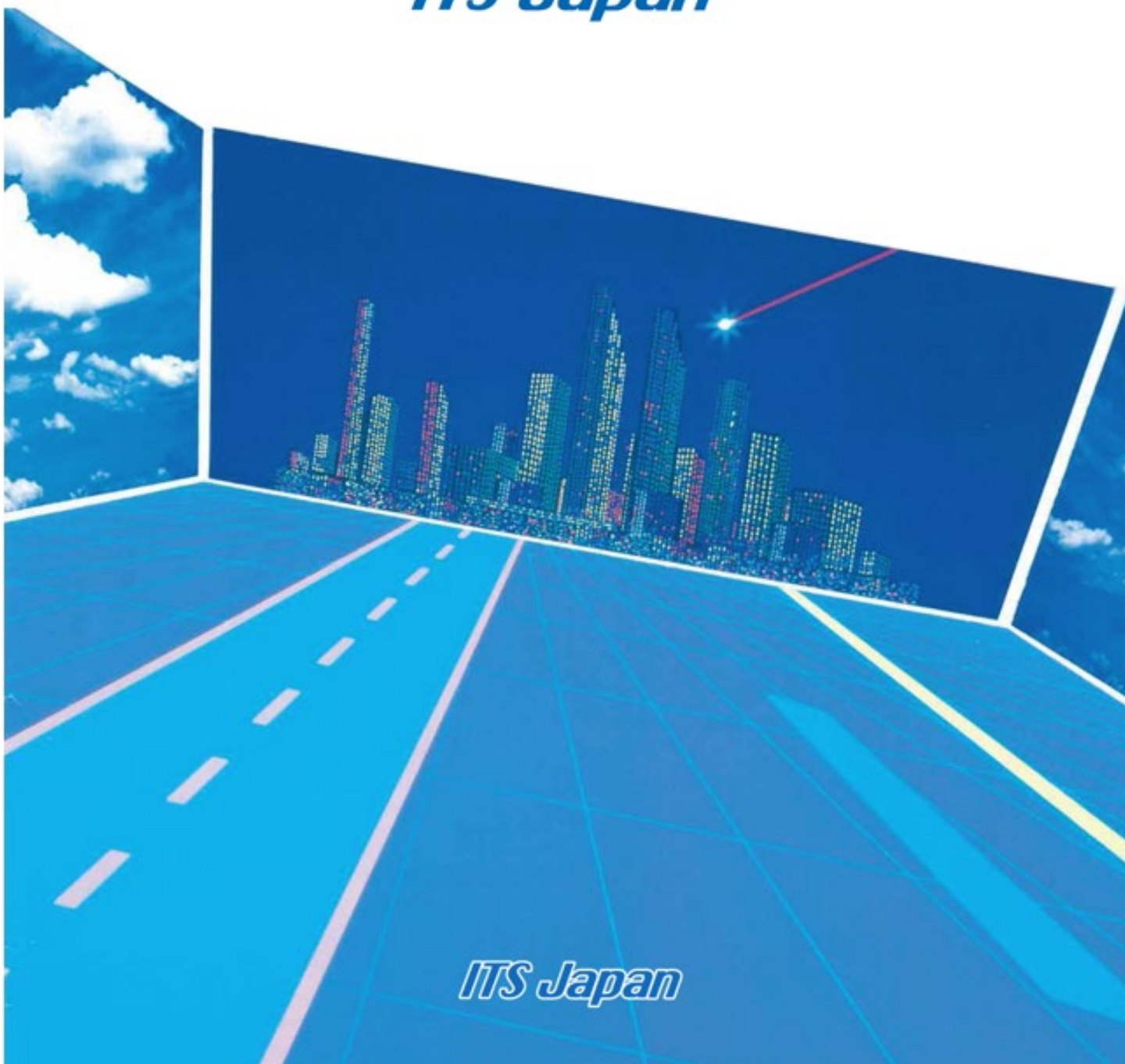




*ITS Japan*



*ITS Japan*

# Overview of ITS Japan

## ◆ Our Vision

ITS Japan contributes for developing and implementing policies that resolves Japan's societal and individual challenges by leveraging ITS (Intelligent Transport Systems) technologies and services.



## ◆ Officers, Board Companies, Organizations

Our members are from private companies, academia, incorporated foundations and many other organizations promoting activities in a wide range of fields with ITS as the core.

### Membership : 244

#### Members

Regular Member	: 170
Honorary member	: 2
Adviser	: 1
Associate Member	: 18
Supporting Member	: 53

As of May, 2025



Chairperson  
Keiji Yamamoto  
(Chief Product Integration Officer,  
Toyota Motor Corporation)

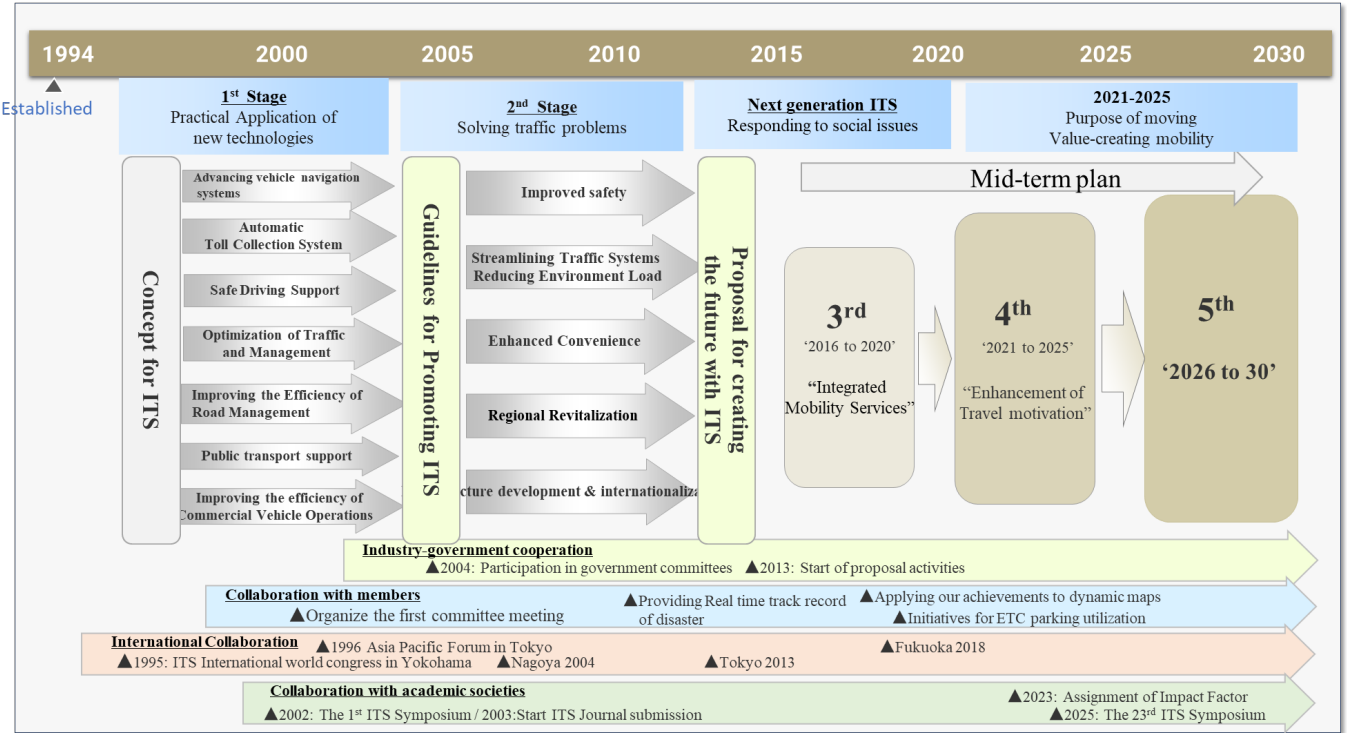
### Board Members



# Overview of ITS Japan

## ◆ History of Initiatives

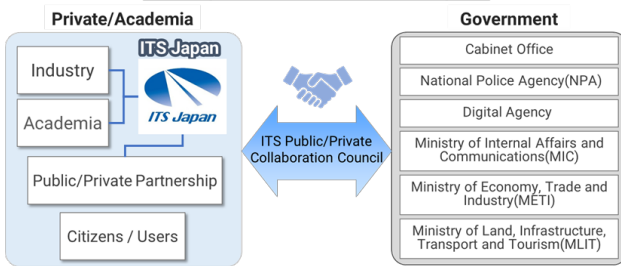
- January 1994 : Founded as VERTIS (Vehicle, Road and Traffic Intelligence Society).
- June 2001 : Name changed to 'ITS Japan'.
- June 2005 : Registered as Legal Entity.



## 1. Collaboration with Industry-Government

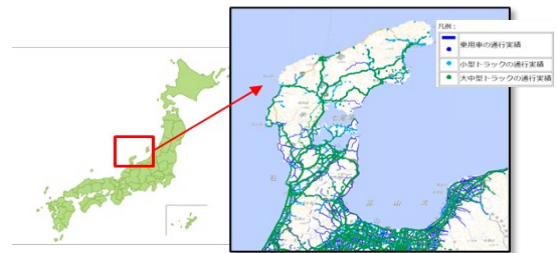
Aiming to resolve traffic and societal challenges through the utilization of ITS in collaboration.

### ITS Japan's Position and Roles in Japan



## 2. Collaboration with Members

Start providing cars/trucks trajectory info. to the public during disasters, having contributed to route plannings for emergency material distributions.



The January 2024 Noto Peninsula Earthquake

## 3. International Collaboration

ITS Japan is serving as Secretariat Office of ITS Asia-Pacific for collaborating with Americas (ITS America) and Europe (ERTICO -ITS Europe).

### International Cooperation



### ITS Organizations in Asia-Pacific



## 4. Collaboration with Academia

ITS Japan hosts ITS Symposium every year, and creates opportunities for young researchers to present their research achievements and to submit their papers to the "ITS Journal."

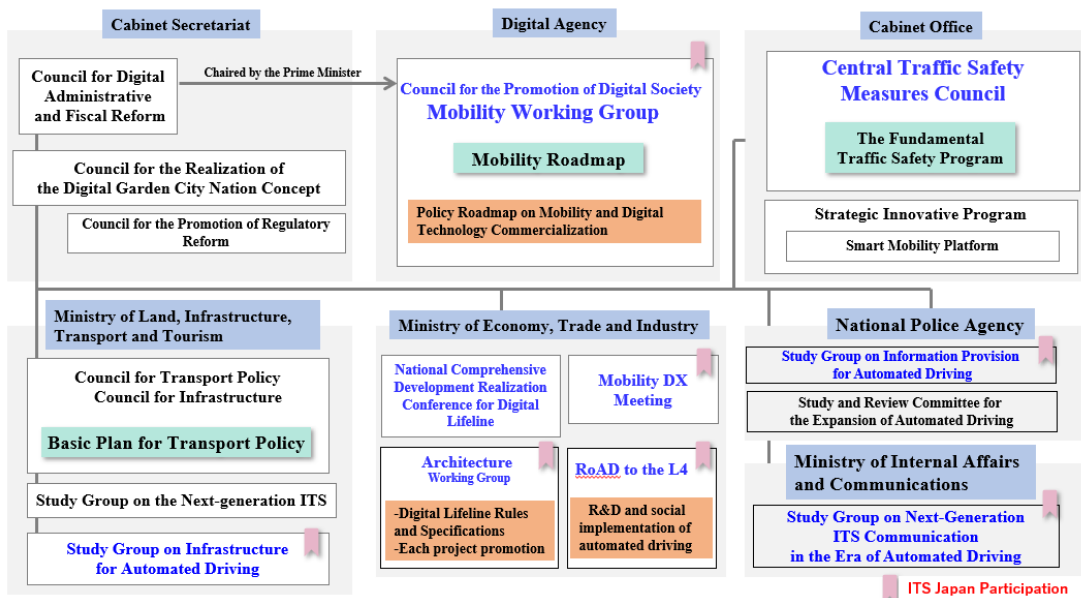


ITS Symposium 2024 in Kumamoto

# 1. Collaboration with Relevant Ministries, Agencies, Collaboration with Industry-Government

- Through activity reports, opinion exchanges, and discussions on ITS initiatives involving both government and private sectors, we are reaffirming ITS Japan's goals and direction.
- We are discussing the future application of ITS and related matters for addressing societal issues.

## ◆ ITS-Related Meetings of the Japanese Government and Ministries



## ◆ Proposal and Suggestions

ITS Japan, as an organization addressing challenges, has been collaborating with relevant government agencies, organizations, and businesses to identify various issues related to road traffic and consider countermeasures for them. Furthermore, we have been promoting activities aimed at the practical application and widespread adoption of ITS.

### ✓ Previous Proposals

The development of cooperative ITS infrastructure for ITS popularization and the building of a foundation for the social implementation of autonomous driving.

### ✓ Updated Proposals in 2025

For the social implementation of autonomous driving, the content has become more specific and implementation-focused. This includes, for example, standardizing smart pole specifications and their social implementation, utilizing V2X/V2N data, supporting vulnerable road users, and clarifying autonomous driving roles. Particularly, Autonomous driving shuttle bus services are expected to address local public transport driver shortages, requiring suitable ITS infrastructure.

We will continue to promote the strategic utilization of ITS, including the integration of mobility data for solving social issues, in cooperation with the government.



Proposal in 2025

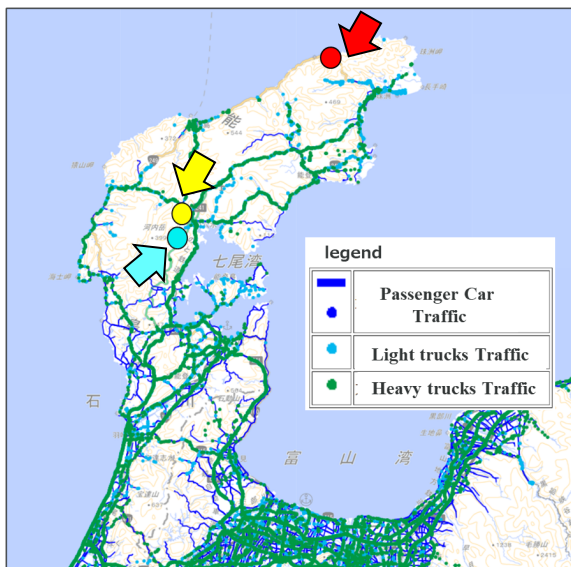


## 2. Collaboration with Members (Addressing Social Issues)

In 2011, ITS Japan released "Vehicle Probe Data for Traffic Conditions", integrating probe data from privately-owned vehicles. This proved to be an extremely effective method for estimating passable roads around the disaster-stricken areas immediately after the Great East Japan Earthquake, and it has been utilized in life-saving and rescue operations.

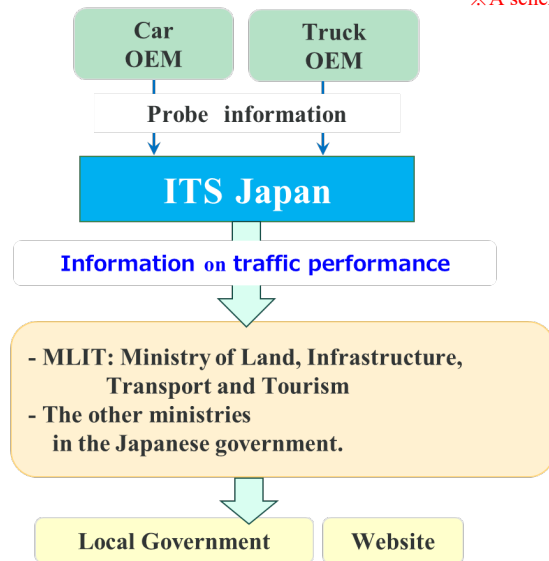
### ◆ Initiatives and Support for Social Implementation

#### The Passable Road Maps



#### An Example of ITS Contribution to Disaster Resilience

※ A scheme example



Source: Ministry of Land, Infrastructure, Transport and Tourism

Since 2014, the inclusion of truck probe data has proven useful for route planning that considers vehicle size, particularly for large-scale emergency relief transportation. This disaster traffic performance information is provided to administrative agencies and the general public during major earthquakes and large-scale wind and flood disasters. This initiative is a pioneering effort in utilizing mobility data to enhance resilience.

## 2. Collaboration with Members (Committee Activities)

ITS Japan promotes discussions, demonstrations, and standardizations for the advancement of ITS through its committee activities

### ◆ Overview of Previous Committee Activities

#### The First Committee in 2002

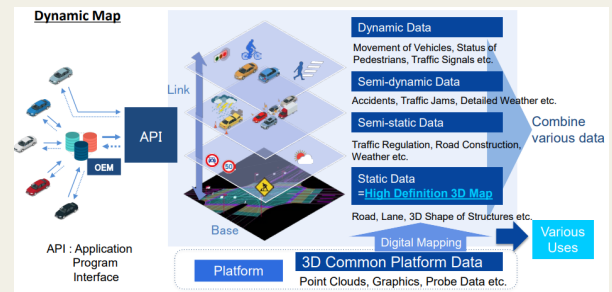
Prompted by the 2004 ITS World Congress in Nagoya, the first committee was formed in 2002. It compiled the issues and strategic directions for ITS in Japan, and presented proposals to the pertinent ITS-related ministries and agencies. Designated as a Specified Non-Profit Organization (NPO) in 2005 and its established structure continues currently.

#### ETC Parking Utilization from 2006 to 2017

Beginning in 2006, an initiative was launched to study the promotion of widespread ETC (Electronic Toll Collection) adoption and its further utilization. Specifically, regarding the use of ETC in parking lots, we conducted demonstration experiments in Tokyo and submitted the results as a request to the government. In 2017, this initiative was commercialized, and the achievements of ITS Japan's activities were handed over to businesses.

#### Applying our Achievements to Dynamic Map

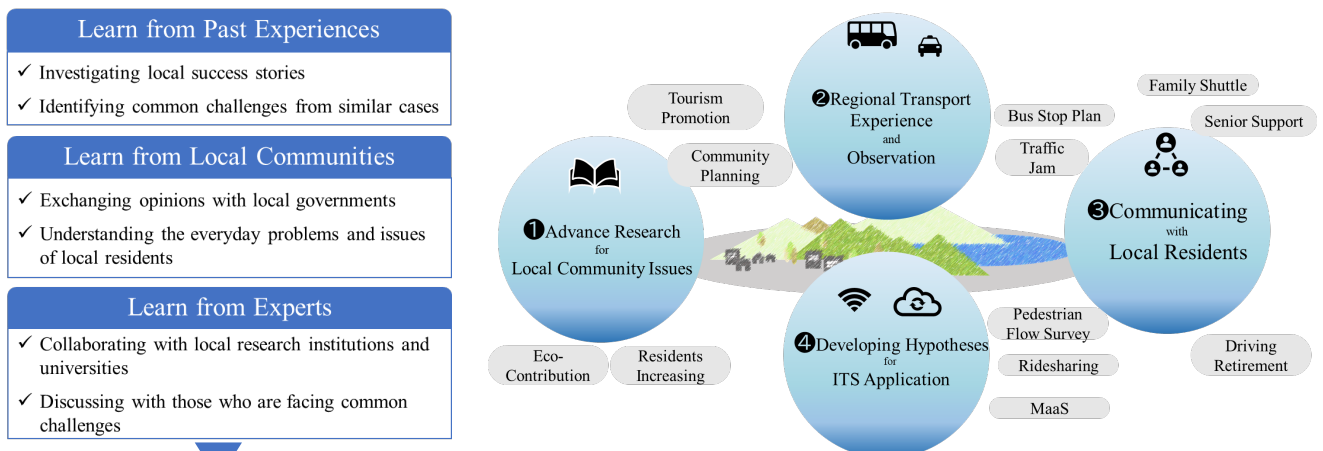
Since 2004, studies have been conducted on a road spatial information infrastructure that can be utilized for the advancement of driving support services. This concept was then commercialized as 'Dynamic Map' within SIP-adus, a program promoted by the Cabinet Office at the time.



Driving Systems" in 2016.

### ◆ Regional ITS Initiatives

Understanding Future Challenges in Regional Mobility and Exploring Solutions Through the Utilization of ITS Technology



#### Visit and Dialogue with the Local Community

(Educational institutions, Academic experts, Local governments, Transportation operators, Local residents)

Plan and materialize mobility policies suitable for that local community.

### 3. International Collaboration (ITS World Congress)

Globally, the field of ITS is represented by three major organizations that collaboratively host the annual “ITS World Congress”. Since its inaugural meeting in Paris, France, in 1994, the conference has been held in rotation among the three regions: Europe, North America, and Asia-Pacific.



From the left  
Ms. Laura Chase, CEO of ITS America  
Mr. Joost Vantomme, CEO of ERTICO  
Mr. Akio Yamamoto, President of ITS Japan

The ITS World Congress brings together industry, government, and academic stakeholders in ITS, providing a platform to identify challenges through expert discussions, exhibitions, and demonstrations, to chart a path for technology development and adoption.

#### ITS World Congress 2024 in Dubai

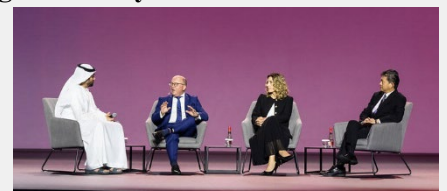
##### ◆ Theme

"Mobility Driven by ITS"

##### ◆ Topics

- Urban Mobility
- Innovation in Mobility & Logistics
- Clean Mobility
- Automated Mobility

#### Opening Ceremony



#### Ministry Session



#### Japan Pavilion at the exhibition



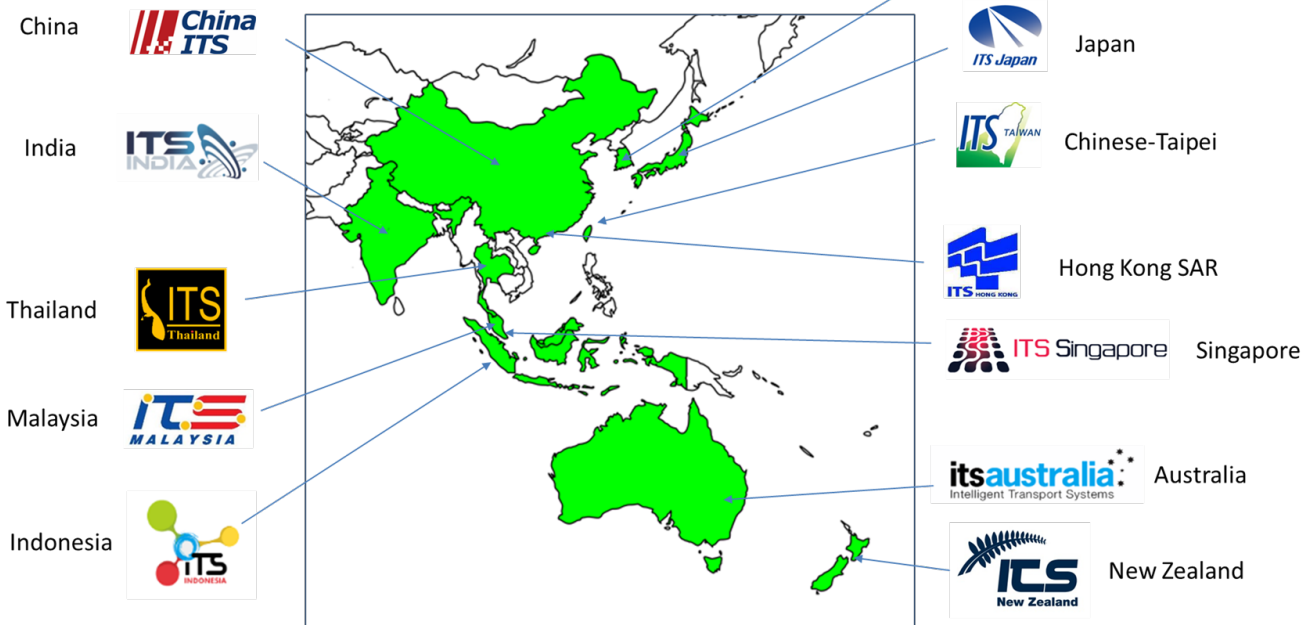


### 3. International Collaboration (ITS Asia-Pacific Forum)

Since ITS Asia Pacific (ITS-AP) was founded in 1999, ITS Japan has taken a leadership role in spearheading inter-country/regional ITS activities in the Asia-Pacific region, including Asia and Oceania. As a key activity of ITS-AP, the 'Asia Pacific Regional ITS Forum' is hosted, and ITS Japan provides various support to each host city.



#### ITS Organizations in Asia-Pacific



#### ITS AP Forum2024 Jakarta Indonesia

##### ◆ Opening Ceremony



##### ◆ Pavilion



#### ITS AP Forum2025 Suwon Korea

##### ◆ Opening Ceremony



##### ◆ Pavilion

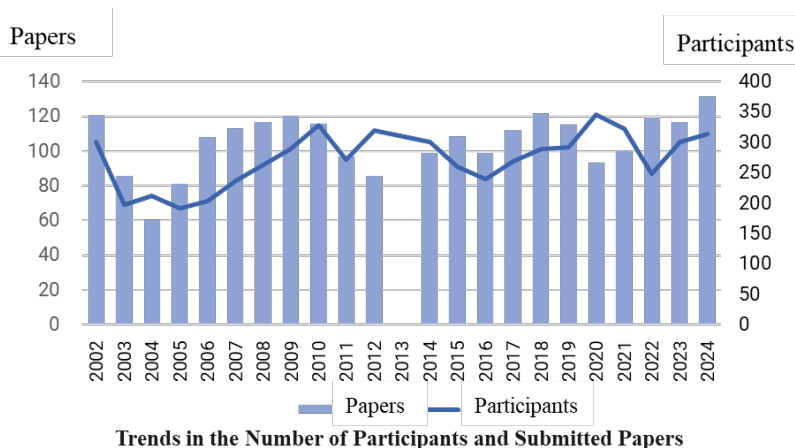




## 4. Collaboration with Academia (ITS Symposium / ITS Journal)

### ◆ ITS Symposium

ITS Japan annually organizes the Symposium with the dual objectives of showcasing the latest ITS technology development across industry and academia, and cultivating human resources, particularly young researchers, engineers, and students. This is recognized as an interdisciplinary research area involving engineering (civil, mechanical, electrical, information) and social science fields (human engineering, medicine, law, economics) and so on.



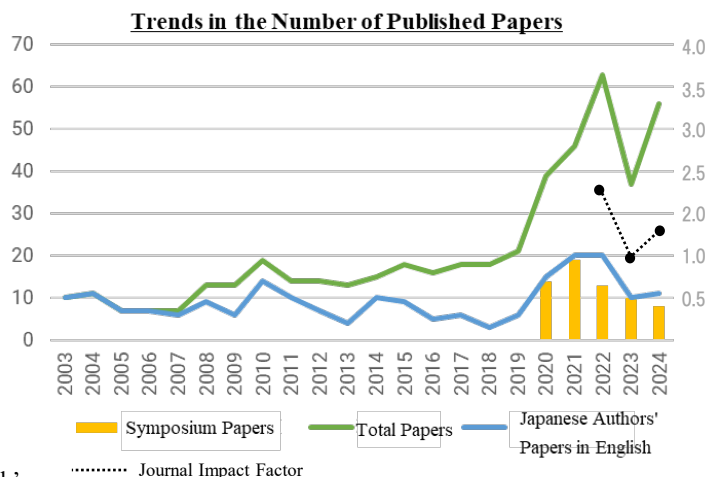
### ◆ ITS Journal

ITS Japan publishes this academic journal for ITS (first issued in 2003) to globally share its activities and Japanese ITS research. It gained an “Impact Factor” in 2022. The journal's editorial board comprises of Japanese academic experts, including researchers and engineers across various fields.



**IJIT**

‘International Journal of Intelligent Transportation Systems Research’





Specified Non-Profit Organization

**ITS Japan**

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URL : <https://www.its-jp.org>

July 24, 2025.