



Istituto Italiano di Cultura - Tokyo



Ambasciata d'Italia – Tokyo



CIRPS-Sapienza University of Rome

Supported by:



The Italian Chamber of Commerce
In Japan



Seminar

AUTO INNOVATION DESIGN

Japan and Italy towards a cleaner, smarter car

Italian Institute of Culture, Tokyo
(Umberto Agnelli Hall and Exhibition Area)
12th June 2008

The Italian Embassy in Tokyo, the Italian Institute of Culture in Tokyo, and the CIRPS - Interuniversity Research Centre for Sustainable Development, Sapienza University of Rome, promote and organize the conference

Auto Innovation Design - Japan and Italy towards a cleaner, smarter car

to be held in Tokyo on 12th June 2008, at the Italian Institute of Culture.

This seminar will be the first event of a broader project on auto innovation and design, which will be part of "Autunno in Giappone 2009" - a series of high profile initiatives under a single logo which will take place from September to December 2009 and which will be organized in the wake of the excellent results achieved with "Primavera Italiana 2007".

The event, involving a day combining seminars and business meetings, aims to promote the partnership of Italy and Japan's "elites": firms, universities, research and development centres, as well as institutions specializing in automobile design innovation by means of the integration of new technologies, materials and new powertrain solutions. The strategic objective from the industrial, social and market perspective is to make the most of the two countries' expertise so as to create a cleaner, smarter car as soon as possible.

The conception of such a vehicle can only occur through innovative automobile design, which must prove itself capable of incorporating any new technological opportunities. This entails the development of a car into a product that retains its aesthetic and thrill-inducing appeal, and yet evolves into a more environmentally compatible vehicle. The car should also possess all the newest safety technologies, as well as those related to traffic flow and the interaction with other networks and modes of transport.

Italian and Japanese representatives will include major experts from the academic and industrial divisions, as well as from the sector specialized in development and innovation. These specialists will come together to discuss the concept of design as the driving force behind the excellence of the *Made in Italy and Made in Japan*.



Provisional Agenda

08:30 – 09:00 Participants' Registration

Opening Remarks

09:00 – 09:40 Representative Embassy of Italy

Yoshiharu Fukuhara,
**Honorary Chairman of Shiseido, and the Japanese co-Chairman of the Italy
Japan Business Group**

Tadashi Izawa,
President of the Japan External Trade Organization-JETRO

Federico Balmas,
Director of Tokyo Branch, Italian Trade Commission

Opening Session

09:40 – 10:00 **Fabio Orecchini,**
Professor of Energy Systems, CIRPS - Sapienza University of Rome
*Key technologies for the car of the future. New energy sources, new powertrain solutions,
zero emissions*

10:00 – 10:20 **Ken Okuyama,**
CEO, Ken Okuyama Design
Speech Title: To be announced

10:20 – 10:40 **Roberto Piatti,**
CEO and Founder, Torino Design Srl
Innovation and new technologies as powerful design opportunities

10:40 – 11:00 *Coffee break*

1st Session

Moderator: **Ken Okuyama, CEO, Ken Okuyama Design**

11:00 – 11:20 **Masayoshi Watanabe,**
Director, MONODZUKURI Policy Planning Office,
METI-Ministry of Economy, Trade and Industry
"KANSEI" Initiative - Suggestion of the fourth value axis

11:20 – 11:40 **Enrico Pisino,**
Director Business Vehicle Architecture, Centro Ricerche FIAT
Speech Title: To be announced



- 11:40 – 12:00 **Tohru Hashimoto,**
Corporate General Manager, MiEV Business Promotion Office
Product Strategy & Development Group Headquarters
Mitsubishi Motors Corporation
Speech Title: To be announced
- 12:00 – 12:20 **Luigi Piero Ippolito,**
Senior Vice President, Innovation & Managing Director SDC, Magneti Marelli
Title: The CO2 challenge: an opportunity for the emerging technologies
- 12:20 – 12:40 **Atsuo Takanishi,**
Professor of the Department of Modern Mechanical Engineering,
Waseda University
Humanoid Robot Research and Its Applications
- 12:40 – 13:00 **Jean-Jacques His,**
GT Powertrain Director, Ferrari Spa
.... Facing the CO2 challenge with top performance cars
- 13:00 – 14:00 *Press conference & Lunch Break*
- 2nd Session**
- Moderator: **Roberto Piatti, CEO and Founder Torino Design Srl**
- 14:00 – 14:20 **Shiro Nakamura,**
Senior Vice President Chief Creative Officer, Nissan Motor Co., Ltd
Speech Title: To be announced
- 14:20 – 14:40 **Sachito Fujimoto,**
Senior Chief Engineer, LPL, Planning Division, Honda R&D Co., Ltd.
Speech Title: To be announced
- 14:40 – 15:00 **Roberto Sangalli,**
Head of Tyre Pre-development and Research Departments, Pirelli Spa
Efficient tyre, a few concept behind
- 15:00 – 15:20 **Toshiaki Sato,**
Chief Creative Director, Mobile Terminals Division, Creative Studio,
NEC Corporation
Speech Title: To be announced
- 15:20 - 15:40 *Coffee break*



3rd Session

Moderator: **Fabio Orecchini,**
Professor of Energy Systems, CIRPS - Sapienza University of Rome

15:40 – 16:00

Akira Nakayama,
Senior Director General, Traffic Affair Dept, JAMA
Speech Title: To be announced

16:00 – 16:20

Giada Michetti,
CEO of Promotor International S.p.A. - GL events (Organizer of the Bologna Motor Show)
Innovation Exhibition opportunities: the new "Innovation Cube" at the Bologna Motor Show 2008, International Automobile Exhibition.

16:20 – 16:40

Masahiko Hori,
Senior Research Advisor, Research Planning and Management Division, JARI-Japan Automobile Research Institute
Automotive Technology towards 2030

16:40 – 17:00

Andrea Purgatorio,
President Pubblica Comunicazione s.r.l.
NEXT CAR: NO CAR Evolution against marketing

Final Session, Q&A and Discussion

17:00 – 17:40

Ken Okuyama, CEO, Ken Okuyama Design
Fabio Orecchini, Professor of Energy Systems, University of Rome
Roberto Piatti, CEO and Founder Torino Design Srl