

WFFMM 2024 in JAPAN

– Updates from the secretariat's meeting in July 2023.



トヨタ博物館 TOYOTA AUTOMOBILE MUSEUM



October 3rd, 2023

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WFFMM in Japan

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1) Schedule

Date	Oct 29 th (Tue)	Oct 30 th (Wed)	Oct 31 st (Thu)	Nov 1 st (Fri)	Nov 2 nd (Sat)
Venue	Toyota club Location: Aichi Prefecture Hotel: Nagoya Marriott Associa (27,000JPY/night(/head))	Toyota Automobile Museum		Fuji Motorsports Museum Location: Shizuoka Prefecture Hotel: Fuji Speedway (70,400JPY/night(/room)) CLAD (26,000JPY/night(/head))	TBD
10:00 ~ 16:00		Opening Remarks, Key 8 Sessions, Guided Tour, etc.		Guided Tour & Farewell Dinner	Guided Tour Move to Tokyo and breakup
18:00 ~ 20:00	Welcome Cocktail & Reception				

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2)Theme and Programs

✓ Adopted - Cancelled

	Title	Contents
✓	How did one of the world's leading automobile industries emerge in the small country like Japan?	Japanese unique program informing cultural background and characteristic behind the scene
✓	Why are Japanese cars from the 80s and 90s so popular in Europe/ the U.S. today?	Enables better understanding on the popularity of Japanese classic cars in Europe and U.S. through open discussion
✓	What we succeeded and failed by utilizing digital tech— proper utilization of real and virtual worlds	Exchanges ideas among museums and discuss what digital tech works and what doesn't, that can be utilized in your museum
✓	Best practices of museum management...budget, organization structure, PR, etc.	Exchanges ideas among museums and discuss what works and what doesn't in running a museum taking into account the cultural differences in covid era/post covid era.
-	Manufacturer Initiatives to Ensure Freedom of Mobility for All	Introduces unique practices by auto manufacturers that enables more people to go more places regardless of the physical restrictions .
✓	Japanese auto-manufacturers' initiatives related to the heritage cars”	Introduce unique practices by the Japanese auto manufacturers that try to maintain and make the classic cars or heritage cars known to public.

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	Title	Contents
✓	How automobiles became "culture" and its future prospect	Enables better understand on car as a culture and what can be done to attract people especially the younger generation for its sustainability.
✓	The Automobile Great Transformation of 100 Years Ago and a Message for the Future	Looks back and understand how the transformation was considered in U.S./Europe and passage toward the future.
-	A space where people and cars can coexist safely and comfortably (Toyota)	Introduces unique initiatives by Toyota to harmonize the mobility and the urban development.
-	Motorsports and how they developed /driven the evolution of automobiles	Introduces background of the challenge of racing and rallying by manufacturer and the future of car manufacturing (incl. Carbon Neutrality)
-	Ever lasting fun/joy of cars	Exchanges opinions on "joy of driving a car", "pleasure of owning a car", from the manufacturers' and the automobile museums' perspective.
-	Hidden Japanese automobile story	Introduces facts that are not often shared (e.g. cars that did not succeed in a market)
✓	How automobile culture has been formed in Asian countries & the role of Auto museums for the future	Defines how automobile market & culture has been formed in a country and grasp what their own auto culture is like.

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3) Recent efforts

Aug-Sept 2023:

- Visited 6 museums in Asia (Thailand, India, Malaysia and Indonesia) and requested support/participation for WFFMM2024.

Sept 2023:

- The first general meeting among JAMA(Japan Automobile Manufacturer's Association) members (Toyota, Nissan, Honda, etc.), requesting for funding, sponsorship, etc.

4) Next steps

Nov 2023:

- Visit Secretariat's museums (Europe) to discuss further on the programs (incl. partner programs), and schedules to brush up.

Dec 2023:

- The second general meeting among JAMA members to discuss internally on the programs and schedules for finalization.