

## Welcome to IAAE

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IAAE is the only International Auto Aftermarket exhibition in Japan and provides wide range of information about auto aftermarket. For example, vehicle purchases and sales, maintenance, repairs, coatings, auto parts, equipment, etc.

Also, the show features a variety of products, services, devices, materials as well as many seminars and presentations on-site.

IAAE is organized by the steering committee consisting of 14 members from industry associations, journal etc. Additionally, the show is held under the auspices of administrative agencies such as Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of Internal Affairs and Communications, Japan External Trade Organization, National Agency for Automobile and Land Transport Technology, and a lot of industry associations, such as Japan Automobile Manufacturers Association, Inc. etc.

The very first mass-produced hybrid car, Toyota Prius was launched in 1997. Now over 90% of new vehicles have equipped with Auto Brake System here in Japan and you can see the auto aftermarket business situation influenced by the most advanced cars.

This B to B show is going to be held in Tokyo and it will be a valuable platform for business people in expanding Asian market.

Futuristic cars are getting popular in Japan, but meanwhile, number of registered cars have been sluggish under low birthrate and longevity. On the other hand, in emerging countries, number of registered cars have been increasing. However, it is predicted that they would face the safety and environmental challenges in not so distant future. In this situation, the show delivers useful information to overseas people involved including Asia.

We hope through this event we are able to contribute to promote auto aftermarket industry and provide an excellent opportunity for networking.

We very much look forward to seeing you at IAAE2021.