

[Tourism & Mobility] Toyota Tsusho Corporation

(joint proposal with Nippon Koei Co., Ltd.)



<https://www.toyota-tsusho.com/english/>

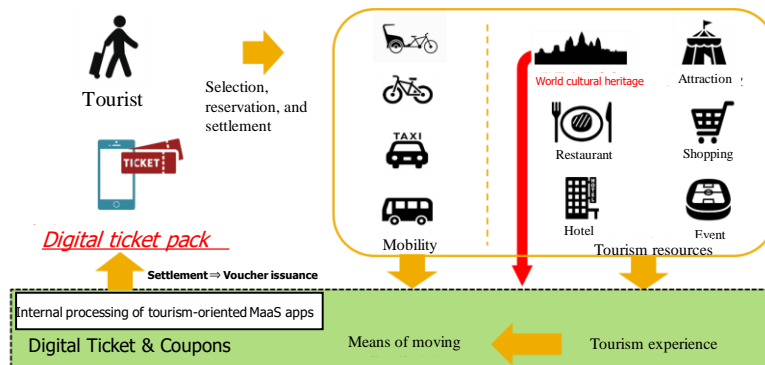
- ❑ Address: Nagoya-shi, Aichi / Minato-ku, Tokyo
- ❑ Employees: 3,439 (66,067 on a consolidated basis)
- ❑ Established in 1948
- ❑ Business: Domestic transactions of various goods, import/export, off-shore transactions, construction, insurance agency services, etc.

Outline of the demonstration project

- Development and demonstration of a MaaS digital platform for tourism in Angkor (Cambodia)

Cooperation with local companies/governments

- Local partners:
 - Siem Reap Provincial Government, etc.



Targeted economic/social issues and solutions

- Tourism is one of the critical industries of Cambodia. There are increasing needs for creating demand by diversifying destinations, including developing new ones and providing smooth access to expanding tourism resources.
- Siem Reap has been selected for the ASEAN Smart City Network and focuses on solving urban challenges by using smart technologies.
- Focusing on tourists' movements, we will build a smartphone app prototype that can provide packaged tourism and mobility services, providing more freedom and stress-free travel experience for tourists.