

Foreword to Publication of Japanese Smart Energy Products & Technologies

The Japanese Business Alliance for Smart Energy Worldwide (JASE-World) was established in 2008 by the economic community and the government to disseminate excellent energy-saving and renewable-energy products and technologies from Japan to the world. This publication of “Japanese Smart Energy and Technologies” summarizes the insights into various products and technologies of JASE-W member companies, and has been issued every year from 2009. I am delighted to now announce that the 2024 version has been published as the 16th issue.



Due to Russia’s aggression against Ukraine, the importance of energy security has been reaffirmed in the world and there is an urgent need to strengthen both climate change countermeasures and energy security. Toward the achievement of carbon neutrality in Japan by 2050, the Japan Business Federation (Keidanren) compiled policy proposals on the path of transforming economy and society required for implementing the Green Transformation (GX) and has participated in discussions at the GX Implementation Council held by the government. Based on the discussions, the Basic Policy for the Realization of GX was established in February 2023. Japan is now at the stage of steadily implementing policies toward achieving GX.

Under these circumstances, energy technologies with less greenhouse gas emissions and new systems to further enhance efficiency of energy use have been required more than ever in many countries. I believe that excellent technologies, products, services and systems from Japan can greatly contribute to realizing carbon neutrality and establishment of energy security in various countries.

For achieving carbon neutrality on a global scale, each country and region needs to steadily make efforts, on the assumption that there are various path ways of realizing carbon neutrality in accordance with the actual situation of each country and region. In Japan, realizing the concept of “Asia Zero Emission Community” was proposed in January 2022. By disseminating Japanese technologies and experiences contributing to carbon neutrality in the Asian region while establishing close and cooperative relations and advancing policy coordination in the Asian region, Japan is strengthening initiatives to achieve carbon neutrality and energy security and aiming to contribute to the economic growth in Asia at the same time.

As a platform for public-private partnerships, JASE-W has conducted a range of activities to disseminate Japan’s energy-saving and renewable-energy products and technologies overseas. These have included carrying out various types of research analysis, dispatching missions and communicating information. In this context, this publication not only highlights the benefits of “Japan-brand” products and technologies to a global audience, but also serves as an effective tool to find useful and specific methods of implementing measures for global warming and energy conservation in line with the situation of each country or company. I strongly hope that many people worldwide, including Asia, will become aware of this compilation, understand and acknowledge Japan’s high-quality energy-saving and renewable-energy products and technologies, as such products and technologies are disseminated and lead to the achievement of carbon neutrality on a global scale.

Going forward, JASE-W will continue actively striving to fulfill its mission and to make this publication even more meaningful and valuable. I hope very much that you would find various ways to get the most out of this booklet.

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Chair of the Japanese Business Alliance for Smart Energy Worldwide