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Smart City Institute Japan

PRESS RELEASE

Japan Pavilion: A “Human-Centric” Smart City Showcase Tackling Urban Challenges @Smart City Expo World Congress 2024

Smart City Institute Japan (SCI-Japan) organizes the Japan Pavilion (Hall 3, Stand E130) and supports the Tokyo Pavilion (Hall 3, Stand E140) at the world’s largest urban innovation event, [Smart City Expo World Congress 2024 in Barcelona](#) (November 5 -7, 2024) .The theme for this year is “Improving Citizens’ Well-Being Toward a Sustainable Society”. Additionally, SCI-Japan facilitates the participations of outstanding Japanese speakers in the Congress and Agora sessions.

The Japan Pavilion

The Japan Pavilion features around twenty co-exhibitors from diverse sectors, showcasing “human-centric” smart city case studies that address urban issues such as well-being, carbon neutrality, healthcare, and urban resilience, utilizing digital technologies.

Co-Exhibitors showcasing solutions for urban challenges such as resilience

➤ **Japanese government agencies:**

- [Cabinet Office](#) exhibiting [Osaka Super City](#) and [Tsukuba Super Science City](#)
- Ministry of Land, Infrastructure, Transportation and Tourism (MLIT) exhibiting the “[Project PLATEAU](#)”, the Digital Twin Initiative in Japan (co-exhibiting with [Eukarya](#), [Info Lounge Corporation & Yamate Planning Cabin](#), and [HoloLab](#))
- [Japan International Cooperation Agency \(JICA\)](#)
- [Japan Aerospace Exploration Agency \(JAXA\)](#)
- [Japan External Trade Organization Kyoto \(JETRO Kyoto\)](#)

➤ **Municipalities and smart city promotion organizations:**

- [Sakaimachi \(Sakai Town\)](#)
- [City of Yokohama](#)
- [The City of Kobe](#)
- [Nago City](#)

➤ **Private companies and cross-sector organizations:**

- [NEC](#)
- [ABeam Consulting](#)
- [Internet Initiative Japan](#)
- [Hitachi and UTokyo Lab. \(H-UTokyo Joint Research\)](#)
- [Mapxus Technology Japan](#)

Highlights of Japanese speakers at the Congress and Agora sessions

The following speakers from Japan contribute to the discussion with global smart city leaders on how to tackle today’s urban challenges.

[Congress sessions]

Mr. Yutaka Matsuzawa, Vice-Minister for Global Environmental Affairs, Ministry of the Environment Japan

November 5, 12:05-12:50, Congress Auditorium, High-Level Roundtable

[Session: Calling all Cities to Action: Tackling the Climate Emergency](#)

Dr. Keiko Kuroda, Vice Mayor, City of Kobe

November 6, 11:20-12:05, Congress Auditorium High-Level Roundtable

[Session: Eco-Urbanism: Responding to a Changing Climate](#)

Ms. Yuka Sogawa, Senior Deputy Director of International and Digital Policy Division, City Bureau, Ministry of Land, Infrastructure, Transport and Tourism Japan

November 6, 13:40-14:25, Congress Red Room

[Session: Empowering Urban Resilience through Digital Twins](#)

Mr. Takehiko Nagumo, Representative Director, Smart City Institute Japan

November 7, 13:45-14:05, Congress Red Room

[Thematic keynote: Wellbeing-Based Smart City Policy Design](#)

[Agora session]

Prof. Akinori Morimoto, Professor, School of Creative Science and Engineering, Waseda University

November 6, 12:45-13:30, Tomorrow.Mobility Agora

[Session: NetZero Cities: Public Transportation and Personal Mobility](#)

Co-organized by Urban Technology Alliance and Smart City Institute Japan

Key Message: City-to-City Collaboration for Well-Being and a Sustainable Society

Following the Kagawa-Takamatsu Principles of Achieving Sustainable Urban Development Together (adopted at the G7 Sustainable Urban Development Ministers' Meeting in 2023), SCI-Japan will advance "City-to-City" collaboration beyond borders for well-being and a sustainable society, addressing global environmental crises through collaboration in the development of smart and resilient cities.

Well-Being City Theater

The Japan Pavilion has set up an open theater called the "Well-Being City Theater." Throughout the event, the theater will host a series of presentations by co-exhibitors and joint sessions with our partner countries and organizations from around the world. SCI-Japan will also announce the latest developments in the LWCI® (Liveable Well-Being City Indicators) at this theater. The LWCI has been endorsed by the Japanese government as one of the key performance indicators (KPIs) for Japan's Smart City Policy, the "Digital Garden City Nation Initiative."

Networking Cocktail: "Japan Night"

SCI-Japan with the Consulate of Japan in Barcelona will host a Japanese networking reception "Japan Night" on Tuesday, November 5, from 16:45 to 18:00. Pre-registered participants will have the opportunity to taste Nihon-shu (sake), whose traditional brewing techniques are currently proposed as a candidate for UNESCO Intangible Cultural Heritage.

Please visit SCI-Japan's website: <https://www.sci-japan.or.jp/english/index.html>

Smart City Institute Japan (SCI-Japan) is a private sector-led non-profit organization that was founded in October 2019 by Mitsubishi UFJ Research & Consulting, a think tank and a consulting firm, and NIKKEI, Asia's leading economic media group. SCI-Japan is leading knowledge and public-private-academic partnership platform to promote the implementation and advancement of smart cities in Japan and the world with around 750 members and global partners.

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