

Exhibitor Application Guidelines for the Japan Pavilion at MEMA Annual Conference & Expo 2026 (ACE26)

1. Program Overview

JETRO will organize a Japan Pavilion at the **MEMA Annual Conference & Expo 2026 (ACE26)**, one of the largest supplier-focused events in the North American automotive industry.

<https://mema.my.site.com/members/s/lt-event?id=a1fRb00000GmvKX>

Under this program, JETRO will establish a Japan Pavilion at the venue and provide exhibition space for approximately five Japanese automotive parts and technology companies. In addition, selected companies will receive integrated support, including pre-event preparation assistance from automotive industry experts, meeting arrangements with OEMs and Tier 1 suppliers, and post-event follow-up support.

2. Event Overview

Event Name: MEMA Annual Conference & Expo 2026 (ACE26)

Dates: November 18-19, 2026

Venue: Vibe Credit Union Showplace, Novi, Michigan, USA

Organizer: MEMA Original Equipment Suppliers

ACE26 is one of North America's premier supplier-focused automotive industry events, attracting OEM executives, purchasing leaders, Tier 1 suppliers, and industry experts. The program includes OEM keynote speeches, purchasing leadership panels, supplier executive discussions, industry trend seminars, exhibitions, and networking programs.

3. Program Details

(1) Exhibition at the Japan Pavilion

JETRO will establish the Japan Pavilion in a central exhibition and networking area at the venue and provide exhibition space for approximately five selected companies.

(2) Pre-Assessment and Market Positioning Support



Selected companies will receive one-on-one consultations with experts familiar with the U.S. automotive industry.

Planned Support Includes:

- Review of company profile, products, technologies, and target markets
- Analysis of business opportunities in the North American market
- Benchmarking against competing products
- Market positioning analysis
- Introduction to Total Delivered Cost (TDC) analysis methodologies
- Assessment of each company's competitive advantages
- Clarification of key value propositions for North American customers

(3) Business Meeting Preparation and Exhibition Enhancement

Individual consultations will be conducted before the event to help companies prepare for exhibiting and business meetings.

Planned Support Includes:

- Improvement of presentation materials
- Advice on exhibition panels and promotional materials
- Identification of prospective meeting targets
- Development of meeting plans

(4) Creation of Meeting Opportunities with OEMs and Tier 1 Suppliers

Based on each company's products, technologies, and business strategy, support will be provided to create meeting opportunities with OEMs and Tier 1 suppliers.

Potential Target Organizations:

- North American OEMs
- OEM purchasing departments
- OEM engineering and product development divisions

- Tier 1 suppliers
- New technology scouting teams
- Procurement and supply chain personnel

JETRO will identify prospective business partners and arrange meetings according to each company's strengths and business needs.

(5) On-Site Support During the Event

Industry experts will provide on-site assistance throughout the event to help participants maximize business meetings and networking opportunities.

Planned Support Includes:

- Assistance during meetings
- Networking support
- Introductions to industry stakeholders
- Identification of additional business opportunities

(6) Post-Event Follow-Up Support

Following the event, a results review will be conducted and follow-up support provided to facilitate ongoing business discussions.

Planned Support Includes:

- Review of meeting outcomes
- Identification of promising opportunities
- Development of follow-up strategies
- Formulation of action plans

4. Target Products and Technology Areas

In the North American automotive industry, responding to the rapid growth of electrification and software-defined vehicles, the shift toward autonomous systems, and rising costs that increasingly must be offset has become a critical management

challenge. This program is focused on two types of companies: those supplying components and systems to North American OEMs and Tier 1 suppliers, and those offering new technologies that improve manufacturing production and reduce costs. In particular, participation is encouraged from companies in the following fields.

(1) Automotive Components and Systems

- EV/HEV-related components (e-Axle technologies; motor and power electronics such as e-motors, inverters, DC-DC converters, and SiC/GaN power semiconductors; EV charging technologies including onboard chargers, DC fast-charging, and wireless charging systems)
- Battery-related components and materials (including battery management systems)
- Thermal management technologies
- Lightweight components
- Chassis and body-related components (including brake-by-wire and regenerative braking, steer-by-wire, and active suspension systems)
- Safety and ADAS technologies (including autonomous driving sensor systems – LiDAR, radar, camera modules, high-precision positioning)
- Connectors, sensors, and electronic control components (including high-voltage wiring harnesses)
- Next-generation internal combustion engine and hybrid powertrain technologies (ICE-hybrid integration systems, combustion efficiency improvements, hybrid transmission and control systems)
- Software-defined vehicle architecture (zonal/domain controllers, vehicle operating systems, OTA update systems)
- In-vehicle networking and connectivity (automotive Ethernet, V2X, 5G communication modules)
- In-vehicle cybersecurity solutions (secure gateways, hardware security modules)
- Digital cockpit and HMI systems (digital displays, head-up displays)

- Advanced lighting technologies (matrix LED, laser lighting)
- NVH reduction materials and components

(2) Manufacturing

- Perception and measurement technologies for manufacturing (machine vision, 3D vision, LiDAR, RFID/IoT sensors, non-destructive testing)
- AI and computational analytics for manufacturing (machine learning, generative AI, predictive and real-time analytics, sensor fusion)
- Virtual modeling and digital engineering (simulation, digital twins, generative design)
- Autonomous and robotic systems (industrial robots, autonomous mobile robots, humanoid robots)
- Control and digital production systems (industrial control systems, additive manufacturing)
- Industrial connectivity and interoperability solutions (industrial protocols, OPC UA (Open Platform Communications Unified Architecture), MQTT (Message Queuing Telemetry Transport), wireless networks, APIs)
- Data platforms and information infrastructure (data lakes and warehouses, real-time and stream data processing)
- Compute and runtime infrastructure (edge and cloud computing, containerization, AI model serving)
- Industrial cybersecurity and data protection
- Industrial human-machine interaction and spatial computing (AR/VR/MR, plant-floor HMI systems)

5. Application Overview

Number of Participating Companies: Up to 5 companies

Selection will be based on the contents of submitted applications.

Participation Fee: Free of charge

Participants are responsible for their own travel, accommodation, and related expenses.

Application Method and Deadline

Please submit your application via the following link by September 25th, 2026.

https://www.jetro.go.jp/form5/pub/cgo/ace26_application

6. Program Schedule

Timing	Activity
September 2026	Selection of participating companies
September 2026	Kick-off meeting
September-October 2026	Individual interviews and assessments
October 2026	Benchmarking and market analysis sessions
October-November 2026	Business meeting preparation and exhibition enhancement support
October-November 2026	Coordination of meetings with OEMs and Tier 1 suppliers
November 18-19, 2026	Participation in MEMA Annual Conference & Expo 2026
November 2026	Follow-up sessions
December 2026	Final report and participant survey

The schedule is subject to change.

This program includes not only exhibition participation but also pre-event preparation and post-event follow-up support. Participation in the scheduled meetings and sessions is mandatory. Please refer to Section 7, Participation Requirements, for details.

7. Participation Requirements

Applicants must satisfy all of the following requirements.

(1) Company Requirements

- Must have headquarters or a business location in Japan.
- Must possess products, services, or technologies related to the automotive industry, including automotive components, in-vehicle systems, mobility technologies, advanced materials, and manufacturing technologies.
- Must have a strong interest in entering or expanding within the North American market and be committed to actively pursuing business development and meeting opportunities through this program.

(2) Organizational Requirements

- Must be able to participate continuously in the program throughout the project period if selected.
- Must designate personnel capable of making decisions or proposals regarding business discussions and partnerships, such as executives, sales managers, business development managers, or technical leaders.
- Must dispatch representatives to the event venue during ACE26 (November 18-19, 2026) to conduct exhibition activities and business meetings.

(3) Program Participation Requirements

Selected companies are required to participate in the following activities:

- Kick-off meeting
- Individual interviews and assessments
- Benchmarking and market analysis sessions
- Individual consultations regarding business meeting preparation and exhibition enhancement
- Pre-arranged meetings organized by JETRO or supporting organizations

- Exhibition, business meetings, and networking programs during ACE26
- Meetings with OEMs, Tier 1 suppliers, and other stakeholders arranged during ACE26
- Post-event follow-up sessions
- Cooperation with reporting requirements and surveys

(4) Language Requirements

- All sessions, individual consultations, business meetings, and networking activities conducted under this program will, in principle, be held in English.
- Participating companies must therefore assign representatives capable of independently conducting product presentations, company introductions, Q&A sessions, and business discussions in English.
- Companies may arrange their own interpreters if desired; however, JETRO will not provide interpretation services.