

October 30, 2025
Smart City Institute Japan

NEWS RELEASE

Japan Pavilion: “City-to-City Collaboration for Well-Being and a Resilient Society” at Smart City Expo World Congress 2025, the World's Largest Smart and Innovation City Event in Barcelona, Spain

Smart City Institute Japan (SCI-Japan) organizes the Japan Pavilion and supports the Tokyo Pavilion at the world's largest smart and innovation city event, [Smart City Expo World Congress 2025 in Barcelona](#) (November 4 -6, 2025). The theme of Japan Pavilion is “City-to-City Collaboration for Well-Being and a Resilient Society” for this year under the sponsorship of the Japan External Trade Organization (JETRO), Japan Chamber of Commerce and Industry (JCCI) and the Japan-Spain Business Co-operation Committee. The following 20 companies and organizations, including central and local governments, research institutes, and private companies, participate in the exhibitions. We will also support Tokyo Pavillion. The number of participants in the SCI-Japan study tour team is about 170.

The Japan Pavilion

The Japan Pavilion features around twenty co-exhibitors from diverse sectors. For more details, please see [SCEWC2025 Japan Pavilion.pdf | Powered by Box](#).

Co-Exhibitors showcasing solutions

- **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](#), [Forum 8](#) and [Synesthesias](#)).
 - [Japan International Cooperation Agency \(JICA\)](#)
 - [Japan Aerospace Exploration Agency \(JAXA\)](#)
- **Municipalities and smart city promotion organizations:**
 - [Sakaimachi \(Sakai Town\)](#)
 - [City of Yokohama](#)
- **Private companies and cross-sector organizations:**
 - [Internet Initiative Japan](#)
 - [Mitsubishi Estate](#)
 - [Mitsubishi Jisho Design](#)
 - [NTT Data](#)
 - [Hitachi and UTokyo Lab. \(H-UTokyo Joint Research\)](#)
 - [Synspective](#)
 - [Mapxus Technology Japan](#)

Highlights of Japanese speakers at the Congress sessions

The following three speakers from Japan contribute to the discussion with global smart city leaders at the Congress on November 6.



Dr. Daisuke Kawakami, Deputy Director for Science, Technology, and Innovation Policy, Cabinet Office

[Digital Twins & AI: matching Innovation and Challenges](#)

Time : 14:40-15:25 on November 6 Venue : Impact Tech Stage

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

[Virtual Reality, Real Insights: How Digital Models Predict Urban Futures](#)

Time : 14:10-14:55 on November 6 Venue : Tech X Cities Stage

Mr. Yusuke Muraki, Senior Administrator, Japan Aerospace Exploration Agency (JAXA)

[\[Eye in the sky for resilient and healthy cities—apply big data from space\]](#)

Time : 9:30-10:15 on November 6 Venue : Impact Tech Stage

Smart City Tokyo Bay Takeshiba Selected as WORLD SMART CITY AWARDS Finalist

In the "Enabling Technologies" award of the WORLD SMART CITY AWARDS, Smart City Tokyo Bay Takeshiba (Tokyu land Corporation, SoftBank Corp., and Takeshiba Area Management) was selected as the finalist.

※Click [here](#) for WORLD SMART CITY AWARDS and finalist information

The Consulate General of Japan in Barcelona and SCI-Japan co-host a networking reception Japan Night on November 4

At JAPAN NIGHT, participants will be treated to Japanese sake at the Japan Pavilion from 17:00 to 19:00 on November 4.

A Special Event for the JAPAN-CATALONIA YEAR "Towards Co-Creating Innovation between Regions and Cities in Catalonia and Japan" at Japan Pavillion will be held just before Japan Night from 16:10 to 17:00 on November 4. Videos of "Green x Expo 2027" which is an all-Japan initiative undertaken by the Japanese government and "SusHi Tech Tokyo 2026" by Tokyo Metropolitan Government will be shown during these events.

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 800 members and global partners.

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