



【Press Release】

September 16, 2022
Association for the Promotion of Electric Vehicles (APEV)
Chairperson Masanori Suzuki
President Nobuhiro Tajima
Director and Executive Committee Chair Toshio Yamashita

<To whom it may concern>

**Association for the Promotion of Electric Vehicles (APEV) will exhibit
at CEATEC 2022 for the first time!**
**The final screening & award ceremony of
“Social EV Design Contest for International Students 2022”**

APEV has held the “EV Design Contest for International Students” four times from 2013 to 2019, every two years in conjunction with the Tokyo Motor Show. In response to the widely spreading COVID-19, we have postponed the contest in 2021 and are now holding a significantly renewed 5th event in 2022.

We are pleased to announce that as a place to announce the results, we will exhibit for the first time at CEATEC 2022 as follows, and the final screening & award ceremony will be held on the first day, October 18th (Tuesday). Also, on October 20th (Thursday), an open workshop will be held by sponsors and CEATEC participants about the award-winning works of the contest.

We look forward to your visit and participation!

1. Exhibition at CEATEC 2022

➤ About CEATEC2022: <https://www.ceatec.com/en/>

- ✧ Name CEATEC 2022 (Combined Exhibition of Advanced Technologies)
- ✧ Purpose: Aiming to realize “Society 5.0” that balances economic development and solving social issues, people from all industries and industries, technology and information gather to draw the future through “co-creation”.
- ✧ Exhibition period
 - Makuhari Messe Venue: October 18th (Tuesday) to 21st (Friday), 2022 10:00 am to 5:00 pm
 - Online venue: Saturday, October 1, 2022 to Monday, October 31, 2022
- ✧ Venue: Makuhari Messe (2-1 Nakase, Mihama Ward, Chiba City, Chiba Prefecture Japan)
- ✧ Admission: Free *Online registration required for admission
<https://www.ceatec.com/ja/about/access.html>
- ✧ Organizer: Japan Electronics and Information Technology Industries Association (JEITA)

★APEV booth name: APEV Design Contest 2022

Inside the newly opened “Partners park” at CEATEC

Hall 6 Booth No. P017

Venue map <https://www.ceatec.com/ja/exhibition/map.html>

➤ Exhibit contents

Joint exhibition by APEV and companies*: Introducing initiatives centered on the International Student “Social EV” Design Contest.

*Exhibitor companies

Dell Technologies Japan Inc.

Hino Motors, Ltd.

IBM Japan, Ltd.
MONET Technologies Inc.
Denno Kotsu, Inc

2. Awards Ceremony; “Social EV Design Contest for International Students 2022”

- Date: October 18, 2022 (Tuesday) 14:30 start–17:00 end
- Venue: Talk stage@ Makuhari Messe CEATEC 2022
- Method: A hybrid of real and online
- Session number: B141
- Content and time (subject to change without notice)
 - 14:30 Start, opening remarks: 5 minutes
 - 14:35 Presentation of works and explanation of judging method: 2 minutes
 - 14:37 Work presentation: 12 teams x 5 minutes presentation 60 minutes
 - 15:37 Keynote speech: “Next-generation regional transportation realized from DX in the taxi industry” 40 minutes
 - Lecturer: Mr. Yosuke Kondo, CEO and Founder of Denno Kotsu, Inc.
(Screening in a separate room during this time)
 - 16:20 Awards ceremony: 32 minutes
 - 16:52 General comment: Screening Committee Chairman Dr. Fujiwara 5 minutes
 - 16:57 Commemorative photo: 3 minutes
 - 17:00 the end of the performance
- Real participation method: Admission free
 - i. Register online for CEATEC admission
<https://www.ceatec.com/en/>
 - ii. Please register for the conference
<https://www.ceatec.com/ja/conference/detail.html?id=2010>
 - iii. APEV officials will issue a special admission ticket, so please wait for future announcements.
- Online Participation Method: Please wait for future announcements.

3. Open Workshop; “Social EV Design Contest for International Students 2022”

- Date: October 20, 2022 (Thursday) 1:30 Open – 1:60 End
- Venue: Co-creation space @Makuhari Messe CEATEC 2022
- Contents: “Further deepening the business model and realization of the Excellence Award”
Can the work be done in this form? An unprecedented event where CEATEC attendees brainstorm about services, technologies, future insights, etc.!
- Participation method: Participation free
 - i. Register online for CEATEC admission
<https://www.ceatec.com/ja/about/access.html>
 - ii. We will issue an open workshop participation certificate, so please wait for future announcements.

Contest overview ++++++

◆ **Title:** “Social EV Design Contest for International Students 2022”

◆ **Objectives:** To foster interdisciplinary talent that will lead the next generation through research on social design and EV possibilities.

◆ **Organization:**

- ✧ Host: Association for the Promotion of Electric Vehicles (APEV)
- ✧ Supporters: Graduate School of Interdisciplinary Information Studies, University of Tokyo, Japan Automobile Manufacturers Association, Inc., Ministry of Economy, Trade and Industry of Japan, Ministry of Land, Infrastructure, Transport and Tourism of Japan, Ministry of the Environment of Japan, Society of Automotive Engineers of Japan, Inc., Tokyo Metropolitan Government
(Tentative, in alphabetical order)

◆ **Sponsors:**

【First application】(in alphabetical order)

- ✧ Car Design Academy
- ✧ Benesse Holdings, Inc.
- ✧ CCC Marketing Co., Ltd.
- ✧ Dell Technologies Japan Inc.
- ✧ Hino Motors, Ltd.
- ✧ IBM Japan, Ltd.
- ✧ MONET Technologies Inc.
- ✧ Wacom Co., Ltd.

◆ **EV Design Contest Executive Committee (APEV Committee)**

- ✧ Chairperson: Toshio YAMASHITA (APEV Commissioner, CEO of INTERROBANG DESIGN INC.)
- ✧ Vice-Chairperson: Hitoshi ARIMA (APEV Commissioner, President of Arima Management Design, Ltd., Representative of Yokohama Smart Community)
- ✧ Supporters: To be open called from APEV members and sponsors
- ✧ Secretariat: Association for the Promotion of Electric Vehicles (APEV)

◆ **Screening Committee:**

- ✧ Chairperson: Dr. Hiroshi FUJIWARA: APEV Commissioner – Chairman, President and CEO BroadBand Tower, Inc – President and CEO Internet Research Institute, Inc.
- ✧ Members: (in alphabetical order)
 - Mr. Tadao ANDO: Architect – Professor Emeritus, University of Tokyo
 - Mr. Zhang FAN: Vice President, Head of Design Guangzhou Automobile Group Co., Ltd
 - Ms. Keiko IHARA: CEO, Future, Inc. – Car racer –Director, Nissan Motor Co., Ltd
 - Ms. Hiroko MATSUMOTO: Director, Vice President, Professor, Concentration in Product Design, Department of Design and Crafts, Joshibi University of Art and design
 - Dr. Patrick le Quément: Designer – Former Senior Vice President Renault Design
 - Ms. Kei TAKEOKA: Automobile Journalist – Automobile Journalists Association of Japan Deputy

Chair

• Dr. Akira WAKITA: Artist – Professor, Faculty of Environment and Information Studies, Keio University

• Mr. Nobuhiro TAJIMA: APEV President – Chairman / CEO of Tajima Motor Corporation

◆ Awards (to be confirmed)

- ✧ Grand Prix: 200,000 yen and a certificate
- ✧ Ministry of Economy, Trade and Industry of Japan Award: 100,000 yen and a certificate
- ✧ Ministry of the Environment of Japan Award: 100,000 yen and a certificate
- ✧ Ministry of Land, Infrastructure, Transport and Tourism of Japan Award: 100,000 yen and a certificate
- ✧ Awards offered by the sponsors (To be decided according to the sponsors.)

◆ Overall schedule (subject to change without notice)

21st of September 2022: Announcement of the second screening results (This release)

7th of October 2022: Workshop II

18th of October 2022: The final screening & award ceremony, and APEV symposium*

*We will hold these in conjunction with CEATEC2022@Makuhari Messe in Japan.

Mid of March 2023: Final Report

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[Administration Office]

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