



ITS Japan

Connecting People and Technology



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	: 171
Honorary member	: 1
Adviser	: 1
Associate Member	: 18
Supporting Member	: 53

As of May, 2026



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

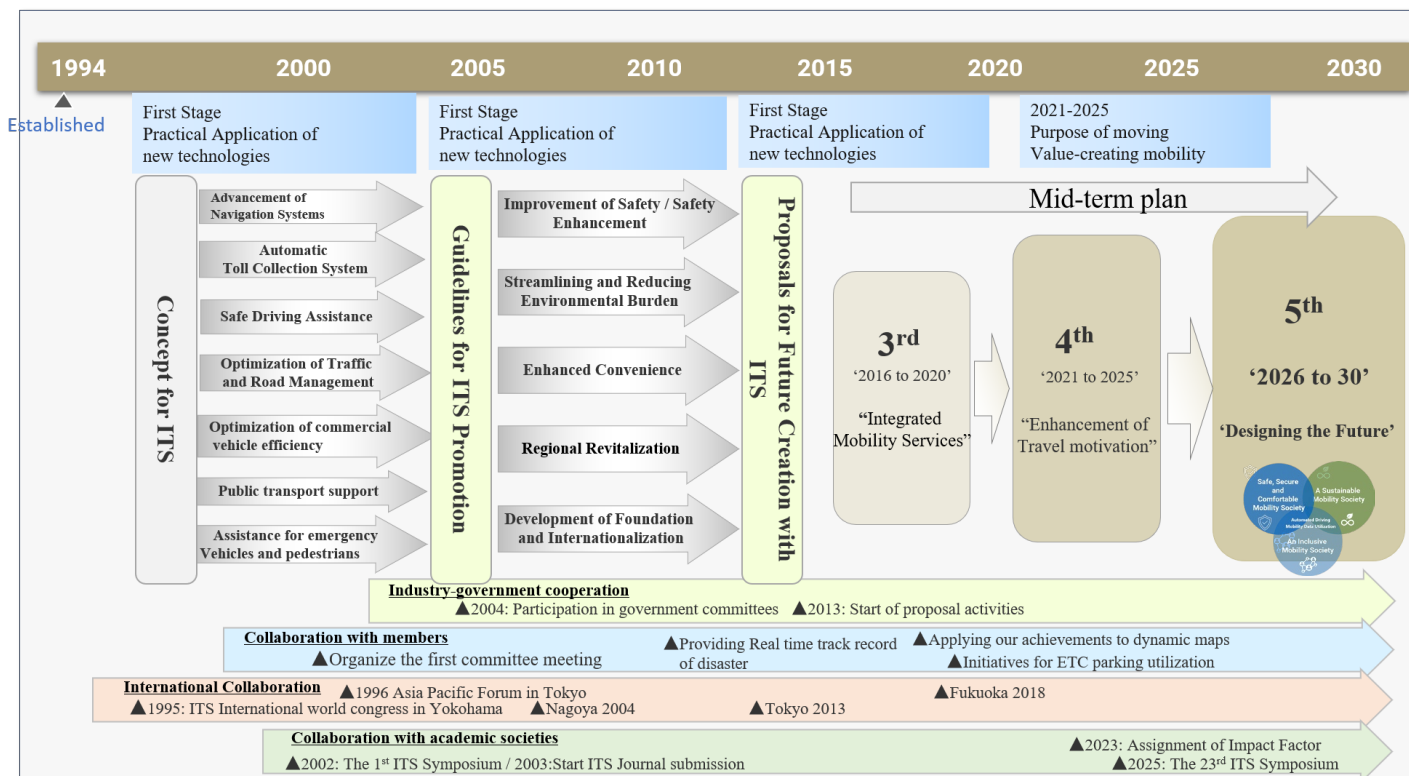
Board Members



Overview of ITS Japan

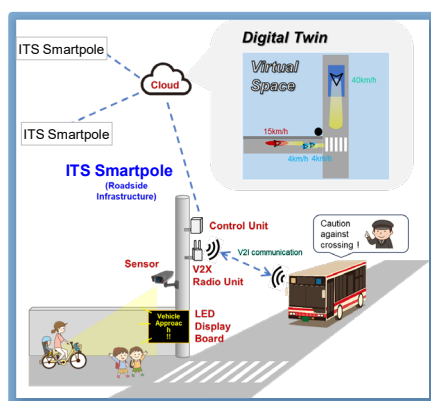
◆ History of Initiatives

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

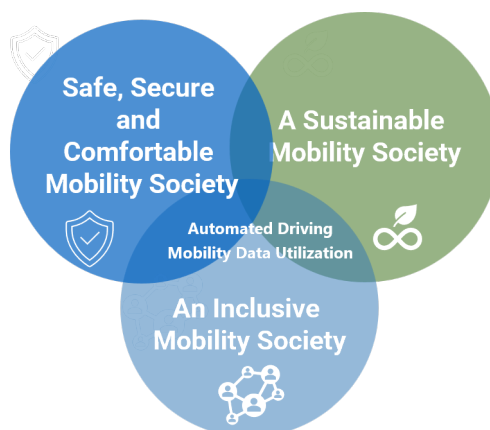


Designing the Future

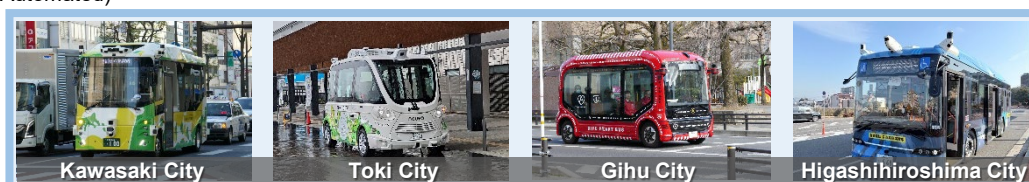
◆ 5th Mid-Term Plan



Infrastructure-Cooperative Driving Support (Safe & Automated)



Real-Time Road Condition Monitoring via Dashcams in Heavy Snow

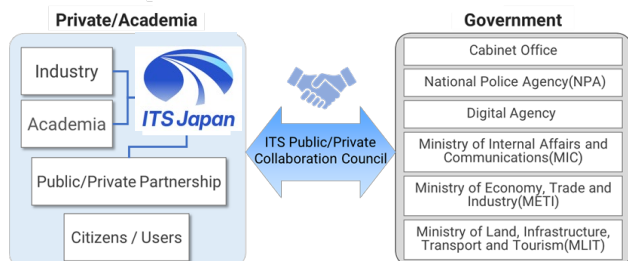


Demonstration experiments for automated driving

Key Activities

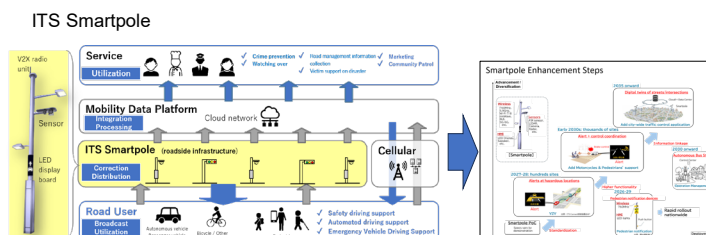
1. Collaboration with Industry-Government

Partnering with relevant ministries to solve traffic and social challenges via ITS.



2. Collaboration with Members

Realizing next-generation ITS infrastructure by defining requirements and impacts for the C-ITS Smartpole.



3. International Collaboration

As the Secretariat of ITS Asia-Pacific, ITS Japan drives collaboration with ITS America and ERTICO - ITS Europe.

International Cooperation



ITS Organizations in Asia-Pacific



4. Collaboration with Academia

The annual ITS Symposium enables young researchers to present findings and submit journal papers.



ITS Symposium 2025 in Hiroshima



ITS Journal

Driving strategic initiatives across key focus areas for the future

◆ Key Target Areas for ITS Japan's Contribution

1. Safety and Security

- A society with zero traffic fatalities via automated driving, ADAS, V2X.
- Support resilient transportation systems during disasters and emergencies

“Red text indicates priority initiatives”

- Reducing traffic fatalities
- Assessing aging infrastructure
- Building resilient transport networks

2. Inclusive Mobility — Leaving No One Behind

- A society where mobility never limits life for anyone.
- Spreading the idea: Mobility means social inclusion and rights.

- Redesign of rural public transport
- Implementation of DRT, MaaS, and DX
- Full adoption of universal design

3. Green Mobility

- Transportation systems contributing to carbon neutrality by 2050.
- Emphasizing "optimization of overall transportation"

- Promoting EVs, FCVs, and next-generation fuels
- Improving public transport and logistics efficiency (Modal Shift)
- Reducing congestion and implementing TDM

4. Digital x Transportation (Smart Mobility)

- Smart transportation systems utilizing data and AI
- Shifting from infrastructure-led to "service and data-led"

- Utilizing V2X, traffic signal info, and probe data
- Social implementation of Level 4 automated driving
- Integrating transport services through MaaS

5. Contribution to Economic Growth and Global Competitiveness

- Expanding Japan's transportation technologies and services globally
- Transforming transportation into a growth and export industry

- Overseas expansion of Japan's unique automated driving and ITS
- Contributing to tourism promotion, including inbound tourism

6. Infrastructure Development to Support the Above

- Building ITS/ICT infrastructure to track and analyze road usage, such as automated driving and road pricing

Collaboration with Relevant Government Agencies

◆ Recommendations

Representing the private sector, ITS Japan works with relevant ministries, organizations, companies, and academia to identify road transport issues, develop solutions, and promote ITS deployment.

Highlights of the 2026 Policy Recommendations

- Social implementation and specification standardization of smartpoles
- Platform development and utilization of V2X/V2N data
- Data utilization to reduce accidents involving vulnerable road users
- Clarification of vehicle/infrastructure roles in cooperative automated driving



**ITS Japan 2026
Policy
Recommendations**

Regional ITS Initiatives

◆ ITS for Local Mobility

Addressing Future Challenges in Regional Mobility and Leveraging ITS to Create Solutions

Learn from Past Experiences

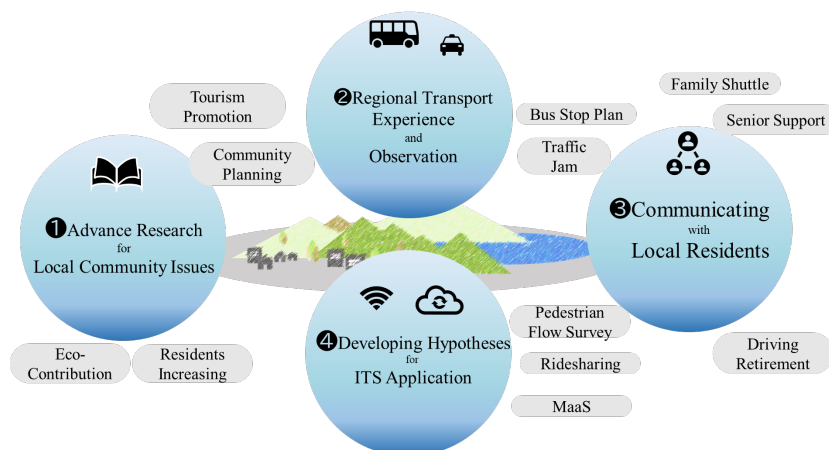
- ✓ Investigating local success stories
- ✓ Identifying common challenges from similar cases

Learn from Local Communities

- ✓ Exchanging opinions with local governments
- ✓ Understanding the everyday problems and issues of local residents

Learn from Experts

- ✓ Collaborating with local research institutions and universities
- ✓ Discussing with those who are facing common challenges



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.

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 2025 in Atlanta

◆ Program Theme

1. Vehicle Automation
2. Connected Transportation
3. Transportation Systems
4. Managing & Utilizing Data
5. Sustainability & Resiliency
6. Multimodal Integrated Mobility
7. Incorporating Emerging Technology

◆ Opening Ceremony



Mr. Halem



Mr. Kubota



Mr. Hedberg



◆ Exhibition



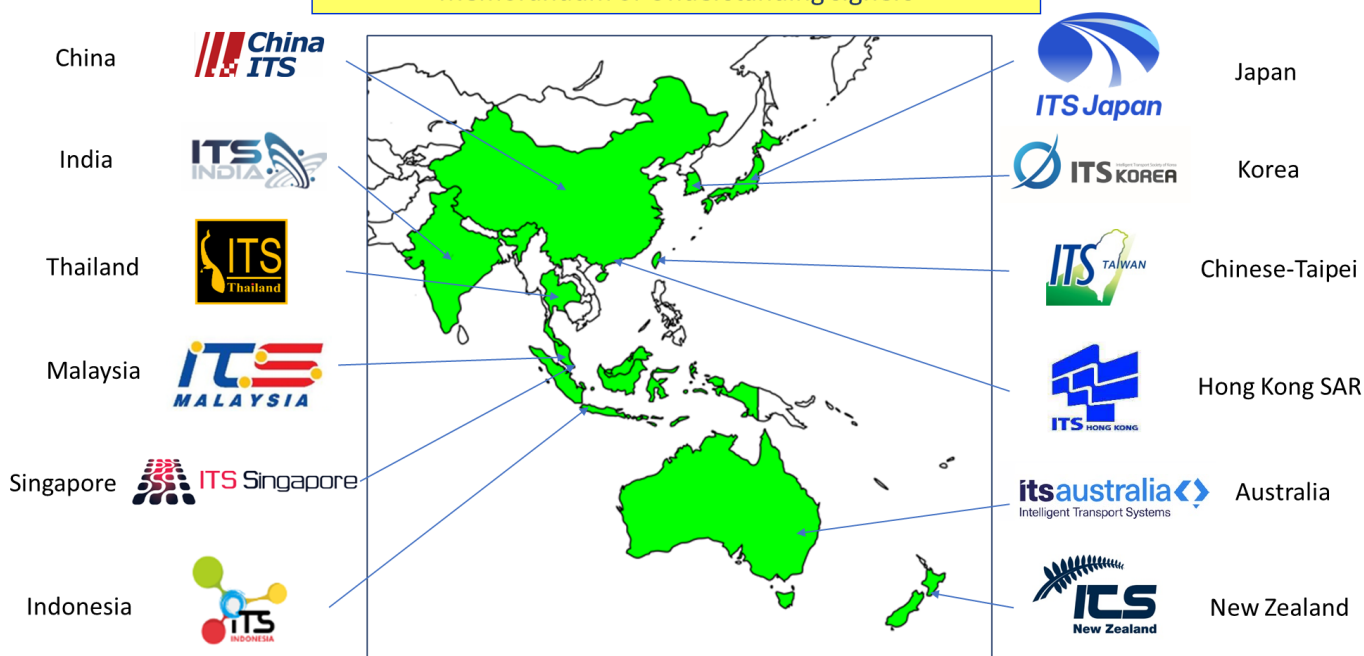
International Collaboration (ITS Asia-Pacific Forum)

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

Memorandum of Understanding signers



ITS AP Forum2024 Jakarta Indonesia

◆ Opening Ceremony



◆ Pavilion



ITS AP Forum2025 Suwon Korea

◆ Opening Ceremony



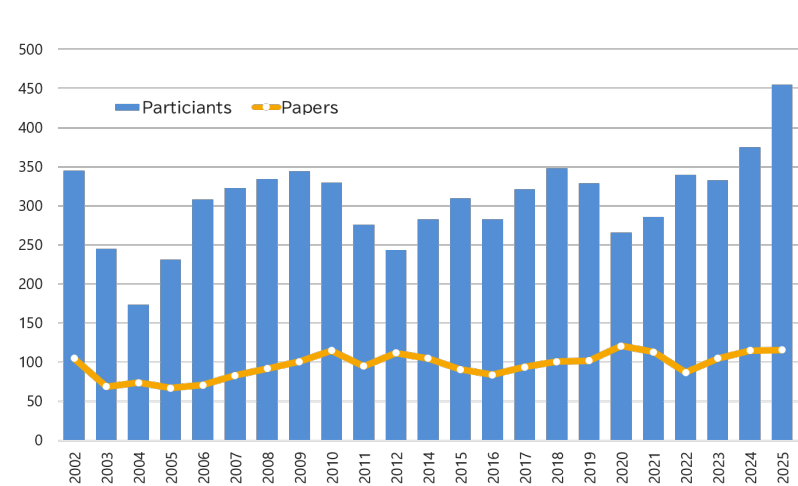
◆ Pavilion



Collaboration with Academia (ITS Symposium / ITS Journal)

◆ Academia-Industry Exchange & Nurturing Young Talent via ITS Symposium

This ITS Japan-hosted event promotes academia-industry collaboration by showcasing cutting-edge R&D and nurturing young researchers, engineers, and students. It serves as a highly valued, cross-disciplinary platform for information exchange, integrating core engineering fields (civil, mechanical, electrical, IT) with social sciences and humanities (ergonomics, medicine, law, economics).



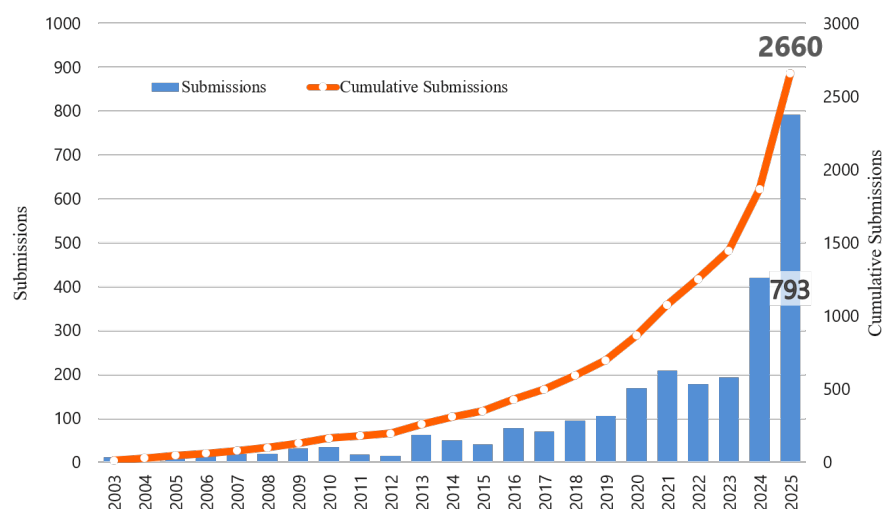
Trends in the Number of Participants and Submitted Papers

◆ ITS Journal

Launched in 2003, this academic ITS journal promotes ITS Japan’s activities and domestic research globally. Its editorial board brings together researchers and engineers from diverse technical backgrounds. By operating a regional board of Japanese experts, it aims to create strong synergies with the ITS Symposium.



IJIT
International Journal of Intelligent
Transportation Systems Research



ITS Journal Paper Submission Trends

Collaboration with Academia (Mobility Innovation Week Japan 2026)

Mobility Innovation Week Japan is a series of hands-on workshops on mobility innovation, organized by the Mobility Innovation Alliance Japan in cooperation with ITS Japan. Building on the legacy of the 9-year “SIP-adus Workshop,” Mobility Innovation Week Japan has expanded its scope to cover broader themes of mobility innovation, bringing together global experts since 2023.



Mobility Innovation Week Highlights

- ✓ International workshop on future mobility society, comparable to Europe's EUCAD(*) / TRA(**) and the US ATS(***).
- ✓ Consists of open plenaries, invitation-only expert workshops, and hands-on technical tours.

*EUCAD: European Conference on Connected and Automated Driving

**TRA: Transport Research Arena

***ATS: Automated Transportation Symposium

VENUES

Year	Venue	Technical Tour
2023	Tokyo	Sakai Town
2024	Nagoya	Taki Town, Gifu City
2025	Tokyo	Fukaya City, Shiojiri City
2026	Sapporo	Sapporo City

Scenes from Mobility Innovation Week Japan 2025



◆ Plenary Sessions



◆ Technical Tour



◆ Breakout Workshop



Designing the Future: Our New Logo

As a step toward the future, ITS Japan has renewed its logo of nearly three decades. Representing a future mobility society, this new logo reaffirms our commitment to aligning social expectations with member aspirations, driving forward initiatives to shape tomorrow's mobility.



1

Toward the Future

Diverse technologies unite to create new possibilities and shape the future of ITS.

2

Flexible Curve Concept

The curves represent data, communications, and new services, conveying a flexible, human-centered approach.

ITS Japan

Connecting People and Technology

3

Our Vision

The tagline highlights the connections among people, vehicles, infrastructure, and technologies that create new value.



Specified Non-Profit Organization

ITS Japan

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July , 2026