.jetro.go.jp>

Introduction

In 2019, Japan became the #1 leading foreign investor in the United States, which can largely be attributed to the automotive and its related industries. This continued investment into the US economy has led to new opportunities for business partnerships between the Japanese and American automotive communities. While the Covid-19 pandemic has altered the economic and political landscape, the need for further business and technology collaboration could not be greater to provide solutions to global issues such as sustainability, inequity, mobility, and more.

The Chicago office of the Japan External Trade Organization, (JETRO), is organizing an online supplier showcase with Japanese automotive supplier companies in order to support their business expansion with North American and European OEMs and Tier 1's. In this virtual exhibition-style showcase, US-based automakers and Tier 1 suppliers will be able to meet innovative Japanese companies showcasing their latest technologies and products. Meetings will take place during the two-day showcase, and companies will be able to send meeting requests up to two weeks in advance.



Showcase Outline

Date & Time	Wed-Thurs, February 16-17 th , 2022 8:30am – 8:30pm EST ※Advanced meeting requests open: Monday, Jan 31 th -15 th , 2022
Location	Brella Virtual Meeting Platform
Organizer	Japan External Trade Organization (JETRO) Chicago Office
Co-Organizer	Original Equipment Suppliers Association (OESA)
Outline	Showcase for Japanese companies that want to start business with US/EUR OEMs/Tier 1s or wish to expand their business by offering new technologies.
Target Audience	US-based manufacturers of finished vehicles (OEM) or Tier 1 suppliers, who are interested in exploring the latest technology and innovations from Japanese suppliers. ※This showcase is not open to trading companies, accounting companies or consultants that do not have their own products.
Product / Technical Category	<ul style="list-style-type: none">• Materials / Lightweighting• ADAS & related technologies• Infotainment / UX• xEV (PHEV, BEV, FCEV (hydrogen), battery, & related technologies)
Number of Participants	40+ Innovative Japanese Suppliers
Screening	JETRO Chicago will screen registrants based on eligibility for the event.

Benefits of Attending

① Learn about the Latest Innovation and Technologies from Japan

This is an opportunity for purchasing managers, engineers and R&D team members to meet directly with and learn about the latest technologies from over 40 innovative Japanese suppliers.

② Matchmaking Platform Leveraging AI with Flexible Meeting Schedule

The online business meeting platform, Brella, allows applicants to set their own availability for meetings request meetings on their own time, and leverages a unique AI system to suggest potential business partners that based on interests and company profiles. Participants can request meetings for mutually available time slots during the two day showcase up to two weeks in advance.

※Some participants may join from different time zones.

③ Free of Charge

JETRO provides the virtual exhibit space and business matching platform, so participation is free.

Registration

Please register via this link: [Registration for 2022 Japan Supplier Innovation Online Showcase](#). You will be asked to enter basic company and attendee information.

JETRO Chicago contacts:

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※Please note that JETRO Chicago is currently adopting a telework system with only occasional in-office hours. For this reason, it is best to contact us by e-mail.

Important Dates

Registration Deadline: Tuesday, January 25th, 2022

Registration Screening: Monday, January 30th, 2022

Meeting Requests Open: Monday, Jan 31st – Tuesday, Feb 15th, 2022

Showcase Dates: Wednesday-Thursday, February 16th-17th, 2022

Showcase Main Technology Areas

Japanese supplier companies that demonstrate a *unique* design or manufacturing technology that could deliver *significant* quality, function, cost or weight advantages versus the present position of OEMs and Tier 1's are prioritized in JETRO's screening process. Japanese companies will be showcasing technologies including the following categories:

Main Technology Categories

- **Materials / Lightweighting**
- **ADAS & related technologies**
- **Infotainment / UX**
- **xEV (PHEV, BEV, FCEV (hydrogen), battery, & related technologies)**

○ EV / Battery technology

- Charging improvement
 - Fast charging
 - Wireless charging
 - On-board charging
- Charging infrastructure
- Materials improvement
 - Energy Density
 - Battery components
 - Battery management systems
 - Thermal management systems
- Motor control systems
- Vehicle / Battery integration
- Disruptive battery technology
- Fuel cell / hydrogen
- Hybrid vehicle improvement
- Carbon neutral manufacturing / supply chain
 - Battery supply chain
- Lightweighting
- Battery testing
- Battery / component Recycling
- Other

○ Infotainment & ADAS

- UX / UI /HMI improvement
- Displays / touch
 - Smart dashboard
 - Digital cockpit
 - AR / VR /HUD (heads-up display)
- Safety tech
 - Distracted driving tech
 - Cameras
 - Sensors
 - Driver-monitoring / health-monitoring tech
- Telematics / ADAS
 - Battery-saving, power-management (EV)
 - Drive-assist / Parking-assist
 - Lane control / safety tech
 - GPS / location tech improvement
 - V2V / V2X
 - Road condition driver-alert
 - Self-driving tech / autonomy
 - AI / ML / DL
- 5G / Connectivity / Streaming / Cloud
- Vehicle Electronics
- Middleware / Apps
- System security
 - Cybersecurity
 - Remote vehicle diagnostics
 - Predictive maintenance
- Mobility
 - Shared mobility
 - Last-mile mobility
- Out-of-the-box tech
- Other

Guidance for Participation

- If you would like to make changes to the information provided during registration, please contact the JETRO Chicago office. Please note that JETRO may not be able to respond to any requests to change registration information. Please note that JETRO may not be able to accommodate any change requests after the registration deadline.
- Participation in this event does not guarantee business meetings with Japanese suppliers. Please note that even if you request a business meeting on the platform, the meeting request must be accepted by the other party.
- JETRO will not provide interpreters for this online showcase. If an interpreter is required, it is the responsibility of the participant to make arrangements.
- Subletting, selling, exchanging, or transferring of the virtual registration "ticket" is prohibited.
- This showcase will be open from 8:30am to 8:30pm (EST), and participants can set their individual availability for meetings. We ask that you remain on the platform during the slots you mark as "available".
- This showcase allows participants to set flexible meeting schedules.
- Please be aware that due to the online nature of this event, there may be a time zone differences between participants.
- Actual business negotiations and transactions will be conducted at the discretion and responsibility of each company. JETRO cannot be held liable for any damages incurred.
- In the event of natural disaster, transportation disruption, etc. JETRO may cancel the showcase even after receiving the application form. In this case, JETRO will not be able to compensate for any losses incurred by the participants.
- The information you submit will be handled in accordance with JETRO's "Privacy Policy". Personal information will be strictly controlled and used for the purpose of this event and related services of JETRO.
- We request that each company completes our questionnaire after the event.