



2023 JSAE/SAE

Powertrains,
Energy and
Lubricants
International Meeting

Technical Challenges for

a Carbon Neutral Society by 2050

Call for Exhibitors and Advertisers

May 11, 2023 updated

The Society of Automotive Engineers of Japan, Inc.

2023 JSAE/SAE Powertrains, Energy & Lubricants International Meeting Call for Advertisers and Exhibitors

The Society of Automotive Engineers of Japan, Inc. and SAE International will co-host the 2023 JSAE/SAE Powertrains, Energy and Lubricants International Meeting at Kyoto Terrsa from Tuesday, August 29 to Friday, September 1, 2023.

This meeting was held as the Powertrains, Fuels and Lubricants International Meeting until 2019. Aiming to create a carbon neutral (CN) society by 2050, efforts toward the electrification of automobiles are expanding in the automotive industry; however, there are diverse demands on automobiles in terms of the intended use of vehicles, user-friendliness, local characteristics, economic efficiency and so on. It is important for hybrid electric vehicles (HEVs) and other internal combustion engine-powered vehicles to become CN vehicles, besides putting on the road more zero-emission vehicles (ZEVs), including battery electric vehicles (BEVs) and fuel cell electric vehicles (FCEVs), so that automobiles can continue to significantly contribute to social development. Apart from powertrain technologies, it is also indispensable to accelerate the transition to a CN society by exploring more eco-friendly energy solutions such as CN fuel from a Well-to-Wheel (WtW) perspective, and to promote new synergy between automobiles and social systems as seen in the concepts of Connected, Autonomous, Shared & Service, and Electric (CASE) and Mobility as a Service (MaaS) while maintaining a balance between existing and new technologies with an eye on the future towards the year 2100. Against this background, and with the aim of discussing a wide range of trends and the latest technologies intended to achieve CN, the Powertrains, Fuels and Lubricants International Meeting has been renamed the Powertrains, Energy and Lubricants International Meeting, with the theme for 2023 being *Technical Challenges for a Carbon Neutral Society by 2050*.

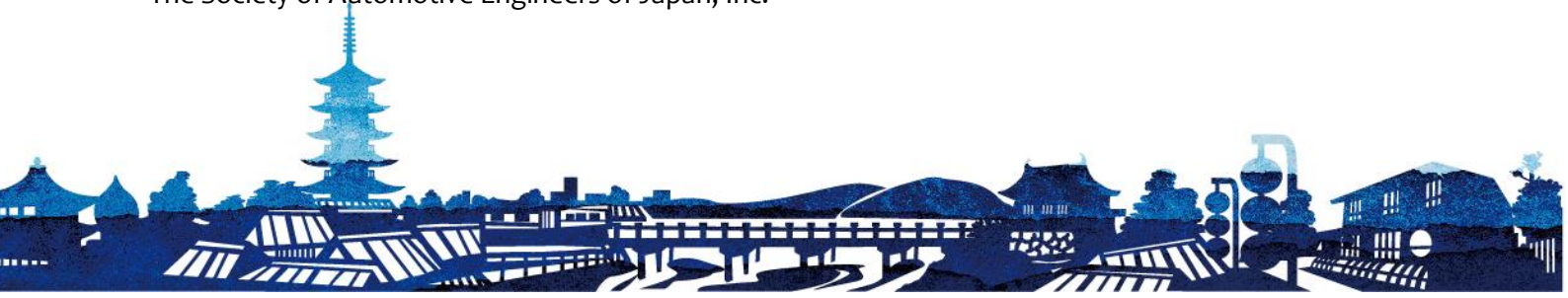
The 2023 meeting is an international meeting that attracts a great deal of attention from related parties both in Japan and elsewhere. A total of 650 people are expected to participate in the meeting in which 250 technical papers are due to be presented. In addition to technical paper presentations, four keynote speeches, an executive panel session, three technical workshops, and an exhibition will be held as special events. The keynote speeches and executive panel session will provide an opportunity to consider the transition to a CN society from a broad perspective. The keynote speeches will cover various trends around the world aimed at achieving CN by 2050. Following the keynote speeches, the executive panel session will discuss technological development toward 2050 in terms of four key elements vital to meeting societal demand for automobiles, namely electrification, internal combustion engines, fuels and lubricants, and zero-impact emissions. The technical workshops will be focused on intensively discussing specific challenges we currently face from an expert's viewpoint to deepen participants' understanding. Based on these broad viewpoints and concrete predictions, the 2023 meeting will provide a forum for discussion on the future of automobiles, energy, and society toward the achievement of a CN society.

Toward the success of the 2023 meeting, I sincerely hope you will take this opportunity to place advertisements in the program book and/or exhibit your powertrains and equipment at the exhibitions. Thank you very much in advance for your kind cooperation for the 2023 JSAE/SAE Powertrains, Energy & Lubricants International Meeting.

Keiji KAITA

Chairperson, the 2023 JSAE/SAE Powertrains, Energy & Lubricants International Meeting Organizing Committee

The Society of Automotive Engineers of Japan, Inc.



Overview

1. Name of the Conference

2023 JSAE/SAE Powertrains, Energy & Lubricants International Meeting

2. Co-organizers

The Society of Automotive Engineers of Japan, Inc. and SAE-International

3. Chair of the organizing Committee

Keiji KAITA

Executive General Manager, TOYOTA MOTOR CORPORATION

4. Period

Tuesday, August 29 to Friday, September 1, 2023

*Welcome Party in August 28; Onsite Checking-in Desk opens from August 28.

5. Venue

Kyoto Terrsa

70 Higashikujo Shimotonoda-cho, Minami-ku, Kyoto, Japan

6. Thema of the conference

Technical Challenges for a Carbon Neutral Society by 2050

7. Outlines

Opening Ceremony, Keynote Speeches, Executive Panel Session, Technical Workshops, Technical Sessions, Welcome Party, Banquet, etc.

8. Prospective Participants

Approx. 650 participants, 250 Papers

9. Official Website

<https://2023pel.jp>

10. Inquiries

Secretariat (c/o EC Inc.)

2023 JSAE/SAE Powertrains, Energy and Lubricants International Meeting in Kyoto

Phone: +81-(0)3-6459-3210 FAX: +81-(0)3-6740-8311 info@2023pel.jp



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Assistant Secretary General

Hiroshi KAWANABE, Kyoto University

Masayuki YASUOKA, Marelli Corporation

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Norimasa IIDA, Keio University

Takeshi KATO, Honda R&D Co., Ltd.

Shuji KIMURA, Nissan Motor Co., Ltd.

Eriko MATSUMURA, Doshisha University

Hiromi MATSUURA, Honda R&D Co., Ltd

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Kenji TAKEDA, HORIBA, Ltd.

Atsushi TERAJI, Nissan Motor Co., Ltd.

Terutoshi TOMODA, SOKEN, INC.

Members

Kazuhiro AKIHAMA, Nihon University

Masashi ARAI, Suzuki Motor Corporation

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Osamu MORIUE, Kyushu University

Shinji NAKAYA, The University of Tokyo

Tomohiro NAKAYAMA, SUBARU CORPORATION

Yoshiharu NONOYAMA, SOKEN, INC.

Youichi OGATA, Hiroshima University

Mitsuharu OGUMA, National Institute of Advanced Industrial Science and Technology (AIST)

Ken OGURA, The University of Tokyo

Tadao OKAZAKI, Kubota Corporation

Kazuo OSUMI, Isuzu Advanced Engineering Center, LTD.

Yasuyuki SAKAI, Ibaraki University

Takahiro SAKO, Osaka Gas Co., Ltd.

Susumu SATO, Tokyo Institute of Technology

Hitoshi SHIBATA, DENSO CORPORATION

Masahiko SHIBUYA, Shell Lubricants Japan K.K.

Kiyohiro SHIMOKAWA, Hino Motors, Ltd.

Kedar SHRESTHA, Valvoline Pte Ltd.

Yuichi SUZUKI, ROKI Co., Ltd.

Yuichiro TABUCHI, Nissan Motor Co., Ltd.

Keita TANABE, Mitsubishi Fuso Truck and Bus Corporation

Kotaro TANAKA, Ibaraki University

Taku TSUJIMURA, National Institute of Advanced Industrial Science and Technology (AIST)

Noboru UCHIDA, New A.C.E. Institute CO., LTD

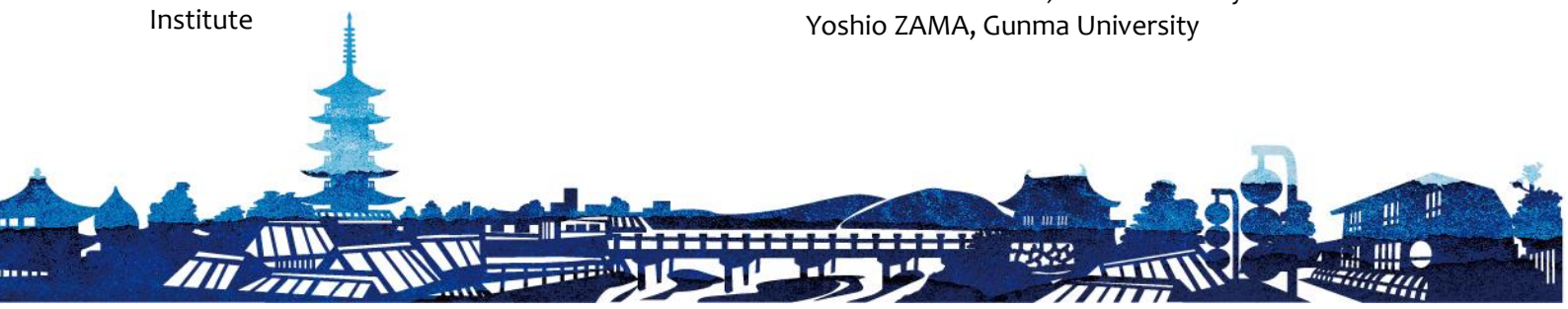
Shiro YAMAOKA, Hitachi, Ltd.

Yudai YAMASAKI, The University of Tokyo

Hiroyasu YAMASHITA, MITSUBISHI MOTORS CORPORATION

Takeshi YOKOMORI, Keio University

Yoshio ZAMA, Gunma University



Program *tentative

	Monday Aug 28	Tuesday Aug 29	2023 Wednesday Aug 30		Thursday Aug 31	Friday Sep 1	
A M		Opening Ceremony				Executive Panel Session	
		Keynote Speech 1-4	Technical Sessions	Technical Sessions			
P M	Registration	TWS 1	Technical Sessions	TWS 2	Technical Sessions		TWS 3
	Welcome Party	Reception 1		Reception 2		Banquet	

Keynote Speech

Keynote speeches will cover various trends around the world aimed at achieving carbon neutrality (CN) by 2050, including global CN trends, energy diversification and social systems, decarbonization and life cycle assessment (LCA), and advances in powertrain technology.

Executive Panel Session/EPS

Following the keynote speeches, experts will discuss technological development toward 2050 in terms of four key elements vital to meeting societal demand for automobiles, namely electrification, internal combustion engines, fuels and lubricants, and zero-impact emissions.

Technical Workshops/TWS

Technical Workshops will be focused on intensively discussing specific challenges we currently face from an expert's viewpoint to deepen participants' understanding.

Technical Sessions

Technical Sessions will facilitate the discussion of electric drives, new powertrains, combustion, exhaust gas, fuels, and lubricants.

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Outline of Program Book Advertisements

1. General Information

Published by:	Society of Automotive Engineers of Japan, Inc. (JSAE)
Print run:	800 copies (planned)
Publication date:	August 28, 2023
Distributed to:	Meeting participants, Sponsors, Companies supporting this meeting
Format:	A4 size (Color)

2. Advertisement Fee and Pages

Page	No. of companies	Color	Size	Fees *Consumption tax (10%) included
Inside front cover	1	Color (CMYK)	full page	¥220,000
Page of opposite the inside front cover	1		full page	¥220,000
Front matter	Several		full page	¥110,000
			half page	¥55,000
Back matter	Several		full page	¥88,000
			half page	¥44,000
Page of opposite the inside back cover	1		full page	¥165,000
Inside back cover	1		full page	¥220,000
Back cover	1		full page	¥275,000

3. Data Specifications

Full page:	A4 size, 297mm (h) x 210mm (w) <ul style="list-style-type: none"> – All bleed adverts should have an additional 3mm bleed on all edges. – For a trimmed page, extend the image or ground color all the way to the edges. – Place images and text at least 5mm from the top and bottom and at least 10mm from each side.
Half page:	128.5 mm (h) x 180mm (w) <ul style="list-style-type: none"> – All adverts must have a border (0.3mm).
Colors:	CMYK (no RGB and special colors)
Data formats:	Illustrator, Photoshop EPS, PDF (image resolution: 300-350dpi) <ul style="list-style-type: none"> – Files submitted in non-PDF format should be accompanied by a PDF file for output examples. – Outline fonts and embed images. – Embed fonts for files submitted in PDF format.
Proofing:	No color proofing of submitted data. Those desiring color proofing are asked to contact the Secretariat.



4. How to apply and pay?

Application:	Apply via the following link https://forms.gle/4Q2bjwooV1WvL82z8
Deadline:	Friday, April 28, 2023
Page(s) /section(s) the add is/are placed	Front matter and back matter need separate adjustments in line with thoughts and requests of all. Please note that we may not be able to meet your requests.
How to submit the artwork and deadline of submission	Submit to the secretariat (info@2023pel.jp) by the file transfer service or an attachment by June 23, 2023
Payment Condition	Your application will be completed after receiving a confirmation email from the secretariat. An invoice specified by The Society of Automotive Engineers of Japan in PDF format will be sent to the person in charge at your end after April 2023 (The invoice dated before April 2023 can be issued upon your request). Should you like to have the original invoice, please let us know your postal mail address. *Consumption tax of 10% is included in the fees listed. The tax rate is subject to change. *Please burden the bank transfer fee at your expense.
Deadline of Payment:	Payment should be completed in a month or two after receiving the invoice by sending it to the designated bank account written on the invoice. *The final due date is Monday, July 31, 2023.
Benefit:	2 copies of the program book will be sent to the contact person of your company.
Cancellation Policy:	Once the payment is made, a refund will not be available even if the application is canceled.
Application and inquiries:	Secretariat (c/o EC Inc.) 2023 JSAE/SAE Powertrains, Energy and Lubricants International Meeting in Kyoto Phone: +81-(0)3-6459-3210 FAX: +81-(0)3-6740-8311 info@2023pel.jp

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Outlines of Powertrain and Equipment Exhibitions

1. Outline

Dates of Exhibition, Installation and Removal (planned)

Monday, August 28: Installation (starting around 2 p.m.)
 Tuesday, August 29: Exhibition (morning / afternoon)
 Wednesday, August 30: Exhibition (morning / afternoon)
 Thursday, August 31: Exhibition (morning / afternoon)
 Friday, September 1: Exhibition (morning); Removal (afternoon)

Location:

Powertrain Exhibition
 Both sides of the Terrsa Hall stage and entrance lobby on the 1st floor of the West Building

Equipment Exhibition
 Lobby hall on the 2nd floor of the West Building

2. Booth Type and Exhibition Fees

Exhibition type	Fees *Consumption tax (10%) included	Location
Powertrain Exhibition	¥110,000	Both sides of the Terrsa Hall stage and entrance lobby on the 1st floor of the West Building
Equipment Exhibition	¥220,000	Lobby hall on the 2nd floor of the West Building

3. Booth Specifications

Exhibition type	Size	What the booth fee includes
Powertrain Exhibition	Indicate the size and total weight of the display stand, as well as the total height including the stand, on the application form.	<ul style="list-style-type: none"> – Only the space – Prepare plates providing the name and other information about the exhibit. There is no set format.
Equipment Exhibition	200cm (w) x 90cm (d)	<ul style="list-style-type: none"> – Company name plate (80cm w x 20cm h, black text with a uniform font) – Partitions on both sides – One table and one power outlet (100 V, 60 Hz) – Information about optional equipment will be provided in the Exhibit Manual.

Note: Booths are subject to availability.

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4. Pictures of Booth

Powertrain Exhibition	Equipment Exhibition
	
	

5. Exhibitor Privileges

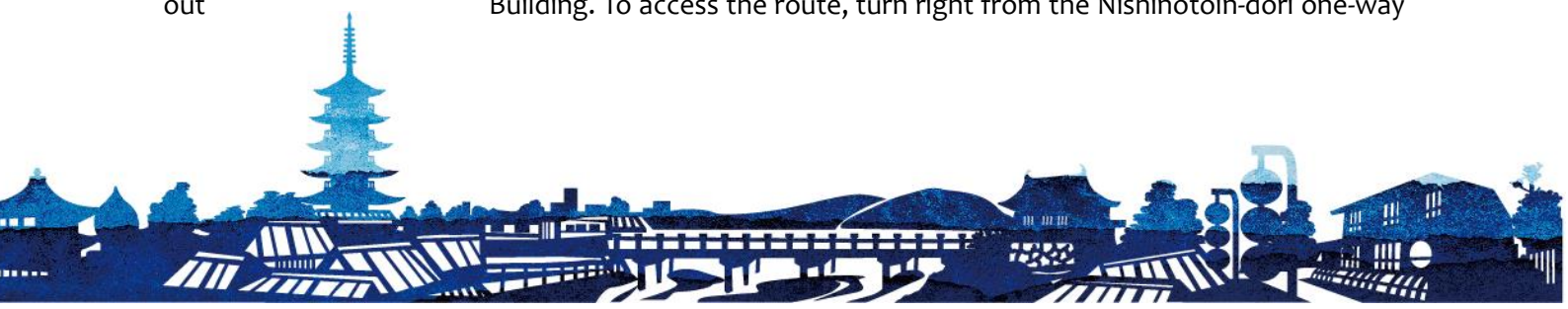
Category	Privileges
Powertrain Exhibition	<ul style="list-style-type: none"> ● Invitation to Banquet on Thursday, August 31(one person) ● Your company name to be announced at Banquet on Thursday, August 31
Equipment Exhibition	<ul style="list-style-type: none"> ● A free copy of Program Book ● A free copy of Proceedings (digital) ● Your company name to be published on the official website of this meeting, Program Book, and Proceedings (digital)

4. Timeline

Friday, April 28, 2023	Deadline of Exhibitor Application
Friday, June 30, 2023	Deadline of Exhibitor Cancellation
End of June, 2023 (planned)	Exhibitors' manual (including the list of optional tools) and exhibition floor plan to be published
Monday, July 31, 2023	Deadline of Optional Tools Application and Payment of Exhibitor's Fee
Monday, August 28, 2023	Installation (afternoon)
Tuesday, August 29 through	Exhibition (*Removal on the last day of the exhibition)
Friday, September 1, 2023	

5. Carrying-in and Carrying-out

Carrying-in and Carrying-out – A carrying-in route for vehicles will be available behind Kyoto Terra's East Building. To access the route, turn right from the Nishinotoin-dori one-way



street.

– Carrying-in and carrying-out scheduling for the Powertrain and Equipment exhibitions is under consideration. Details will be provided in the Exhibit Manual.

Carrying-in and carrying-out by courier service If you send exhibits by courier service, specify their arrival date on the morning of August 28 (the carrying-in day).
Refrain from sending exhibits or any other items beforehand. We are unable to receive them due to venue space limitations.
Carrying-out courier service is available at exhibitors' expense using cash-on-delivery shipping labels or the like. Details will be provided in the Exhibit Manual.

6. How to apply and payment

Application:	Apply via the following link https://forms.gle/Vi6hf33SHpJj4HNJA
Deadline:	Friday, April 28, 2023
Booth Allocation:	Each exhibitor's booth will be allocated in line with the arrangement made by the host.
Payment Condition	Your application will be completed after receiving a confirmation email from the secretariat. An invoice specified by The Society of Automotive Engineers of Japan in PDF format will be sent to the person in charge at your end after April 2023 (The invoice dated before April 2023 can be issued upon your request). Should you like to have the original invoice, please let us know your postal mail address. *Consumption tax of 10% is included in the fees listed. The tax rate is subject to change. *Please burden the bank transfer fee at your expense.
Deadline of Payment:	Payment should be completed in a month or two after receiving the invoice by sending it to the designated bank account written on the invoice. *The final due date is Monday, July 31, 2023.
Cancellation Policy:	Inform us of any exhibit cancellation by Friday, June 30, 2023. There will be no refund for notifications on or after Saturday, July 1, 2023.
Application and inquiries:	Secretariat (c/o EC Inc.) 2023 JSAE/SAE Powertrains, Energy and Lubricants International Meeting in Kyoto Phone: +81-(0)3-6459-3210 FAX: +81-(0)3-6740-8311 info@2023pel.jp

