

## Japan Society of Automotive Engineers Exhibition and Congress May 2023

The Advanced Propulsion Centre (APC) is organising the UK presence at the JSAE Exhibition and Congress (JSAE) that takes place in Yokohama, Japan 24-26 May 2023.

JSAE is the leading automotive engineering show in Asia, and a key showcase event for automotive technologies in Asia.

Joining on the UK 'GREAT' Pavilion is an excellent way to expand business in the Asian automotive sector with multiple networking opportunities and increase of brand awareness.

The Pavilion provides the perfect alternative to an independent space. In addition to the cost savings, all logistics for the stand will be taken care of on your behalf all you need to do is submit the details for your graphic panels. The APC and Embassy staff will be there to support throughout the show.

This form is only for Companies and Businesses considering participating in this event. By completing this form, you hereby consent to the APC using the personal data provided for the purposes of contacting you about the JSAE 2023. Your information will not be passed to any third parties or used in relation to any marketing or other purpose.\*

**The cost of participation is at £7,000 (plus VAT), for a 1m x 2.5m pod or £3,500 for a 1m x 1.5m pod.**

Once again we are planning to offer a range of activities to enhance the effectiveness of the UK presence.

If you are interested in taking part in the UK pavilion at JSAE, please complete this expression of interest and e-mail it to Lynda, [lynda@lmgevents.co.uk](mailto:lynda@lmgevents.co.uk) by 28 February 2023. Space on the stand is limited and we are looking to support a portfolio of companies across a variety of technologies, markets and technological maturities. In the event of over subscription we will use the information returned from the EOIs to determine suitability to attend.

### Package offered to participants if C-19 regulations allow:

- dedicated project/stand manager
- support services before, during and after the event
- communication support with APC PR agency
- interpreter services during the event
- invitation to the UK close-up dinner
- invitation to JSAE networking party
- professionally designed and built stand
- access to the meeting rooms, common areas and refreshments.
- display panels for each participating organisation, based on a set of common cohesive designs and translated into Japanese
- space for displaying demonstration equipment and/or samples as appropriate
- space for literature
- dedicated IT package for local PowerPoint presentations and Internet access

### Participants' responsibilities:

In return participants will be expected to:

- provide, as electronic files, photographic material and text for the display panels (guidelines to be issued later)
- provide, as electronic files, PowerPoint presentations for local access (guidelines to be issued later)
- provide demonstration equipment and/or samples (optional)
- be present in Yokohama and share in the manning of the stand
- make own travel and accommodation arrangements
- ship own equipment, samples, brochures and giveaways
- contribute to the funding, as outlined below

**Quotes from previous UK participants – DO YOU WANT TO ADD ANY MORE UPDATES ON QUOTES??**

“It elevated our brand to the same level as more established companies or at least in the eyes of those not aware of our company.”

“It was an affordable way to approach a new market”

“The UK Pavilion gave us lots of new leads, including companies we have been trying to talk to for some months”

“Support services prior to and during the show were excellent.”

“Just to say thanks for the support - it is very much appreciated and makes a huge difference to a small but growing company.”

“The stand offers good value and unique access to senior management of the Japanese OEMs”

“Exhibiting on the UK Pavilion has supported our company’s development into new markets, safeguarding and creating numerous roles.”

“As a result of our participation, we have begun working with a Japanese manufacturer, as well as exhibitors that were on the UK Pavilion. Above all, the networking opportunity and level of credibility provided by the international programme was invaluable.”

## Application to Participate

Please send your expression of interest form to Lynda. The deadline is 28<sup>th</sup> February 2023.

<b>Name</b>	
<b>Tel</b>	
<b>Email</b>	
<b>Contact name</b>	
<b>Which pod type are you interested in?</b>	£7,000 (+VAT), for a 1m x 2.5m pod or £3,500 (+VAT) for a 1m x 1.5m pod
<b>Are you interest in displaying your technology?</b>	<b>Yes/ No</b>
<b>Please give a brief description of your company:</b>	
<b>Please give a brief description of the technology/product you would like to promote at the show:</b>	

We confirm that we applying to participate on the UK pavilion at JSAE 2023, Yokohama 24-26 May 2023.

If our application is accepted, we will pay the participation fee of **£7,000+VAT or £3,500+VAT** on confirmation of our attendance.

<b>Signed</b>	
<b>Date</b>	

## Appendix A – Stand layout

The stand design may be slightly different due to changes to fit the event requirements with social distancing and other Covid-19 safety requirements. We will have two meeting rooms, informal meeting areas, a reception desk and refreshment bar. We will utilize computer screens and plasma displays to access multi-media presentations and remote websites, as well as fixed display panels for each exhibiting organization.



### **\*General Data Protection Regulations**

*The Advanced Propulsion Centre UK collects this data to enable us to process data subjects application forms and to fulfill the contractual agreements, should the application be successful. To allow us to fulfil this, we may also be required to pass the data submitted to third party applicants.*

*The parties include, but is not limited to:*

- *Event organisation agencies*
- *UK Embassy in respective countries*
- *Society of Motor Manufacturers & Traders*
- *Hotels*

*These third parties will only utilise data in relation to this programme.*

*We will hold this data on record for 12 months post the event before erasing it. We treat all personal information submitted in accordance with the General Data Protection Regulations. To find out more about our privacy policy, [click here](#). For any more information, you can contact our Data Protection Officers by [clicking here](#).*