



New Technologies, New Alliances: The Next Chapter for Automotive

Workshop & Dinner with McKinsey & Company Japan | Thursday, October 29th, 2026 | Azabudai Hills, Tokyo

THE EBC AUTOMOTIVE COMPONENTS COMMITTEE:

The industry is re-sorting itself. In Japan two clusters are forming: **Toyota** with Subaru, Mazda and Suzuki, and **Honda–Nissan–Mitsubishi**, where Honda and Nissan since August co-develop the core ECUs and operating system of their software-defined vehicles. **Volkswagen** – the world's No. 2 – has approved the deepest restructuring in its history: up to 100,000 fewer jobs by 2030 and four German plants without a confirmed future. China exported 7.1 million vehicles in 2025 and is heading for over 10 million this year.

Japanese and European OEMs and suppliers face the same questions – scale, speed and secure supply – and that is where the opportunities lie: **diversified battery material supply chains**, for which the EU–Japan Competitiveness Alliance has opened the political door; **shared SDV architectures and standards** that cut the cost of catching up; and **third markets**, where both meet the same Chinese rivals. Consolidation is when partnerships are decided – this workshop puts European and Japanese companies in the same room. It is one of the highlights of this year's committee programme and leads into the **EBC Digital Automotive Summit on November 19th, 2026**.

TOPIC STREAMS:

- **Two defining shifts.** EVs and software-defined vehicles are redrawing competitive lines in the industry and opening the door to new partnerships.
- **Batteries.** Why a resilient European industry depends on diversified material supply chains, and the case for an EU–Japan partnership.
- **Software-defined vehicles.** How the shift in E/E architecture is reshaping the value chain for OEMs, Tier 1s and Tier 2s, and how to compete with China's speed.

PROGRAMME



AT A GLANCE:

DATE & TIME

Thursday, October 29th, 2026 · from 15:45

VENUE

McKinsey & Company, Inc. Japan
[Azabudai Hills Mori JP Tower 29F, 1-3-1 Azabudai, Minato-ku, Tokyo 106-0041](#)

DINNER

RUBY JACK'S, 2F Ark Hills South Tower, 1-4-5 Roppongi (Roppongi-itchome Station)
Free-flow course · terrace in good weather, indoors otherwise

PARTICIPATION FEE (AT COST)

12,000 JPY AHK & EBC members
16,000 JPY non-members

REGISTRATION

Seats are limited; registrations from AHK & EBC members are prioritized.