Foreword to the Publication of "Japanese Smart Energy Products & Technologies"

The Japanese Business Alliance for Smart Energy Worldwide (JASE-W) was established in 2008 with strong support from the Japanese business community and the government to promote Japan's excellent energy-saving and renewable-energy products and technologies worldwide. This publication, "Japanese Smart Energy and Technologies," provides an overview of various products and technologies of JASE-W member companies and has been issued every year since 2009. I am delighted to announce the publishing of the 2026 version as the 18th issue.

The world is facing major changes in the international order, such as Russia's invasion of Ukraine, the deepening US-China tensions, and the spread of protectionism, while the addressing of climate change issues remains as an urgent global challenge.

Since the Paris Agreement came into effect, countries around the world have set greenhouse gas emission reduction targets and have been making full-fledged efforts to decarbonize their economies. In October 2020, Japan declared its goal of achieving carbon neutrality by 2050, and in April 2021 set a new mid-term goal of a 46% reduction in emissions from the FY2013 level by FY2030. These targets are highly ambitious, and achieving them requires all possible measures now, including energy conservation and ensuring a stable supply of clean energy at low cost.

In this situation, Japanese companies are expected to further promote vigorous efforts to implement climate change initiatives and decarbonization through innovation inside Japan, and to deploy a variety of advanced technologies and products across countries in the Global South and other regions worldwide.

As a public-private partnership platform, JASE-W has conducted a range of activities to promote Japan's energy-saving and renewable-energy products and technologies overseas, including various types of research analyses, dispatching missions, and communicating information. In this context, this publication showcases the appeal of "Japan-brand" products and technologies to a global audience and also serves as a useful tool to discover effective and specific methods of implementing measures for global warming and energy conservation suited to the situations of each country or company. I strongly hope that many people worldwide, including Asia, will become aware of this compilation to increase their understanding and recognition of Japan's high-quality energy-saving and renewable-energy products and technologies, and that the global popularization of such products and technologies will lead to the achievement of carbon neutrality worldwide.

Going forward, JASE-W will continue actively striving to fulfill its mission and will also aim to make this publication even more meaningful and valuable. I sincerely hope that you will find this booklet useful in various occasions.

December 2025

Yoshinobu Tsutsui

Chair of the Japanese Business Alliance for Smart Energy Worldwide