

The only international automotive aftermarket show in Japan

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**Aftermarket**  
**EXP** 

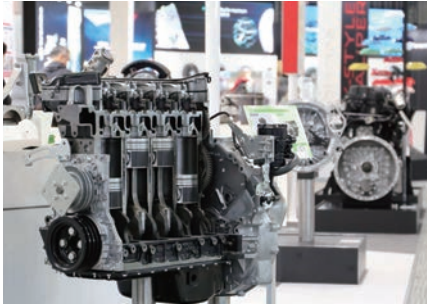
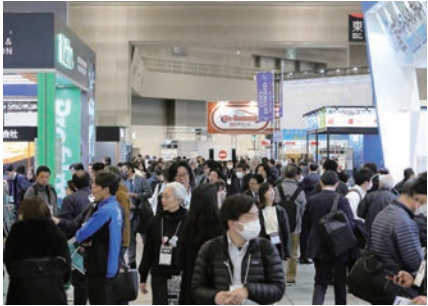
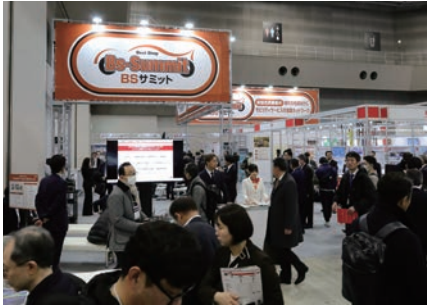
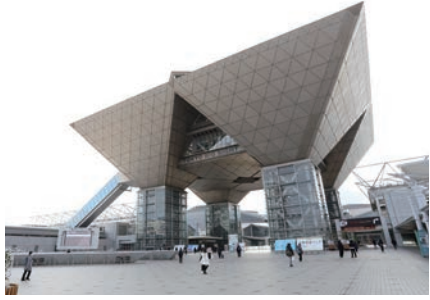
*The 23rd International Auto Aftermarket*  
**EXPO 2026**  
— *Exploring New Markets* —



# FINAL REPORT

**Date** February 12(Thu)-14(Sat), 2026

**Venue** Tokyo Big Sight east hall 7, 8





## The 23rd International Auto Aftermarket **EXPO2026** — Exploring New Markets —

IAAE is one of the best platforms to facilitate automotive aftermarket business in the Asia region. The show provides all stake holders with the latest industry trends ranging from distribution, repair, maintenance to the market environment surrounding auto aftermarket business in Japan through seminars, demonstrations and exhibits.

Exhibition Title	The 23rd International Auto Aftermarket EXPO 2026
Date	February 12th (Thu) - 14th (Sat), 2026
Opening Hours	February 12th & 13th, 10:00am - 5:00pm / February 14th, 10:00am - 4:00pm
Venue	Tokyo Big Sight (Tokyo International Exhibition Center) East Hall 7, 8
Organized by	International Auto Aftermarket Expo Steering Committee • Japan Auto Parts Industries Association (JAPIA) • Auto-Parts & Accessories Retail Association (APARA) • Japan Auto Accessories Manufacturers' Association (JAAMA) • Japan Auto Chemical Industry Association • Japan Automobile Dealers Association (JADA) • Japan Automobile Service Promotion Association • Japan Automotive Machinery and Tool Manufactures Association (JAMTA) • Japan Automotive Parts and Accessories Distributors Association (JAPADA) • Japan Automotive Parts Recyclers Association (JAPRA) • Japan Automotive Products Association (JAPA) • Japan Autoparts Wholesales Association • Japan Filter Element Association • Nippon Auto Parts Aftermarket Committee (NAPAC) • Rebuilt Manufacturers Association Japan • Nikkan Jidosha Shimbun (Daily Automotive News) • JC Resonance
Under the patronage of	Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure, Transport and Tourism / Japan External Trade Organization (JETRO) / National Agency for Automobile and Land Transport Technology / Organization for Small & Medium Enterprises and Regional Innovation, JAPAN Italian Trade Agency / Embassy of Italy - Trade Promotion Section (Random order)
Supported by	Japan Automobile Manufacturers Association (JAMA)/ Japan Automotive Service Equipment Association (JASEA) Japan Car Detailing Association / The Japan Automobile Tyre Manufacturers Association, Inc. (JATMA) BS SUMMIT business cooperative / Taiwan External Trade Development Council (TAITRA) Japan Imported Car Service Promotion Association / and 31 other relevant associations (Random order)
Special supporting organization	Auto Aftermarket Liaison Council / Automotive Aftermarket Action League (AAAL) Aftermarket Suppliers Activation Committee (AAC)(Random order)
Media Partners	Nikkan Jidosha Shimbun / Seibi Senryaku / AUTOMOTIVE Aftermarket / Jidosha Yuryo Buhin / Seibikai / Response / Service Strategy / Yugyo Hochi Shimbun / Monthly Gasoline Stand / CAR CARE PLUS / BODY SHOP REPORT / Taiwan Transportation Equipment Guide / Japan Rubber Weekly Journal of Economic Maintenance Tribology / Car and Tech / Toryo Hochi Shinbun / Automediat / MAINTENANCE SHOP REPORT (Random order)
Joint Event	The 10th International Coin-operated Laundry EXPO 2026
Admission Fee	Admission free
Management Office	JC Resonance Co., Ltd. 1-12-2 Shirokane, Minato-ku, Tokyo 108-0072, Japan TEL: +81-3-5422-9446 FAX: +81-3-5422-9149 E-mail : office@iaae-jp.com

## The Number of Exhibitors

### IAAE 2026

■ Number of Exhibitors / Booths

**368** Companies & Associations / **722** Booths

◇ Domestic: 282 Companies & Associations / 614 Booths

◇ Overseas: 86 Companies & Associations / 108 Booths

■ Participating Countries and Regions

11 countries and regions

◇ China, Taiwan, South Korea, Singapore, India, UAE, Italy, UK, Greece, U.S., Japan

### IAAE 2025

■ Number of Exhibitors / Booths

**395** Companies & Associations / **718** Booths

◇ Domestic: 224 Companies & Associations / 510 Booths

◇ Overseas: 171 Companies & Associations / 208 Booths

■ Participating Countries and Regions

11 countries and regions

◇ China, Taiwan, South Korea, Malaysia, India, Italy, Spain, UK, Germany, Canada, Japan

## The Number of Visitors

Date	Weather	Registered Visitors
February 12 (Thu.)	Sunny	6,769
February 13 (Fri.)	Sunny	6,283
February 14 (Sat.)	Sunny	3,667
Total		16,719

### Previous Show (February 2025)

Date	Weather	Registered Visitors
February 26 (Wed.)	Sunny	6,508
February 27 (Thu.)	Sunny	5,919
February 28 (Fri.)	Sunny	5,026
Total		17,453

## International Visitors

Countries / Regions	
East Asia	China
	Mongolia
	South Korea
	Taiwan
Central Asia	Kazakhstan
Southeast Asia	Indonesia
	Malaysia
	Singapore
	Thailand
	the Philippines
	Vietnam

Countries / Regions	
South Asia	India
	Pakistan
	Sri Lanka
Oceania	Australia
Middle East	UAE
Africa	Morocco
North America	Canada
	U.S.
Central and South America	Trinidad and Tobago
South America	Ecuador
Europe	Austria

Countries / Regions	
Europe	Denmark
	France
	Germany
	Iceland
	Italy
	Netherlands
	Romania
	Russia
	Spain
	Turkey
	UK

# Exhibitors List The 23rd International Auto Aftermarket EXPO 2026

Exhibiter Name	Country	Exhibition Contents
88HOUSE	Japan	Lifts, tire changers, wheel balancers
ABESHOUKAI	Japan	Car camping gear, Car Price Stand
ABHIRASHI IMPEX	India	Autometers, gauges, sensors, custom restoration parts
ABORN AUTOMOTIVE SENSOR (ZHEJIANG)	China	Automotive sensors
AD frame	Japan	Customizable car licence plate frame
Aeson Power PTY	China	Automotive batteries, customized ESS, and tailor-made battery pack solutions
Aftermarket Suppliers Activation Committee	Japan	Introduction of organization
AISIN	Japan	Repair parts, oil, battery, filters, tires, scan tool
AKARI FACTORY	Japan	LED lights
Akatsuki Towing Equipment	Japan	Safety measures and supplies for load assistance
AKEBONO BRAKE INDUSTRY	Japan	Light vehicle brake 'K4', minivan brake 'Akebono Premium Comfort(APC)'
ALNEX	Japan	Paint protection film
ALPHA AUTOMOTIVE TAIWAN	China	WHEELS
American Express International	Japan	Corporate credit card service
ANZEN MOTOR CAR	Japan	ADAS & alignment systems, mobile column lifts, fiber laser welders, undercarriage equipment, testers, power tools
arinomama	Japan	Ceramic coatings, dry ice washers, PPF
ASAHI ENGINEERING	Japan	"Amechemi" high-performance chemical
Association of Japan Window Film Manufactures	Japan	Window film
Astemo Aftermarket Japan	Japan	Aftermarket parts, supplies, scan tool
ASTI	Japan	Ultrasonic cleaner
ASUKATEC	Japan	Deodorant material "Hikari Gintech"
Authentec	Japan	Water purification equipment
Auto Aftermarket New Generation	Japan	Introduction of organization
AUTOBACS DIGITAL INITIATIVE	Japan	DX solutions
Automediat RVK Uutiset	Finland	Introduction of news media
Automotive Aftermarket Action League	Japan	Introduction of organization
autopromotec	Italy	Introduction of exhibition
AUTOTOP	South Korea	Water pumps, oil pumps, thermostat and damper pulleys
AVARTH	Japan	AI solution
Aviloo	Japan	EV battery diagnostic solutions
Axalta Coating Systems	Japan	Water based paint
Azur seat covers	Japan	Seat covers for light trucks and commercial vehicles
Bando Chemical Industries	Japan	Automobile auxiliary drive belts, autotensioners
BELLOF	Japan	Wipers, filters, lights
Blue Finback	Japan	Consulting service for subsidy
BODY SHOP REPORT	Japan	Introduction of news media
BOOYOUNG	South Korea	Side mirror glass for commercial truck, trackter, agricultural machinery, SUV and Sedan
BOSHI INDUSTRIES	Japan	Air filters, oil filters, air conditioning filters
BP Castrol	Japan	Lubricants, hydraulic fluids, penetrating lubricants
BRAINPARTS	Japan	Repair parts
Brembo	Italy	Brake discs, brake pads
BROAD	Japan	Car batteries
Broadleaf	Japan	DX solutions
BS-SUMMIT business cooperative	Japan	Introduction of organization
BTO	Japan	Professional car care brand "BPRO"
Bullet	Japan	Polisher, compound
Car Air Conditioning Cleaning / CARVO	Japan	UV putty curing, water absorbent, car wash towel, polisher buff
CAR CARE PLUS	Japan	Introduction of news media
CAR TECH JAPAN / AUTO D SUPPLY	Japan	3D coating systems & detailing chemicals
Carbon Technologies Nippon	Japan	3D Printing
Carmake Artpro	Japan	Body coatings, chemical products
CARPRO JAPAN	Japan	Detailing brands
ChampNet Industrial	Taiwan	Mesh paper abrasive products
CHANGZHOU CLD AUTO ELECTRICAL	China	LED lights
Changzhou Skyautomax International Trading	China	Bumper, lamp, grille, bracket
CHANGZHOU YUHANG AUTO ACCESSORY	China	ROOF RACK, CROSS BAR, ROOF BASEKET, TRUCK BED RACK
CHECK SHOP	Japan	Non-disassembly cleaning equipment for gasoline and diesel engines
CHEETAH AUTOMOTIVE PRODUCTS	Taiwan	Turn signal switches, ignition starter switches, ignition cable switches, and fuse boxes.
Clean	Japan	Commercial deodorizer
COOLDRIVE INTERNATIONAL	China	Air Conditioning, Brake&Clutch, Engine Cooling, Rotating Electrical etc.
CORTOOL MANUFACTURING GROUP	China	Velour-backed and adhesive-backed abrasive products
COSMOSTECHNO CORPORATION	Japan	Coating agents for the body, window glass, unpainted resin, headlights, wheels
Crew's	Japan	Used car finishes and coatings
crystalprocess	Japan	Coating agents
DAAN AUTO PARTS	Taiwan	Injectors, high-pressure fuel pumps, spark plugs, shock absorbers etc.
DAE KWANG FORGING	South Korea	High-quality forged components for the automotive, heavy equipment
DAIEI TECHNO	Japan	Muffler
Daisaku Shoji	Japan	Battery tester, system analyzer
Daiwa ProTech	Japan	Nanometal coating
Daiwa Radiator Sales	Japan	Automotive radiator
DAIWA SANGYO	Japan	Automotive repair parts, interior lighting parts, and brakes for industrial machinery
DANYANG BOKE LIGHTING TECHNOLOGY	China	LED lights
DCK	Japan	Impact wrenches and caulking guns
DELECTO	Japan	Protective film for windshield protection
Design Lab / RINDA FACTORY	Japan	Car wrapping film, PPF

# Exhibitors List The 23rd International Auto Aftermarket EXPO 2026

Exhibitor Name	Country	Exhibition Contents
DEWALT	Japan	Tools
DEYE AUTOMOBILE PARTS	China	Radiator cooling fan and blower motor
DICJAPAN	Japan	Automobile maintenance software and vehicle sales software
DIXCEL	Japan	Brake pads and disc rotors
DREAM SUPPORT	Japan	"DreamSeal Eco" for tyre
DRS Automotive Solution Japan	Japan	Paintless Dental Repair
Duoli Holdings	China	Lights, repair tools, car cares
EARTHNOAL	Japan	Polishing and ceramic coatings
EBE	Japan	Software
Economic Daily News / CENS.com	Taiwan	Introduction of news media
ecoco	Japan	in-vehicle Wi-Fi
EIWA SANGYO	Japan	Original car mats
ELF	Japan	Engine oil
Empire Motor	Japan	Repair parts and maintenance-related products
EXEDY Corporation	Japan	Automotive repair clutches
Fabnerd	Japan	RO water purification technology
Fabrica Communications	Japan	Integrated platform that solves the "problems" of used car sales
FAST	China	Sunshade and insulation film, car wrap, car body color change film
FE TRADE CO, Corporate Business Department	Japan	HEADLIGHT FILM
FORVAL	Japan	M&A advisory services
Fu Gang	Taiwan	Wiper blades, wiper arms, wiper linkages, and complete wiper systems
Fujitelecoms	Japan	Multiple systems
Funai Consulting Incorporated	Japan	Digital marketing, CRM systems
G-STYLE	Japan	AUTEL products and GYS FLASH
GEOBIN	South Korea	Window visors, interior and exterior car accessories
GMB CORPORATION	Japan	Universal Joints, Water Pumps, Bearings, Upper Mounts, Suspension Parts, Custom Parts
gomuhouchishinbun	Japan	Introduction of news media
GREENLIFE	Japan	Water purifiers, pressure washers, hose reels
Guangdong Minghua Auto Equipment Technology	China	Car refrigerators, tent air conditioners, outdoor ice makers, car rice cookers, roof boxes
GUANGZHOU FDONG AUTO PARTS	China	Front Panels, Front Bumpers, Lower Bumpers, Corner Panels, Bumper Panels, Head Lamps, Corner Lamps
Guangzhou Kasder Auto Supplies	China	Automotive maintenance solution
Guangzhou Pulsys Auto Supply Chain	China	Genuine second hand autolight parts
GUANGZHOU TELLIKA TECHNOLOGY	China	Auto LED lighting
Guangzhou Lenxon Auto Parts	China	LED Car Light
HANGZHOU KEEN TECH MANUFACTURING	China	CB, CE, GS, UL, SAA, BS and PSE
Hangzhou Tanlink Technology	China	Accessories
HASCO	Japan	Tools
HATBIT ILLUCOM	South Korea	Interior lighting components
HB BODY	Greece	Refinishing products
HEBEI FILTON AUTO PARTS MANUFACTURING	China	Oil Filter, Air Filter and Cabin Filters
HEILONGJIANG FAMOUS FILM SHIJIA AUTO	China	PPF, window tint films, color change films, and headlight films
Hi-Tech Diesel(HTDI)	South Korea	High-pressure cleaning equipment
HKT Corporation	Japan	Air horns and solenoid valves for trucks and buses
Hsin Yi Chang Industry	Taiwan	Fabricate and design and manufacture acrylic material products
HWA KONG TRADING	Singapore	Automotive battery
ICHINEN AXESS Corporation	Japan	AUTRY products, paint-related auxiliary materials, and chemical-related products
ICHINEN CHEMICALS	Japan	Cleanview
Ing Tien Enterprise	Taiwan	Engine gaskets
Inter Supoort	Japan	Scan tool
IROAD	South Korea	Dash camera
Isamu Paint	Japan	Water-based painting
ISHIHARA CHEMICAL	Japan	Glossy finishing agent for automotive repair, compound dedicated to double-action polishers
ISSE SNOW SOCKS	Japan	Snow Socks
ISUZU A&S	Japan	Isuzu Genuine Products and Aftermarket Exclusive Parts [BEST FIX]
ISUZU MOTORS / UD Trucks	Japan	Genuine refurbished parts such as engines and transmissions
IYASAKA	Japan	Maintenance equipment, repair technology
J-3D	Japan	3D printing
Japan 3D Printing Industrial Technology Association	Japan	Seminars and education on AM/3D printers
Japan Automotive Film Association	Japan	Introducing the latest automotive film technology
JapanDentShopNetwork	Japan	Dent Repair
Japan Imported Car Service Promotion Association (JISPA)	Japan	Introduction of organization
JAPAN JET-ON	Japan	Software for car detailing and body repair
Japanese Society of Additive Manufacturing	Japan	Introduction of organization
JC Resonance	Japan	Introduction of news media and exhibition
JG AUTO LIGHTING	China	Lights
JIANGSU LEISITONG INTELLIGENT TECHNOLOGY	China	Lights
JOTO TECHNO	Japan	3D printing
JOYBOND	Japan	Car detailing product "Trappend"
JOYFULL	Japan	Car accessories
KAISE	Japan	Jump starter (KG-201) and thermography camera
KAMIKAZE COLLECTION	Japan	Coatings
Kansai Paint	Japan	Water-based painting
KANTO TRADING	Japan	Snow socks and child seats from SPACO
KBL	Japan	Car batteries
KBL Hankook	Japan	Car batteries

# Exhibitors List The 23rd International Auto Aftermarket EXPO 2026

Exhibitor Name	Country	Exhibition Contents
KBL VARTA	Japan	Car batteries
KEITECH	Japan	Polishing tools
Koch-Chemie	Japan	Chemicals for car detailing
KOGA Chemical Mfg	Japan	Automotive chemicals
KOITO MANUFACTURING	Japan	Aftermarket Lights
KOMASHO	Japan	High-strength handle lock
Koto Sangyo	Japan	Special tools for automobile maintenance
Koyorad Sales	Japan	Automobile radiator
KTZ	Japan	Lighting for repair shops and detailing shops
KUNIL INDUSTRY	South Korea	Nut, Bolt, Bush, Damper, Sleeve, Carrier, Actuator
KURITA KOGYO	Japan	Painting demonstration booth
KYOTO TOOL	Japan	e-maintenance TIRE, tool sets
LASTHOPE	Japan	UV curing products
LAUNCH TECH JAPAN	Japan	Scan tool
LexCom Japan	Japan	EPCS
LIAONING ZHENHONG ENERGY INTERNATIONAL TRADE	China	Greases, lubricants, base oil and plasticizers
LOTAS CLUB / LOTOPIA	Japan	Introduction of organization
Lubrication Technology	Japan	Introduction of news media
MAC MECHANICS TOOLS	Japan	Welding machines CEBORA
MAKEN	Japan	Car detailing products
MAKEN	Japan	Car detailing product "Gloss Armor"
Marfied	Japan	"Hyper Water" water purification unit for car washing
MARUNI INDUSTRY	Japan	Puncture repair materials
MATSUKI	Japan	Autobahn Professional Tool
MAXAN KOREA	South Korea	High-quality camera and monitor systems for commercial vehicles
MCON Japan	Japan	Key Drop Solutions, Scan Solution
MEIJI SANGYO COMPANY	Japan	High-value-added maintenance for ADAS aiming, EV maintenance
MIHAMA	Japan	Refrigerants
Milwaukee Tool Japan	Japan	Small, lightweight, easy-to-handle, and high-power power tools
MiraX Corporation	Japan	Digital price board
MITSUBOSHI BELTING	Japan	Automotive belts, wear measurement gauges, PR flyers
MIYACO HYDRAULIC BRAKE MFG.	Japan	Brake parts
MKKASHIYAMA	Japan	Brake pads
MOBILY	Japan	Air conditioner chemicals and refrigerant recovery machines
MSACADEMY	Japan	Garage equipment
MSP Sales	Japan	Software
MUSASHI OIL SEAL MFG.	Japan	Oil and grease sealing equipment
NAGAO TECHNO	Japan	Rebuilt parts
NAGARA CARWASH	Japan	Car care products
NAKAMURA AUTO PARTS	Japan	Luccini Tires
NanoZone Coat Service	Japan	Photocatalytic antibacterial, antiviral, and deodorizing coatings for car interiors
Natec	Japan	Original disaster prevention goods
NCC / Avalon Air Tools	Japan	Spray gun
NETWORK	Japan	CQ Quality Quartz products
NHK SALES	Japan	Suspension-related parts
NICHIMOLY Division Daizo Corporation	Japan	Coating systems, automotive additives and chemical products
Nifco	Japan	SoloSet system for aiming
NIJES	Japan	Painting robot
NINGBO WB AUTO ACCESSORIES	China	Car polisher, accessories
Nippon Paint	Japan	Water-based painting
Niterra	Japan	NGK Spark Plug, NGK Ignition Coil, and NTK O2 Sensor
NOAA	Japan	Small mobility
NRB Bearings	India	Needle roller bearings
NWB	Japan	Wiper blades
OHNIT	Japan	Ozone deodorizers
OHNO RUBBER INDUSTRIAL	Japan	Automotive parts and industrial rubber products
Okanojidosha	Japan	Engine oil
OLIGO surface controls	Japan	LED lighting equipment
ONYXHIELD	Japan	Paint protection film
Orange Japan	Japan	Tire Pressure, Temperature Monitoring System
Origin	Japan	Movable charging and discharging device
Panther-Pro Tools	UK	Auto Glass Replacement and Repair Tools
PIAA Corporation	Japan	Wipers
PLUS	Japan	DX solutions
PPE & PJC Industrial	Taiwan	Coil on plugs, ignition wire set boots, rubber mats
Premium Soft Planner	Japan	Customer management system
Pro-Step	Japan	Refrigerant recovery device
Profilm Advanced Materials Japan / Picaso Creative	Japan	Paint protection film
PROSTAFF Beauty1	Japan	Coatings and car wash
PROVIDE	Japan	Car detailing solutions
Qingdao Jidong Automotive Parts	China	Rearview mirrors, steering columns, cooling modules, onboard cameras
QUAD-JAPAN	Japan	Paint protection film
R'sTool	Japan	Tools
Raicala	Japan	AI/DX solutions
Real Clean	USA	Water-based cleaning machines

# Exhibitors List The 23rd International Auto Aftermarket EXPO 2026

Exhibitor Name	Country	Exhibition Contents
RemitAid	Japan	Payment solution
Restore-Parts.com	Japan	Restore parts
Revive and design	Japan	Automotive glass polishing technologies
RINREI	Japan	Cleaning solutions
RISURON	Japan	Cleaning agent, coating agent
ROCK PAINT	Japan	Water-based painting
ROTAKE JAPAN	Japan	Tools
RUIAN HAOLI SENSORS	China	Oxygen sensors, NOx sensors
SAGAMI	Japan	Cutomized parts
SAIDA RUBBER INDUSTRY	Japan	Mold production, molding/vulcanization bonding
SAKAE GLOBAL	Japan	Fiber laser welding machine
SAKURA innovation	Japan	3D printing
SalesOne	Japan	Systematization of take-out and return management of tools, measuring instruments
Samsung Metal	South Korea	High-quality washers, spacers, and springs
SAMSUNG TECH	South Korea	Promotion of car body parts
SANKEI INDUSTRY	Japan	Suspension and steering
Sanmen SUNCARE Rubber-Belt	China	Transmission belts
SANYO TRADING	Japan	EV battery checker
Scan Tool Zone (Ministry of Land, Infrastructure, Transport and Tourism)		
-DAIHATSU MOTOR	Japan	Scan Tool
-Hino Motors	Japan	Scan Tool
-Honda Motor	Japan	Scan Tool
-ISUZU MOTORS	Japan	Scan Tool
-Mazda Motor	Japan	Scan Tool
-Mitsubishi Fuso Truck and Bus	Japan	Scan Tool
-MITSUBISHI MOTORS	Japan	Scan Tool
-Nissan Motor	Japan	Scan Tool
-SUBARU	Japan	Scan Tool
-Suzuki Motor	Japan	Scan Tool
-Toyota Motor	Japan	Scan Tool
-UD Trucks	Japan	Scan Tool
SEGER	China	Horns, back up alarms
Seibi-Support	Japan	Scan Tool
Seibikohosya	Japan	Introduction of news media
Service Strategy	Japan	Introduction of news media
SHANDONG NOBLE INDUSTRIES	China	All types of chemicals for car clean and care
Shanghai Yudian Electronic Technology	China	Smart Wiper Control Module, Brushless Motor Control Module, High Voltage Sensors
SHANGHAI ZHUANGJUNE INDUSTRIAL	China	Commercial vehicle parts
SHAOXING HEYBEI AUOTOMOTIVE	China	Car air compressor
Shaoxing Shuaibote Auto Supplies	China	Car sun umbrellas, snow scrapers, polarized anti-glare sunglasses, and vehicle foot pedals
Shenzhen Aotule Electronics Technology	China	in-car AI devices, vehicle infotainment systems, dash cameras, and back-up cameras
Shenzhen TEYES High tech	China	in-vehicle entertainment audio-visual integrated navigation systems
shibata	Japan	Water purifier for car washes with ultra-fine bubbles
shift-on	Japan	Maintenance information platform
SHIGEMITSU SHOJI	Japan	Microfibers and towels
SHIKOKU KOBO /HBC system JAPAN	Japan	Diamond-cut aluminum wheel repair machine (WR-DCM3)
SHINANO KIHAN	Japan	Air tools
SHINSEI SHOKAI	Japan	External parts
SmartDrive	Japan	BRAKEPAD SCAN powered by ADVICS
Snap-on Tools Japan	Japan	Scan Tool
SOFT99 corporation	Japan	Double-layer glass-based body coating "G'ZOX High Morse Coat Veris"
soft99autoservice	Japan	Films, tools, equipment
SOL	Japan	Internet parts dealer
Special ONE	Japan	Anti-rust solutions
SPHERE LIGHT / ENDOX	Japan	Headlights
SPK Corporation	Japan	Puncture repair agents, body coatings, lubricants, air conditioning oils, coolant enhancers etc.
STANLEY ELECTRIC	Japan	Hyperhalogen bulbs, LED bulb
STEEL.ONE	Japan	Car care solutions
STEK-JAPN	Japan	Paint protection film
STORES	Japan	Online reservation systems
SUNAUTAS	Japan	Cleaning the inside of the engine
SUSU-GOROSHI	Japan	DPF
SYS Lighting	Japan	Lights
T.CURESHINE	Japan	Tire coating
TAIPEI AMPA	Taiwan	Introduction of exhibition
TAIYO NIPPON SANSO	Japan	3D printing
Taizhou Dongfang Haibo Machinery	China	Shock absorber
TAKASAKI	Japan	Brushless fan
TAKMO Car Protections	Japan	Engine oil
TAKUMI WORKS	Japan	Tear-resistant and grippy nitrile gloves
TAS corporation	Japan	DPF and SCR for trucks
TATSUTA Electric Wire & Cable	Japan	Low-pressure cold spray device
TCJ	Japan	Scan Tool
TecAlliance Japan	Japan	Commercially available parts conformity information service provider
Techno-Tools	Japan	Cordless polishers

# Exhibitors List *The 23rd International Auto Aftermarket EXPO 2026*

Exhibitor Name	Country	Exhibition Contents
TecMate Japan	Japan	Battery charger
The Nikkan Jidosha Shimbun	Japan	Introduction of news media
There Win Three Service	Japan	Tire Puncture Warranty Service
TIANTAI KAXINFENG AUTO ACCESSORIES	China	Car cover, motorcycle cover, boat cover
Ticar Industrial	China	TOUNNEAU COVER AND TOOL BOX
tire nano veil / 4CREST	Japan	Special coating agent for the tire tread surface
TMY CORPORATION	Japan	RACING GEAR products, parts for heavy-duty commercial vehicles
TOBATA SEISAKUSHO	Japan	3D printing
TOKAI	Japan	Auto parts and supplies
TOKITEC	Japan	Repair parts for Jeep cars
Toolplanet	Japan	Scan Tool
TORCH SPARK PLUGS	UAE	Spark plug
TORYO HOCHI SHINBUNSHA	Japan	Introduction of news media
TOYO ELEMENT INDUSTRY	Japan	Filters
Toyota Motor Corporation	Japan	Platform of second-hand garage equipment and parts
TRUSTDENT	Japan	Dent Repair
TSP	South Korea	Autoparts for Pipes
Tsuji Iron Works	Japan	Mufflers
TUV Rheinland Japan	Japan	TÜV Rheinland Japan's certification
uchiko	Japan	Elastic special coatings
Unichemy	Japan	High-end parts cleaner
UPTY	Japan	Comprehensive human resources services
Von schrader Japan	Japan	Room cleaning tool
WAKAHANE / SINSEUNG TOOLS(QINGDAO) CORPORATION	Japan	Replacement blades, utility knives, metal scissors, wrapping film
wenzhou zhongye communication electric apparatus	China	Automotive and motorcycle horns
Wenzhou Zoren Auto Electric Control	China	Automotive equipment
WINCAR ASIA	Japan	Estimating
Wuerth Japan / Tunap	Japan	AC, rust prevention, ORSY storage, fire blankets, glass repair, tools
Wuxi Zhihong High-tech Power	China	Automotive turbocharger actuators and electronic actuators
Xinchang Linquan Bearing	China	Wheel bearings
XPEL Japan	Japan	Paint protection film
Yamato Automobile	Japan	Auto parts and tools
Yamauchi	Japan	Vehicle intake management and reservation cloud system
YANCHENG YUJIE MACHINE	China	Wheel-diamond-cut machine
YAZAWA	Japan	Fuel additive "Fuel Potion 3",
YMG1	Japan	3M car wrapping films, color protection films, and paint protection films
YONE	Japan	"Fire blanket" prevent the spread of fire to other objects and extinguish the fire of EV vehicles
YUGYOUHOUCI SHINBUNSHA	Japan	Introduction of news media
yutaka abrasives / maruwaikenmagiken	Japan	Polishing products and abrasives
ZF Aftermarket	Japan	Auto parts for commercial vehicles
ZHEJIANG BAIXIANG AUTO ACCESSORIES	China	Car floor mats
Zhejiang Kreation Electronic Technology	China	Smart sensor
Zhejiang Laien Filtration System	China	Filter
ZHEJIANG PUJIANG BOHU CHAIN STOCK	China	Lifting chains, round chains,
Zhejinag Ruichuan Tools	China	Water tank fan, air conditioner blower
ZHEJIANG SONGTIAN AUTOMOTIVE MOTOR SYSTEM	China	Polisher
ZHUHAI ZHENGYUAN OPTOELECTRONIC	China	LED Headlights

# IAAE Concurrent Programus

## Scan Tool Zone hosted by Ministry of Land, Infrastructure, Transport and Tourism

This specialized zone features participation from all 12 Japanese automobile manufacturers, each showcasing their genuine diagnostic equipment. Visitors had a rare opportunity to experience and observe the advanced functionalities of these professional tools, which are typically inaccessible.

Exhibitors: Isuzu Motors, Suzuki Motor, Subaru Corporation, Daihatsu Motor, Toyota Motor Corporation, Nissan Motor, Hino Motors, Honda Motor, Mazda Motor Corporation, Mitsubishi Motors Corporation, Mitsubishi Fuso Truck and Bus Corporation, UD Trucks Corporation



## Painting Demonstration

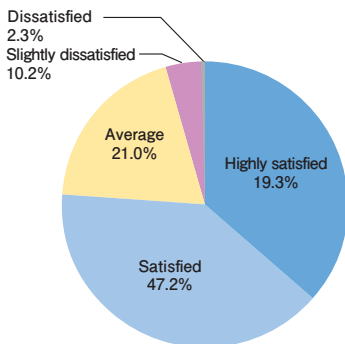
A dedicated Painting Demonstration area highlighted the latest techniques using eco-friendly water-based paints. The previous program was expanded to include not only practical painting applications but also high-precision color measurement and sophisticated color mixing processes.

Demonstrators: Axalta Coating Systems, Isamu Paint, Kansai Paint, Nippon Paint, ROCK PAINT

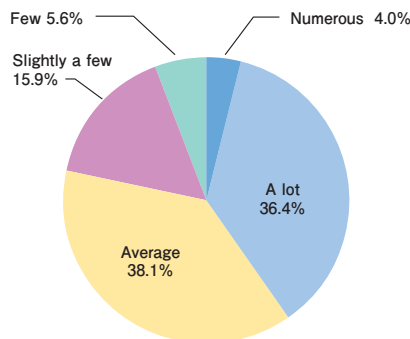


# Questionnaire for Exhibitors

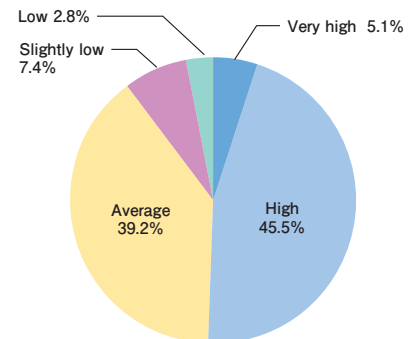
**Q1** How satisfied are you with your participation in IAAE?



**Q2** How was the number of visitors?



**Q3** How was the buyer's motivation?



**Q4** Business outcomes

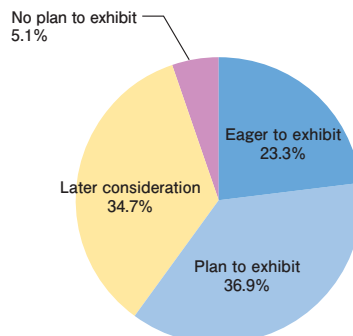
① How many business cards did you get from visitors?

Average: 91.2

② Did you meet your potential customers? How many?

Average: 10.8

**Q5** Do you plan to take part in the next IAAE?



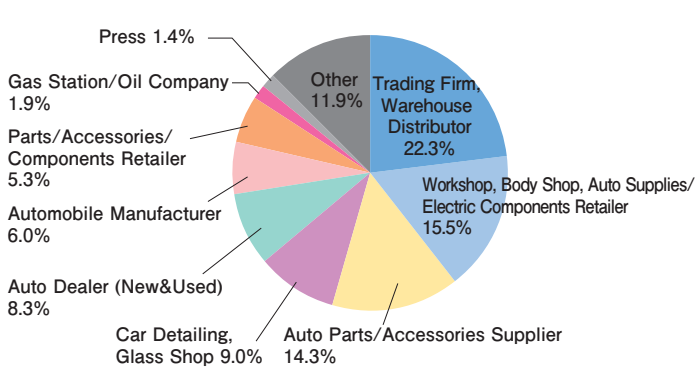
**Q6** Testimonials

- The exhibition provided numerous new insights, offering valuable clues on how to strategically approach our product lineup moving forward.
- We have once again recognized the significant value of exhibiting at this event. We look forward to our continued partnership.
- The first two days saw a large number of visitors, with the paint demonstration area particularly bustling.
- Engaging with international and export-oriented trading companies, with whom we rarely have direct contact, provided us with invaluable insights into the current global market.
- It was amazing to see such high interest in our products. We've already had a bunch of inquiries about getting our gear in-store and starting new partnerships.
- The final day saw a lower turnout than anticipated; however, we remain optimistic about seeing a larger audience at the next event.

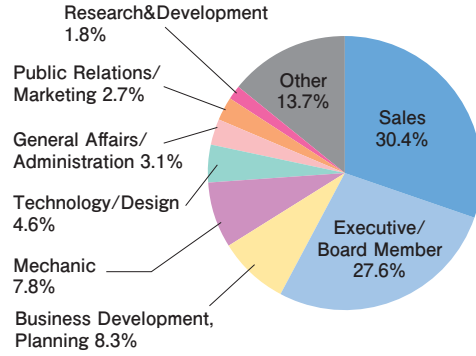
# Visitors data

Registered visitors | 16,719

**Q1** | What type of business are you in?



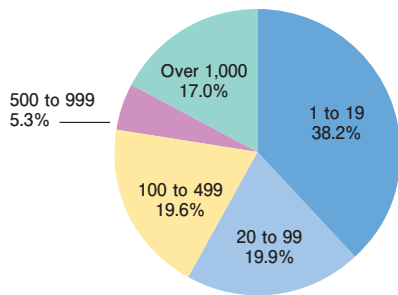
**Q2** | What is your job category?



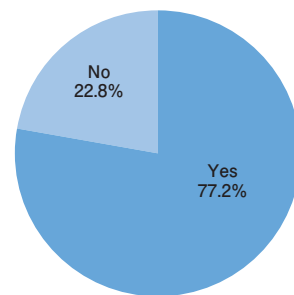
# Questionnaire for Visitors

**Date** | From 13:00 to 16:00 on February 12(Thu) to 14(Sat), 2026  
**Location** | Entrance area  
**Survey subject** | Visitors expect exhibitors, those involved in organizing the event and visitors who are high school students and younger  
**Number of responses** | 1,309

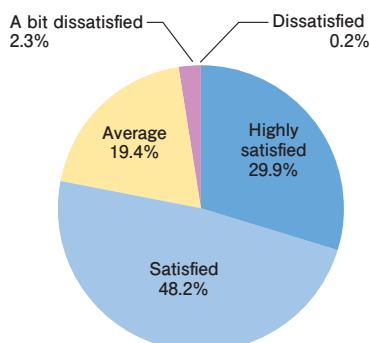
**Q1** | How many people are working in your company/ organization?



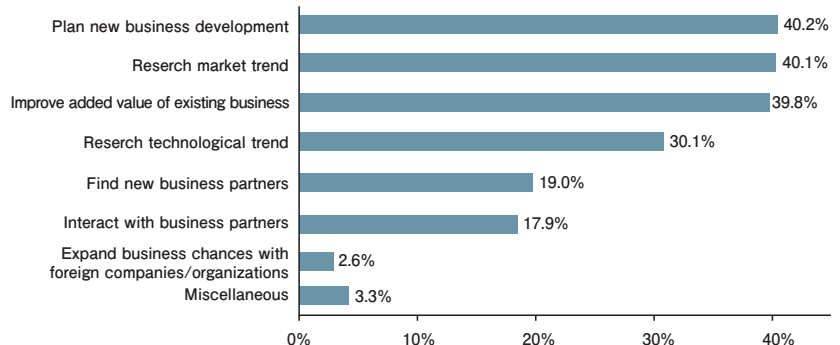
**Q2** | Were there any products, technologies, or businesses that you would consider purchasing/introducing?



**Q3** | How satisfied are you with the IAAE?



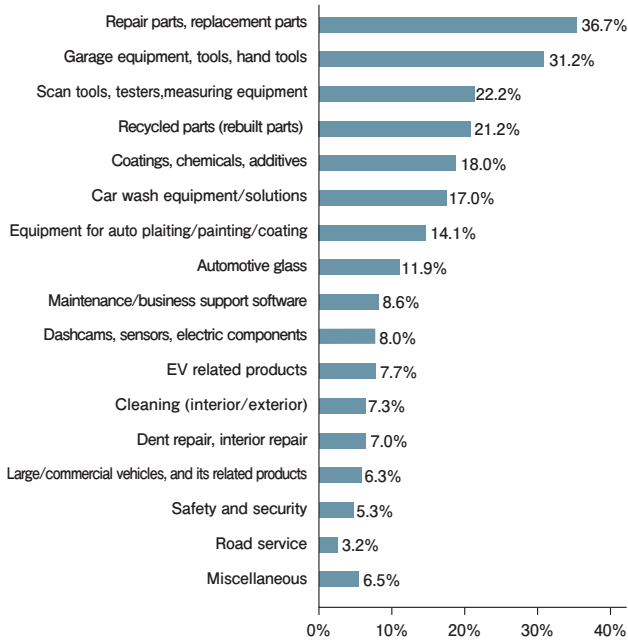
**Q4** | What is the purpose of your visit? (Multiple answers allowed)



## Questionnaire for Visitors

Q5

Which exhibits/business did you want to see or take your interest in? (Multiple answers allowed)



Top 20 exhibitors attracted visitor's attention

	Company Name	Exhibition Contents
1	IYASAKA	Spot cutters, scan tools, tire changers, welding machines
2	AISIN	Tires, jump starters, lifts, oil
3	ANZEN MOTOR CAR	Tire lifter, battery tester, oil changer
4	SOFT99 corporation	Coating, paint protection film, car wax
5	Milwaukee Tool Japan	Power tools, impact wrenches
6	ISUZU MOTORS	Rebuilt parts, engines
7	Inter Supoort	Scan tool
8	MEIJI SANGYO COMPANY	Repair parts, aiming equipment, scan tool
	ROCK PAINT	Water-based paints, colorimeters, mixing
10	EBE	Maintenance software, rental car reservation system
11	KBL	Car battery
12	XPEL Japan	Paint protection film
13	Astemo Aftermarket Japan	Brakes, parts, scan tool
15	Bullet	Polisher, compound, coating agent
16	DAIWA SANGYO	Brakes, lift, rust removal
17	YMG1	Protection film
18	Profilm Advanced Materials Japan	Paint protection film
	Yamato Automobile	Hand tools, paints
	ISHIHARA CHEMICAL	Compound
	Akatsuki Towing Equipment	Roadside assistance
20	Wuerth Japan	Coating, parts cleaning, window repair
	Seibi-Support	Alignment Tester
	Toolplanet	Scan tool
	TRUSTDENT	Dent repair

### Top 5 Categories of Visitor Interest

Business type	1st	2nd	3rd	4th	5th
<b>Trading firm, wholesale distributor</b>	Repair parts, replacement parts 17.1%	Garage equipment, tools, hand tools 15.8%	Scan tools, testers, measuring equipment 11.0%	Recycled parts (rebuilt parts) 8.4%	Equipment for auto plaiting /painting/coating 7.2%
<b>Auto parts &amp; equipment manufacturer</b>	Repair parts, replacement parts 33.2%	Recycled parts (rebuilt parts) 18.1%	Garage equipment, tools, hand tools 8.2%	Car wash equipment /solutions 6.0%	Equipment for auto plaiting /painting/coating 5.6%
<b>Workshop, body shop</b>	Garage equipment, tools, hand tools 19.4%	Scan tools, testers, measuring equipment 13.4%	Repair parts, replacement parts 12.7%	Equipment for auto plaiting/painting/coating 8.8%	Recycled parts (rebuilt parts) 8.4%
<b>Car distributor/retailer (new car/used car)</b>	Garage equipment, tools, hand tools 17.9%	Repair parts, replacement parts 10.5%	Scan tools, testers, measuring equipment 9.5%	Car wash equipment /solutions 8.9%	Maintenance/business support software 7.9%
<b>Car detailing</b>	Coatings, chemicals, additives, consumables 32.0%	Car wash equipment/solutions 14.5%	Cleaning (interior/exterior) 14.0%	Automotive glass 10.1%	Dent repair, interior repair 7.9%
<b>Auto supplies/electric components retailer</b>	Repair parts, replacement parts 18.9%	Scan tools, testers, measuring equipment 16.0%	Garage equipment, tools, hand tools 14.2%	Recycled parts (rebuilt parts) 13.2%	EV related products 7.5%
<b>Automobile &amp; motorcycle manufacturer</b>	Repair parts, replacement parts 24.3%	Garage equipment, tools, hand tools 13.0%	Recycled parts (rebuilt parts) 12.1%	Scan tools, testers, measuring equipment 6.7%	Coatings, chemicals, additives 6.3%
<b>Gas station</b>	Car wash equipment/solutions 18.5%	Coatings, chemicals, additives 13.6%	Garage equipment, tools, hand tools 12.3%	Automotive glass 9.9%	Cleaning (interior/exterior) 7.4%

# Seminar Report

## Auto Aftermarket Summit

Title : **Auto Aftermarket Summit**

Subtitle : Transformation of Japan's auto aftermarket in an era of market contraction

Date & Time : 15:00~16:30 Feb 13th [A-24]

The number of attendees : 443

Summary :

In Japan, where very few regions could expect population growth, market contraction was already becoming apparent in various areas. As maintaining public transport networks like trains and buses became increasingly difficult, the role of the auto aftermarket industry in preserving mobility was more vital than ever. Furthermore, new success stories had emerged where businesses succeeded by narrowing their target segments to expand their operational areas, suggesting a need for strategies that differed from traditional approaches. At this summit, the future of the auto aftermarket was discussed from various perspectives—distinct from the previous era of market expansion.

Speaker :

Toshihiro Fujino	BS-SUMMIT business cooperative
Hidetaka Nakamura	Aftermarket Suppliers Activation Committee
Kiomi Kobayashi	AUTO-PARTS & ACCESSORIES RETAIL ASSOCIATION
Takayuki Inoue	Japan Purchase Used Car Association
Hiroshi Fukazawa	Rebuild Industrial Association National Federation

## DX・AI

Title : **DX in Maintenance Operations Realized by AI**

Subtitle : Everything about the AI maintenance estimation system from the perspectives of development and operation

Date & Time : 12:30~13:30 Feb 14th [A-33]

The number of attendees : 195

Summary :

In the field of automobile maintenance, the spread of hybrid vehicles, EVs, and vehicles equipped with advanced safety technologies had created a need for increasingly sophisticated operations. Meanwhile, the shortage of engineers had become a critical challenge. As a solution, this session introduced "T'aime," an AI maintenance estimation system. Toyota Mobility Parts, the developer, and Toyota Mobility Shin-Osaka, which had operated the system since the pilot test stage, discussed everything from the development background to the actual effects of its implementation.

Speaker :

Yukio Kubo	TOYOTA MOBILITY SHINOSAKA CO., LTD.
Shunichi Kimura	TOYOTA MOBILITY PARTS CO., LTD.
Tomooki Matsuyama	TOYOTA MOBILITY PARTS CO., LTD.

## Car Insurance

Title : **The Ideal Relationship Between Auto Insurance and Body Repair**

Subtitle : Addressing challenges in vehicle repairs and future outlook

Date & Time : 11:45~12:30 Feb 12th [D-12]

The number of attendees : 105

Summary :

As the environment surrounding auto insurance evolved, this session identified current challenges in vehicle repairs—a critical concern for car users. Furthermore, the speaker discussed the ideal state of both insurance and repair services for the future.

Speaker :

Yasuo Fukuda	Hachinohe Gakuin Regional Collaboration Research Center
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## 3D printing

Title : **Potential of 3D Printing in the Auto Aftermarket**

Subtitle : Transformation of Japan's auto aftermarket in an era of market contraction

Date & Time : 10:30~11:30 Feb 13th [D-21]

The number of attendees : 81

Summary :

This session introduced Toyota Industries Corporation's initiatives and specific use cases for promoting 3D printing technology. The potential of 3D printing in the growing auto aftermarket was discussed, along with strategic approaches to expanding its application. Furthermore, the organization presented its efforts to develop human resources equipped with the essential skills required to realize these technological advancements.

Speaker :

Hiroyuki Oiwa	TOYOTA INDUSTRIES CORPORATION
Toshiyuki Sawakoshi	Japanese Society of Additive Manufacturing

# Seminar Report

## Workplace Environments

Title : **New Welfare Strategy for Auto Dealers  
: Enhancing the Workplace by Insourcing Uniform Laundry Services**

Date & Time : 13:45~14:30 Feb 13th [D-24]

The number of attendees : 50

Summary :

Honda Cars Senshu established an in-house "Cleaning Center" equipped with large-scale commercial washers and dryers. By insourcing the laundry of service staff uniforms, the company successfully reduced outsourcing costs, relieved the domestic laundry burden on staff families, and improved overall employee satisfaction. In this program, the entire process from planning and establishment to daily operations was explained, along with the specific results and effects observed after one year of operation.

Speaker :

Masaaki Kawai      Honda Cars SENSYU

## EV

Title : **The Challenge: Transitioning from a Used Car Dealer to a BYD Dealer**

Date & Time : 15:00~15:45 Feb 13th [D-25]

The number of attendees : 56

Summary :

Car Service Yamagata had primarily focused on used car distribution and automobile maintenance. As a new business initiative, the company acquired dealership rights for the EV manufacturer "BYD." In this session, the speaker shared the vision behind this new challenge, drawing on past failures as stepping stones toward a future driven by electric mobility.

Speaker :

Daisuke Ogawa      CAR SERVICE YAMAGATA

## Gas Station

Title : **The Journey to Becoming a Community-Based Service Station**

Subtitle : Business expansion originating from auto insurance and stable talent recruitment

Date & Time : 10:30~11:15 Feb 14th [D-31]

The number of attendees : 76

Summary :

This session introduced the initiatives and achievements of Kanazawa Maruzen, a prominent Cosmo Oil gas station operator that had successfully expanded into vehicle inspection, maintenance, body repair/painting, and glass/aiming services. In addition to discussing the challenges and future outlook of the gas station business, the speaker provided specific insights into their stable employment model, which maintained high-quality talent through unique employee contract structures.

Speaker :

Yukihiko Nomura      KANAZAWA MARUZEN CO., LTD.  
Tatsuya Minami      KANAZAWA MARUZEN CO., LTD.

## Government Agency

Title : **Challenges and Future Directions for the Japanese Automotive Industry**

Date & Time : 10:30~11:15 Feb 12th [A-11]

The number of attendees : 188

Summary :

The environment surrounding the automotive industry was undergoing rapid changes, driven by factors such as GX (Green Transformation), DX (Digital Transformation), and shifting tariff policies. In this session, an overview was provided on how the Japanese government intended to support and advance the industry amidst those evolving conditions.

Speaker :

Naoki Takagi      Ministry of Economy, Trade and Industry

# Seminar Report

## Government Agency

Title : **Importance of Initiatives to Prevent Health Impairments from Chemical Substances**

Subtitle : Risk assessment and risk reduction measures in the workplace

Date & Time : 10:30~11:15 Feb 12th [D-11]

The number of attendees : 63

Summary :

This session focused on the practical importance of workplace risk assessments and the implementation of risk reduction measures for target chemical substances, specifically for businesses handling automobiles, such as those in vehicle maintenance and repair.

Speaker :

Tomoki Natsui

Ministry of Health, Labour and Welfare

## Government Agency

Title : **Current Status, Challenges, and Future Initiatives for Last-Mile Delivery**

Date & Time : 11:45~12:30 Feb 12th [A-12]

The number of attendees : 68

Summary :

This session introduced the current landscape and challenges surrounding last-mile delivery. Furthermore, it presented the recommendations from the "Study Group on Enhancing Efficiency of Last-Mile Delivery," which were compiled in November 2025.

Speaker :

Daidou Uchida

Ministry of Land, Infrastructure,  
Transport and Tourism

## Government Agency

Title : **Compliance for the Automotive Aftermarket:  
Essential Points on the Antimonopoly Act and the Subcontracting Act**

Date & Time : 13:00~14:00 Feb 12th [D-13]

The number of attendees : 188

Summary :

With the increasing necessity for legal compliance, there was a rising number of cases where automotive aftermarket businesses were required to take corrective actions due to violations or suspected violations of the "Antimonopoly Act" and the "Subcontracting Act." In this session, the Japan Fair Trade Commission (JFTC) provided information on the overview of violation and warning cases across sectors—including auto parts, vehicle sales, maintenance/repair, accessories, and insurance—as well as recurrence prevention and proactive measures to prevent legal violations.

Speaker :

Takashi Kodama

Japan Fair Trade Commission

Tomoya Kon

Japan Fair Trade Commission

## Government Agency

Title : **Public-Private Initiatives to Address Human Resource Shortages**

Date & Time : 13:00~13:45 Feb 12th [A-13]

The number of attendees : 101

Summary :

As part of the efforts to tackle labor shortages in the automobile maintenance and body repair industries, the government and industry partners—including auto dealers and related companies—collaborated to host the "Junior Mechanic" program, which was held in Sendai last September. This session discussed the objectives and outcomes of this public-private initiative aimed at securing a future workforce.

Speaker :

Hiroaki Tamaya

Ministry of Land, Infrastructure, Transport and Tourism  
Tohoku Regional Transport Bureau

# Seminar Report

## Government Agency

Title : **Initiatives for Advanced Automobile Maintenance and Securing Specialized Personnel**

Date & Time : 14:15~15:00 Feb 12th [A-14]

The number of attendees : 188

Summary :

The industry faced two critical challenges: "Adapting to New Technologies" and "Securing Human Resources." This session introduced the initiatives led by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT). These included advancing maintenance techniques for autonomous driving, ADAS, and electric vehicles, as well as measures to attract young talent, improve working environments, and enhance labor conditions.

Speaker :

Takumi Kubo

Ministry of Land, Infrastructure,  
Transport and Tourism

## Government Agency

Title : **Current Status and Future Initiatives of Vehicle Inspection**

Date & Time : 15:30~16:15 Feb 12th [A-15]

The number of attendees : 161

Summary :

Under the social mission of "contributing to the realization of a safe and environmentally friendly transportation society," the National Association for Automobile Safety and Inspection (NALTEC) conducted operations such as vehicle compliance inspections, recall technical verifications, and research for standard development, in close cooperation with the government. In particular, to keep pace with the recent advancement of automotive technology, electronic inspections utilizing On-Board Diagnostics (OBD) commenced in October 2024, and were expanded to include imported vehicles in October 2025. In this presentation, the latest status of their operations and future initiatives were introduced.

Speaker :

Fumiya Takizawa

National Agency for Automobile and  
Land Transport Technology

## Global Auto Aftermarket Conference @TOKYO

Title : **Current Status and Future Outlook for EV Maintenance in China**

Date & Time : 10:30~11:15 Feb 13th [A-21]

The number of attendees : 145

Summary :

With the rapid spread of EVs in China, infrastructure for charging and battery swapping was being developed at a remarkable pace. Despite challenges such as standardization between urban and rural areas and managing power grid loads, EVs were becoming a core part of the social infrastructure. This was driven by the integration of EVs into commercial and logistics sectors, alongside coordination with renewable energy. This session discussed these trends, including the essential development of specialized EV maintenance technicians.

Speaker :

Cao Lingling

Beifang Automotive Education Group

## Global Auto Aftermarket Conference @TOKYO

Title : **Thattham Research's Initiatives for Balancing Vehicle Repair and Non-Life Insurance**

Subtitle : Learning from the forefront of body repair in the UK, the birthplace of non-life Insurance

Date & Time : 11:45~12:30 Feb 13th [A-22]

The number of attendees : 95

Summary :

This program featured Thattham Research, a UK-based automotive technology center with a long history of providing information to the collision repair industry. By having them explain the current state of vehicle repairs in the UK, the session highlighted and examined the differences compared to the Japanese body repair industry. The presentation also used video footage to introduce the workflow from vehicle intake to release, as well as the functions of the "escribe" system, which is recognized as the most effective and efficient repair solution in the UK.

Speaker :

Giles Brooks

Thattham Research

# Seminar Report

## Global Auto Aftermarket Conference @TOKYO

Title: **Thailand's Aftermarket as the Centerpiece of the ASEAN Automotive Industry**

Subtitle: Role as an auto parts production hub and market shifts centered on Evs

Date & Time : 10:30~11:15 Feb 14th [A-31]

The number of attendees : 70

Summary :

As the heart of the ASEAN automotive market, Thailand continued to maintain its core role through auto parts supply and emerging business opportunities, even as it adapted to changes driven by the rapid spread of EVs and the entry of Chinese corporations. This session discussed the status and future outlook of Thailand's auto aftermarket, focusing on how it remained a pivotal player amidst those evolving dynamics.

Speaker :

Rangsun Puangprang PTG ENERGY PUBLIC COMPANY LIMITED

## Global Auto Aftermarket Conference @TOKYO

Title: **The impact of the global trend towards vehicle electrification on the Malaysian automotive aftermarket**

Subtitle: Changes facing the high distribution area in Asia of Japanese vehicles

Date & Time : 11:30~12:15 Feb 14th [A-32]

The number of attendees : 67

Summary :

Malaysia, one of the ASEAN countries experiencing remarkable economic growth, saw a steady increase in the number of owned vehicles—particularly popular used cars from Japan—making it a market that was drawing significant attention. This program featured Mr. Jet Ong, Executive Director of MOTONATION and organizer of the Malaysian exhibition "MIAPEX," who is well versed in the Southeast Asian automotive aftermarket. He provided a lecture regarding the current situation and future prospects in Malaysia, including his unique initiatives to develop the market.

Speaker :

Jet Ong Motonation

## Global Auto Aftermarket Conference @TOKYO

Title: **Kenya's Auto Aftermarket: Growing as a Hub for East Africa**

Subtitle: The expanding Japanese used car market in a right-hand drive vehicle region

Date & Time : 13:45~14:30 Feb 14th [A-34]

The number of attendees : 93

Summary :

Entering its demographic dividend period, Kenya was a right-hand drive vehicle market where Japanese used cars held an overwhelming market share. With the largest trading port in East Africa, the country was also gaining significant attention as a regional hub. In this session, Wangui John Mutahi, the Kenya Regional Manager for BE FORWARD—a company that had successfully expanded its business in this environment—provided insights into the status of the local auto aftermarket. Furthermore, the session explored the business strategies of BE FORWARD as it continued to grow across the African market.

Speaker :

Hironori Yamakawa BE FORWARD CO., LTD.  
Wangui John Mutahi BE FORWARD CO., LTD.  
Shogo Nishimura BE FORWARD CO., LTD.

## Global Auto Aftermarket Conference @TOKYO

Title: **Current Status of the Used Car Market and Auto Aftermarket in the Philippines**

Subtitle: Rising demand for repairs and parts driven by market expansion and future outlook

Date & Time : 14:45~15:30 Feb 14th [A-35]

The number of attendees : 72

Summary :

In the Philippines, the used car market was expanding rapidly alongside economic growth and motorization. With the increasing demand for repairs, maintenance, and replacement parts, this session outlined the characteristics and distribution structures of the used car market, as well as the status of the auto aftermarket. Furthermore, the session explained the impact of the regulatory environment, digitalization, and the penetration of EV/Hybrid vehicles on business operations and the future market landscape.

Speaker :

Johann Naguiat MOTECH' 7 AUTOMOTIVE AND FRANCHISING COMPANY, INC.

## Scan Tool

Title: **Initiatives by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) to Advance Maintenance Technology and Enhance Scan Tool Functionality**

Date & Time : Two sessions daily Feb 12th - 14th [Scan Tool Zone]

The number of attendees : 378 (3-day total)

Speaker :

Takumi Kubo Ministry of Land, Infrastructure, Transport and Tourism  
Takaaki Baba Ministry of Land, Infrastructure, Transport and Tourism